



United Way
of the Bluegrass



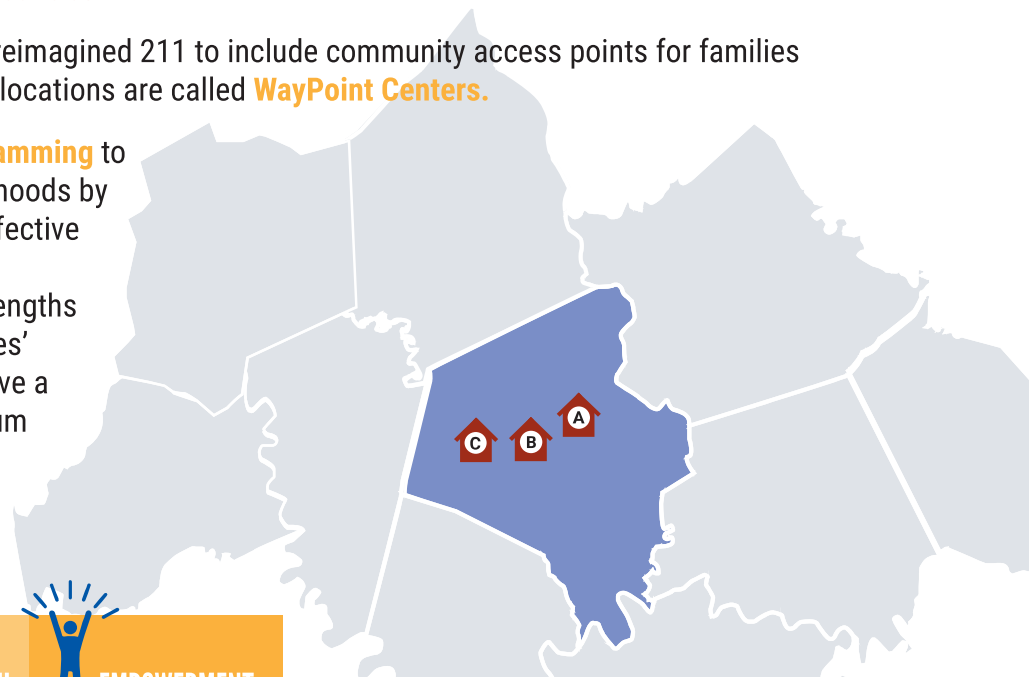
211 & WAYPOINT: HELP WHEN AND WHERE YOU NEED IT

Thousands of families and individuals across Central Kentucky do not know who to turn to when they need help. Created by United Way, **211 is a confidential health and human services hotline** that connects our community with the resources they need when and where they need them.

Having operated 211 since 2004, United Way of the Bluegrass (UWBG) partnered with the State of KY in 2020 to expand coverage, ensuring that the entire Commonwealth has access to 211 services. **UWBG now provides 211 service to 92 of Kentucky's 120 counties.**

In 2021, United Way of the Bluegrass reimagined 211 to include community access points for families and individuals; these neighborhoods locations are called **WayPoint Centers**.

WayPoint Centers provide vital programming to people living in underserved neighborhoods by bringing together the region's most effective nonprofit, government and business organizations and leveraging their strengths and resources against our communities' biggest issues. Our goal is to help move a family or individual along the continuum from uncertainty to stability, growth and ultimately empowerment.



STABILITY

Basic needs are met, physical and mental health are good and family/individual can meet future needs based on a budget.



GROWTH

Family/individual has acceptable credit, debt within limits, exceeds a hand-to-mouth budget, earns a sustainable wage and kids are thriving.



EMPOWERMENT

Family/individual owns at least one asset, is saving for the future and is on track to meet economic goals.

WAYPOINT CENTERS ARE OPEN AT THESE LOCATIONS:

- A** The Marksbury Family WayPoint Center at the Historic Palmer Pharmacy
- B** WayPoint Center at Centro de San Juan Diego, Championed by Keeneland
- C** West End WayPoint Center at Black & Williams Neighborhood Center, Powered by Toyota KY

211: HELP WHEN AND WHERE YOU NEED IT



211 operates **24 hours a day, seven days a week, yearlong** with call navigators waiting to assist you. 211 is currently funded through government grants.

WayPoint Centers operate in the **East End, West End and Cardinal Valley neighborhoods of Lexington**. Visit www.uwbg.org/waypoint to view center hours.

UWBG research estimates that **\$7.5 million is needed** to operate WayPoint Centers in each of the ten counties in our service region for a three-year period.

By combining the power of 211 and WayPoint, we will be able to reach all members of our community, regardless of their zip code.

211 & WAYPOINT:

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