



FOR IMMEDIATE RELEASE

Contact:

211 HELP!Line
PO Box 1215
Rapid City, SD 57709
www.211sd.org

Betsy Homan, Resource Development Director
Telephone: Dial 211
betsy@helplinecenter.org

Lynne Hix, Black Hills Resource Development Specialist
(605) 381-6697 (cell)
lynne@helplinecenter.org

211 HELP!Line Receives 1,005 calls in July from the Black Hills

The 211 HELP!Line, a free information and referral helpline providing resource information on nonprofit and government programs, received 1,005 calls for the month of July from the Black Hills area. Reaching 1,000 calls/month is a significant milestone representing the use of 211 in the Black Hills. This is the first time since 211 Black Hills began receiving calls in 2006 to surpass 1,000 calls in one month. In 2008, 7,178 calls were received from the Black Hills.

Community Services Connection, United Way of the Black Hills, the Vucurevich Foundation and other local organizations and leaders worked together to bring the 211 HELP!Line to residents in the Rapid City, Sturgis, and Northern Hills areas during the summer and fall of 2006.

The three-digit phone number helps individuals navigate the increasingly complex variety of social services and offers a wide range of support to individuals, such as housing or financial assistance, or care for an aging or ailing parent.

211 HELP!Line Specialists collect and maintain information on more than 700 programs in the Rapid City, Sturgis, and Northern Hills areas and work with callers to identify the services they need and connect them to those services.

As our economy continues to be challenged, the need for health and human services increases as people find themselves struggling to make ends meet. People who have never sought assistance before, unexpectedly find themselves needing it now. By dialing 211, anyone can quickly and easily find the service they need to help them get back on their feet. 211 helps callers access resources in the community when they need them the most.

Most callers (90%) were looking for information and referrals on nonprofit and government programs while 5% of callers needed listening and support and 1% of callers were in crisis.

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