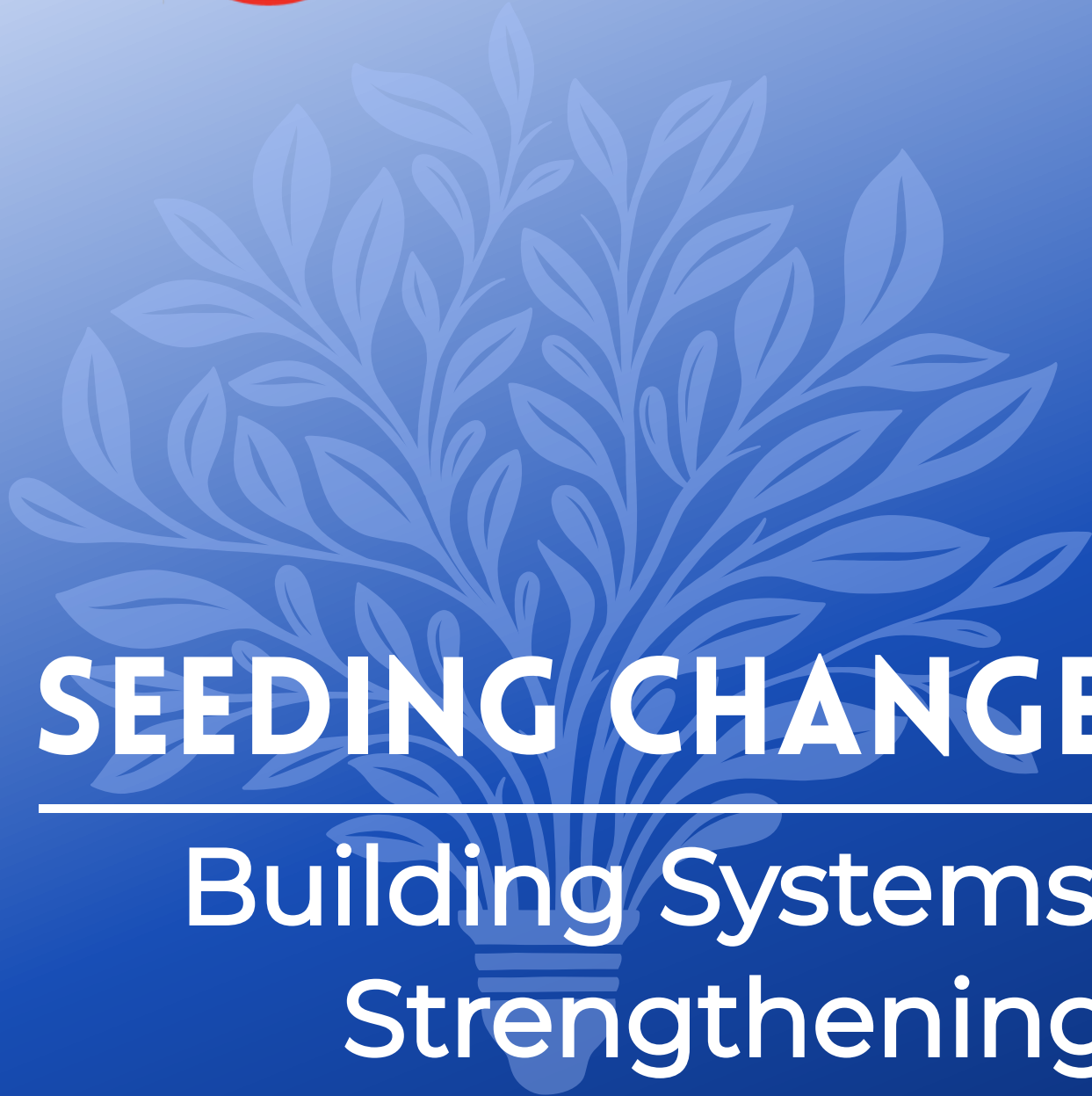


A large, stylized blue seedling graphic with many leaves, growing out of a small pot, centered in the background of the page.

SEEDING CHANGE

Building Systems, Strengthening Communities

Annual Report 2024-2025

211

IMPACT

94%

Client
Satisfaction

84%

of Clients Felt
Better Prepared

Top 3 Community Needs

13%



Mental Health

13%



Housing / Shelter

10%



Food Security



30+

Sites Using
211 Data



21K+

Service
Records
Managed



25+

Data Sharing
Collaborations

276K+ Contacts

by Phone, Text, Chat, and Email



1.4M+

Unique
Web Contacts



2M+

Web
Sessions



30K+

Social Media
Impressions



11K+

E-Blast
Recipients



50+

Data Requests
Completed



55

Data
Snapshots



52K+

Specialty
Line Contacts



200+

Partners



25K+

Outreach Connections &
Promotional Materials

Ontario Specialty Lines

- Good2Talk
- Independent Legal Advice for Survivors of Sexual Assault
- Ontario Caregiver Helpline
- ReportON
- Support Services for Male Survivors of Sexual Abuse
- Surrey Place – Developmental Services
- Toronto Community Benefits Network
- Toronto Community Crisis Service
- Victim Support Line

Our Services

Findhelp | 211 connects people to the supports they need, when they need them most. Through 24/7 multilingual navigation, crisis response, specialty helplines, online search tools, and a mobile app, our Service Navigators provide compassionate guidance and personalized follow-up, ensuring no one is left behind. With referrals to services designed for individuals, families, and diverse communities, and interpretation in 170+ languages, Findhelp | 211 strengthens Canada's social infrastructure while informing system change through community intelligence data and partnerships across provinces and territories.

REFLECTIONS

Over the years, Findhelp has continued to play a vital role in strengthening the infrastructure of communities across Canada. By planting new ideas, cultivating partnerships, and responding to urgent and emerging needs, we have shown how trusted, community-centred systems can adapt and grow alongside the people they serve.

Seeding Change: Building Systems, Strengthening Communities is more than the theme of this year's annual report – it is the thread that runs through our work. Through the trusted role of 211 in navigating complex challenges, and by advancing system transformation through data, connection, and equity-driven partnerships, we are helping shape systems that are responsive, resilient, and reflective of the lived realities of the people we serve.

Olivia Chow

Mayor, City of Toronto

Findhelp | 211 is a trusted connector in our city, helping residents navigate vital supports with dignity and compassion. Through your leadership in initiatives like the Toronto Community Crisis Service, you've shown what's possible when we build systems of care that put people first. The impact of your work is not only strengthening Toronto, but also inspiring communities across Canada to reimagine how we respond to crisis and support belonging.

Dan Clement

President & CEO, United Way Centraide Canada

Helping Canadians access the services they need, when they need them, is why we are proud to be partners and champions of Canada's 211 system. Findhelp is a vital leader in this work, and United Way Centraide Canada is pleased to work closely with Findhelp to strengthen access to this essential national network.

Janelle Millar

Coordinator of Inquiry Services Special Initiatives
Findhelp | 211

Working in service navigation is about trust, teamwork, and showing up for the community in their most critical moments. Every call reminds me of the strength and compassion of the people I work with – from our coordinators to our partner organizations. This work isn't always easy, but it's made possible by collaboration and a shared commitment to care. What inspires me most is the resilience of the people we serve. Every day, they remind us why this work matters.

Board of Directors

Findhelp | 211

As a Board, we are inspired by the resilience of our communities and the dedication of our staff and partners. Findhelp continues to strengthen Canada's social infrastructure, advancing equitable access and fostering collaboration. It is our honour to help steward this mission and support a vision where care is accessible and no one is left behind.

MILESTONES

Seeding Change

Collaboration has always been at the heart of our impact. From our earliest days with the Blue Book, Findhelp has worked alongside partners to build systems that connect people to care and strengthen communities. What started as a grassroots effort to connect neighbours to local supports has evolved into a national-serving organization through navigation, community intelligence, digital solutions, and collective action – guided by purpose, bold humility, and a commitment to equity.

Over the years, this journey has been marked by pivotal moments of growth and collaboration – reflected in the milestones boxes below.

Foundational projects have shaped who we are today. Through a collaboration with long-time partners OCASI, *Settlement.org* became a trusted resource for newcomers, while initiatives like the Street Helpline and centralized bed registry challenged us to innovate and adapt. Long-standing partnerships with United Way, the City of Toronto, and countless community organizations have reinforced our role as a connector across sectors. With the support of the Ministry of Children, Community and Social Services (MCCSS), we are now deepening our work in gender-based violence – ensuring all Ontarians have access to compassionate, timely, and coordinated supports through a network of dedicated service partners.

1996

Launch of Ontario Victim Support Line, creating a new model for 24/7 crisis support

2002

Canada's first 211 service launches in Toronto

2011

211 expands across Ontario through a network of community partners and United Ways

2021

Rapid national expansion brings Findhelp's support to six provinces (ON, MB, NB, NL, NS, PEI)

2022

Toronto Community Crisis Service launches as the city's fourth emergency service

2024-25

New mental health, reconciliation, housing, equity, and gender-based violence initiatives

COMMUNITIES STRENGTHENED

Ontario

A mother was referred to 211 by the Assaulted Women's Helpline for mental health support. She shared that domestic violence, childcare challenges, and financial strain were impacting her and her children's mental health. Her children were experiencing anxiety, depression, sleeplessness, and PTSD. She could make ends meet, but could not afford anything extra and was not comfortable leaving her youngest child in a private daycare to work more shifts.

The Service Navigator explored support options, and the mother expressed interest in family counselling and case management. She was referred to Strides Toronto for family and children's counselling, Canadian Mental Health Association (CMHA) for case management, and encouraged to share the Kids Help Phone number with her children. When discussing finances, the mother mentioned wanting to start a business, but did not know how. She was referred to the Toronto Small Business Enterprise Centre and informed about an overlooked childcare benefit.

To ensure support, the Service Navigator offered a follow-up call, which the mother accepted. Grateful, she said, "I felt like I was running on a hamster wheel before I called 211. You helped me see there are other options."



Manitoba

A 211 Service Navigator answered a call from an individual who said that she was having trouble with her finances. When he asked clarifying questions, she revealed that she was working full time, but struggling to pay rent and feed her children. She did not have a partner to share the financial load with. Although she was usually able to make ends meet, she found herself needing to rely on her credit card.

After assessing her circumstances and needs, the Service Navigator was able to have a discussion with her about what could help her. She identified that her two most pressing needs were financial assistance with her rent and providing food for herself and her children. He told her about various programs, and she was open to applying for Rent Assist and the Rent Relief Fund. He let her know how to access these programs.

In addition, she was willing to visit food banks for help so the Service Navigator referred her to her local food bank and let her know what identification to show. He asked if she needed anything else and she said that she had enough information for now. He invited her to call 211 again in the future if those resources were unable to help or if she needed any more referrals.



PEOPLE CONNECTED

Acknowledgements and Gratitude

Looking ahead, Findhelp | 211 will continue seeding change by keeping people connected to the supports they need most, strengthening equity in access, driving innovation in service delivery, and deepening our impact across provinces and territories through collaboration. This work is only possible because of our dedicated staff, whose compassion and expertise bring our mission to life every day. We are equally grateful to our partners and funders, who join us in building systems that are more responsive, equitable, and sustainable. Together, we are strengthening communities and creating a future where every call, every connection, and every partnership helps plant the seeds of lasting change.

