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## **February 11 Is National 211 Day; Helpline Connects North State Residents to Vital Services**

REDDING, CA (February 10, 2024) – Sunday, February 11, marks National 211 Day—a celebration of 211, a free, 24/7, confidential, and multilingual helpline and website that connects people in need with local resources like food, housing, utility payment assistance, health care, transportation, child care, disaster information, and more.

United Way of Northern California (UWNC) operates 211 NorCal in Shasta, Siskiyou, and Tehama Counties. Since 2012, the service has answered 67,699 calls from people seeking help.

"I recently relocated from Sacramento to the North State," shared a new Redding mom with UWNC staff. "Calling 211 for resources was a lifesaver! It greatly helped my family navigate our new life in the North State."

Amy Forrest, Database Specialist for 211 NorCal, emphasized the significance of this story, stating, "211 is invaluable for newcomers. Locals easily know community resources, but for those moving here, especially families with young children, 211 is essential in connecting them to vital resources in their new community."

UWNC envisions a broader reach for 211 NorCal in the coming years, evidenced by the endorsement of 211 NorCal last year by the Plumas Board of Supervisors. UWNC will soon seek authorization from the California Public Utilities Commission to launch 211 in Plumas County.

Kalie Brisbon, Senior Director of Programs at UWNC, said continued regional growth was essential. "Expanding this program means more community members gain access to resources."

More information on accessing and using 211 is available at [www.211norcal.org](http://www.211norcal.org).

**About United Way of Northern California:**

United Way of Northern California (UWNC) was established in Redding in 1953 and serves nine counties: Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama, and Trinity. Its mission is to fight for the education, income, and health of all residents in the community. UWNC is active in disaster relief and recovery, raises funds for nonprofit agencies, and operates human services helplines in Shasta, Siskiyou, and Tehama counties, accessed by dialing 211. For more information about United Way of Northern California, visit [www.norcalunitedway.org](http://www.norcalunitedway.org).