

## PY2025 Lake County Video Gaming Revenue Proposal Cover Sheet

Organization's Name	United Way of Lake County		
Director/CEO	Kristi Long, President and CEO		
Program/Project Name	United Way of Lake County 211		
Contact's Name	Gale Graves, VP Community Impact		
Street Address	330 South Greenleaf Street		
City, State, ZIP	Gurnee, Illinois 60031		
Phone	847-775-1013	Email	Gale.Graves@uwlakeco.org
UEI Number:	LAJ4RB1B5N24		

*Identify the VGR Policy-approved use for the proposal:*

<input checked="" type="checkbox"/>	211 Informational and Referral Services (Amount designated by VGR policy: \$125,000)
<input type="checkbox"/>	Assessment, education and outreach for gambling addiction (Amount designated by VGR policy: \$100,000)
<input type="checkbox"/>	Clinical gambling addiction treatment services (Amount designated by VGR policy: \$100,000)

*Please briefly describe the proposed scope of work in the space provided below:*

211 is a free, confidential referral and information helpline accessible to all community agency organizations, emergency management entities, front line workers, police and individuals in Lake County. UWLC 211 integrates information about a wide variety of health and human services through a single information network. 211 removes barriers to resources that address social determinants of health by connecting individuals to a trauma-trained 211 specialist, by phone or text. 211 specialists guide individuals to local health and human services, as well as basic essential services, health/wellness services, behavioral and community health to improve and save lives. In addition to calling and texting, the public can access 211 provider information by using the website, [www.211lakecounty.org](http://www.211lakecounty.org).

*I hereby certify that all information contained in this proposal for funding is true and correct to the best of my knowledge and agree to comply with all requirements of the program if funded:*

Gale Graves, VP Community Impact		03/14/2025
Authorized Representative	Signature	Date


## Use of Funds

United Way of Lake County

Using the table(s) below, please detail the funding request(s) listed on page 1

### Video Gaming Budget

EXPENSES	VIDEO GAMING FUNDS	OVERALL PROGRAM EXPENSE TOTAL
Salaries	\$0	\$213,203
Benefits	\$0	\$25,240
Payroll Taxes	\$0	\$0
Client Wages	\$0	
Professional Fees	\$0	\$20,000
Supplies	\$0	\$0
Telecommunications	\$0	\$700
Postage & Shipping	\$0	\$0
Occupancy (except depreciation)	\$0	\$44,290
Equipment (except depreciation)	\$0	\$0
Public Education & Marketing	\$0	\$36,000
Travel, Conferences & Meetings	NOT ALLOWED	
Specific Assistance to Individuals	\$0	\$0
Insurance	\$0	\$0
National Organization Dues	NOT ALLOWED	
Miscellaneous	\$0	\$0
211 Contact Center	\$125,000	\$207,900
	\$0	\$0
	\$0	\$0
	\$0	\$0
	\$0	\$0
<b>TOTAL</b>	<b>\$125,000</b>	<b>\$547,333</b>

 = may not be allowed

### Narrative

Explain what is included in each line item for which funds are requested. For example, if salaries are requested, give the position, the full-time equivalent (FTE) and the amount. Do the same with benefits. For other line items, give a detailed description including the amount to be expended for each item. Please make all explanations brief, but thorough. Attach one additional page if necessary.

211 Contact Center: \$125,000

Contract with 211 Contact Center, Interface Children & Family Services (ICFS)

United Way of Lake County contracts with a leading nonprofit and an experienced, AIRS accredited, 211 call center that specializes in referral services, to provide individuals and families streamlined access, through reference or direct connection, to a wide array of locally available health and human services. The call center trains and dedicates specialists to service the Lake County community.

Outcomes United Way of Lake County		
	Previous Year- (please include # and %)	Proposed Year- (please include # and %)
<p><b>Outcome 1:</b> Write the outcome: Targeted measurable effect on the knowledge, skills, attitudes, behavior, or condition of the people served by your program</p>	211 will address 9,600 (80%) of the needs of individuals contacting 211 for help.	211 will address 9600 (80%) of the needs of individuals contacting 211 for help.
<p><b>Results - Outcome 1:</b> What were the results for the previous year? What is your target for the proposed year?</p>		
<p><b>Outcome 2:</b> Write the outcome: Targeted measurable effect on the knowledge, skills, attitudes, behavior, or condition of the people served by your program</p>	211 will address 4,800 (80%) of the needs of individuals contacting 211 for help with housing related needs. Housing is consistently Lake County's top need category.	211 will address 4,800 (80%) of the needs of individuals contacting 211 for help with housing-related needs. Housing is consistently Lake County's top need category.
<p><b>Results - Outcome 2:</b> What were the results for the previous year? What is your target for the proposed year?</p>		
<p><b>Outcome 3:</b> Write the outcome: Targeted measurable effect on the knowledge, skills, attitudes, behavior, or condition of the people served by your program</p>	2,500 (50%) of all first time contacts to 211 will be Black, Latino, and/or AAPI. UWLC will increase awareness, strengthened trust and increased utilization of 211 for Black, Latino, and AAPI individuals through targeted community engagement, outreach and training	2,500 (50%)* of all first-time contacts to 211 will be Black, Latino and AAPI individuals. <i>*not all contacts self-identify</i> UWLC will increase awareness, strengthen trust and increase utilization of 211 for Black, Latino and AAPI individuals through targeted community engagement, outreach and training.
<p><b>Results - Outcome 3:</b> What were the results for the previous year? What is your target for the proposed year?</p>		