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United Way of Northern California
3300 Churn Creek Rd
Redding, CA 96003 530-241-7521
www.norcalunitedway.org

Shasta Project Homeless Connect
530-551-1095
<https://www.facebook.com/shastaphc/>

Media Contact:
Katie Swartz, 530-551-1095
phcshasta@gmail.com

Larry Olmstead, 530-319-3149
lolmstead@norcalunitedway.org



United Way
of Northern California

Shasta Project Homeless Connect to Host Critical Services Event for Region's Unsheltered Population

Redding, California – (May 12, 2022) – On May 17, 2022 from 9:00 am to 3:00 pm, Shasta Project Homeless Connect will host over 60 local service providers at the Redding Public Library to deliver a one-stop shop of critical and life-saving services to local Shasta County individuals experiencing homelessness.

After a three-year hiatus, Shasta Project Homeless Connect is again responding to the urgent under-resourcing of our unsheltered neighbors. Volunteer guides will assist clients in prioritizing their immediate needs to access services all in one place, on the same day, avoiding the challenges of navigating appointments, traveling around town, and putting additional strain on individuals who are already overburdened with the realities of poverty and homelessness. PHC guests will also be supported in developing longer term plans for accessing and staying connected to support services.

The project was coordinated by volunteer Katie Swartz, with primary logistical support from United Way of Northern California and key contributions from dozens of community partners.

An example of some of the services that will be provided in the event will include:

- Medical services provided by Shasta Community Health Center
- Optometry services provided by Dr. Richard Martin
- Haircuts provided by area stylists
- Vital record services by Shasta County Vital Records
- And many more services ranging from legal consultation to substance use resources and housing resources.

There are at least 350 people in Shasta County living in shelters or on the streets according to the 2021 Point in Time Count. 34% of those counted were reported to have a chronic health condition and 33% were reported to have a mental disability. Project Homeless Connect offers a low barrier to access solution for those most in need of services and assistance. With the ultimate goal of improving

accessibility to integrated and ongoing services, Project Homeless Connect is a first step in developing more successful systems of care.

About Shasta Project Homeless Connect

Shasta Project Homeless Connect (PHC) is a community based effort with the goal of connecting those experiencing homelessness or at risk of experiencing homelessness with essential services. Our mission is to remove barriers and find long-term solutions that will help our neighbors move forward. In collaboration with other projects, we believe we will make an impact in health and vitality of our community. Thank you to the dozens of community partners who have helped make Project Homeless Connect 2022 possible, including: AEGIS, Community Foundation of the North State, Haven Humane, Hill Country Health and Wellness Center, The Salvation Army, Good News Rescue Mission and Shasta Public Libraries.

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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 be there for the community and its residents during times of crisis. UWNC is active in disaster relief and recovery, raises funds for non-profit agencies and operates 2-1-1 human services helplines in Shasta, Siskiyou and Tehama counties. Learn more at www.norcalunitedway.org.