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**United Way
of Northern California**

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United Way to Assist Fire-Stricken Communities *Agency Seeks Funds to Help Evacuees in Shasta and Siskiyou counties*

REDDING, CA (June 30, 2021) — United Way of Northern California (UWNC) Wednesday announced it is providing assistance to communities affected by wildfires in the North State region, including the Lava and Tennant fires in Siskiyou County and the Salt Fire near Lakehead in Shasta County. Thousands have been forced out of their homes by the fires, which combined had burned an area nearly 30 square miles by midday Wednesday.

“We are moving \$25,000 right away into emergency relief for evacuees, but it is clear we will need more than that, as already several thousand people have had to evacuate,” said Larry Olmstead, President & CEO of UWNC. “We are asking the public to please go to www.norcalunitedway.org and click the orange “Donate” button. We will push that money as quickly as we can into the affected communities.”

Olmstead said residents in Shasta and Siskiyou counties can dial 2-1-1 for fire and evacuation updates 24 hours a day, seven days a week. Information also is available by texting WILDFIRE to 211-211 and entering a Shasta County or Siskiyou ZIP Code. Information on the Siskiyou fires is available at www.norcalunited.co/siskiyoufires.

United Way staff are on the ground in Siskiyou, assessing the situation and coordinating with representatives of emergency response agencies and non-profit partners. “We aim to get emergency financial assistance into the hands of evacuees as soon as possible,” Olmstead said. Applications for assistance will be available at shelters within 48 hours.

UWNC is continuing to serve long-term recovery needs of survivors of four other wildfire incidents – the Camp Fire of 2018, and last year’s North Complex, Slater and Zogg fires. The agency wrapped up Carr Fire recovery in April 2021 – more than 2½ years after that disaster hit Shasta County and Redding, the county’s largest city. UWNC has distributed about \$10 million in disaster relief and recovery in the region since 2018.

“Unfortunately, it appears we are heading into a busy wildfire season, and we will continue to need the public’s support to help alleviate the impact of these disasters on people and families throughout our nine-county region,” Olmstead said.

Tax deductible donations to UWNC can be made by visiting www.norcalunitedway.org and clicking the “Donate” button; by texting “norcalfire” to 91999, or by mailing a check to United Way of Northern California, c/o Wildfire & Disaster Fund, 3300 Churn Creek Road, Redding, CA 96002.

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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 United Way of Northern California visit www.norcalunitedway.org