

February 11, 2025 – National 211 Day Requests for the City of Vaughan

Included in This Document are the Following:

1. National 211 Day Proclamation Request
2. National 211 Day Lighting Request: Vaughan City Hall
3. National 211 Day Event Details and Key Messaging

Organization: Findhelp Information Services (Findhelp | 211)

Registered Charity #: 118870666RR001

What is 211?

211 provides residents of Vaughan 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 200+ 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 Vaughan 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 Vaughan 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 Vaughan 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: National 211 Day, February 11, 2025

What is 211 Day? Every year on February 11, United Ways and 211s across Canada celebrate [National 211 Day](#). National 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, 2025 to be proclaimed as 'National 211 Day' in the City of Vaughan.

211 Day Lighting Request: We're requesting the Vaughan City Hall in the City of Vaughan to be lit up on February 11, 2025 in celebration of National 211 Day.

Requested Date of Special Lighting: February 11, 2025

Requested Lighting Colours: Red

Other Iconic Destinations & Landmarks that have participated in the 211 Day United Glow lighting: CN Tower, Niagara Falls

How Lighting Benefits Event/Cause: For National 211 Day 2025, we're making illumination requests for landmarks in the regions we serve, including the Vaughan City Hall. Our goal is to raise awareness for the free, confidential 211 service on National 211 Day through outreach, social media promotion and public relations. Our hope is that the illumination of landmarks 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.

Lighting Promotion/Communications Materials: We will be using the illumination of landmarks as a story telling device in our newsletters and social media on and around National 211 Day. We hope to capture photos of each of the illuminated landmarks for social media purposes on the evening of February 11, 2025 as well.

211 Day Social Media Hashtag: #211Day | **Handle/Tag:** @Findhelp211

Suggested Key Messaging for Mayor Steven Del Duca and City of Vaughan:

1. On February 11, we celebrate National #211Day to raise awareness about the 211 service in our communities. Residents of Vaughan can call 211 for a free, confidential referral to community and social supports. Available 24/7 in 200+ languages. Learn more at 211Central.ca
2. Residents of Vaughan 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 National #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!