



2-1-1 counts

Company Campaigns

It is hard to see where the need is and how your investment can have a direct impact on your neighbors, family or friends. Through our 211 system of information and referral, over 100,000 needs are documented each year.

Until now it was hard to visualize where these pockets of need existed. 211counts.org is a real-time data dashboard that documents needs. By visiting 211counts.org, it is easy to see exactly who is seeking help for food or utility payment assistance. Using this data, we can identify the areas of our community that have the greatest need and work together to strategically address the problem. Perhaps there has been an economic crisis in the community such as a plant closure or layoff - contributing to an increase of requests for food pantries. Anyone visiting the site can see the need. Funders can use the data to address the need. And at **United Way of the Bluegrass**, the information can inform long-term solutions. The data tells a story about community need and will inform how we invest your contribution.

