



FOR RELEASE ON 2/11/25

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United Way Celebrates National 211 Day

Manitowoc, Wisconsin (February 11, 2025) Today, February 11 (2/11) is National 211 Day, an annual observance celebrating the 211 Hotline. 211 is a free, confidential, 24-hour information and referral service that connects residents with health and human services support.

Anyone in need of help or information can call 211, text your zip code to 898211 (M-F 8:00am-5:00pm), chat with a call specialist (M-F 8:00am-5:00pm), or search the online directory at 211now.org.

211 is supported by local United Way organizations, other local and regional partners, statewide grant projects, and individual contributions.

United Way Manitowoc County is celebrating 211 Day with a special fundraiser with a goal of raising \$2,110 by February 28. Just \$3 helps one person. Can United Way count on you? Donate today and be a part of helping thousands of people get connected and get help. To donate and learn more about 211, visit unitedwaymanitowocounty.org.

“211 is an unmatched, critical, go-to service that provides connection and support to those who need help for a range of needs,” said Ashley Bender, Executive Director of United Way Manitowoc County. “During 211 Day, we aim to express appreciation to the call specialists who provide support to help our community members and celebrate this lifeline.”

Throughout 2024, trained call specialists connected 1,539 Manitowoc County residents to locally available services. The top 6 needs of 2024 were: Housing & Shelter (466 calls), Utilities (204 calls), Mental Health & Addictions (179 calls), Food (115 calls), and Government & Legal (109 calls).

A special thank you to Mayor Justin Nickels for proclaiming today as 211 Day for the City of Manitowoc.

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United Way Manitowoc County: United Way Manitowoc County envisions a community where all people achieve their human potential. United Way’s mission is to improve lives by mobilizing the caring power of others throughout Manitowoc County. For additional information, visit www.unitedwaymanitowocounty.org or call (920) 682-8888.