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**United Way  
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## **UWNC Seeks Responses for Community Needs Assessment**

Survey to Inform Strategic Planning Process and Future Work for the Agency

Redding, CA (January 23, 2023) – United Way of Northern California (UWNC) is seeking responses for a community needs assessment to help guide how United Way can best meet the community's needs. Survey responses will help guide the agency's work for the next 3-5 years as part of a strategic planning process with Gary Bess Associates (GBA).

In the last several years, the agency has stepped up to address heightened needs in its region due to wildfires, COVID-19, economic stress, and other challenges. While addressing these issues, the agency seeks to thoughtfully consider the best way to serve the North State going forward.

"Our United Way has grown significantly in the last five years," explains Larry Olmstead, President, and CEO of UWNC. "As we face challenges in our community, we feel we are positioned to rise to the occasion to meet them and look forward to this ability being sharpened through the guidance of GBA."

The survey can be found at [norcalunitedway.org/community-needs-assessment](http://norcalunitedway.org/community-needs-assessment). The survey is confidential and will take about 15 minutes to complete. United Way will be collecting responses through January 31, 2023.

UWNC is grateful for the participation of the community in this process and looks forward to many more years of meaningful service to the community.

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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 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).