



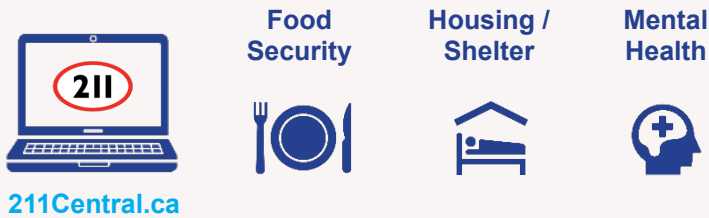
Findhelp | 211 connects people to services through 24/7 multilingual navigation, crisis response, specialty helplines, online searches, and a comprehensive database of human and social services. Working with our partners, we strive to deliver equitable access for vulnerable people in our communities.

FINDHELP | 211 SECTOR SNAPSHOT:

Peel Region – February 2025

The purpose of this report is to provide an overview of top and emerging client needs.

TOP 3 CLIENT WEB SEARCHES¹



COMMITMENT TO SERVICE EXCELLENCE

Our commitment to service excellence is unparalleled. As the partner of choice for government and community service organizations, our team strives to exceed service standards.²



TOP 5 CLIENT SERVICE NEEDS^{3,4,5}



TRENDS & UNMET CLIENT SERVICE NEEDS ⁶

Over the past month, these have consistently been top issues as identified by our Service Navigators:

- 1. MENTAL HEALTH:** In February we observed a high volume of mental health inquiries. During a time of shifting political landscapes, concerned callers contacted 211 to inquire about the new tariffs imposed by the United States on Canada. Feeling a sense of fear and anxiety, callers sought out support and reassurance in navigating uncertainty amid changing times. In addition, frustrations rose among callers experiencing longer wait times and call back prompts for various distress or emergency support lines. Callers outside of Toronto also contacted 211 inquiring about the similarities and differences between the Toronto Community Crisis Service (TCCS) and other crisis outreach programs in their own regions.
- 2. HOUSING / SHELTER:** Housing and shelter issues showed no signs of slowing down in February. Contacts to 211 from callers seeking affordable housing, facing evictions and experiencing homelessness remained steady, including from families with children who expressed deep concerns over the lack of emergency shelter options during extreme cold weather. Many callers reported an increase in mental health issues as a direct result of their housing situations.
- 3. UNMET NEEDS:** Mental Health, Individual/Family, Health

GET INVOLVED

- [Update Your Agency's 211 Profile](#)
- Request a 211 Overview / Training: training@findhelp.ca
- Order 211 Promotional Materials: 211outreach@findhelp.ca
- View our Data Insights: [211 National Expansion Portal](#), [211 Ontario Needs Dashboard](#), [211 Data Snapshots \(GTA\)](#)

CONTACT US: communications@findhelp.ca

211 CLIENT STORY

A caller reached out to 211 on behalf of her friend. She said that her friend had a job interview coming up, however, did not have the money to afford professional attire. Her friend really wanted the job and was worried about not presenting herself in the best way possible. The caller wanted to know if there were any resources that could support her friend in obtaining some clothing for her interview, as she could not afford to buy anything new at the time.

The Service Navigator asked the caller some questions about her friend's circumstances and determined that she was likely eligible for Dress for Success. This program has a boutique set up and it allows women who are searching for employment or who have employment, but have limited means, to obtain one professional outfit with accessories. The program also gives job search and networking opportunities.

The caller was happy with the sound of the program and thought that it could really help her friend. She took the information for how her friend could get assistance through the program. The Service Navigator probed as to whether the friend had any other needs at the moment, and the caller said that she did not. Therefore, the Service Navigator let the caller know that 211 is open 24 hours and that she or her friend were welcome to call anytime they needed more information or referrals.



¹ Top 3 Client Web Searches across the Greater Toronto Area via 211Central.ca

² Service Outcome percentages help us understand how the service we provide is received, how clients are feeling after they contact 211 and whether more support is needed to address any unmet client service needs.

³ Client Service Needs are tracked using taxonomy (a categorization system that is standard for 211 Service Providers across North America) and are rolled up to categories.

⁴ Learn about the [Canadian AIRS Needs Categories – Data Dictionary](#).

⁵ 'Individual / Family' represents Case Management, Care Planning & Advocacy needs.

⁶ Trends & Unmet Client Service Needs is comprised using multiple data sets including client service needs, unmet client service needs and trends reported by 211 Service Navigators – who answer 211 calls, text, chat, and emails. This data does not identify individuals.



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