



United Way  
of Central Maryland

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## **2-1-1 Maryland United Way Helpline Receives \$480,000 Grant From The Harry and Jeanette Weinberg Foundation**

*2-1-1 Maryland United Way Helpline and Baltimore City Health Department's Maryland Access Point Develop New Partnership to Help City's Older Population*

**BALTIMORE (May 1, 2018)** – United Way of Central Maryland and the Baltimore City Health Department today announced they have received a \$480,000 grant from The Harry and Jeanette Weinberg Foundation. The grant will fund an innovative partnership between the 2-1-1 Maryland United Way Helpline and the Baltimore City Health Department's Maryland Access Point (MAP) to create a service hub that will enhance independence and quality of life among older adults in Baltimore, better allowing them to remain self-sufficient.

Through an integrated approach that connects older adults with the support they need, the partnership will ensure that callers to the 2-1-1 Maryland United Way Helpline and MAP find “no wrong door” and receive a more specialized, person-centered experience that meets their health and social needs and leads to improved outcomes.

“It is critical that our older population, particularly those living below or near poverty, are connected to resources that can address their needs,” said Franklyn Baker, president and CEO of United Way of Central Maryland. “This grant will go a long way toward increasing the opportunities for Baltimore’s older community to remain independent. We are incredibly thankful to The Harry and Jeanette Weinberg Foundation for their support of this community during a month in which our country celebrates and recognizes our elder population.”

Every May, the Administration on Aging leads our nation's observance of Older American's Month. This year's theme, Engage at Every Age, emphasizes that a person is never too old to take part in activities that can enrich their physical, mental, and emotional well-being. This

observance also celebrates the many ways in which older adults make a difference in our communities.

“Our partnership with 2-1-1 will help the Health Department connect the City’s older adults with evidence-based and person-centered services. This is an important step in supporting individuals who choose to age in place and live independently,” said Dr. Leana Wen, Baltimore City Health Commissioner. “Baltimore City’s seniors have always been the backbone of our communities. We are grateful for the partnership of the United Way and the support of the Weinberg Foundation to continue our work to ensure health and wellness of our older adults.”

The partnership between 2-1-1 and MAP will specifically look to increase access to and receipt of more comprehensive support for older adults and improve the efficiency and effectiveness of information, referral and service delivery for older adults, resulting in better outcomes for Baltimore’s aging population.

“Helping low-income and vulnerable older adults age in their communities with independence and dignity is extremely important to our foundation and continues to be our largest single area of giving,” said Aaron Merki, managing director, programs and grants and program director, older adult services, The Harry and Jeanette Weinberg Foundation. “Our hope is that our support is felt throughout the community and that these individuals are provided with the necessary resources needed to maintain maximum quality of life.”

For more information about the 2-1-1 Maryland United Way Helpline, visit [www.uwcm.org/211](http://www.uwcm.org/211).

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### **About United Way of Central Maryland**

*United Way of Central Maryland fights for the education, financial stability and health of every person in every community. United Way programs include 15 Family Stability sites, which keep families in their homes and out of shelters, and On Track 4 Success, a program that helps young students stay on track to graduate high school. The organization’s work is supported by the ALICE (Asset Limited, Income Constrained, Employed) Report, which revealed that more than a third of Maryland’s working households cannot afford the state’s high cost of living, and the 24/7 2-1-1 Maryland United Way Helpline that provides information and referrals on health and human service needs. Learn more at [uwcm.org](http://uwcm.org).*

### **About The Baltimore City Health Department**

*The Baltimore City Health Department is the oldest, continuously-operating health department in the United States, formed in 1793. During the more than 220 years since then, we’ve been working to improve the health and well-being of Baltimore residents. We strive to make Baltimore a city where all residents realize their full health potential. Learn more at <https://health.baltimorecity.gov>.*