

# 211/LIFE LINE

Celebrating *47 Years* of Community Impact!

2-1-1 Is for Everyone!

## Strengthening our community one life at a time.

211/LIFE LINE provides 24-hour, 7-day a week access to trained telecounselors who are ready to provide information and referrals to human service agencies and programs throughout the area via phone, live chat, email, or texting.

211/LIFE LINE maintains a database of over 6,500 community resources, enabling us to provide a wealth of information to people in need right here in our community. In 2019 alone, our skilled telecounselors served over 238,000 people in a thirteen-county territory, providing valuable information in a time of need.

With every call our highly trained responders help callers find stability and the tools needed to pursue assistance for their needs. Their diversified backgrounds range from work in the mental health field to teaching and child care.

This service is critical to the overall health and well-being of our community.



### The Numbers

- 238,236** Total number of individuals served by phone, chat, website, text, and email.
- 65,127** Requests seeking help for suicide and mental health concerns.
- 35,702** Requests for help with basic needs (food, housing/shelter, etc.).
- 6,599** Number of resources listed in the community resource database.



When Shirley's furnace stopped working and the landlord refused to fix it, 211/LIFE LINE was there to help her provide heat for her children.

## Offering help in a time of crisis since 1973.

The service we call 211/LIFE LINE today has been helping people since 1973. For 47 years, this vital resource has provided crisis and information and referral services to hundreds of thousands of people in need.

In 2005, 2-1-1 dialing access was then added to make the service more accessible to the community. Later that year, our organization took over management of the program when it found itself in need of a new home. Today, in order to harness the power of technology and social media, we now connect with people through our website, Facebook, and online chat.

Many things have changed during the 47-year history of the program. One thing that hasn't changed is our commitment to providing the community with a place to turn during a time of crisis.



**“I’m concerned about benefits. What can I do?”**

Betty is a 78 year old female reached out in from zip code 14616 in the City of Rochester needing information about how the government shutdown would impact her SNAP benefits & possibly her Section 8. She was told that she would need to spend her money within the first 48 hours of receiving her Benefits in January, didn't know if this was true or not.

Since 211 was in close communication with the United Way, the counselor was able to address the rumor and also provided a referral to speak with SNAP directly and coached caller to speak with her case manager to help address concerns around her Section 8. Counselor encouraged her to reach back if she needed food pantry referrals if the government shut down continued. Caller thanked us for the information and felt more at ease.



**“I have so much going on, where do I start?”**

Jeff is a 42 year old male who just moved here (Rochester) from Florida 3 months ago to be closer to his biological children and is having a hard time access a number of needs. He just broke up with his girlfriend, so had to leave his home. He voiced feeling overwhelmed with the winter and not sure how to access mental health counselling with medication management to help him cope with his bi-polar, along with the health insurance and locating work.

211 counselor was able to help facilitate an appointment through CCSI for health insurance navigation, referred caller a job search assistance program, referred caller to housing search assistance program and housing counseling. Since the caller was facing significant barriers to accessing mental health care and was in crisis, the counselor completed a mobile crisis referral, making sure to coach the caller to ask about charity care in case his health insurance won't kick or charge retroactively. Caller felt better after talking with us and helping him get connected to resources to address a mix of his immediate concerns.

### 211/ LIFE LINE

A program of Goodwill of the Finger Lakes

422 South Clinton Ave.  
Rochester, NY 14620  
211lifeline.org