



Press Release

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Kaiser Donates \$200,000 to Support 2-1-1 Phone Service

SAN FRANCISCO, March 12, 2008 -- United Way of the Bay Area (UWBA) is pleased to announce that Kaiser Foundation Health Plan donated \$150,000 to support 2-1-1 Bay Area phone service. Kaiser also donated \$50,000 to support efforts by United Way and its partners to expand 2-1-1 throughout the state of California.

By simply dialing 2-1-1, residents throughout the Bay Area can reach a caring, trained specialist, who will match their needs with local community services, such as flu-shot information, senior services, employment assistance, summer camps, and so much more. Available 24 hours a day, in more than 150 languages, 2-1-1 is also an integral component of the Bay Area's disaster-response infrastructure.

Nationally, 2-1-1 serves 75 percent of the American public. In California, 2-1-1 is available in 17 counties. In the Bay Area, 2-1-1 is available in Alameda, Contra Costa, Marin, Napa, San Francisco, Santa Clara and Solano counties. Plans to bring 2-1-1 to Sonoma and San Mateo counties are currently underway.

"From major disasters like the Southern California wildfires, to everyday calls for after-school programs and senior services, 2-1-1 has proved its importance," said Anne Wilson, CEO of United Way of the Bay Area. "We at United Way thank Kaiser for their generous gift, and we applaud their leadership in advancing efforts to establish statewide 2-1-1 service. Their support will help United Way and its partners ensure all Bay Area and California residents have access to this essential service."

"Kaiser Foundation Health Plan (KFHP) is proud to be a sponsor of the 2-1-1 in the Bay Area, as well as statewide. The project goal for this planning grant is to identify the needs and costs associated with establishing a statewide technological infrastructure and network of 2-1-1 services for immediate emergency response capability," said Damon Scott, Northern California Regional Contributions Manager for Kaiser Foundation Health Plan.

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“KFHP supports United Way’s goal to achieve 100% coverage in the state by 2010. This infrastructure is a critical step toward local provision of 2-1-1 services in many un-served communities. Once the infrastructure is in place, 2-1-1 California can offer local community building and capacity building, support the identification and commitment of local operational funds, and support rollout of comprehensive services,” Scott added.

About 2-1-1 Bay Area

For every day needs, and in times of disaster, 2-1-1 is an easy-to-remember, toll-free phone number that connects Bay Area residents with community services, such as food, shelter, counseling, job assistance, quality child care and more. Operated in the Bay Area by United Way, Eden Information & Referral and Contra Costa Crisis Center, 2-1-1 is confidential and available 24 hours a day in more than 150 languages. 2-1-1 also serves as a vital link for individuals seeking to provide resources and volunteer during times of crisis. 2-1-1 Bay Area is available in Alameda, Contra Costa, Marin, Napa, San Francisco, Santa Clara and Solano counties. Callers can also reach United Way’s 2-1-1 call center by dialing 800-273-6222. Learn more at www.211bayarea.org.

About United Way of the Bay Area

United Way of the Bay Area (UWBA) is a nonprofit organization dedicated to community impact. UWBA serves Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo and Solano Counties. Our mission is to be the catalyst that enables people to strengthen their communities by investing in one another. Through the Bay Area Community Fund, United Way supports more than 250 local programs that fight poverty and create opportunities for children, youth, families and neighborhoods to thrive. For more information, visit www.uwba.org.

About Kaiser Foundation Health Plan

Kaiser Foundation Health Plan’s (KFHP) mission is to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. In keeping with that mission, KFHP Northern California Region Community Benefit Program’s portfolio of grants and initiatives take a multi-dimensional approach designed to have a long-term impact on community health. KFHP Northern California collaborates with and provides funding to organizations and agencies that offer direct services with the goal of improving community health.

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