IN THE CITY

Doing Good for the Do-Gooders

The agency that tries to pay them back.
The CEO that tries to pay it forward.

This is why bank CEO Lynne Wines gives it up for social service agency 2-1-1 Broward:

Recently, a suicidal mother called 911. She was threatening to kill her two young children and then kill herself. She disconnected, and 911 did not have a way to find her. A dispatcher called 2-1-1 Broward to see if the story was familiar, hoping it would lead to the mother’s identity. Fortunately, the woman had called 2-1-1’s homeless helpline and was on a waiting list for shelter, so she was able to be located. She was admitted for evaluation and treatment and her children were safely placed in protective custody.

Its distinctive ability to help - and in some cases save people's lives - led Wines to 2-1-1 seven years ago and in 2012 to its board’s chairman seat.

She singles out the staff’s commitment and professionalism. "They really care about the citizens of this community and they are smart and hard working. And 2-1-1 provides services no other organization in Broward provides,” she says of its 24-hour comprehensive helpline and community support.

One of those services is a Feb. 28 ceremony that turns the tables on community do-gooders: the PNC Bank Non-Profit Academy Awards. Hosted by Seminole Hard Rock Hotel & Casino, the fourth annual event celebrates the county’s local groups and leaders with a luncheon and cash awards for the winners' organizations.

"It’s really got legs for a new event,” says Wines, 58. "To have 700 people at a lunch is really something."

As president and CEO of First Southern Bank, Wines is shepherding a rapid expansion that in 3 1/2 years has doubled the Boca-based bank’s assets and tripled its branches, including the opening of a Las Olas location last year. The 34-year Broward resident worked her way up from teller in the early 1980s, and a good helping of that same initiative has served 2-1-1 Broward as well.

"If I can take any credit it’s because I recruited really good board members from the community,” she says.

This month’s awards show will feature two new categories, says Sheila Smith, CEO of 2-1-1 Broward: The Children’s Services Council Collective Impact for Youth Award honors organizations that have joined forces to achieve a significant, positive impact on youth. The Just in Queso Award is sponsored by the Just in Queso Foundation of Tijuana Flats, which selects one agency from non-finalist nominees for the other awards that best exemplifies its core values of helping children and veterans. (For a complete list of the nominees, see cityandshore.com).

—Greg Caramante

For more info about 2-1-1 Broward call 954-390-0493 or visit 211-broward.org. For event tickets and sponsorship opportunities, please contact Tracy Schuldiner at 954-390-0493 or tschuldiner@211-broward.org. Follow 2-1-1 Broward at facebook.com/211Broward, or @211Broward and use event #211PNCHardRockAwards.