



Preparing to Update Your 211 MB Records

This document has been developed to help organizations prepare to update their information in 211 Manitoba. To update your information, go to the 211 MB website and select the “For Service Providers” tab at the top of the webpage. Once on the “For Service Providers page”, look for the “How do I update or make a change to my existing record” heading and click the link, “filling out this form”. Fill out the form and a representative from 211 MB will send you a link to update your records. You will be asked to review and update three types of records: **Agency, Site and Program records**. Please read below to better understand what each type of record is, and the questions that will be asked.

Agency Records

You will be asked the following information when you update your **agency record** for 211 Manitoba. The agency record focuses on the overall organization.

Information to Gather	Comments & Helpful Tips
<p>Agency Information:</p> <ul style="list-style-type: none">- Agency Name: _____- French Name (if applicable): _____- Alternative Name(if applicable): _____ <p>And a brief description of the work of your organization as a whole: _____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	



Information to Gather	Comments & Helpful Tips
<p>Program:</p> <ul style="list-style-type: none"> – Program Eligibility: _____ 	<p>Who is eligible to access programs and services at your organization? Are programs and services targeted at particular populations? Are they available to everyone?</p>
<p>Coverage Area: _____</p>	<p>What geographical area does your organization serve? (Manitoba? Flin Flon? Winnipeg etc.)</p>
<p>Agency Location:</p> <ul style="list-style-type: none"> – What are the hours of operation at the head office? _____ – What is the physical address of your organization's head office? _____ _____ _____ _____ 	<p>Note: An organization may or may not deliver direct services from this location. Generally speaking, the head office is where:</p> <ul style="list-style-type: none"> – The administrative functions occur – Where the organization's director is generally housed – Where it is licensed for business.
<p>Agency Mailing Address: _____</p> <p>_____</p> <p>_____</p>	<p>Note: there is an important distinction between a PO box, and a box. A PO box is held at a local post office or depot (it can be the local pharmacy or corner store, or, in larger centres a postal station). A Box is within a building that may be shared by other tenants, such as a hospital, or government office.</p>



Information to Gather	Comments & Helpful Tips
<p>Agency Phone Numbers</p> <ul style="list-style-type: none">- Toll Free: _____- Hotline: _____- Out of Area Line: _____- After Hours Line: _____- Business Line: _____- Fax: _____- TTY: _____- Is there a Custom-Named phone number that you'd like to share (optional)? _____	<p>If an individual is interested in getting hold of someone from your organization, what phone number(s) should they call?</p> <p>Note: You have the option to keep phone numbers private.</p> <p>A custom named phone is a phone that isn't the main business line. For example, it can be a direct line to a counsellor.</p>
<p>Additional Contact Information:</p> <ul style="list-style-type: none">- What is your organization's main email address for general inquiries? _____ <p>What is your organization's website? _____</p> <p>_____</p>	
<p>Agency Main Contact Person</p> <ul style="list-style-type: none">- Name: _____- Title: _____- Phone Number: _____- Email Address: _____	<p>The main contact person could be a senior staff person or an executive director.</p> <p>This information is for 211 MB staff and will not show up on the website.</p>



Information to Gather	Comments & Helpful Tips
Agency Director or Senior Administrator (optional) <ul style="list-style-type: none">- Name: _____- Title: _____- Phone Number: _____- Email Address: _____	
Legal and Financial (Optional) <ul style="list-style-type: none">- What year was your organization incorporated? _____- Legal status _____	Note: There is a pull down list to select the answer that best describes the legal status of your organization.

Site Records (Location)

In addition to updating information on your overall agency (agency record), you will also be asked to update information in regards to where programs and services are physically located. This is referred to the **site record**.

You will be required to update information for each location of where programs and services are offered.

How many different locations does your organization have? ____ That is how many site records you will need to update.

You will be asked the following information when you update your site record(s) for 211 Manitoba:

Information to Gather	Comments & Helpful Tips
Site Information: <ul style="list-style-type: none">- Site Name: _____- French Name (if applicable): _____- Alternate Name (if applicable): _____	If a site doesn't have a specific name, you may want to consider naming it the address of where the site is located.



For example, Koats for Kids operates out of a different location from United Way Winnipeg’s main office. It is site located at 3172 Portage Avenue and United Way Winnipeg is located at 580 Main Street in Winnipeg.

We recommend giving the site name a different name than the agency or program. For example, if we were to update the Koats for Kids “Site Name” as Koats for Kids Program, it will show up in 211 Manitoba as:

If we had named the “Site Name” a different name than the program, say, **3172 Portage Avenue**, then it would read: “Koats for Kids at 3172 Portage Avenue, United Way Winnipeg.” If that is not an option, the site name could be, for example, “Warehouse”, reading: “Koats for Kids at Warehouse”

Information to Gather	Comments & Helpful Tips
Description: _____ _____ _____ _____	Briefly describe the services and other activities at the site. In most cases it is sufficient to say "is a site location of [name of agency]". You also have the opportunity to add additional information about the physical site e.g. “use side entrance” or “is situated behind the Sobeys”.
Coverage Area Served By this Resource (optional): _____ _____	(E.g. What geographical area does your site serve? Manitoba? Flin Flon? Winnipeg etc.)



Information to Gather	Comments & Helpful Tips
<p>Site Location:</p> <ul style="list-style-type: none">- What is the physical address of the site? _____ _____- What are the hours of operation at the site location? _____ _____- Describe the location: _____ _____- Describe this locations accessibility of this site: _____ _____ _____	<p>Example of describing location using Koats for Kids: Cross street: Portage Avenue and Banting Dr.</p> <p>Example of describing the accessibility of the site: Partially Accessible - No fully automatic doors; No designated handicap parking ; Wheelchair Access via ramp running from front (Portage Ave) parking lot alongside of building, entering into the St. James Assiniboia 55+ Centre</p>
<p>Site Mailing Address:</p> <ul style="list-style-type: none">- This may be the same address indicated above.- If not, what is your agencies mailing address? _____ _____ _____	<p>Please note the important distinction between a PO box, and a box. A PO box is held at a local post office or depot (it can be the local pharmacy or corner store, or, in larger centres a postal station). A Box is within a building that may be shared by other tenants, such as a hospital, or government office.</p>



Information to Gather	Comments & Helpful Tips
<p>Site Phone Numbers:</p> <ul style="list-style-type: none">- Toll Free: _____- Hotline: _____- Out of Area Line: _____- After Hours Line: _____- Business Line: _____- Fax: _____- TTY: _____- Is there a Custom-Named phone number that you'd like to share (optional)? _____	<p>If an individual is interested in getting hold of someone from this site, what phone number(s) should they call?</p> <p>Note: There is an option to keep these phone numbers private.</p> <p>A custom named phone is a phone that isn't the main business line. For example, it can be a direct line to a counsellor.</p>
<p>Additional Contact Information:</p> <ul style="list-style-type: none">- What is the main email address for this site? _____ _____- What is the website for this site? _____ _____	<p>E.g.: unitedwaywinnipeg.ca/impact/koats-for-kids/</p>
<p>Site Main Contact Person: _____ _____ _____</p>	<p>What this the name, title, phone number and email address for the main contact person at this site?</p>
<p>Legal and Financial (Optional): _____ _____</p>	<p>This section is optional.</p>



Adding new sites

If, as you're updating your site records you notice that locations are missing, you will be given the opportunity to add a new site. It looks like this:

Is there a **Site** that you would like to add to this Agency?

Yes, add a new Site to this Agency

No thanks, just continue

As a reminder:

Agency records contain information about your overall organization.

Site records focus their information on the actual locations where you deliver your services, like the physical and mailing addresses and how to get there using public transportation.

Program records are about the services you deliver, like the application process, eligibility criteria, and more.



Program Records

You will be asked the following questions updating information related to the programs and services you offer.

Note: It's important that each program and service that you offer is separated out so that it can be easily found by individuals and service providers navigating resources with 211 Manitoba.

Examples of Possible Programs and Services:

- Counselling Services
- Community Kitchen
- Clothing Depot
- Breakfast Club
- Public access to computers
- Food Bank
- Volunteer Program
- After school programs
- Employment Counselling
- Drop in centre
- Children programs
- Laundry facilities
- Community phone
- Employment assistance
- Pregnancy Support

Note: A strong description of what your program or service provides will help 211 MB staff in best determining what categories of services this program fits. It is helpful if your description is clear on what is the primary service.



For each program and service you offer, you will be asked the following questions:

Information to Gather	Comments, Helpful Tips & Examples
<p>Program Information:</p> <ul style="list-style-type: none">- What is the program name? _____ _____- What is its French name (optional): _____ _____- Does it have an alternate name? _____ _____- Briefly describe the program or service _____ _____ _____ _____ _____	<p>Note: The description of the program/service should be presented in bulleted point form using, wherever possible, action verbs, such as "offers," "provides," "maintains," etc. Ask yourself, "what does this program do for the individual that calls or walks in that door?" It should be very specific, so not "alleviates poverty" though many agencies do that, but rather "provides emergency food hampers" or "offers after-school programming".</p> <p>For example, Koats for Kids is described as:</p> <ul style="list-style-type: none">- Distributes free, clean winter outerwear to children and families.- Accepts donations of new or gently used coats, hats, mitts, scarves, and boots at any Winnipeg Fire Paramedic Hall or Perth's Drycleaners from October to January.



Information to Gather	Comments, Helpful Tips & Examples
<p>Program Eligibility:</p> <ul style="list-style-type: none">– Who is eligible to access this program/service? _____ _____– What languages is the program offered in? _____ _____– Are there any fees to participate in the program? _____ _____– What is the application process? _____ _____ _____	<p>Note: It is important to also include the eligibility of your organization as a whole.</p> <p>For example: Say you are updating information related to a youth volunteer program offered at your organization. You'd want to indicate the eligibility of that particular program (youth ages 12-18) and any other organization-wide eligibility (Indigenous peoples, newcomers, LBGT2SQ+ etc.).</p>
<p>Sites:</p> <ul style="list-style-type: none">– If your organization has multiple sites, which sites offer this program/service? _____– Which sites do not offer this program/service? _____ _____	
<p>Coverage Area Served by this Resource: _____ _____</p>	<p>(E.g. What geographical area does program serve? Manitoba? Flin Flon? Winnipeg etc.)</p>
<p>Program Location:</p> <ul style="list-style-type: none">– Where is this program located? _____ _____– What are the hours of operation? _____ _____	



Information to Gather	Comments, Helpful Tips & Examples
<p>Program Phone Numbers:</p> <ul style="list-style-type: none"> - Toll Free: _____ - Hotline: _____ - Out of Area Line: _____ - After Hours Line Business Line: _____ - Fax: _____ - TTY: _____ <p>Is there a Custom-Named phone number that you'd like to share (optional)?</p> <p>_____</p>	<p>If an individual is interested in getting hold of someone from this program, what phone number(s) should they call?</p> <p>Note: There is an option to keep these phone numbers private.</p> <p>A custom named phone is a phone that isn't the main business line. For example, it can be a direct line to a counsellor.</p>
<p>Additional Contact Information:</p> <ul style="list-style-type: none"> - What is the main email address for this program/service? _____ - What is the website for this program/service? _____ 	<p>E.g.: unitedwaywinnipeg.ca/impact/koats-for-kids/</p>
<p>Site Main Contact Person: _____</p> <p>_____</p>	<p>What is the name, title, phone number and email address for the main contact person at this site?</p>
<p>Legal and Financial Information (optional): _____</p> <p>_____</p>	<p>This section is optional.</p>



If, as you're updating the information on programs/services offered by your organization, you realize that a program is missing, you will be given the opportunity to add a new program at the end of the update/verifying process. It will look like this:

You have reached the end of the list, but there are still some resources you skipped and did not verify. Feel free to click the link in the email you received to finish those skipped resources, or forward the email to someone who is more appropriate to do so. Thank you for your time.

Is there a **Program** that you would like to add to this Agency?

Yes, add a new Site to this Agency

Yes, add a new Program to this Agency

No thanks, just continue

As a reminder:

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