

# DECODING THE DIRECTORY





211 Virginia is an easy-to-remember three-digit dialing code connecting people with information on available community services throughout the Commonwealth.

211 Virginia is a **free and confidential service available 24 hours a day, 365 days a year**. 211 Virginia is always open.

211 is **nationally accredited through Inform USA** (formerly known as the Alliance for Information and Referral Services) and is available across most of the United States & Canada.

# WHAT IS 211 VIRGINIA?



211 Virginia is a contracted service of the Commonwealth of Virginia. The nonprofit organization Council of Community Services is the sole contractor, under the Virginia Department of Social Services.

- Established in the Code of Virginia in 1984.
- 211 number launched in February 2006.
- A directory of over **16,000 programs** across the Commonwealth and beyond.
- A nationally accredited source for referrals to government, nonprofit, and faith-based agencies.

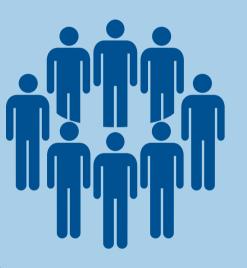
# ABOUT 211 VIRGINIA

Individual data informs community planning and service provision





Agencies enter their program information with support from the Database and CE team



2.1.1 Virginia

**Database Team** 

community resource specialists provide individuals with referrals based on their needs and eligibility

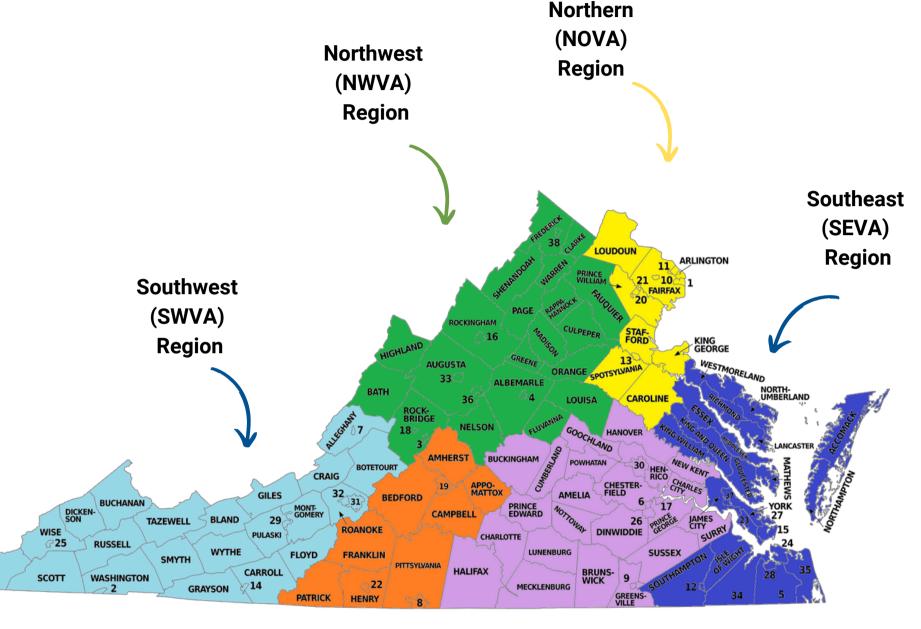


The Database team curates program information so that it is searchable

# DATA COLLECTION

All **133 localities in Virginia** have access to 211 Virginia. Organizations listed in the resource directory are identified by one of the six regional codes.

With each contact to 211 Virginia, we collect demographic and situational data about the individual. Each conversation is documented and captures the needs of Virginians from a statewide to zip code view.





16,300+

Programs across more than **5,300 organizations**.



East Central (ECVA) Region



We've recently moved database providers to Visionlink, enhancing data management and user experience.

















211 virginia.org



About Us ~

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News and Media

Data

Community Resources ~

Agency Resources ~

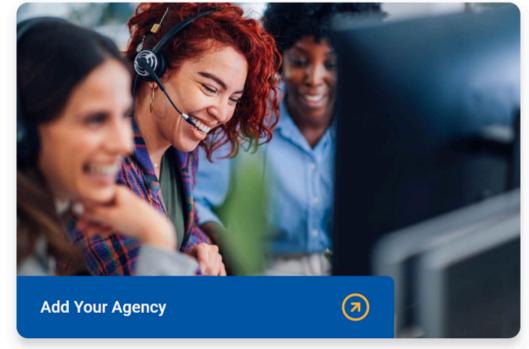
Events and Training ~

A Partner Login

Q Search

### GET CONNECTED. GET HELP.

ADD/UPDATE YOUR AGENCY NOW



in the 211 Virginia database. Inclusion in the 211 Virginia is free to qualified agencies. If you are interested in listing your organization in the database, please read our Inclusion Policy. This policy outlines eligibility for program and service listings.

7 **Update Your Agency** 

We are always looking to list new health and human services as well as government programs

Please help us ensure your information remains accurate and up to date. Search for your agency, request updates, and remember to review our Inclusion Policy so that you can continue to connect with those who need it most.

### A NEW WEBSITE!

**AND LAUNCHED** 

Dial 2-1-1

Call Now @

# WHY LIST WITH 211 VIRGINIA?

211 Virginia strives to have the most comprehensive and up-to-date database in the Commonwealth.

Our database contains information of thousands of health and human service agencies across Virginia.

### The benefits of adding your organization to the 211 Virginia resource directory include:

- It's free. Listing your programs and services comes at no cost.
- Increase your reach. By being part of the directory, we connect individuals in need directly to the services you offer.
- We field the first call. 211 Virginia takes the initial contact, reducing the burden on service providers and cutting costs associated with managing information and referrals, allowing your staff to focus on serving clients.
- Saves time. Acting a central access point to Virginia's health and human service agencies, 211 Virginia serves as a timesaving, confidential resource for professionals like social workers, emergency personnel, and government officials.
- **Trusted resource.** We provide a free, confidential, 24/7 service that ensures individuals are referred only to programs they are eligible for, streamlining referral process.

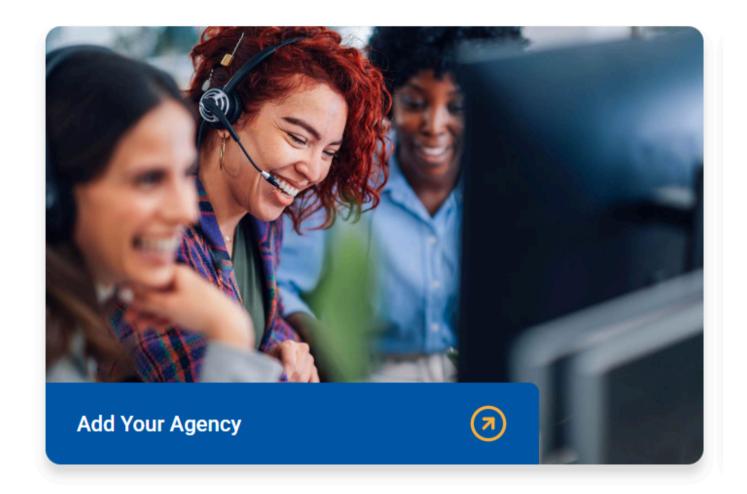
# GET STARTED.

### **Database Inclusion Criteria**

211 Virginia follows the accreditation standard guidelines set forth by Inform USA in determining what listings to include in its database.

Please read the **Inclusion Policy before** entering your program in the database.

- Go to 211virginia.org
- Locate Agency Resources Drop-Down
- Add/Update Agency
- Scroll to Add/Update Agency Now Section
  - Locate Inclusion Policy to open pdf document



We are always looking to list new health and human services as well as government programs in the 211 Virginia database. Inclusion in the 211 Virginia is free to qualified agencies. If you are interested in listing your organization in the database, please read our Inclusion Policy. This policy outlines eligibility for program and service listings.



# INCLUSION CRITERIA



The agency/service provider must provide a human service.



The agency/service provider must serve the residents of Virginia.



The agency/service provider must have **existed for more than six months** to indicate a degree of permanence.



The agency/service provider may be either **government**, **faith-based or nonprofit**.



For-profit organizations and unincorporated groups meeting critical human service needs shall be included.



In adding agencies/service providers to the database, **priority shall be given to scarce, free, or low-cost resources.** 

# EXAMPLES OF INCLUSION

- Local agencies providing information and referral, including specialized information and referral
- Essential services, i.e., food, shelter, etc.
- Government agencies (local, state, and federal)
- Agencies located in bordering states if they serve residents of Virginia
- Advocacy organizations
- Self-help support groups (211 Virginia can track state, regional, or national headquarters instead of local groups)
- State and national parks located in Virginia
- For-profit agencies that provide a health and human service either free of charge or on a sliding fee basis
- Private for-profit and mental health and substance use care group practices may be included
- Childcare/preschool programs that are Virginia Quality, affiliated with a Smart Beginnings Coalition or National Association for the Education of Young Children (NAEYC) accredited, and Head Start programs

# EXCLUSION CRITERIA

- Organizations that **discriminate** based on race, religion, or similar factors
- Organizations engaged in **fraudulent or illegal activities**
- Agencies which misrepresent their services in any way, including nondelivery of services
- Individual practitioners (i.e., physicians or psychiatrists in a private practice)
- Organizations or professionals which are not licensed (in areas where licensed standards exist)
- **Political and issue-oriented groups** (unless the alternate viewpoint is also represented, such as pro-choice and pro-life; pro-gun and anti-gun control groups)

# **EXCLUSION CRITERIA**

- Faith community-based programs that provide services only to their own congregations
- Organizations that provide only funding for programs but no direct services

- National organizations with local chapters that directly administer services

  List local chapters and describe their affiliations with the national organization.

  However, list the national organization if it also delivers services to the public.
- Organizations exist solely to serve the clients of another service provider.

For example, if a counseling service only serves clients of local social services departments' Child Protective Services program under a contract, do not include the counseling service in the database. Instead, indicate in the local DSS Child Protective Services program description that counseling can be provided to Child Protective Services clients by the separate counseling service

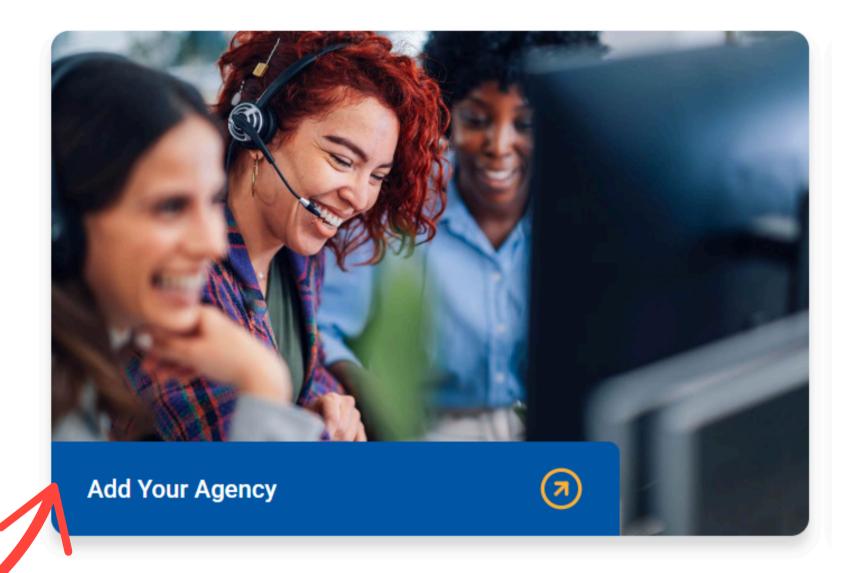
# GET LISTED.

### How to add a new agency to the 211 Virginia Database

- Go to 211virginia.org
- Locate **Agency Resources** Drop-Down
- Select Add Update/Agency
- Scroll to Add/Update Agency Now Section



Before adding your agency to the 211 Virginia database, please double-check that it does not exist already.

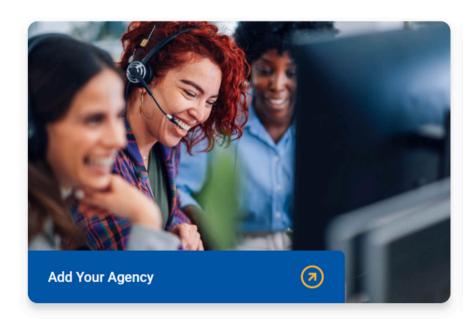


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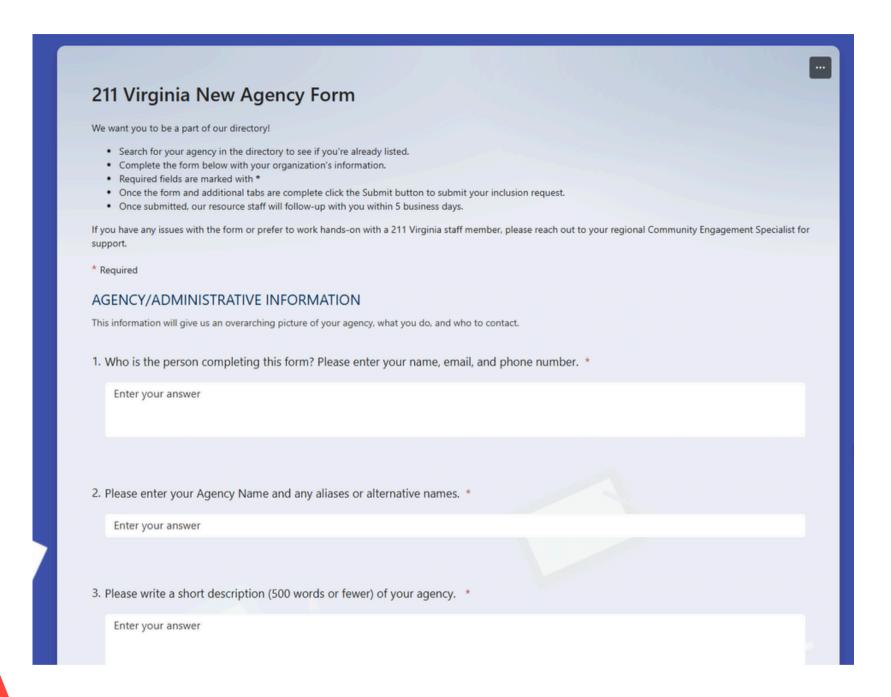
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**Note:** This is a **temporary process** as Visionlink builds custom forms.

# GET LISTED.





211/CIE Users Only

Submit

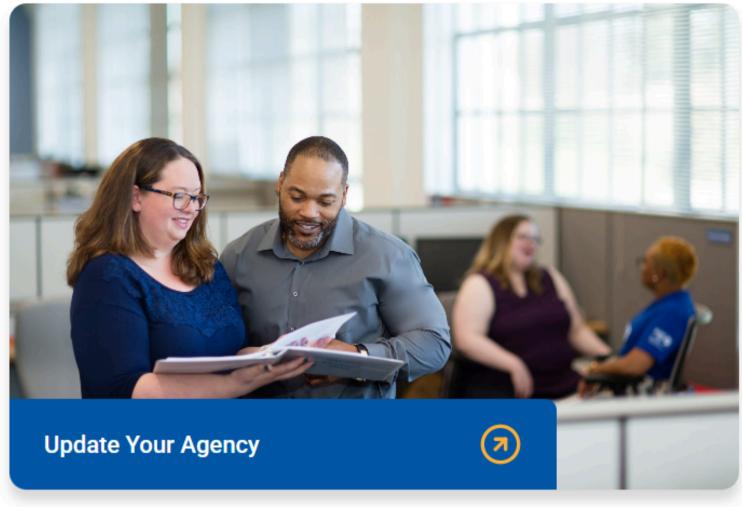
### Resource Inclusion Form

Agency Overview	Physical Location	Available Services				
We want you to be a part of our database!						
Inclusion Form Instructions						
<ul> <li>Complete the form below and the additional tabs with your organizations information.</li> <li>Required fields are marked with *</li> <li>Once the form and additional tabs are complete click the Submit button to submit your inclusion request.</li> <li>Once submitted, our resource staff will follow-up with you within 2 business days.</li> </ul> Person Completing This Form Agency Administrator Public Contact Information						
Agency Contac	ct Title •		Name	Website/URL		
				Please only one link.		
Agency Contac	ct •		Title or Position	Social Media		
				Please only one link.		
Agency Contac	ct Email *		Phone	Ţ		

### How to update your agency in the the 211 Virginia Database

- Go to 211virginia.org
- Locate Agency Resources Drop-Down
- Select Add Update/Agency
- Scroll to Add/Update Agency Now Section





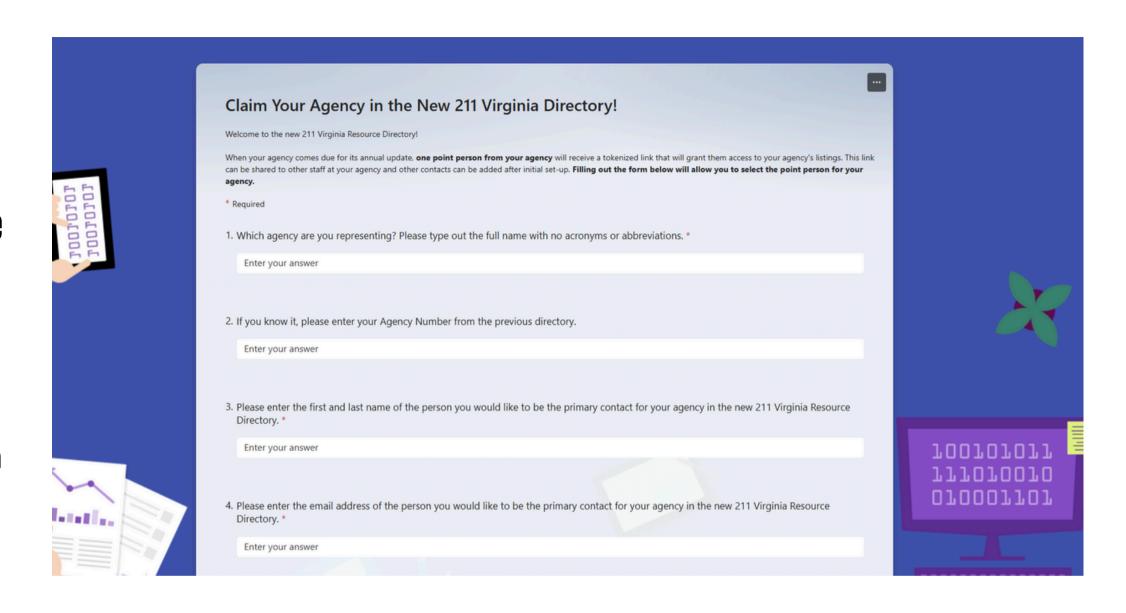
Please help us ensure your information remains accurate and up to date. Search for your agency, request updates, and remember to review our Inclusion Policy so that you can continue to connect with those who need it most.

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**Note:** This is a **temporary process** as Visionlink builds custom forms.

### **Agency Search** Search for your agency or service by name. You can also enter a keyword for the service you provide to locate your organization. Agency/Organization Name Agency Name Contains Service Name Service Name Contains Keywords or Hints for Service Name Service Keyword Is Like County Area Served ×× Is Like

### Resource Search Results Perform a search to get results.

#### Found your organization? Great!

Select either the agency, service or site under the Resource Search Results listing. This will take you to your record. From there, please select the Red "Submit Service Revision Request" Button. A Database Resource Specialist will send you links to complete your update.

### Can't find what you are looking for?

Need help? Contact our resource team by phone at 307-433-3077 or 888-425-7138 or by email at specialist3@wyoming211.org.



#### **Central Wyoming Senior Services**

#### Service

### In-Home Care

Senior Meals - Casper

Senior Meals - Evansville

Senior Meals - Mills

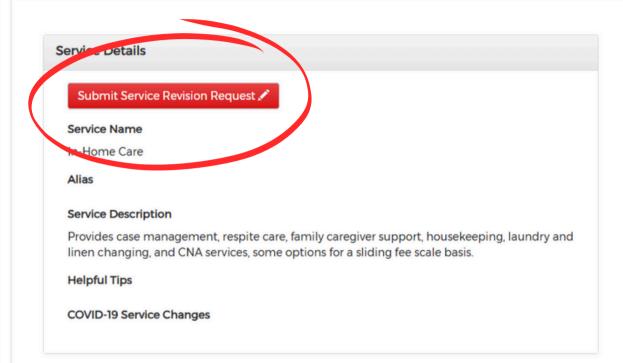
Social Activities

#### Site

Central Wyoming Senior Services

Evansville Location

Mills Location



#### Associated Resources

#### Geographic Area Served

Natrona, Wyoming County

#### Hours of Service

 Monday
 8:00 am - 4:00 pm

 Tuesday
 8:00 am - 4:00 pm

 Wednesday
 8:00 am - 4:00 pm

Thursday 8:00 am - 4:00 pm Friday 8:00 am - 4:00 pm

Friday 8:00 am Saturday Closed

Languages Other than English

Closed

#### **Associated Sites**

Sunday

Central Wyoming Senior Services 1831 East 4th Street Casper WY 82601

#### **Contact Details**

#### Phone (Main)

307-265-4678

#### **Email Address**

#### Service Details

#### Eligibility

18+ or older, determined at risk of institutionalization, in need of services to stay in home independently

#### Application/Intake Process

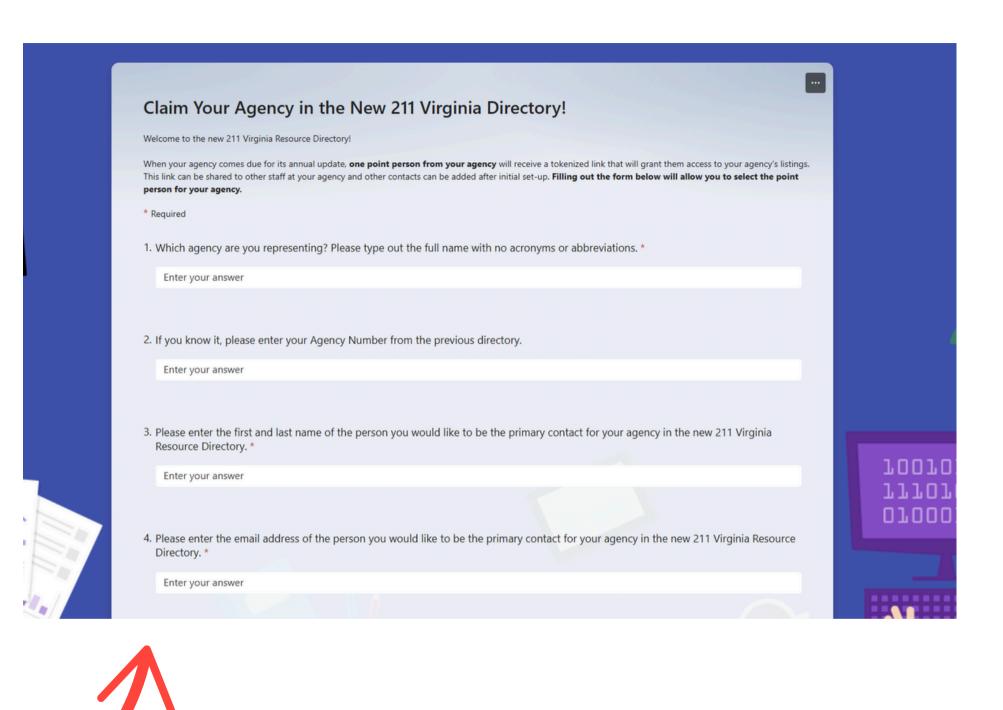
# **CLAIM YOUR AGENCY**

### How to claim your agency in the 211 Virginia Database

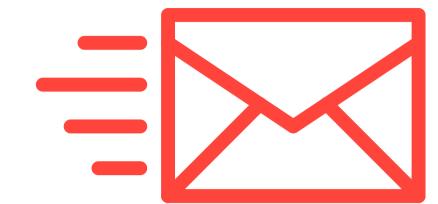
- Go to 211virginia.org
- Locate **Agency Resources** Drop-Down
- Select Add Update/Agency
- Scroll to Add/Update Agency Now Section



Please help us ensure your information remains accurate and up to date. Search for your agency, request updates, and remember to review our Inclusion Policy so that you can continue to connect with those who need it most.



# CLAIM YOUR AGENCY



From: no-reply@211va.communityos.org <no-reply@211va.communityos.org> Sent: Monday, January 27, 2025 2:00 AM

To: Robert Morrow <robertm@councilofcommunityservices.org> Subject: Your Organization's information Needs to be Verified

Hello.

From: no-reply@211va.communityos.org To: Your agency's designated contact's email address

Subject: Your Organization's information Needs to be Verified

Thank you for your continued support of 211 Virginia, a program of the Virginia Department of Social Services.

We contact agencies once a year for a formal request to review and update their agency and program information. Accurate information is critical to the citizens of Virginia when they call us for resources that meet their needs. We need your help to provide the most accurate information!

The link below will take you to a dashboard that contains all of the resource records in our system that you are a contact for. Please click into each listing to update the information we have on file.

https://211va.communityos.org/dashboard/updatecontact/i

211 Virginia reserves the right to edit information for brevity, clarity, and content; and to publish the information collected from agencies to third parties and will not knowingly provide agency contact information for solicitation or

Please note that all updates are reviewed and approved by a Database Curator live and may take a couple of weeks to go live on the websit Please contact us if you have any questions.

Thank you in advance for helping 211 Virginia stay accurate and up to date. Please feel free to add a link to 211 virginia.org on your agency we page!

Sincerely,

Council of Community Services

YOUR AGENCY'S CUSTOM DASHBOARD LINK TO YOUR RESOURCE RECORDS.



Add no-reply@211va.communityos.org to your safe senders list OR check your clutter and junk folders.

# DASHBOARD



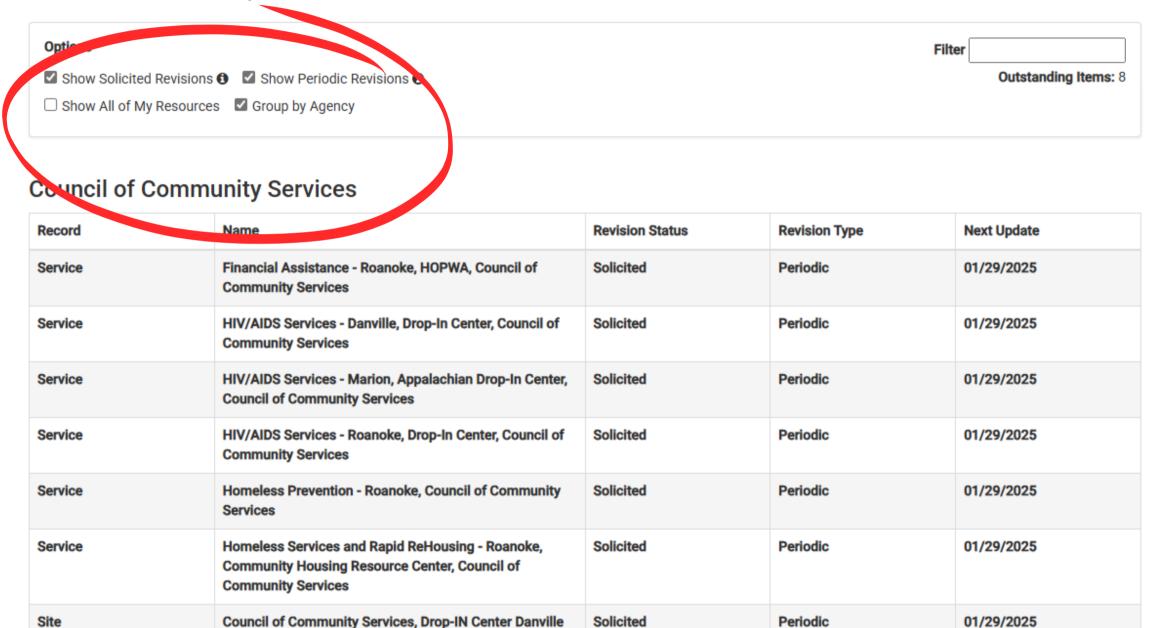
Tokenized links will always provide access to the dashboard, but you will only be able to update resources that are due for updates. For all other updates, agencies will need to submit a request.

### **Update Contact Dashboard**

Site

You are listed as an Update Contact on these resources.

Council of Community Services, Drop-In Center, Roanoke



Solicited

Periodic

01/29/2025



Sites or Services not associated with the selected option will gray out.



Council of Community Service

#### Site

Council of Community Services, Campbell Center, Roanoke

Council of Community Services, Drop-IN Center Danville

Council of Community Services, Drop-IN Center, Marion

Council of Community Services, Drop-In Center, Roanoke

#### Service

211 Center - Roanoke, 211 Virginia, Council of Community Services

Administrative Entity - Roanoke, Council of Community Services

Crime Prevention - Roanoke, Roanoke Valley Violence Prevention Council, Council of Community Services

Financial Assistance - Roanoke, HOPWA, Council of Community Services

HIV/AIDS Services - Danville, Drop-In Center, Council of Community Services

HIV/AIDS Services - Marion, Appalachian Drop-In Center, Council of Community Services

HIV/AIDS Services - Roanoke, Drop-In Center, Council of Community Services

Homeless Prevention - Roanoke, Council of Community Services

Homeless Services and Rapid



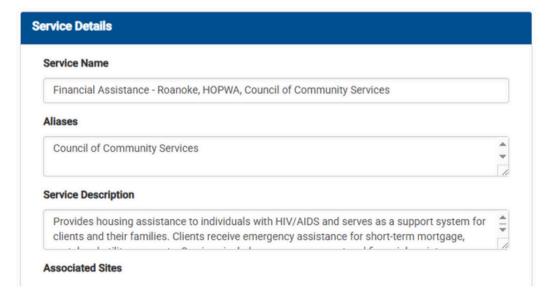


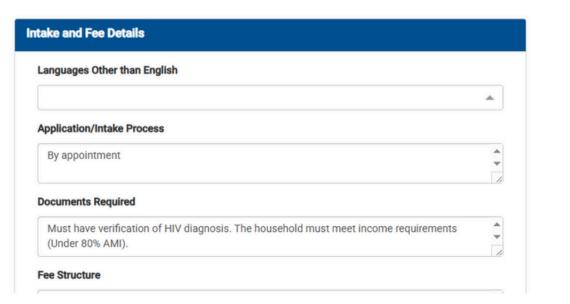


Please review the information below. If there are any edits, you may edit the form within in each field and then click Submit. If there are no edits that need to be made, click Nothing to Update. Once you have submitted your edits, you will not have access to this form again. Should you need to make additional edits, please contact us and we can send you another link to the form.

Once your edits are received by our team, we will review and publish approved edits. If we have any questions about your edits, we will reach out to you.

Thank you for taking the time to review this information. We appreciate the work that you do for our community!





Nothing to Updat

# RESOURCE PROFILE TERMINOLOGY

### Three Components or Field Sets to a Resource Profile:

### Agency

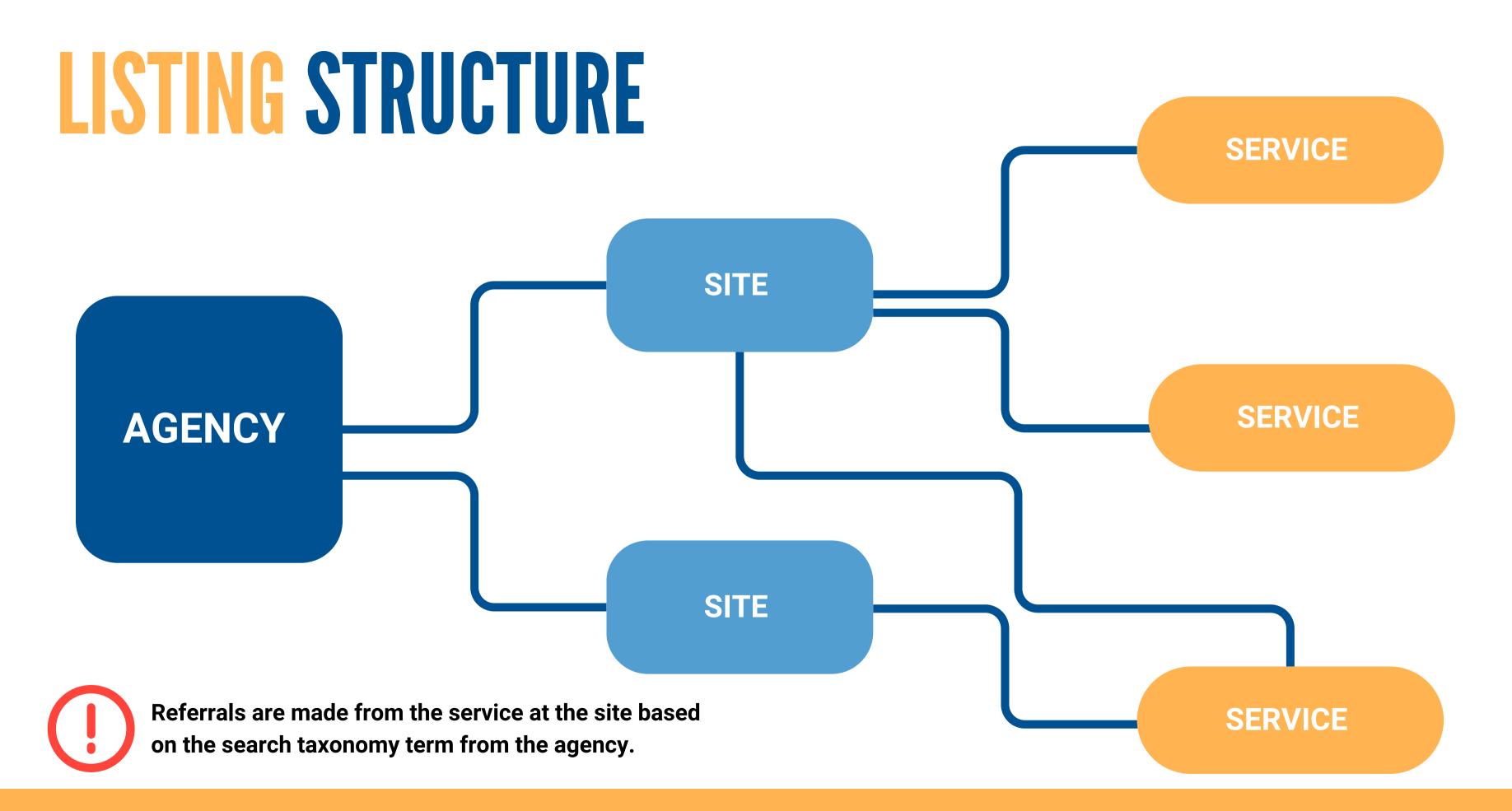
- An organization that is the central hub of several programs and services designed to assist the community.
  - Organization/Umbrella Agency/Brand/Chapter

### • Site Profile

- Details the location where services will be provided.
  - Physical locations

### • Service

- Provides specific types of assistance for the community.
  - May be a program or a service of a program.



# AGENCY PROFILE

The first step is to create an **Agency Profile**. The agency profile serves as an internal listing, and the information provided will not be accessible to the public.

- Agency Details
- Operation Details
- Agency Executive Officer
- Agency Contact Details

Agency: An organization that is the central hub of several programs and services designed to assist the community. Examples: Organization, Umbrella Agency, Brand, or Chapter





# AGENCY PROFILE

- Agency Details
  - Agency Name
  - AKA (Also Known As)
  - Agency Description: Brief Narrative
  - Legal Status: Drop-down Menu
  - Licenses and Accreditations:
- Operation Details
  - Administrative Hours/Days of Operation
    - Days and Open/Close Times
  - Agency Address: Physical and Mailing Addresses
    - Is this mailing address confidential?
- Agency Executive Officer
  - Agency Executive Officer: Name
  - Executive Officer Title
  - Executive Officer Phone: Does not accept extensions
  - Executive Officer Notes: Extensions or other info
  - Executive Officer Email

- Agency Contact Details
  - Main Phone Number
    - Main Phone Number Details
  - Hotline Toll Free Phone Number
    - Hotline Toll Free Phone Number Details
  - Fax
    - Fax Details
  - Admin Phone Number
    - Admin Phone Details
  - TDD Phone (Telecommunications Device for the Deaf)
    - TDD Phone Details
  - Other Phone
    - Other Phone Details
  - Website/URL: Must include http: or https:
  - Email Address



Avoid jargon and technical information.

# SITE PROFILE

SITE

The next step is to create a **Site Profile.** The site profile details the specific location where services are provided. Even if the site location is the same as the agency's physical address, it must still be entered separately.

- Site Details
- Site Hours
- Site Contact Details
- Location Details

Site: Details the location where services will be provided. Physical location(s). There can be multiple sites.



# SITE PROFILE

### Site Details

- Site Name
  - It is recommended to use a distinct name to differentiate the site from the agency and other sites.
  - AKA (Also Known As)

### • Site Hours

- Hours/Days of Operation
- Hours of Operation Details

### • Site Contact Details

- Main Phone Number
- Fax
- ∘ Website/URL
- Email Address

### Location Details

- Physical and Mailing Addresses
  - Is this mailing address confidential?

# SERVICE DETAILS

**SERVICE** 

The final step is to create **Service Details**. This section outlines the specific type of assistance provided to the community. Service details are important as they form the basis for how referrals are provided, ensuring individuals are connected to the appropriate resources.

- Service Details
- Hours of Operation
- Service Contact Details
- Intake and Fee Details

Service: Provides specific types of assistance for the community. A service may function as a program within an agency or as a specific offering within a program of an agency. It is recommended to split up programs into separate services if they offer multiple types of assistance to ensure clarity and accuracy of referrals.



# SERVICE DETAILS

### Service Details

- Name
- Aliases
- Service Description: Tell us what you do
- Associated Sites
  - Search Add Site(s) Populates
- Geographic Area Served
  - Select a zip, city, county, or state
    - Can select multiple
- Hours of Operation
  - Is this service available 24/7? Checkbox
  - Hours of Operation Notes

### Service Contact Details

- Intake/Service Contact Name: Person or Position
- Intake/Service Phone Number
- Intake/Service Phone Note: Extension
- Intake/Service 3-Digit Phone
- Intake/Service Email Address

### Service Contact Details (Continued)

- Intake/Services Website 1 Agency Website
- Intake/Service Website 2 About Service or Application
- Text for Service
- Fax
- TDD Phone

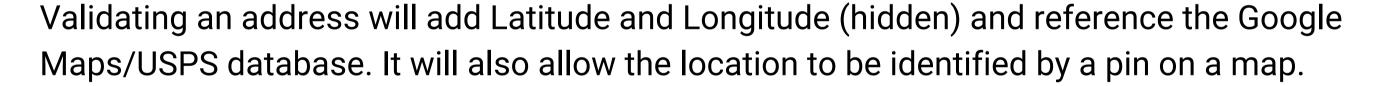
### Intake and Fee Details

- Language Other than English 13 pre-set languages
- Other Languages If not listed in the pre-set languages
- Eligibility Requirements 1
- Other Eligibility DO NOT USE
- Application/Intake Process
- Documents Required
- o Fee Structure ex. sliding scales, free, insurance types, etc.
- Method of Payment -
- Service Capacity and Type = ex: 30 bed facility
- Unit of Service optional
- Cost Per Unit optional

# VALIDATE ADDRESS BUTTON

When entering agency data, you will find address fields that you will need input. The address that you enter must be validated. Once you have entered the address, click the "Validate Address" button.

Depending on the address, a recommendation might be made; it will look like the image below. Select the option that best reflects the agency's address.





Validate Address	
Did you mean:	
502 Campbell Ave SW, Roanoke, VA 24016, USA	



Note: Should there be an issue with the address you are entering and the one shown in the "Did you mean" pop-up, please let us know.
\*Does not work with PO Boxes.

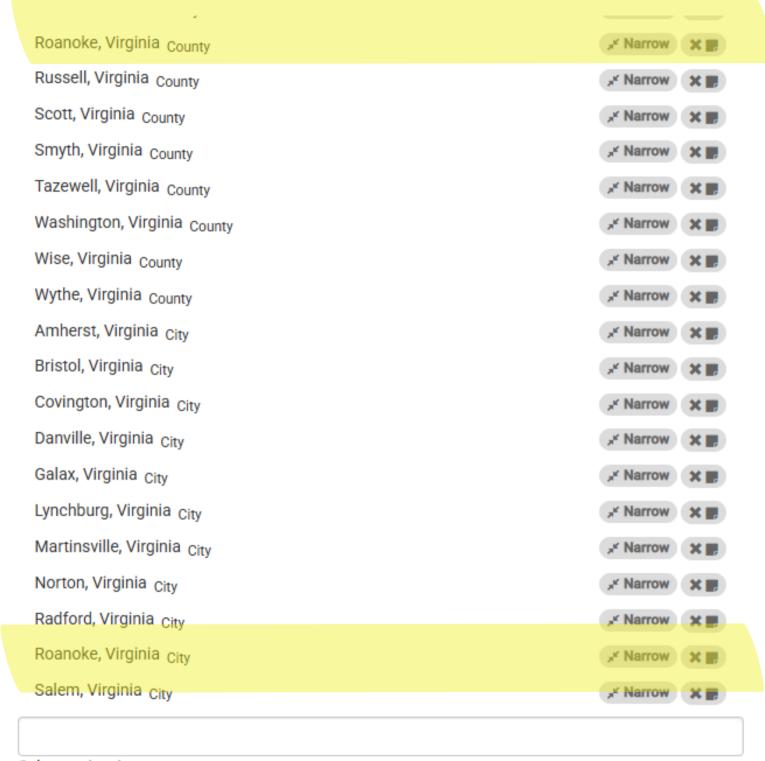
### GEOGRAPHIC AREA SERVED

When entering geographic area served, accuracy is critical. Virginia has 133 localities - comprising 95 counties and 38 independent cities - and many localities have similar names. The system is highly sensitive to these distinctions, and incorrect entries can cause data errors to the search results.

**Incorrect: Roanoke City, Virginia** 

**Correct: Roanoke, Virginia - it will populate City or County** 

- Nationwide = United States
- Statewide = Enter name of state
- Can Enter by Zip Code



Select a zip, city, county, or state.



The system may suggest incorrect options. Always verify the selection before confirming to avoid errors.

# HELPFUL REMINDERS



- All new or updated listings are reviewed and approved by a 211 Virginia Database Curator.
- It can take 2-4 weeks to complete the review, depending on the number of listings currently up for review across Virginia.
- Initial approval for new agencies takes slightly longer than for existing agencies.
- Changes will not appear on the public search until approved.
- Database Curators and Community Engagement Specialists may contact agencies for clarification if there is unclear or conflicting information.



### Feeling Overwhelmed? You can request the following:

- A Paper Form
- One-on-One Support from your CE Specialist and Database Curator



# TECHNICAL SUPPORT

### **Director of Community Engagement**

- State and West Central (WCVA)
  - Amanda Holcomb
    - amandah@councilofcommunityservices.org

### **Community Engagement Team**

- Northwest/Team Lead (NWVA)
  - Mary Monaco
    - marym@councilofcommunityservices.org
- Northern (NOVA)
  - Darion Boisseau
    - darionb@councilofcommunityservices.org
- East Central (ECVA)
  - Nelson Diaz
    - nelsond@councilofcommunityservices.org
- Southeast (SEVA)
  - Brittney Boyd
    - brittneyb@councilofcommunityservices.org
- Southwest Virginia (SWVA)
  - Lori Rouse Mann
    - lorim@councilofcommunityservices.org



### **Database Team**

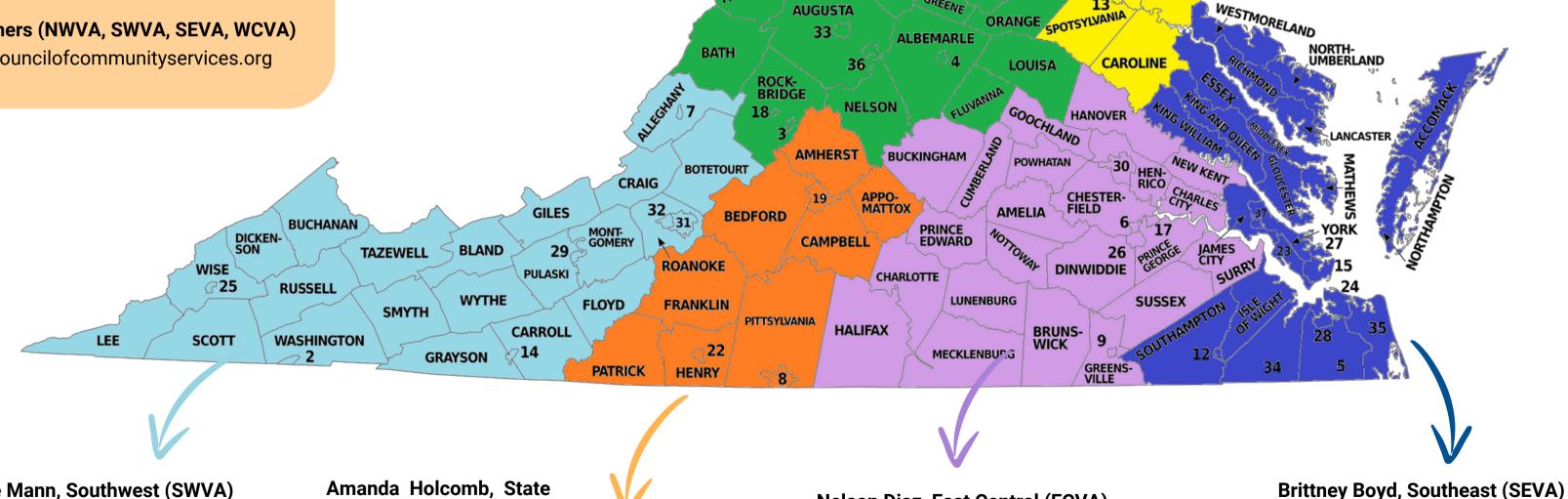
- Director of Data Analytics
  - Robert Morrow
    - robertm@councilofcommunityservices.org
- Database Quality and Training Specialist
  - Jan Johnson
    - janj@councilofcommunityservices.org
- Database Curator (NWVA, SWVA, SEVA, WCVA)
  - Kenita Withers
    - kenitaw@councilofcommunityservices.org
- Database Curator (ECVA, NOVA)
  - Shelia Archer
    - sheliaa@councilofcommunityservices.org
- Database Specialist
  - Diana Brown
    - dianab@councilofcommunityservices.org
- Database Specialist
  - Ulanda Jones
    - ulandaj@councilofcommunityservices.org

### REGIONAL SUPPORT

**Database Curators** 

**Shelia Archer (ECVA, NOVA)** sheliaa@councilofcommunityservices.org

Kenita Withers (NWVA, SWVA, SEVA, WCVA) kenitaw@councilofcommunityservices.org



Mary Monaco, Northwest (NWVA)

marym@councilofcommunityservices.org

Lori Rouse Mann, Southwest (SWVA) lorim@councilofcommunityservices.org Amanda Holcomb, State **West Central (WCVA)** amandah@councilofcommunityservices.org

**Nelson Diaz, East Central (ECVA)** nelsond@councilofcommunityservices.org

LOUDOUN

**ARLINGTON** 

KING GEORGE

brittneyb@councilofcommunityservices.org

**Darion Boisseau, Northern (NOVA)** 

darionb@councilofcommunityservices.org

# CONNECT WITH US

- Train your staff and volunteers on 211 Virginia.
  - Encourage them to attend an informational session to learn more!
- Connect with the 211 Virginia Community Engagement Team.
  - Locate your regional specialist to access resources, training, technical support, and more!
- Sign up for the 211 Virginia newsletter.
- Follow 211 Virginia on social media.
- Visit 211virginia.org, your go-to headquarters for resources, training, and support!





# FIND US ON SOCIAL MEDIA

