

UNITED WAY OF DANE COUNTY LAUNCHES SPANISH VERSION OF THE 211 WISCONSIN APP

Madison, WI (July 29, 2025) – United Way of Dane County is pleased to announce the launch of the **211 Wisconsin App in Spanish**, a major step forward in expanding access to vital health and human services for Spanish-speaking individuals and families across the state.

Originally developed by United Way of Dane County and launched in October 2021, the **211 Wisconsin App** was developed to broaden the awareness of and access to community resources. With over 5,200 users statewide, the app has supported tens of thousands of category searches, connecting residents to specific services they need. Now, with the launch of the Spanish-language version, this powerful tool is even more effective – supporting the predominant second language in Dane County and throughout Wisconsin.

United Way of Dane County 211 provides 24/7 live, local assistance to residents in Dane County and surrounding communities, including Columbia, Sauk, Iowa, Rock, Green and Lafayette Counties. Whether searching for food, rental assistance, addiction treatment or services for older adults – 211 connects people to the most comprehensive and up-to-date database of health and human services in the region. The 211 App is available statewide in partnership with all call centers and United Way of Wisconsin 211.

The Spanish version of the app was developed in partnership with local nonprofit partner, [Centro](#). This partnership ensured that the language and cultural needs of Spanish-speaking community members were fully integrated into the design and functionality of the app.

“At Centro, we believe that access to information is a cornerstone of equity,” said Karen Menéndez Coller, Executive Director of Centro Dane County. “Partnering with United Way of Dane County to help bring the 211 Wisconsin App to our Spanish-speaking community means thousands more families can find the support they need – in a language they understand and trust. This is how we build a stronger, more connected community for all.”

“This partnership with Centro shows the power of user experience design and collaboration to drive meaningful change,” said Renee Moe, President & CEO of United Way of Dane County. “After launching the 211 Wisconsin App, the most consistent feedback from nonprofit partners was the need for a Spanish version. Thanks to a grant from Public Health Madison & Dane County, that’s now a reality. Expanding access to essential services for Spanish-speaking residents brings us closer to the vision of a Dane County where everyone can thrive.”

The app is available for downloading on mobile devices. To ensure everyone can benefit, including those without access to a smartphone or device, 211 kiosks are available at Centro and other public locations across Dane County. To view the full list of community locations of 211 Kiosks, visit: unitedwayofdanecounty.org

FOR IMMEDIATE RELEASE
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**United Way
of Dane County**



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About Centro:

As the leading non-profit organization working with the Latinx population in Dane County, Wisconsin which includes Madison and the surrounding communities, Centro has a forty-year history of uplifting and strengthening local communities. The organization has worked tirelessly to keep up with the growth of the Latinx community in Dane County and now supports over 7,500 individuals annually with more than 20,000 hours of programming. Centro's initiatives are some of the only bilingual/bicultural programs focused on serving Latinx communities in Dane County and the organization serves as a key resource for the city, county, state and local school districts and partners with over a hundred nonprofits and employers in the area. To meet the growing needs of Latinx in Dane County, Centro has tripled the size of its staff and doubled the number of programs it offers from just ten years ago.

About United Way of Dane County:

United Way of Dane County mobilizes the caring power of our community so all can thrive. From advancing health and education to strengthening livelihoods and local resilience, we connect people to possibility. With a mission to unite the community to achieve measurable results that change lives, we work collaboratively with local nonprofits, businesses, community leaders, donors and volunteers to multiply impact and solve big-picture issues no one person or organization can address alone. United Way holds ourselves and our partners accountable for effective use of resources and measurable results. Together, we are The Power of Caring. Working for All. Visit www.unitedwaydanecounty.org to learn more.