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Campaign Seeks to Promote Unity in North State

'UNITED FOR' Awareness Initiative Spotlights Positive Efforts to Improve Lives

REDDING, CA (March 1, 2018) — United Way of Northern California (UWNC) today launched “UNITED FOR,” a public awareness campaign promoting the value of respect, dignity and civility in efforts to build better lives in the North State.

“We are in an era where there’s a lot of divisive rhetoric, a lot of harsh talk. Sometimes it seems there is too much meanness and lack of compassion,” said Larry Olmstead, UWNC President & CEO. “We want to help change that. We’re asking: ‘What are you UNITED FOR?’ – not, ‘What are you against?’ ”

Olmstead continued: “We believe that a lot more unites us than divides us. Our UNITED FOR campaign will focus on the positive work being done by our agency, its partners and supporters to improve our communities. Our goal is that people understand that’s who we are and how we roll – and that they are encouraged to join us.”

The UNITED FOR campaign will utilize posters, online and social media to mobilize positive action around themes including youth services; health and wellness; homelessness, and financial stability for working families. It affirms that the agency and greater community stand for a spirit of inclusion and compassion, and treating all with dignity and respect.

Residents can link to www.norcalunitedway.org/united-for to learn more about the campaign and how they can become involved in United Way’s work, including LIVE UNITED public workshops at 5:30 pm on March 26 and April 24. The site includes links to non-profit partners, and the public is encouraged to support those agencies as well. Social media users can link to a sign that can be customized with an individual’s own “UNITED FOR” message and shared with United Way as a selfie with the hashtag “UnitedForUWNC” (#UnitedForUWNC).

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. 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. United Way also operates VolunteerNorCal.org, a volunteer match website. For more information about United Way of Northern California visit www.norcalunitedway.org.

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