



**Saskatchewan**

An initiative of  United Way

# 2024 ANNUAL REPORT





**Saskatchewan**

# DIRECTOR'S MESSAGE

## **One Number. Thousands of Pathways to Support.**

211 Saskatchewan continues to be a vital connection point for individuals and families across the province—available 24/7 by phone, text, web chat, and a searchable on-line directory. As community needs evolve and grow more complex, 211 remains a trusted source for navigating programs and services related to housing, food, mental health, income support, and more.

Through specialized services like Parent Central, RE:CONNECT, and our Intimate Partner Violence (IPV) site, 211 Saskatchewan ensures that people can access support in ways that are focused, safe, and relevant to their needs. Parent Central connects families with early years resources and supports in one convenient location. RE:CONNECT provides a streamlined, stigma-free entry point to mental health and gender based violence prevention. Our dedicated IPV site is a trauma-informed, culturally safe resource for individuals experiencing violence—helping them find critical supports quickly and discreetly.

These targeted tools help ensure that 211 Saskatchewan is not only comprehensive but also adaptable, meeting people where they are with compassion and clarity.

Beyond being a lifeline for those in need, 211 Saskatchewan also provides significant value from a financial perspective. By helping individuals find the right services faster, 211 Saskatchewan reduces pressure on emergency services, prevents crisis escalation, and supports more cost-effective use of community resources. For service providers and government partners, 211 Saskatchewan also acts as a valuable data source, identifying trends and emerging needs that can inform smarter investments and system-level decision-making.

We're seeing increased demand for services and a growing reliance on 211 Saskatchewan, with over 266,000 website visits alone serving as someone's first step toward help. Continued financial support is essential to maintain and grow this critical infrastructure—ensuring everyone in Saskatchewan can access the right supports at the right time, no matter where they live or what challenges they face.

Thank you to our partners, funders, and community members for recognizing the value of 211 Saskatchewan. With your continued support, we can keep building a stronger, more connected province for all.

A handwritten signature in blue ink, reading 'Kristin Nelson'.

**Kristin Nelson**

**Director Community Impact**





# 2024 Yearly Snapshot

## Contacts:

**266,835**  
unique site visits

**3,418**  
contacts

**780k**  
social impressions

## Top Needs:

**24%**

Mental Health and Substance Use



- Mental Health (Counselling, Care Facilities, Support Services )
- Substance Use / Disorder Services
- Risk of Self-Harm/Suicide

**23%**

Basic Needs



- Shelter/Housing
- Food
- Transportation

**14%**

Health Care



- Physical Health
- Medical Clinics, Medical Professionals, Pharmacies
- Patient/Family Support

**13%**

Income Support and Employment



- Financial Needs
- Employment

## Unmet Needs:

- |                              |   |                                |
|------------------------------|---|--------------------------------|
| • Food Banks                 | • General Counselling Services                      | • Low Income Legal Counselling |
| • Homeless Shelters          | • Temporary Financial Assistance                    | • Support Lines                |
| • Domestic Violence Shelters | • Provincial/Territorial Income Assistance Programs | • Street Outreach Programs     |
| • Rent Payment Assistance    |   |                                |

## Contacts by Location:

**27.2%**

Saskatoon

**25.7%**

Regina

**4.6%**

Prince Albert

**2.6%**

Moose Jaw

**2.3%**

Swift Current

## Contacts by Type:

**52%**

Phone

**28%**

Text

**12%**

Online Chat

**8%**

Email

## Number of Communities:

**230**

Towns/Cities/Communities across Saskatchewan accessed 211 Saskatchewan

# Supporting Survivors: The Power of Accessible Information

Violence and abuse don't come with a roadmap. For those experiencing it, the path forward is often clouded by fear, uncertainty, and a lack of clear, accessible support.

Across Saskatchewan, too many individuals face the painful reality of interpersonal violence. Whether it's an intimate partner, family member, or caregiver; the impact of abuse is devastating—physically, emotionally, and financially. Survivors need more than just a number to call; they need a place where they can find real answers, at their own pace, without judgment or fear of being watched.

The 211 Saskatchewan Interpersonal Violence site was designed to do exactly that. It's a confidential, easy-to-navigate hub that helps people recognize abuse, understand their rights, and find local services when they're ready. From crisis intervention to legal protections like Interpersonal Violence Leave, the site lays out options in simple, straightforward language—because no one should have to decipher complex policies when they're in crisis.

Beyond survivors, this resource also serves friends, family members, and frontline workers who want to help but don't always know where to start. By making support more accessible, we're empowering entire communities to stand against violence.

This initiative, made possible through a partnership with the Ministry of Justice - Community Safety and Well-Being, is more than just a website. It's a lifeline. A step toward breaking the cycle. **A reminder that no one is alone.**

## Meeting People Where They Are

For someone in crisis, seeking help can be overwhelming. The site provides multiple ways to connect—whether through a discreet online search, a live chat, or a direct call to 211. These options ensure that individuals can find support in a way that feels safest to them.

The site also includes safety planning resources, so those experiencing violence can take proactive steps toward protecting themselves and their children. Information on financial assistance, housing support, and legal aid helps remove some of the barriers that often keep people trapped in abusive situations.

## Strengthening Communities Through Awareness

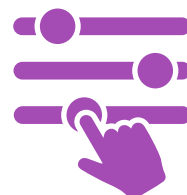
Ending violence requires a collective effort. The more people who understand the warning signs of abuse and know where to turn for help, the stronger our communities become. By providing clear, accessible information, the microsite equips not just survivors but also friends, colleagues, and service providers with the tools they need to make a difference.

211 Saskatchewan remains committed to ensuring that no one has to navigate these challenges alone. Through continued collaboration, awareness, and accessible resources, we are working toward a future where support is always within reach.



112,571

Total Website Users



Top Links Accessed By Users

16%

I am experiencing abuse or violence

9%

How do I know if I am being abused?

9%

I need to plan to escape from a violent situation

9%

I have been sexually assaulted

9%

What are my legal rights?

8%

I know someone being abused

"I phoned 211 because things had been getting worse with my long-term boyfriend who has been misusing substances. We have four children together, and while I didn't have immediate safety concerns, I needed to find a safe place for us to go. The person I spoke with was very understanding and helped me with basic safety planning. They referred me to a local shelter and told me I could call again if I needed more support for myself or my children." - "Cathy"

<https://abuse.sk.211.ca>

# Supporting Parents: A Central Hub for Families



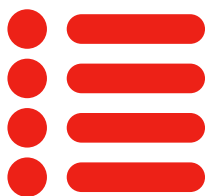
**11,247**

Total Website Users



**31%**

Increase in New Parent/Guardian Accounts from Last Year



**49K**

Content Views



**"Childcare"**  
**"Early Learning"**  
**"Family and Parenting Support"**  
Top Reviewed Content

Parenting is one of life's most rewarding journeys, but it also comes with challenges. Whether it's finding quality childcare, navigating financial aid, accessing mental health support, or locating community programs, the search for reliable resources can be overwhelming. That's where Parent Central makes a difference.

Made possible with support from the Ministry of Education - Early Years Branch, Parent Central was designed to connect Saskatchewan families with essential services. Parent Central is a user-friendly hub that provides clear and accessible information. Instead of spending hours searching multiple websites or waiting on referrals, caregivers can now find the support they need in one convenient place. From prenatal care to school readiness programs, the site offers guidance at every stage of a child's development.

## **Making Support Easier to Find**

Many parents and caregivers struggle not because support isn't available, but because they don't know where to start. Parent Central removes these barriers by offering a simple search tool that allows users to filter programs and services based on their needs and location.

**Childcare and early learning programs** – Access to licensed daycare, preschool programs, and early childhood education resources.

**Financial aid and food security services** – Information on family benefits, housing assistance, and food programs to help families stay secure.

**Health and mental wellness resources** – Support for parents and children, including counselling, crisis intervention, and specialized programs.

**Support for diverse families** – Programs tailored for newcomers, Indigenous families, single parents, and caregivers of children with disabilities.

## **Supporting Families, Strengthening Communities**

A strong support network can make a world of difference for parents and children alike. By making information more accessible, Parent Central helps caregivers make informed decisions that enhance their family's well-being. Schools, workplaces, and neighborhoods all benefit when parents feel supported and confident in their ability to care for their children.

Parent Central is more than a directory—it's a resource designed to empower families, reduce stress, and ensure that help is always within reach. No matter the challenge, Saskatchewan parents now have an easier way to find the support they need, when they need it.

"As a new parent, I was overwhelmed with the amount of information out there. Parent Central provided reliable resources and connected us to local support programs that we didn't even know existed. The site helped us find options for quality child care and also information on raising a child in a safe and nurturing environment. It's truly made a positive impact on our lives." - Emily, Parent Central User

<https://parentcentral.sk.211.ca>

# Empowering Families Through Targeted Support

Navigating life's challenges can be daunting, especially when faced with mental health issues, relationship problems, or family violence. The RE:CONNECT helpline has become an essential resource for many in Saskatchewan, providing support and guidance that extends far beyond individual callers.

The RE:CONNECT helpline provides assistance in over 175 languages, including 17 Indigenous languages. This inclusivity ensures that everyone, regardless of their background, can access the help they need. The helpline is available 24/7, offering free, confidential, and non-judgmental support to those in need. The service is made possible with support from Ministry of Justice - Community Safety and Well-Being.

The impact of RE:CONNECT on the community is profound. Hundreds of individuals have found solace and direction through the helpline's services, which in turn strengthens the fabric of our communities. Trained professionals offer guidance on a wide range of issues, from mental health and stress management to addictions and family violence. The helpline has been particularly valuable for male or male-identifying individuals, providing a safe space to discuss sensitive topics and receive personalized support.

One of the most significant achievements this year has been the helpline's ability to offer immediate assistance and referrals to further services. Many callers have expressed gratitude for the compassionate and effective support they received. These individual successes contribute to a healthier, more resilient community.

The RE:CONNECT helpline is more than just a service; it fosters community well-being. It represents a step toward breaking the cycle of despair and a reminder that no one is alone. Through continued collaboration, awareness, and accessible resources, we are working toward a future where support is always within reach.

For someone in crisis, seeking help can be overwhelming. The RE:CONNECT helpline provides multiple ways to connect—whether through a discreet online search, a live chat, or a direct call. These options ensure that individuals can find support in a way that feels safest to them. The helpline also includes safety planning resources, so those experiencing violence can take proactive steps toward protecting themselves and their families. Information on financial assistance, housing support, and legal aid helps remove some of the barriers that often keep people trapped in difficult situations.

Ending violence and addressing mental health challenges require a collective effort. The more people who understand the warning signs and know where to turn for help, the stronger our communities become.

RE:CONNECT remains committed to ensuring that no one has to navigate these challenges alone. Through continued collaboration, awareness, and accessible resources, we are working toward a future where support is always within reach, fostering a stronger, more connected community.



10,303

Total Website Users



12,237

Minutes of Support Through Brief Counselling Sessions



92%

Of Callers Reporting They Felt Better Compared To When They First Called



2021

Referrals Made to External Programs

"I called RE:CONNECT late one evening because I was struggling with my emotions after a night out with my partner. I was feeling so angry, like my emotions were controlling me, and I was afraid I might get into a physical altercation. The RE:CONNECT Counsellor helped me calm down and create a plan to keep both me and my partner safe. I'm grateful for their support in that moment." - **"David"**

<https://reconnect.sk.211.ca/>





# PARTNERS AND SUPPORTERS

Our ability to connect individuals and families with the essential services they need is made possible by the dedicated support of our funders and partners. Their investment goes far beyond financial contributions—it reflects a shared commitment to ensuring that every person in Saskatchewan has access to help when they need it most. Whether it's a parent searching for child care, a senior needing housing support, or someone in crisis looking for mental health or addiction services, 211 is there to guide them. This reliability is only possible because of those who choose to stand behind the service and the people it supports.

We are deeply grateful to the funders, supporters, and advocates who recognize the importance of 211 Saskatchewan. Your support ensures that no matter where someone lives or what challenge they face, they are never alone. Together, we are building a stronger, more connected province.







**Saskatchewan**



**Text**  
2-1-1



**Call**  
2-1-1



**Go Online**  
[sk.211.ca](https://sk.211.ca)

To view our audited financial statements visit  
<https://unitedwayregina.ca/about-us/financials>

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