



United Way
British Columbia

Working with communities in BC's
Interior, Lower Mainland, Central
& Northern Vancouver Island

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Illumination Request

Event: 211 Day

Date: Saturday, February 11th, 2023

Colour: Red

Name of organization: United Way British Columbia 211

Thank you for considering our illumination request for Saturday, February 11th, 2023.

Each year on Feb. 11, United Ways across Canada and their community partners celebrate 211 Day.

211 Day is a public awareness initiative for the 211 service - a free and confidential service that connects people to social, government and community services and supports. Our Resource Navigators provide information and referral for a broad range of resources, including:

- basic needs like food and shelter
- mental health and addictions support
- legal and financial assistance
- support for seniors, newcomers and much more.

Help is available to people anywhere in British Columbia by calling or texting 2-1-1. It's free, confidential and available in 150+ languages, 24/7, 365 days a year. For web chat or to search the online directory of resources, visit bc.211.ca.

From April 2021 to March 2022, 211 British Columbia received approx. 56,000 requests for information and referral.



For 211 Day 2023, we are aiming to build awareness of the 211 service by illuminating landmarks throughout Canada in red. There will be an accompanying BC wide media release and social media posts that mention all participating landmarks.

We hope that you will join us this 211 Day and bring awareness to this vital resource.

Thank you for your consideration.

Genny Krikorian

Community Engagement Coordinator

UWBC 211 | s22 - Personal Information | s22 - Personal Information | bc.211.ca