



# Guide For Agencies



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# 211 Alberta – Our Partners

## 211 Alberta Partners

211 Alberta represents a collaborative partnership of three non-profit organizations:

- United Way of the Alberta Capital Region
- Canadian Mental Health Association – Edmonton Region
- Distress Centre Calgary

This collaboration allows us to support communities across the entire province, ensuring that 211 Alberta serves all Albertans, no matter where they live.

Canadian Mental Health Association Edmonton supports Northern Alberta.  
Distress Centre Calgary supports Central and Southern Alberta.



# 211 Alberta – About Us

## About 211 Alberta

211 Alberta is a navigation service that connects people to the right resources for whatever issues they need help with, at the right time.

- Province-wide helpline and database of searchable resources.
- Connects people to community, social, government, and health services.
- Accessible by phone, text, web chat, and web search.
- Available 24/7, including holidays.
- Free, confidential, and accessible in 170+ languages by phone.

## 211 Alberta's Vision

A comprehensive Information and Referral system accessible to all Albertans.

- For individuals and families – A trusted, easy-to-access source for timely and appropriate information about available resources.
- For community and government agencies – Enhances frontline service delivery by linking available supports and providers.
- For emergency responders and managers – Serves as a reliable and efficient communication and navigation tool during emergencies.
- For government planners and decision-makers – Provides real-time data on community needs to support effective social planning.



Dial 2-1-1



Text INFO to 211



ab.211.ca



Live Chat



Search

**FREE | CONFIDENTIAL | AVAILABLE 24/7 | 170+ LANGUAGES**

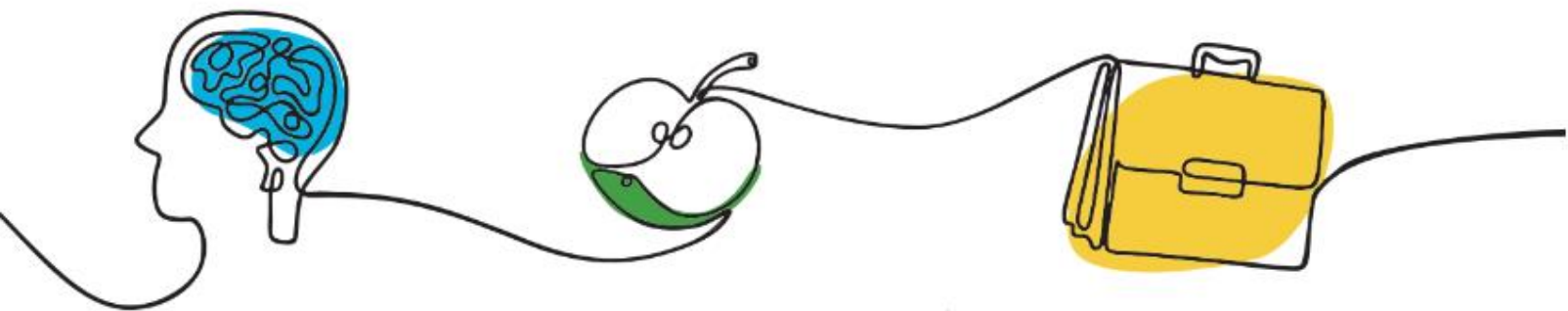
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# 211 Alberta – Our History

## 211 Alberta's History

- **2004** – 211 launches in Edmonton.
- **2005** – 211 launches in Calgary.
- **2011** – 211 becomes data partners with InformAlberta resource database (Alberta Health Services – Health Link 811).
- **2014** – 211 launches in Wood Buffalo.
- **2014** – 211 launches in Central Alberta.
- **2015** – 211 receives Valuing Mental Health Recognition.
- **2016** – 211 launches online web chat service.
- **2016** – 211 supports Fort McMurray wildfire response.
- **2016** – 211 launches in Yellowhead County.
- **2017** – 211 launches Edmonton Police Crisis Diversion.
- **2019** – 211 expands resource database province-wide.
- **2020** – 211 expands call, text, and web chat services province-wide.
- **2020** – 211 supports COVID-19 response province-wide.
- **2022** – 211 co-locates with 911 in Calgary.
- **2024** – 211 launches rural community engagement staff.
- **2024** – 211 supports Jasper wildfire response and re-entry.



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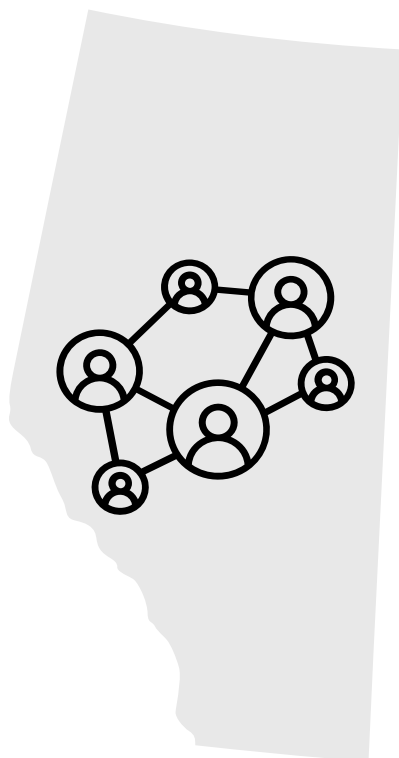
# 211 Alberta – Agency Benefits

## Benefits of Being Part of 211 Alberta

As a listed agency, you are part of a trusted network helping Albertans find the services they need. 211 Alberta supports your organization by providing:

- Greater Reach – Information about your services can be shared 24/7 by phone, text, web chat, and online search.
- Qualified Referrals – You're connected with people whose needs match your services.
- Stronger Connections – Connect with local, regional, and provincial resources.
- Streamline Inquiries – 211 Alberta handles general questions so agency staff can focus on frontline needs.
- Crisis Response – Be part of coordinated efforts during emergencies.
- Insightful Data – Access real-time community data to inform planning.

211 Alberta helps ensure your services are found by those who need them most.



**2,400+**  
Agency Listings

**9,800+**  
Program Listings

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# 211 Alberta – Resource List Tool

## 211 Alberta Resource List Tool

There is an easy-to-use tool on the 211 Alberta website (ab.211.ca) to help you build customized resource lists.

When viewing search results, press the [\[+ Resource List\]](#) button to add an individual service to your resource list.

You can also press [\[+ Add All Results to Resource List\]](#) to add all the search results to your resource list.

When you are done adding search results to your resource list, click **"View Resource List."** From here, you can press **"Share"** to name and save your resource list by emailing it to yourself.

You can also press **"Print / Download"** to customize the data fields, download, and / or print your resource list in Adobe PDF or Microsoft Word file formats.

### Save and Share this Resource List

Resource List Name




Your Email Address

Save

### Print / Download Options

Title

What file format do you want these resources exported to?

- ☐  Printable List (New Tab)
- ☒  Adobe PDF File (.pdf)
- ☐  Microsoft Word File (.doc)

#### Primary Fields

- ☒ Agency Name
- ☐ No Description
- ☐ Short Description
- ☒ Long Description
- ☒ Resource Link
- ☒ Phone Numbers
- ☒ Physical Address
- ☒ Mailing Address
- ☒ Website
- ☒ Email
- ☒ Hours

#### Additional Fields

- ☒ Main Contact
- ☒ Languages
- ☒ Accessibility
- ☒ Eligibility
- ☒ Documents Required
- ☒ Fees
- ☒ Fax Number
- ☒ Service Area(s)
- ☒ Last Updated

Generate

# 211 Alberta – Data Dashboard

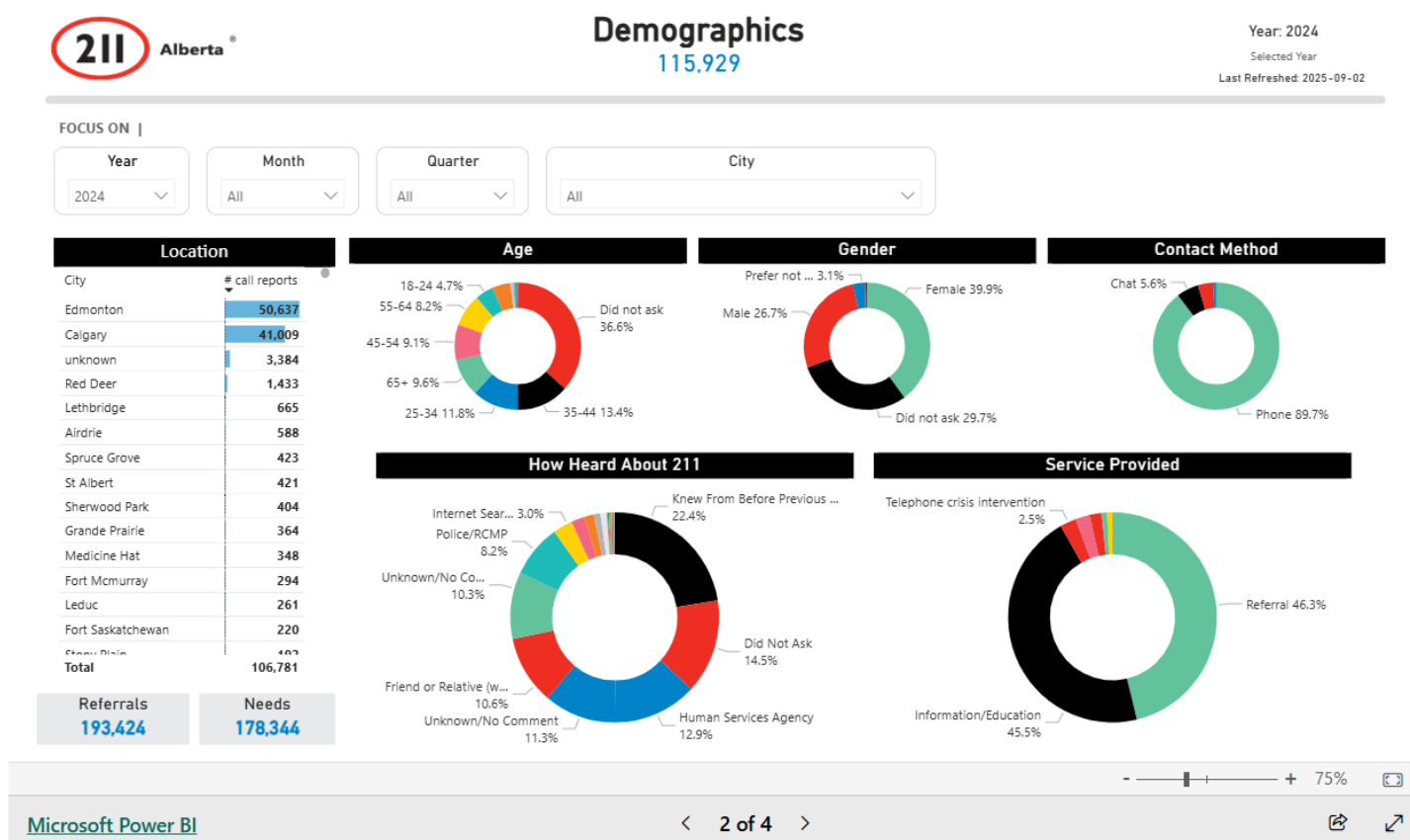
## 211 Alberta Data Dashboard

211 Alberta data helps decision-makers understand the needs of Albertans. Our website features an interactive public dashboard to explore contact data by year, month, location, demographics, contact method, and needs. Please contact us if you would like to request a set of customized data.

## 2024 Impact Summary

- Total Contacts: 115,929
- Total Needs: 178,344
- Referrals: 193,424
- Highest Needs: Basic Needs, Community Services Support, Mental Health

Interactive Data Dashboard: <https://ab.211.ca/how-we-help/211-data/>



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# 211 Alberta – Rural Community Engagement

## Rural Community Engagement

211 Alberta has Community Engagement and Resource Specialists embedded across rural Alberta. They are available to:

- Share information and deliver presentations about 211 Alberta.
- Attend interagency meetings and workshops.
- Participate in community events, fairs, and tradeshow.
- Help eligible agencies and programs join the 211 Alberta database.

Contact the Community Engagement and Resource Specialist in your region to learn more.

### Northwest Alberta Region

Kelsey Ferguson

[kferguson@ab.211.ca](mailto:kferguson@ab.211.ca)

Location: Grande Prairie

### Northeast Alberta Region

Mel Kuprowsky

[mkuprowsky@ab.211.ca](mailto:mkuprowsky@ab.211.ca)

Location: Lac La Biche

### Central Alberta Region

Adrian Pidhirney

[apidhirney@ab.211.ca](mailto:apidhirney@ab.211.ca)

Location: Red Deer

### Southern Alberta Region

Janelle Marietta

[jmarietta@ab.211.ca](mailto:jmarietta@ab.211.ca)

Location: Lethbridge

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# 211 Alberta – Annual Updates

## Annual Listing Updates

To ensure your listing is accurate and up-to-date, we will reach out at least once per year to the agency admin contact for an annual update. This review is needed to keep your listing active in our database. Please be in touch sooner if anything changes. We welcome listing updates anytime.

- 1) **Email Request** – Our database team will email your agency admin contact to request a review and update of information.
- 2) **Review & Verify** – Your agency simply reviews your listing and confirms whether the information is correct or requires changes.
- 3) **Update Complete** – Our team will follow up and notify your agency once the changes are complete.

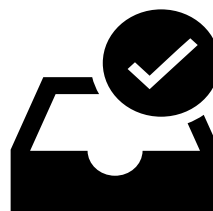
The goal of the listing is to ensure accuracy, searchability, and to present clear and concise information. To maintain consistency, our database team may reword or restructure the listing content to meet our format standards.

## Database Contact Information

Email: [database@ab.211.ca](mailto:database@ab.211.ca)

Edmonton and Northern Alberta: 780-392-8722

Calgary, Central, and Southern Alberta: 403-266-1601 (Ext. 1422)



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# 211 Alberta – Ongoing Updates

## Ongoing Listing Updates

211 Alberta welcomes ongoing and interim listing updates anytime to keep information accurate and reliable. If your agency experiences changes between annual updates, please let us know. Examples of ongoing updates include:

- Temporary program adaptations during disasters or emergency response.
- New or closed programs or services.
- Changes to agency location, phone numbers, or email addresses.
- Changes to eligibility requirements, access details, hours, or fees.

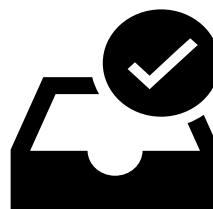
Keeping your agency's listing up-to-date ensures community members and service providers can connect with accurate and reliable information about your programs and services when they need it most.

## Database Contact Information

Email: [database@ab.211.ca](mailto:database@ab.211.ca)

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# 211 Alberta – Quick Links

## Quick Links

**Website:** <https://ab.211.ca/>

**About Us:** <https://ab.211.ca/who-we-are/about/>

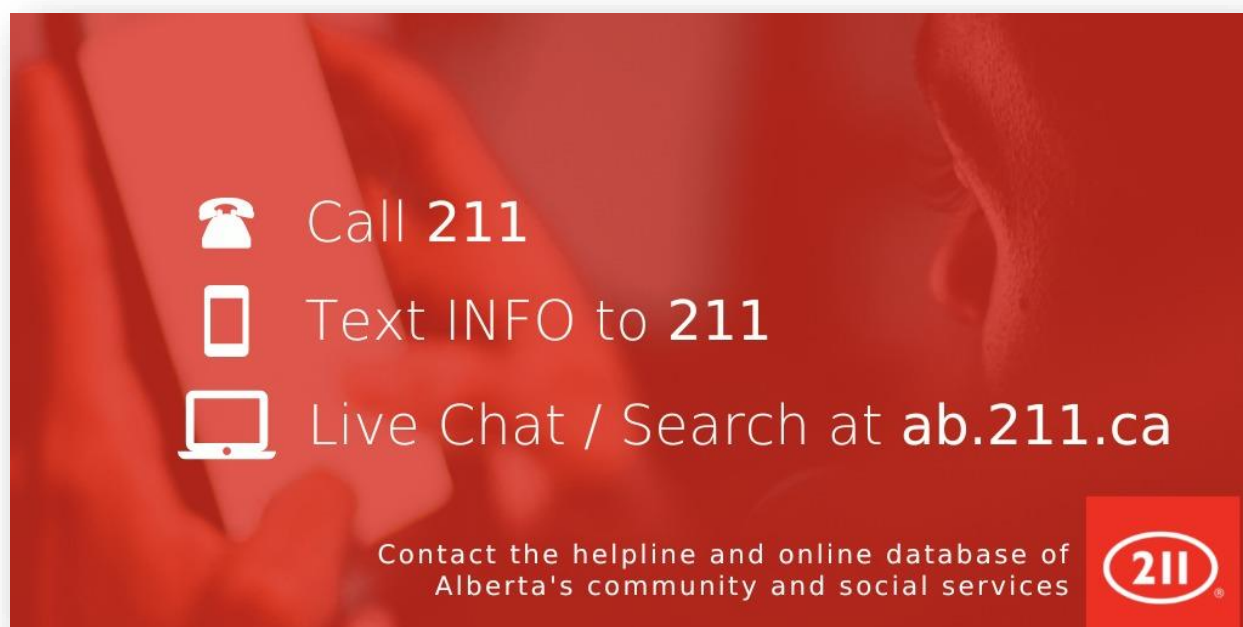
**Listing Policy:** <https://ab.211.ca/terms-of-use/#listing-policy>


**Suggest a New Listing:** <https://ab.211.ca/newlisting/>


**Data Dashboard:** <https://ab.211.ca/how-we-help/211-data/>


**Contact Us:** <https://ab.211.ca/question/>

**Facebook:** <https://www.facebook.com/211alberta>




 Call 211

 Text INFO to 211

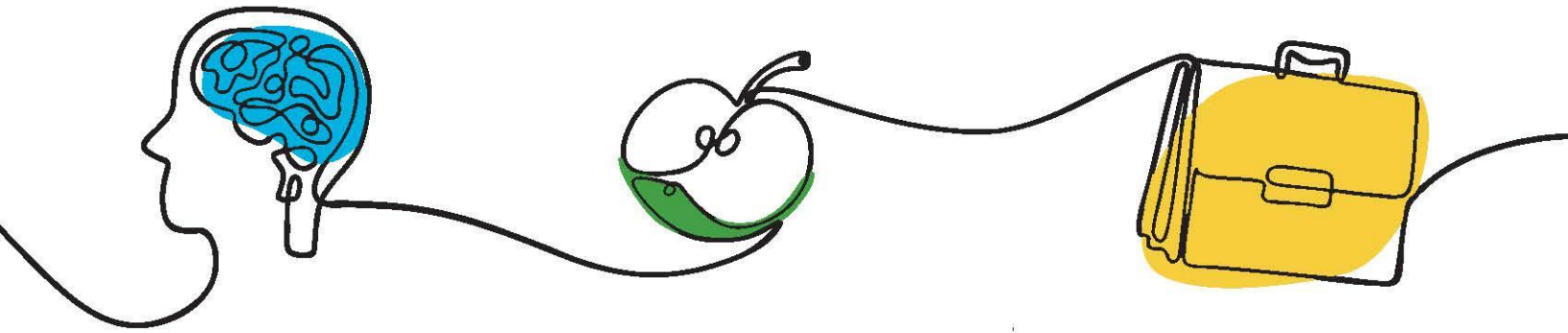
 Live Chat / Search at [ab.211.ca](https://ab.211.ca)

Contact the helpline and online database of  
Alberta's community and social services



Provided in partnership by:





211 Alberta is here to connect you to the support you need—mental health, food, employment, and more.

**Free. Confidential. Available 24/7.**

 Dial 2-1-1

 Text INFO to 211

 Visit [ab.211.ca](http://ab.211.ca)

# HELP STARTS HERE.

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# 211 Alberta

## Listing Policy



Last Reviewed: July 2023

211 Alberta hosts an online database of information on [www.ab.211.ca](http://www.ab.211.ca). This database, populated with information about human and social services, is used for providing referrals to 2-1-1 service users and for use by visitors to the website looking to make informed choices to improve their quality of life. The information is published on the InformAlberta.ca website, the 211 Alberta website, and appears in various publications including Directories and Resource Lists.

### Listing Criteria

211 Alberta includes, without fee, the following types of human and social services:

- Publicly funded services providing a direct human or health service.
- Federal, provincial, or municipal government services providing a direct human service.
- Peer-led services and mutual support groups.
- Networks or coalitions of direct service providers.
- Sources to search and find federal, provincial, and municipal representatives in an area.
- Licensed addiction service practitioners, including private practitioners, sole proprietors, or other business formats.
- Public education institutions, including post-secondary institutions and K-12 school jurisdictions.
- Member agencies, such as faith-based organizations and service clubs, offering free or low-cost community services beyond their own membership, who avoid use of the proposed service as a means of attempting to convert clients from one faith, opinion, creed, or party to another.

Health agencies and services are stewarded by Alberta Health Services. This includes:

- Services provided by physician(s) or other licensed professional(s) in Alberta that are at least partially covered by Alberta Health Care insurance.
- Agencies that are licensed by the government or have special contractual agreements to operate long-term care facilities and certain home care services.

### **Agencies included in the 211 Alberta database will:**

- Have been providing a service for a minimum of one year.
- Reasonably expect assured funding to continue operation for at least one year.
- Have a publishable address and/or phone number.

### **Primary Focus Areas**

211 Alberta will collect and disseminate agency and service information related to basic subsistence and survival-related services, including:

- Food, clothing, shelter, and transportation
- Emergency assistance
- Crisis intervention
- Financial assistance
- Legal and correctional services
- Victim services
- Immigrant and refugee services
- Physical and mental health services
- Addiction recovery
- Employment and training services
- Home support services
- Access to affordable housing
- Accessibility and disability related services

Primary focus is also given to services for people who may experience barriers to services because of:

- Language
- Ethnocultural identity, including Black, Indigenous, and People of Colour
- Age, including risk factors associated with infants, children, youth, or seniors
- Low income, unemployment, lack of education, or literacy
- Physical, mental, or developmental disabilities
- Neurodiversity
- Homelessness
- Social isolation
- Immigration or refugee status
- Gender identity, gender expression, or sexuality (2SLGBTQ+)
- Religious affiliation
- Fear of violence



The 211 Alberta database also prioritizes listing the following types of services:

- Services offered by non-profit agencies
- Free services
- Subsidized services
- Services offered with sliding scale fees

Other types of services may be listed based on discretion by priority will be given to the service types above. See discretionary listing criteria below.

## **Secondary Focus Areas**

211 Alberta will consider collecting and disseminating general agency information for services that fall outside the primary focus areas.

These may include programs and services related to:

- Arts/culture
- Environment
- Festivals/special events
- Museums/historical sites
- Special interest agencies (e.g., Alberta Ferret Society, African Violet Society)
- Recreation/Sports
- Peace/international development/social justice

## **Discretionary Listings**

211 Alberta may consider listing services based on unmet needs identified in the community, including services offered by for-profit agencies or that do not have a sliding scale.

211 Alberta may list the representative or umbrella organization rather than list comprehensive location information that is maintained in an official directory.

## **Exclusion Criteria**

Potential grounds for exclusion or removal from the database may include, but are not limited to, service non-delivery, fraud, misrepresentation, discrimination, criminal activities, or operating outside licensing mandates. 211 Alberta reserves the right to refuse to list or to discontinue listings of agencies that have had serious complaints lodged against them and agencies that fail to respond to requests to update information.





## Applying for a Database Listing

If you are eligible and would like to apply to be listed, contact the 211 Community Resource Database Team by phone or email [database@ab.211.ca](mailto:database@ab.211.ca) to request a Listing Application.

Edmonton & Northern Alberta: 780-392-8722

Calgary, Central & Southern Alberta: 403-266-1601 Ext. 1422

## Disclaimer

211 Alberta reserves the right to be selective in listing an agency and in removing agencies and/or services that we find do not meet the listing policy criteria.

Being listed in the 211 Alberta database does not constitute endorsement of the purpose, method, or quality of services, nor should exclusion reflect in any way on the service. For additional information, visit <https://ab.211.ca/terms-of-use/>.

## Grievance/Appeal Process

Decisions to include, exclude, or remove a service listing may be appealed in writing to 211 Alberta after a reasonable attempt has been made to resolve the issue with the 211 Community Resource Database Team.





# Program Listing Form



Please use this form to provide information about a specific program at your agency. If you have more than one program you'd like to add to the 211 database, please fill out multiple copies as needed.

**Program Name:** \_\_\_\_\_

**Alternate / Former Names** (e.g. acronyms): \_\_\_\_\_

**Collaborating Organizations** (e.g. partnered with or funded by...): \_\_\_\_\_

**Complete Description of Program** (include details on what the program offers):

**Languages Offered:** \_\_\_\_\_

**Geographic Area Served** (e.g. Leduc County, Alberta Wide, Calgary, Canada Wide):

**Who delivers this program?** (e.g. social workers, physical therapists, psychologists):

**Waiting Period or Waitlist:**   ☐ Yes                      ☐ No                      ☐ Varies

Please describe: \_\_\_\_\_

**Fees:**   ☐ No Fee    ☐ Fee (please describe) \_\_\_\_\_

**Fee Reduction** (e.g. sliding scale, subsidy):   ☐ No    ☐ Yes (please describe) \_\_\_\_\_

**Eligibility Requirements** (e.g. age range, with/without children, income range):

**Program Accessed By** (if selecting multiple options, please describe below):

- |                                      |   |   |
|--------------------------------------|---|---|
| <input type="checkbox"/> Drop in     | <input type="checkbox"/> Registration   | <input type="checkbox"/> Professional referral  |
| <input type="checkbox"/> Appointment | <input type="checkbox"/> Web only       | <input type="checkbox"/> Other (describe below) |
| <input type="checkbox"/> Application | <input type="checkbox"/> Telephone only |   |

Additional Access Notes:

---

**Program Contact Information:**

Phone: \_\_\_\_\_ Toll-Free: \_\_\_\_\_

TTY: \_\_\_\_\_ Fax: \_\_\_\_\_

Text: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Hours of Operation** (e.g. 24/7, Monday to Friday 8 AM to 4 PM, closed 12 PM to 1 PM, closed statutory holidays):

---

**Program Street Address:** ☐ No physical address ☐ Multiple locations (include below in Additional Information)  
☐ Same as Head Office (skip this Street Address section)

\_\_\_\_\_  
Suite # Building Name Building Address

\_\_\_\_\_  
City Province Postal Code

Is this a confidential or residential address? ☐ Yes ☐ No

Wheelchair accessible? ☐ Yes ☐ No

Other accessibility features (e.g. elevators, ramps, braille, visual/audible fire alarms, wheelchair accessible washrooms):

---

**Additional Information:**

# Agency Listing Form



Thank you for your interest in listing your agency and programs in the 211 database. Please use this form to provide information about your agency.

**Agency Legal Name:** \_\_\_\_\_

**Alternate / Former Names** (e.g. acronyms): \_\_\_\_\_

**In Operation Since** (year): \_\_\_\_\_

**Parent Agency** (if applicable): \_\_\_\_\_

**Executive Director / Head of Agency Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Geographic Area Served** (e.g. Leduc County, Alberta Wide, Calgary, Canada Wide):  
\_\_\_\_\_

**Mandate / Mission / Vision Statement:**

**Do you have membership fees?** ☐ No ☐ Yes (please describe) \_\_\_\_\_

**Do you accept donations?** ☐ No ☐ Monetary ☐ In-kind

**Legal Status** (check all that apply):

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Registered Charity      | <input type="checkbox"/> Non-Profit Organization  | <input type="checkbox"/> For-Profit Organization |
| <input type="checkbox"/> Municipal Government    | <input type="checkbox"/> Provincial Government    | <input type="checkbox"/> Federal Government      |
| <input type="checkbox"/> Educational Institution | <input type="checkbox"/> Professional Association | <input type="checkbox"/> Religious Organization  |
| <input type="checkbox"/> Self Help Group         | <input type="checkbox"/> Service Club             |  |

Other: \_\_\_\_\_

**Head Office Street Address:**

\_\_\_\_\_  
Suite # Building Address Building Name

\_\_\_\_\_  
City Province Postal Code

Is this a confidential or residential address? ☐ Yes ☐ No

Wheelchair accessible? ☐ Yes ☐ No

Other accessibility features (e.g. elevators, ramps, braille, visual/audible fire alarms, wheelchair accessible washrooms):  
\_\_\_\_\_

**Head Office Mailing Address:** ☐ Same as Street Address (skip this Mailing Address section)

\_\_\_\_\_  
Suite # Building Address Building Name

\_\_\_\_\_  
City Province Postal Code

Is this a confidential or residential address? ☐ Yes ☐ No

**Head Office Contact Information:**

Phone: \_\_\_\_\_ Toll-Free: \_\_\_\_\_  
TTY: \_\_\_\_\_ Fax: \_\_\_\_\_  
Text: \_\_\_\_\_ Email: \_\_\_\_\_  
Website: \_\_\_\_\_

**Hours of Operation** (e.g. 24/7, Monday to Friday 8 AM to 4 PM, closed 12 PM to 1 PM, closed statutory holidays):  
\_\_\_\_\_

**211 Administrative Contact** (contact person for updating agency information in future):

*Not for publication. Internal use only.*

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Publication Specifications and Update Agreement

Information collected in this profile will be used for the purposes of listing on [www.ab.211.ca](http://www.ab.211.ca), [www.informalberta.ca](http://www.informalberta.ca), and related publications under the authority of SECTION 33C of FOIP and will be published on the websites, in hard copy, or other formats unless otherwise indicated on this form. 211 Alberta and InformAlberta reserve the right to include, exclude, or edit this information for brevity, clarity, and content.

211 Alberta will reach out to your agency at least once per year to inquire about updates to your agency or programs. If your agency does not participate in the regular update process, your listing may be removed from the database. **If you have any questions, please contact us at [database@ab.211.ca](mailto:database@ab.211.ca) or by phone:**

**Edmonton and Northern Alberta: 780-392-8722**

**Calgary, Central and Southern Alberta: 403-266-1601 Ext. 1422**

Please have an authorized representative specify whether your agency's information is publishable and accept the following Update Agreement on behalf of your agency.

Please choose one of the following options:

- ☐ Please **PUBLISH** the agency/program information contained herein.
- ☐ Please **DO NOT PUBLISH** the agency/program information contained herein. The information WILL ONLY be used by staff/volunteers of Canadian Mental Health Association - Edmonton Region and Distress Centre Calgary to make referrals for callers to the Distress Line, 24 Hour Crisis Line, 211, and other program clients.

Update Agreement: The information provided herein is, to the very best of our knowledge, true and accurate. We understand this information may be published in a variety of formats as indicated above, and we agree to participate in regular updates to our information.

- ☐ I accept the above update agreement on behalf of my agency.

\_\_\_\_\_  
Print Name and Title of Authorized Representative

\_\_\_\_\_  
Agency Name

\_\_\_\_\_  
Phone

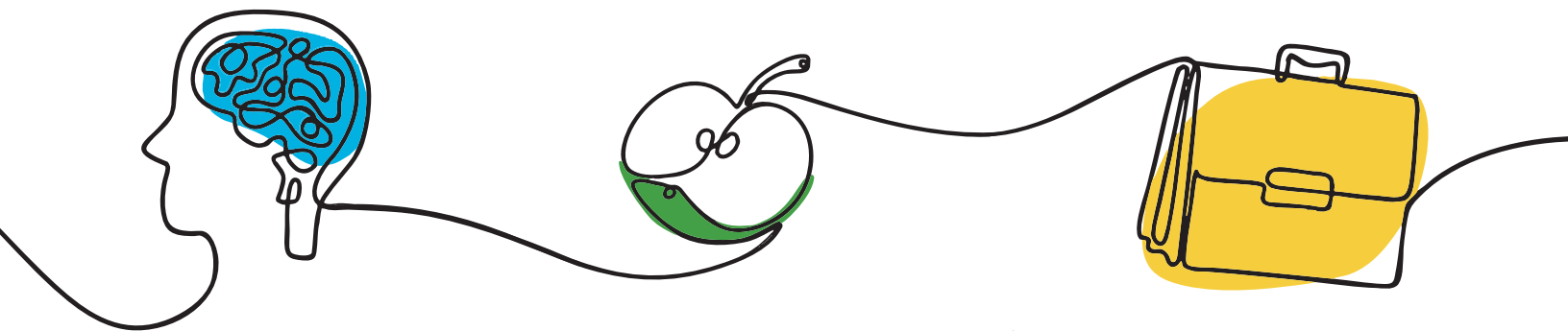
\_\_\_\_\_  
Date of Completion

Your co-operation in keeping 211 Alberta and InformAlberta information up-to-date is appreciated. Thank you!



*inform*Alberta.ca





211 Alberta is here to connect you to the support you need—mental health, food, employment, and more.

**Free. Confidential. Available 24/7.**

 Dial 2-1-1

 Text INFO to 211

 Visit [ab.211.ca](http://ab.211.ca)

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