



# 413CARES

Connecting People With Resources

## An Online Community Resource Database is Here We Want You to be a Part of It!

For the first time in our region, **residents will be able to access critical information, resources and referrals** to community-serving organizations from **one online portal...413Cares.org**

**413Cares** is the locally-branded version of the Aunt Bertha national platform that is the result of a community-driven process led by Baystate Health and the Public Health Institute of Western Massachusetts.

### How Can **413Cares** Help You Serve Our Communities?

- **413Cares** offers your agency a way to refer clients to other services and track their success.
- **413Cares** connects your agency's services with those needing them; your **organization gains referrals**.

### Learn How You Can Participate in 413Cares:

- **Designate a staff person to claim your site on Aunt Bertha/413Cares**
- **Go to [www.413Cares.org](http://www.413Cares.org) and click "List Your Organization" to claim and update your listings**
- **Invite 413Cares to present at your next staff or network meeting**
- **Register for a training webinar for basic or advanced users on our website at [www.413Cares.org/about](http://www.413Cares.org/about)**

### Contact:

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## Why Should My Organization Participate in 413Cares?

- The public will find **your organization/services more efficiently**
- It is the right thing to do - **it brings our community together!**

## Who Will 413Cares Serve?

Everyone in our region.

People looking for a range of resources such as early education for their children or housing for their family can waste valuable time accessing information from a variety of sources that is often incomplete. **As a single source, 413Cares offers never-before efficiency that connects people in our region to the services they need.**

## How Does it Work?

- Agencies and organizations serving the public **“claim” and update their listings on 413Cares.org.**
- Your organization populates the site, prompted by an easy-to-use checklist.
- Your staff can then make and receive referrals. And you’ll get data on referrals and searches in the region.



The **Public Health Institute of Western Massachusetts** is facilitating and managing the start-up initiative.

## Who's Involved?

The following community-serving organizations representing **health care, housing, nutrition, behavioral health and early education** are among those organizing the effort:

Baystate Health  
Behavioral Health Network  
Care Alliance of Western Massachusetts  
Caring Health Center  
Food Bank of Western Massachusetts  
Greater Springfield Senior Services, Inc.  
Human Service Forum

ServiceNet  
Springfield Central Library  
Springfield Office of Housing  
Square One  
Western MA Network to End Homelessness  
WestMass ElderCare, Inc.

