BC211 to integrate with UWBC – further strengthening supports for British Columbians

Central Office, Burnaby, B.C. – To increase positive impact in communities across the province, BC211 will integrate with UWBC on April 1, 2022. This union further strengthens UWBC’s ability to connect all British Columbians to vital community programs and services for everyday needs and in times of crisis.

BC211 is a non-profit society that provides information and referral services for several community helplines, including 211 British Columbia. 211 is a free, confidential, multilingual service that links people to resources for help with basic needs like food and shelter; mental health and addictions support; legal and financial assistance; support for seniors, newcomers; and much more.

A British Columbian who used the service shares the significant impact BC211 had on his life during a very challenging time - “A year ago, I was homeless, and things were rough. I called 211 and got into a shelter. Then I got into treatment and my life is back together. I want to say thank you. Without 211 I wouldn’t be here. 211 saved me.”

By calling or texting 2-1-1 people can connect with a Resource Navigator 24/7. The service is supported by a comprehensive database of 15,500+ community, government, and social service records. British Columbians may also access information via email, chat or by using the searchable online directory at bc.211.ca.

“United Way has played a critical role in creating access to 211 services across North America and UWBC has been a proud supporter and primary funder of BC211 since its inception. We are excited about the potential of this integration to further our community connection goals,” said Michael McKnight, President and CEO of United Way British Columbia.

BC211 originated in 1953 as the Community Information Service and later evolved into the Red Book Directory of Health, Welfare and Recreation Services. BC211 was established in 2010; serving first the Lower Mainland and then growing to add service to Vancouver Island in 2017. In 2020, 211 was expanded province-wide as part of the provincial government’s response to the COVID-19 pandemic.

To learn more about 211 British Columbia, visit bc.211.ca.

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About United Way British Columbia – working with communities in BC’s Interior, Lower Mainland and Central & Northern Vancouver Island

United Way supports healthy, caring and inclusive communities by strengthening vital connections that support people in need. Representing the six regions of Central and Northern Vancouver Island, East Kootenay, Lower Mainland, Southern Interior, Thompson Nicola Cariboo, and Trail and District, our organization serves a population of more than 4 million people, with a focus on kids and youth, seniors, poverty, mental health and food security.

[www.uwbc.ca](http://www.uwbc.ca)

Interviews are available with Michael McKnight, President & CEO, United Way British Columbia – working with communities in BC’s Interior, Lower Mainland and Central & Northern Vancouver Island.

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