



Hope Starts with One Call: Turning Experience into Opportunity Through PA 211

Sometimes the most powerful support comes from someone who understands what you're going through.

Through a partnership among Bloom for Women, United Way of the Greater Lehigh Valley and PA 211, survivors of trafficking and exploitation are finding pathways to independence while helping neighbors access critical support. Through Bloom's Flourish Workforce Development Program, participants receive training and employment opportunities by serving as PA 211 call operators, connecting community members to resources while building skills for long-term career growth.

Since 2023, PA 211 has connected Pennsylvanians to help more than one million times. Every call creates real connections to food, housing, health care, crisis support and other essential services. Since the start of the program, call wait times have decreased and caller satisfaction has increased.

"Often people call 211 when they're facing hardship or a crisis, and to know that when you're picking up the phone, you have someone who knows what it's like and can really offer that one-to-one help is invaluable," said Marci Lesko, President and CEO of United Way of the Greater Lehigh Valley.

For the PA 211 call operators participating in the program, the work is more than a job. It is an opportunity to use their experiences to support others and give back to their community.

"I put my heart and soul into every phone call that I answer because I know what they're going through because I've been on the other end of it," said a PA 211 Call Operator.

Today, they are using their voices, experiences and compassion to help others move forward with dignity and hope.

When you give to United Way of the Greater Lehigh Valley, you help create opportunities, connect neighbors to support and ensure more families have what they need to shine bright.

[Give today.](#)