



Heart of Florida United Way

NEWS

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FOR IMMEDIATE RELEASE

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UNITED WAY ANNOUNCES STAFF ADDITION FOR 2-1-1 SERVICES IN MARION COUNTY

ORLANDO, Fla. (May 26, 2010) – Heart of Florida United Way (HFUW) has announced the addition of Mark Batchelor as a United Way 2-1-1 Resource Specialist for Marion County. In this role, Batchelor will help expand operations for United Way 2-1-1, a resource and referral helpline and crisis hotline, in Marion County by working with local agencies, community leaders and businesses to build United Way 2-1-1 services and awareness.

Under a contract with Marion County, HFUW began providing United Way 2-1-1 services to the region in January. Since then, more than 1,000 calls per month have been made by local residents seeking help with food, rent, utilities and other critical needs. As call volume continues to expand, Batchelor will help ensure that the United Way 2-1-1 database is current and offers the wide range of programs and services relevant to the needs of Marion county residents.

Staffed 24-hours per day by trained, multilingual operators, the United Way 2-1-1 & Elder Helpline links people in need with nearly 2,000 health and human service programs that offer help with everything from food and rent assistance to child care, elder care and Medicare Part D. United Way 2-1-1 also recently expanded to include a suicide prevention and crisis hotline, which helps people deal with any situation that overwhelms their ability to cope.

Prior to this position, Batchelor assisted clients through the federal Homeless Prevention and Rapid Re-housing program (HPRP), which HFUW administers locally on behalf of Orange County. He also served as a program manager for a before- and after-school program operated by the City of Maitland, where he helped improve the curriculum, enrollment and parental involvement.

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Batchelor is a graduate of Montclair State University in New Jersey, where he earned a B.A. degree in English, Communications and Media. Active in the community, he serves as a mentor for Orange County Public School's Read2Succeed and ADDitions programs, and volunteers as a caregiver for Samaritan Care Hospice.

For more information about Heart of Florida United Way or United Way 2-1-1, visit www.hfuw.org.

About Heart of Florida United Way

Heart of Florida United Way (HFUW) is Central Florida's most comprehensive health and human services charity and the largest provider of funds to the region's most critical health and human service programs. Last year it raised and managed \$24.3 million throughout Orange, Osceola and Seminole counties. HFUW is working to advance the common good by focusing on education, income, health and safety. It also operates United Way 2-1-1 & Elder Helpline, Central Florida's community crisis and suicide hotline and information and referral helpline; a Volunteer Resource Center; a Gifts In Kind Center; a Stewardship program that works with agencies to provide emergency assistance; and the Ryan White Part B program, which administers nearly \$2 million to provide HIV/AIDS services and referrals. HFUW impacts more people annually than any other charity operating in the tri-county area and partners with local businesses, government, other charities and individuals to increase awareness of local health and human service issues and to inspire hope, provide options and create possibilities for the people in need in our community. Visit www.hfuw.org for more information.

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