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211 Maryland United Way Helpline Celebrates ‘211 Day’

2020 marks 13 years of breaking down barriers for callers in need.

BALTIMORE (January 30, 2020) – On February 11, the 211 Maryland United Way Helpline will celebrate 211 Day, recognizing this critical service that has answered more than 100,000 calls over the last year, connecting people to the services and benefits they need.

“Our team of trained social workers who answer the phones at 211 every day is remarkable,” said Brandi Nieland, 211 Maryland United Way Helpline program director. “Every day, they connect thousands of callers to resources and services they need. Often, this means digging into an individual’s story, and helping get to the root of the problems they are facing.”

211 provides a vital service leveraged by millions of people across North America. Every day, clients contact 211 to access free and confidential crisis and emergency counseling; disaster assistance; food, health care and insurance assistance; housing and utility payment assistance; employment services; veterans services; childcare, family services and more.

New to the service, 211 can connect callers to Better BedRest, a program for women with pregnancies at risk. The organization is an advocacy, public awareness, and volunteer-driven non-profit; providing support, resources, and information to pregnant women who are prescribed bedrest and/or restrictions by their physicians or midwives. 211 will now provide services such as 24-hour helpline access and connecting women on bedrest with the services and assistance they need.

“As we continue to determine the best way to help area residents who struggle to pay their bills despite having full-time employment, 211 has remained a vital resource for our organization and the people and communities we serve,” said Franklyn Baker, president and CEO, United Way of Central Maryland. “From assistance with tax preparation in partnership with the CASH Campaign of Maryland – that often assists callers in claiming a tax refund that helps to cover back rent and more – to Better BedRest, utilities assistance, and employment services, 211 is there, 24 hours a day, every day of the year. And it remains one of our best tools for building strong and stable communities.”

For more information about 211 Maryland United Way Helpline, or to donate to keep this vital service available for central Maryland’s neighborhoods, visit 211md.org.

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United Way of Central Maryland makes our communities stronger. We work with families and individuals to keep them in their homes and out of shelters, with kids who need help in school, and with people who need healthy food and jobs that pay the bills. We achieve all this with the help of our partners: volunteers, donors, other nonprofits and area businesses who share our passion for making lives and neighborhoods stable and healthier.