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UWNC Statement on Attacks Against LGBTQ+ Community in Redding Pride Painting Defaced in Downtown Redding, Following Targeted Flier Distribution

Redding CA (June 22, 2023) – This week the Pride flag sidewalk painting was defaced in downtown Redding, following the distribution of anti-LGBTQ and anti-Semitic fliers around the city during the month of June. United Way of Northern California (UWNC) is deeply concerned about these recent attacks on our LGBTQ+ community and the recurring dissemination of anti-Semitic propaganda.

We emphasize an ongoing commitment to promoting love and acceptance in response to these threats to the safety and well-being of our community members. UWNC stands in solidarity with our LGBTQ+ family and all who have been affected by hateful messages. We advocate for a world where love prevails and where every individual is treated with utmost dignity and respect, including their sexual orientation and gender identity.

We also condemn the circulation of anti-Semitic propaganda within our community. This dissemination of falsehoods and hatred towards Jewish people is inexcusable.

Both attacks prove harmful and sow division within our community. With unwavering support for members of our LGBTQ+ and Jewish communities, and all those affected by this abhorrent hate, our fight against all forms of discrimination persists. We continue working towards fostering an inclusive society that celebrates diversity and rejects bigotry.

"Throughout history, LGBTQ+ individuals and communities have faced prejudice and violence. We are resilient and will continue to celebrate the diversity of all community members," said Melody Proebstel, Senior Director of Community Engagement at UWNC.

During this month of Pride celebrations, we ask our community to Unite Against Hate. Let us rally together, upholding our shared values and celebrating our differences. We must send an unwavering message that hate, in any form, shall never find refuge within our community. Love will always prevail, paving the way towards a brighter future where everyone is welcome.

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 health, education, and financial stability of every person in our 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 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.