

FOR IMMEDIATE RELEASE

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**United Way
of Northern California**

United Way Launches Coronavirus Fund

Agency will support non-profits helping seniors, workers affected by crisis

REDDING, CA (March 16, 2020) — United Way of Northern California (UWNC) announced today the establishment of the Coronavirus Relief Fund, aimed at helping North State residents affected by the crisis.

Larry Olmstead, President & CEO of UWNC, said the fund will:

- Provide grants to agencies assisting people adversely impacted by the COVID-19 crisis, particularly senior citizens; displaced workers; those from disadvantaged communities, and those who are homeless or threatened with homelessness because of the crisis.
- Support expanded operations of 2-1-1 NorCal, which has been officially activated as a public information resource during the crisis.
- Support coordination of non-profit response in the region through VOADs (Volunteer Organizations Active in Disaster) and similar groups.
- Allow UWNC to strengthen its staffing and infrastructure to provide these services and others connected to the Coronavirus crisis.

“While the full extent of the health implications of COVID-19 remain unclear, it is clear to us that there will be significant economic implications,” Olmstead said. “Our role is to support efforts that allow families to continue to make ends meet, and to help those organizations that are providing services like meals and other necessities for seniors and other vulnerable populations.”

Kalie Brisbon, 2-1-1 Program Manager, said the information & referral helpline is ramping up operations to handle a significant increase in public inquiries. Residents in Butte, Glenn, Shasta and Tehama counties can dial 2-1-1 anytime to get information on the crisis. Residents in those counties, along with Lassen, Siskiyou and Trinity, can also receive information by texting CORONAVIRUS to 211-211.

To donate, visit www.norcalunitedway.org and click the Donate button; text CORONANORCAL to 91999; or mail a check to United Way of Northern California, c/o Coronavirus Relief Fund, 2280 Benton Drive, Building B, Redding, CA 96003.

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About United Way of Northern California

United Way of Northern California (UWNC) was established in Redding in 1953 and serves nine counties: Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama and Trinity. Its mission is to fight for the education, income and health of all residents in the community, and to assist individuals and the community during times of crisis. UWNC raises funds for non-profit agencies and operates two 24/7 human services helplines: 2-1-1 Shasta and 2-1-1 Tehama, collectively known as 2-1-1 NorCal. For more information about United Way of Northern California visit www.norcalunitedway.org.