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FOR IMMEDIATE RELEASE

**Contact:** Organization Representative

Organization Name

Representative Email

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**[Your Geographic Area] Recognizes the Community Connectors Behind Nonprofit Work**

*National I&R Day on Nov. 16 celebrates the individuals behind the scenes of emergent care*

**Your City (November 2023)** Each day, thousands of individuals navigate the trials of homelessness, hunger, health struggles, and other crises through Information and Referral Services (I&R). An often overlooked element of community care, I&R teams provided over 25 million individuals in need with service providers such as charities, churches, hospitals, and other human service entities. These support networks are often managed by United Way 211 programs, aging and disability organizations, and other nonprofits.

I&R has existed, at least informally, since post-World War II when services in communities became more diverse, as well as the need of persons who needed those services. It gained greater recognition in the late 1960s and early 1970s as professionals in those fields began comparing best practices in helping those in need. Now, nearly 4,000 persons hold Certified Resource Specialist credentials working for agencies across the US and Canada, demonstrating their professional commitment to their local communities.

I&R programs provide that critical connection between community services and those most in need. The resources in their databases can be accessed through one-on-one visits, phone calls, chat messages, online searches, and printed resource directories. These databases also form the foundation of needs assessments used by community planners when examining data about the issues each community faces. Increasingly, healthcare and other professionals are utilizing those resource databases to connect individuals in the healthcare setting to provide seamless access to community resources. Eviction diversion programs, community information exchanges, health information exchanges, transportation initiatives, kinship care programs - each of these are critical services provided by I&R agencies large and small.

**[Insert a paragraph on your local impact including stats]**

[Insert quote from Organization Representative]

More information about the impact of information and referral services can be found at [insert organization website](#).



[Organization Name](#) is a proud member of [Inform USA](#), formerly the Alliance of Information and Referral Services (AIRS). Inform USA is the professional membership association for community Information and Referral (I&R) serving the nonprofit and government sectors.

The members of Inform USA are the driving force behind the delivery of quality I&R services and the sole source for standards, program accreditation and practitioner certification for the I&R sector.