

February 11, 2023 – National 211 Day Requests for the City of Richmond Hill

Included in This Document are the Following:

1. 211 Day Proclamation Request to the City of Richmond Hill
2. 211 Day Event Details and Key Messaging

Organization: Findhelp Information Services (Findhelp | 211)

Registered Charity #: 118870666RR001

What is 211?

211 provides residents of Richmond Hill with information and referral to the complete range of government, health, community and social services in their communities. 211 is a free and confidential service available 24/7 in 150+ languages by phone. Service is also available online at 211Central.ca and via text, chat and email. 211 is funded and supported by the United Way Greater Toronto. Residents of Richmond Hill can contact 211 for information and referral to:

- Health Services & Mental Health Supports
- Income Support & Financial Assistance
- Food Banks, Meal Programs & Grocery Delivery
- Housing Help & Emergency Shelter
- Support Services for Seniors & Persons with Disabilities
- [And more...](#)

211 recognizes the diverse needs of the residents of Richmond Hill and provides specialized support for individuals, families, youth, seniors, persons with disabilities, Indigenous, Black, LGBTQ2S+ and newcomer communities. 211 strengthens our human services system and helps residents of Richmond Hill get the help they need, when they need it, making their pathway to care a guided and trusted one. For more information, visit 211Central.ca.

Event: 211 Day, February 11, 2023

What is 211 Day? Every year on February 11, United Ways and 211s across Canada celebrate [National 211 Day](#). 211 Day is a public awareness initiative for the award-winning 211 service that helps guide individuals and families through the complex network of human services by phone, online, text, chat and email.

211 Day Proclamation Request: We're requesting February 11, 2023 to be proclaimed as '211 Day' in the City of Richmond Hill.

How Proclamation Benefits Event/Cause: For 211 Day 2023, we're making proclamation requests in the regions we serve, including the City of Richmond Hill. Our goal is to raise awareness for the free, confidential 211 service on 211 Day through outreach, social media promotion and public relations. Our hope is that the proclamation will provide us with an additional opportunity to talk about 211 service which is available to all Canadians for free if they ever need help dealing with life's challenges.

211 Day Social Media Hashtag: #211Day | Handle/Tag: @211Central

Suggested Key Messaging for Mayor David West and City of Richmond Hill:

1. On February 11, we celebrate #211Day to raise awareness about the 211 service in our communities. Residents of Richmond Hill can call 211 for a free, confidential referral to community and social supports. Available 24/7 in 150+ languages. Learn more at 211Central.ca
2. Residents of Richmond Hill looking for food, housing, mental health resources and other community or social services can contact 211 for a free, confidential referral to supports nearby. On February 11, we celebrate #211Day. Learn more: 211Central.ca

If you have any questions, please contact Salman Allidina, Digital Communications Coordinator at Findhelp | 211 at sallidina@findhelp.ca.

Thank you!