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United Way of Northern California  
3300 Churn Creek Road  
Redding, CA 96002  
(530) 241-7521  
[www.norcalunitedway.org](http://www.norcalunitedway.org)



**United Way  
of Northern California**

Media Contacts:

Larry Olmstead, (530) 604-2885, [lolmstead@norcalunitedway.org](mailto:lolmstead@norcalunitedway.org)  
AbbyAnn LoCascio, (630) 841-1104, [alocascio@norcalunitedway.org](mailto:alocascio@norcalunitedway.org)

**South Market Micro Shelter Site Secures Funding for Second Year**  
Dignity, City of Redding, and McConnell Will Finance Operations, Upgrades

Redding, CA (December 20, 2023) – Micro Shelter projects in the City of Redding are gaining momentum as new community funding sources join in support. In the past few weeks, multiple organizations have supported the South Market Micro Shelter Community, operated by United Way of Northern California (UWNC), to ensure a successful second year for the program.

UWNC received funding from The McConnell Foundation, Dignity/CommonSpirit Health, and the City of Redding. The City’s contribution came through Housing and Homelessness Incentive Program (HHIP) funds that originated from Partnership HealthPlan of California and state government. In total, United Way received about \$534,000 in new funding. Redding City Council also approved about \$98,000 for a site at St. James Lutheran Church that will open soon.

UWNC has run the South Market Micro Shelter Community in Redding for nearly nine months. Six of seven residents exiting the program have found permanent housing. Several have found jobs, including one resident who received their first employment in 13 years.

“We could not be happier with how this project is going,” said UWNC Senior Director of Programs Kalie Brisbon. “The success of the Micro Shelter community has exceeded our expectations, and we are grateful for our partners who have seen the value of this project and offered their support for its continued success.”

The Dignity Health grant will support the general operations of the project, as well as substance use disorder support through Empire Recovery Center. Funding from The McConnell Foundation will contribute towards significant upgrades for the site, including everyday access to laundry and showers and a climate-controlled bathroom trailer, ensuring a safe space for residents during low temperatures and extreme heat. McConnell is a private, non-profit organization whose mission is to build better communities through philanthropy.

Additionally, The Redding City Council voted on December 5th to support staffing and operations costs for United Way and St. James Lutheran Church’s Micro Shelter projects.

"We could not and cannot do this alone," said Tim Danielson, UWNC Senior Program Manager for Homelessness. He thanked the City of Redding, Pathways to Housing, St. James Lutheran Church and others who have assisted in the project.

Larry Olmstead, President & CEO of United Way of Northern California, said: "We are grateful for the funding, and even more grateful for what it means – an affirmation of trust from credible community partners who are committed to taking positive steps toward reducing homelessness."

United Way of Northern California continues to seek funding to support its homelessness work and other programs. Residents are urged to consider a gift to its general fund today to ensure a resilient community tomorrow. Visit [www.norcalunitedway.org](http://www.norcalunitedway.org) to give today.

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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. UWNC is active in disaster relief and recovery, raises funds for nonprofit agencies, and operates human services helplines in Shasta, Siskiyou, and Tehama counties, accessed by dialing 211. For more information about United Way of Northern California, visit [www.norcalunitedway.org](http://www.norcalunitedway.org).