

# Why Choose NJ 211

NJ 211 has been connecting our residents to help since 2005. We make navigating the social service system easier. Our team has grown from 14 to over 100 working across the state.

Today, we are a **recognized leader** and **trusted non-profit partner** of the largest, most comprehensive social service directory in the state – and we are still innovating.

Founded by the United Way to serve every county in New Jersey, and working in partnership with government, we are addressing the needs of the most vulnerable in our state.

**90%**

customer  
satisfaction

**You can depend on us,  
more than **1 million**  
do every year.**



[nj211.org](http://nj211.org)



**2.1.1**

New Jersey





# Solutions to Meet Your Needs

# 2·1·1

New Jersey

NJ 211 solutions are designed to make your work easier. Our services encompass all components of quality information and referral with advanced data collection, coordination and integration. Maximize your impact with our human-centered approach.



“Mass texting messaging with NJ 211 was key to getting critical information to hard-to-reach individuals and families.”

*Danielle Corea-Smith, Director of Financial Stability  
United Way of Greater Newark*