

FOR IMMEDIATE RELEASE

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**United Way
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UWNC Launches Campaign to Raise \$3 Million for Wildfire Victims
Donations Welcome to Meet Growing Needs for 2022 Wildfire Relief & Recovery

Redding, CA (October 12, 2022) – Over the past few months, images of smoke-filled skies and feelings of profound loss hit NorCal residents as wildfires tore across their communities.

Wildfires in Northern California are more intense and destructive than ever, making recovery more difficult and costly. Long after the fires have been put out, United Way of Northern California works to help rebuild the lives of NorCal residents, dedicating millions of dollars into relief and recovery efforts in the North State.

To adequately meet the growing needs of wildfire survivors, UWNC, in partnership with Tri-Counties Bank, is launching the *United for Our Neighbors Campaign* and *NorCal Wildfire Fund*, aiming to raise \$3 million for wildfire relief by the end of December 2022. The 2022 fire season has already been significant in Northern California, with more than 400 structures destroyed, over 200,000 acres turned to ashes, and six lives lost.

“This partnership with Tri-Counties Bank, aided by the generosity of our North State neighbors, will allow us to deliver crucial aid to people who need help to rebuild their lives,” explains Larry Olmstead, President & CEO, United Way of Northern California.

Funds will directly aid the recovery of wildfire survivors in UWNC’s 9 county region, including UWNC’s RV assistance program, the Stable Housing Opportunities Program (SHOP), the Unmet Needs Roundtable, the 2-1-1 referral system, grants to community service providers, and mental health services for survivors.

UWNC and Tri-Counties Bank encourage individuals and organizations to donate online at norcalunitedway.org/wildfirerecovery .

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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 non-profit agencies and operates three 24/7 human services helplines: 2-1-1 Shasta, 2-1-1 Siskiyou and 2-1-1 Tehama, collectively known as 2-1-1 NorCal. For more information about UWNC, visit www.norcalunitedway.org