

What is 413Cares?

413Cares.org is a free online community resource database built for **all of western MA** that people and organizations can use to find and connect to needed services. It mostly lists free or reduced-cost direct services and can also add programs that do not meet that criteria if they are a value to the community.

413Cares partners with [Findhelp](#), the largest nationwide network of free and reduced-cost programs, to better connect all people in need to programs that can serve them. It is **100% free to use** for service providers and people seeking assistance in our community.

How can 413Cares benefit me and my organization?

413Cares/findhelp can be used to **find and connect to services** outside of your organization to meet the variety of needs of the people you serve. 413Cares/findhelp also offers a variety of **free tools that organizations** can use to manage, collect, and track important information including:

- Ability to edit and update your program(s) information;
- Ability to enable and respond to referrals from individuals;
- Additional intake options such as an eligibility screening form and appointment scheduling;
- Team management tools that allow you to give access to additional staff or volunteers; and
- Ability to track your community impact through free reports that can be downloaded and shared.

How do I search for services?

Search results are based on proximity to the zip code and relevance to the key word.

1. Go to 413Cares.org
2. Enter a **keyword** for what you are looking for (ex: food pantry, counseling, medication assisted treatment, etc.)
3. Enter the **zip code** of the person you are helping.

Once you get search results in Findhelp:

- Use personal and program filters to help to narrow in on the services that are most useful.
- Use the top navigation menu of categories and subcategories to search for other services.
- To change the zip code or keyword, type them into the search bar on the top left of the page.

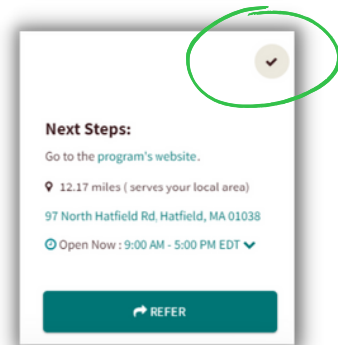
There's a program missing. How can it be added?

- Anyone can suggest a program to Findhelp to be added to the platform.
- [Follow these instructions to suggest](#). Findhelp will then contact the program to verify information.
- Findhelp will email you to confirm if they listed the program or not. *If they are unable to list the new program, you can contact 413Cares staff to discuss options.*

How can my organization manage its programs?

A program is claimed if it has a check mark in the upper right corner of its program card. Staff can claim their organization's program(s) to get access to:

- Update the program's information
- Customize how people connect to the program
- Track inbound referrals
- Review reporting and analytics tools
- And more!



Follow these instructions to claim. It is recommended that each organization have some internal discussion to designate which staff member(s) is the appropriate person to claim. This helps to create a coordinated process.

Is personal information secure?

Yes. Findhelp is HIPAA and FERPA compliant, and part of a small group of organizations around the world to earn HITRUST CSF Certification. Individuals who use the platform just to search for services do not need to provide any personal or identifying information.

What's the best way to get started?

1. [Create an account](#). We suggest everyone create an account to have access to more free tools, but it is not required to search for services.
2. Explore searching for services and [suggest](#) new programs when needed.
3. Designate who should claim your organization's programs and [get them claimed](#).
4. [Schedule a training](#) for your staff. We can present at a regularly scheduled staff meeting

Need more information or have questions?

413Cares and Findhelp staff are here to support people and organizations using the platform and designing a process that meets your program management and data needs. For additional resources:

- Visit our [webpage for organizations](#)
- [Add the search widget](#) to your own website
- View [tutorial videos](#) and [key guides](#) to help you use the platform's tools.
- Contact 413Cares staff with additional questions or to schedule a presentation:
 - Francheska Bermudez, Fbermudez@publichealthwm.org
 - Liv Anna Homstead, LHomstead@publichealthwm.org



413Cares is managed by:



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