



Press Release

Contact:

Maria Stokes, United Way of the Bay Area
415-808-4264, mstokes@uwba.org

United Way's 2-1-1 Napa Committee Gets "Green Light" to Launch 2-1-1 Phone Service 2-1-1 Napa Committee Instrumental in Building Program and Earning PUC Approval

SAN FRANCISCO, May 3, 2007 -- United Way of the Bay Area (UWBA) is pleased to announce that the California Public Utilities Commission (CPUC) has awarded it the license to operate 2-1-1 phone service in Napa County. United Way, in partnership with the 2-1-1 Napa Committee, hopes to launch the community services information line in Napa by the end of the year.

For every day needs and in times of disaster, 2-1-1 is an easy-to-remember phone number that connects people with community services, such as food, shelter, counseling, employment assistance, quality child care and more. This free, confidential, 24-hour multilingual service also serves as a vital link for individuals seeking to volunteer and provide resources to nonprofit organizations. In times of disaster, 2-1-1 significantly reduces the number of non-emergency calls to 9-1-1 and acts as an essential public communications channel.

The 2-1-1 Napa program is part of a United Way strategy to promote and establish 2-1-1 service throughout the Bay Area. In March 2006, UWBA launched 2-1-1 phone service in San Francisco, the first introduction of this important telephone number in all of northern California. In February 2007, United Way Silicon Valley launched 2-1-1 in Santa Clara County. UWBA is currently working to raise additional funds in order to establish and guarantee operations for Bay Area-wide 2-1-1 service for the next five years.

After the 2-1-1 Napa launch, United Way expects to serve approximately 6,500 Napers annually. Currently, United Way's 2-1-1 call center can be reached from phones in Napa by calling 800-273-6222. For TTY, dial 415-808-4440. Residents from around the Bay Area can visit www.211bayarea.org to search United Way's region-wide database of services and learn more about plans to expand 2-1-1 throughout the Bay Area.

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The 2-1-1 Napa Committee includes representatives from Catholic Charities, Cope Family Center, Jaeger Vineyards, LLC, Napa County Health and Human Services Agency, Napa County Office of Education, Napa Valley Workforce Investment Board, Napa Valley Vintners, Superior Court of California County of Napa, The Women's Center of St. Helena's Hospital, Volunteer Center of Napa County, and Napa Valley Coalition of Nonprofit Agencies.

More than 65% percent of the US population can now access 2-1-1, thanks to United Way of America's and its non-profit partners' decade-long campaign to promote the service. Started in Atlanta in 1997, 2-1-1 currently reaches approximately 163 million people through 187 active 2-1-1 systems covering all or part of 38 states. More than 50% of California's population is covered – mostly in Southern California.

About 2-1-1

For every day needs and in times of disaster, 2-1-1 is an easy-to-remember, toll-free phone number that connects people with community services, such as food, shelter, counseling, employment assistance, quality child care and more. Operated in the Bay Area by United Way, Eden I&R 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 volunteer and provide resources to nonprofit organizations. United Way's introduction of 2-1-1 in San Francisco and Santa Clara Counties is part of a regional plan to establish integrated 2-1-1 service throughout the Bay Area. Callers can also reach 2-1-1 by dialing 800-273-6222. For TTY, dial 415-808-4440. The 2-1-1 Bay Area regional network is supported by Chevron Corp. Learn more at www.211bayarea.org.

About United Way of the Bay Area

United Way of the Bay Area is a nonprofit organization dedicated to community impact. 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. In San Francisco, United Way 2-1-1 is an easy-to-remember phone number that connects people in need -- as well as individuals seeking to help -- with community service providers. United Way's introduction of 2-1-1 in San Francisco is the first step in plans to promote and establish 2-1-1 service throughout the Bay Area. For more information, visit www.uwba.org.

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Napa Community Leaders Support 2-1-1

- **Randy Snowden, Director of Napa County Health and Human Services and 2-1-1 Napa Committee member:**
“2-1-1 represents a unique opportunity to improve access to all community services for everyone in Napa. United Way of the Bay Area has years of experience in providing Information & Referral. Moreover, their multiple county partnerships will make 2-1-1 in the Bay Area a much more efficient and stable program than if every county started a 2-1-1 center from scratch.”
- **Kris Jaeger, Owner of Jaeger Family Olive Oil and Chair of the 2-1-1 Napa Committee:**
“I want to thank all of the committee members who worked so diligently on preparing the application, obtaining local endorsements, building awareness, and establishing local partnerships. They played an essential role in obtaining regulatory approval and building the foundation for the 2-1-1 program here in Napa.”
- **Bob Orser, Executive Director of the Napa Valley Coalition of Nonprofit Agencies:**
“United Way HELPLINK’s 30 years of providing Information & Referral service to the people and agencies here in Napa County was an essential ingredient in receiving the endorsement of so many of the county’s public and non-profit service providers. The agreement United Way has reached with the Family Court services of Napa Superior Court to establish, support and use a single database available to the entire community is a vital step in helping to expand access to critical community services.”
- **Joelle Gallagher, Executive Director of Cope Family Center and former chair of the Napa Valley Coalition of Nonprofit Agencies:**
“The Napa Valley Coalition of Nonprofit Agencies has been working with 2-1-1 and with the Superior Court to establish a single database that anyone could access by phone, as well as a website to find the service they need. We applaud United Way for helping to get 2-1-1 off the ground in Napa and for creating the local partnership relationships essential for making this service relevant to this unique community.”
- **Anne Wilson, CEO of United Way of the Bay Area**
“We are delighted to have achieved this regulatory milestone, which takes us one step closer to connecting Napa residents with important community services, 24 hours a day, seven days a week. For every day needs and in times of disaster, 2-1-1 is an essential, time-saving resource for residents as well as the nonprofits and government agencies that serve our community.”
- **Ed Schoenberger, Executive Director, United Way HELPLINK, which operates 2-1-1 San Francisco**
“To secure the 2-1-1 designation for Napa County from the CPUC, United Way HELPLINK had to demonstrate comprehensive, up-to-date knowledge of public, non-profit and community services and our ability to offer professional, expert and effective assistance to people in need, regardless of language, disability, or financial circumstances.”