

UNITED WAY WORKPLACE CAMPAIGN

LEADING THE WAY



**Leading the Way in Escambia and Santa Rosa counties!
In our community, everyone deserves the opportunity to thrive.**

GOOGLE IS A WONDERFUL TOOL, BUT IT IS JUST THAT – A TOOL.

When you call 211 Northwest Florida, you connect to a person. A live human being who is compassionate has access to an up-to-date and vetted resource database and has the creativity to problem-solve. Like this caller recently found out. A single mother in a rural county faced a situational crisis in paying her rent and tried Google at first and then tried 211. When she reached the 211 specialist, the specialist couldn't find RENT assistance in her county. However, with a few questions and some quick thinking, aid could be found in other ways. Thinking "outside the box", the 211 Specialist asked the single mother that if she hadn't paid the light bill, perhaps she could find a resource to help with that bill and free up her money to apply for rent. Researching the 211 data base the specialist found a local resource that might help with a light bill and shared the application information with the single mother encouraging her to reach out for assistance with the light bill possibly freeing up her money to apply for rent and engaging the landlord in keeping them briefed on her efforts to pay rent. The single mother agreed and agreed to a follow-up call later in the week. When our 211 specialist followed up she learned that the single mother had qualified for assistance with her light bill and took the money she had previously set aside to make a partial rent payment the landlord agreed to accept knowing that her new job started soon! Read the full story: wwwf.org/google211

Names are omitted to maintain client confidentiality



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Northwest Florida

We need you with us-- whether you're new to United Way of West Florida or you've been creating an impact with us for years.

At United Way, we believe that everyone who lives and works in Escambia and Santa Rosa counties deserves the opportunity to thrive. Together with you and partners like Regions Bank, United Way mobilizes the caring power of people to create transformational change LOCALLY!

Day in and day out, UWWF funds, leads, and supports programs that meet the most urgent needs in our community.

We're proud of all we've accomplished together for our great community:

Just last year:

- 211 Northwest Florida call center answered 24,507 calls in Escambia and Santa Rosa counties, creating 119,590 connections!
- 988 Florida Suicide & Crisis Lifeline received 7,473 calls and created 18,450 connections.
- Florida Veterans Support Line received 5,266 calls and provided 11,741 connections.

More work is needed to build on this momentum. If you've already given, thank you. If you haven't, there's still time to make a gift! Make a gift today at wwwf.org/donate!