



Brothers, sisters, and siblings,

For over half a century, the labour movement and United Way have maintained a strong, longstanding relationship built on a dedication to improving our communities for everyone. **We know that the labour movement and United Way are stronger together** when we work collaboratively to make that a reality.

Together, **United Way Winnipeg and the labour movement have worked since 1965** to make sure workers have access to quality services, fair wages, good employment opportunities and training, and accessible physical and mental healthcare. An important part of that dedication is making sure not only those services are secure, well-funded, and available for all of us when we need them, but also ensuring that every worker Manitoba knows exactly where to go when they need to access them.

That's why **United Way, working alongside unions and labour partners, helped create 211 Manitoba**—a telephone and online tool for both the labour movement and people around Manitoba to get connected with supports, services, and resources in their community.

For unions, shop stewards, and front-line service providers, 211 is a useful and important tool to help connect your members with the services they need most. Service Navigators at 211 help connect callers with supports that can make a real difference—whether it's mental health and addictions supports, affordable housing initiatives, legal assistance, settlement supports for newcomers, Indigenous-led supports and organizations, or anything in between, a call to 211 is there to help.

This Friday, February 11, is National 211 Day. For 2022, United Way is celebrating our second year of 211 operating as a nation-wide service from coast to coast to coast, where dialing 2-1-1 will connect any Canadian with the supports they need through free, confidential service 24/7 in over 150 languages.

We are encouraging Manitoba's unions to help celebrate and raise awareness for 211 by participating in this year's campaign and promoting 211 throughout the year. You can help by:

- **Sharing the 211 MB social media posts posted by the Winnipeg Labour Council this Friday** (February 11) on Facebook, Twitter and Instagram with your network (workplace, union, committees, etc.)
- **Posting the graphics and captions on the following pages directly from your union's social media account.** Feel free to use whichever images or captions below you'd like.
- **Include a '211 Button' on your union and/or workplace website.** Please contact the Labour Director for information on including this on your website.
- **Request a 211 information session at a union meeting this year** to raise awareness for the program with union members and shop stewards. Please contact the Labour Director to organize a presentation.
- **Hang 211 posters and distribute 211 information cards** to union members, in the workplace, or around your community. All 211 materials are printed with a local union shop. Let the Labour Director know if you would like to have some dropped off.

We hope that our collective efforts will help to increase the awareness of 211 in Manitoba so that wherever members need support, in the workplace or in the community, they will know where to go. Please let United Way Winnipeg's Labour Director know if you have any questions or if there is anything that we can do to support you in becoming a 211 labour champion.

Thank you, and solidarity!

Evan Krosney (*he/him/il*)

Labour Director, United Way Winnipeg
and Winnipeg Labour Council

E: labourdirector@unitedwaywinnipeg.ca

P: 204-924-4261



Canadian Labour Congress
Congrès du travail du Canada

Please share any of the graphics below to your union's social media:

Facebook



Are you a shop steward?
Help Starts Here.

When union members need assistance, let them know help starts with **211 Manitoba!**



Are you a shop steward?
Help Starts Here.

When union members need assistance, let them know help starts with **211 Manitoba!**



Instagram:



211[®]
Manitoba

Are you a
shop steward?
Help Starts Here.

When union members
need assistance, let them
know help starts with
211 Manitoba!

 **United Way**
Winnipeg



211[®]
Manitoba

Are you a
shop steward?
Help Starts Here.

When union members
need assistance, let them
know help starts with
211 Manitoba!

 **United Way**
Winnipeg

Social media caption ideas:

Everyone can use a helping hand once in a while, and 211 is here to help.

Union members can dial 2-1-1 to get connected with community supports or social services with free, 24/7 confidential support in over 150 languages.

#211DayManitoba #StrongerTogether

Looking to get in touch with organizations to upgrade your job skills and access training? Look no further than 211.

Dial 2-1-1 and get connected with the community resources you need today.

#211DayManitoba #StrongerTogether

As a shop steward, do you have members looking for community supports and mental health resources when times are tough?

Look no further than 211, the front door to public, community services. Learn more by dialing 2-1-1 to get connected today.

#211DayManitoba #StrongerTogether

Unpaid bills? Feeling overwhelmed? Not sure where to turn? Help starts with 211.

We're all facing unprecedented challenges, but you're not alone. Dial 2-1-1 to connect with social programs and services nearby.

#211DayManitoba #StrongerTogether