United Way’s 211 is our community’s information and referral service. We help eliminate barriers by connecting people with services. In 2021, United Way’s 211 answered 5,193 requests for help from Marathon County residents, providing 11,881 referrals to community resources.

**MAKING AN IMPACT IN OUR COMMUNITY**

Nikki and her family were under quarantine for COVID-19, and their family’s income had taken a big hit. They needed assistance with food, diapers, utilities, and phone payments. She called 211 and spoke with a call specialist that provided her with resources to address all of her concerns. When 211 followed up with Nikki, she shared she had immediately gotten help with diapers and food and was working on getting help in the other areas. She was very grateful to 211 for the help.

**Focus Areas**

1792 COVID-19 Calls

167 Wisconsin Addiction Recovery Helpline

**Type of Inquiry**

3,084 Information & Referral

1,892 Information Only

125 No Referral Given

15 Crisis

**How do people learn about 211?**

Repeat 74%

Word of Mouth 9.7%

Agency/Provider 9.6%

United Way 4%

PR Materials 0.8%

Internet 0.5%

Media 1%

Other 0.3%
Total Need Referrals
11,881

Unmet Needs 1,187