

FOR IMMEDIATE RELEASE

United Way of Northern California
2280 Benton Drive, Building B
Redding, CA 96003 530-241-7521
www.norcalunitedway.org

Media Contact:
Melody Proebstel, 530-809-4932; cell 530-680-5459
mproebstel@norcalunitedway.org

Larry Olmstead, 530-319-3149, cell 530-604-2885
lolmstead@norcalunitedway.org



North State Equity Fund Awards \$21,000 in Grants *Six Agencies Supported in Butte, Shasta and Tehama Counties*

REDDING, CA (July 23, 2020) – The recently launched North State Equity Fund (NSEF) today announced grants of \$3,500 each to six agencies for their contributions to equity in the North State.

The Fund is a collaboration between United Way of Northern California, North Valley Community Foundation and Shasta Regional Community Foundation to support efforts that promote racial justice and social equity throughout the North State.

Awardees include:

- **African American Family and Cultural Center, Oroville**
- **Hmong Cultural Center of Butte County, Oroville**
- **Latino Outreach of Tehama County, Red Bluff**
- **Native Roots Network, Redding**
- **Shasta County Citizens Against Racism, Redding**
- **Stonewall Alliance of Chico, Chico**

The grants are the first in a series of funding opportunities for non-profit organizations intended to spur positive efforts towards inter-cultural dialogue and equal opportunity. The Fund was established in June 2020 after the tragic death of George Floyd. The partner organizations provided seed money of \$100,000. As the Fund grows, additional grant opportunities may include organizational capacity-building and public forums that promote education, awareness and constructive dialogue.

“We are excited, not only to provide funding to these six agencies that already do so much for the community, but for the opportunity to deepen relationships with the agencies in anticipation of working together on important projects in the future,” said Larry Olmstead, President & CEO of United Way of Northern California, which is administering the fund on behalf of the three partners.

Tax-deductible contributions to the fund can be made online at www.norcalunitedway.org or via check payable to UWNC, mailed to United Way of Northern California, c/o North State Equity Fund, 2280 Benton Drive, Building B, Redding, CA 96003.

###

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 two 24/7 human services helplines: 2-1-1 Shasta 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.

About North Valley Community Foundation:

Through partnership, financial services, training and education, Chico-based North Valley Community Foundation is the North Valley's hub for philanthropy, helping individuals, families, businesses and non-profits maximize their impact on the local and global community. Learn more at nvcf.org.

About Shasta Regional Community Foundation:

Shasta Regional Community Foundation impacts the North State region through the power of giving. Since 2000, the Community Foundation has awarded over \$33 million in grants, made possible by the generosity of their fund holders and professional fund management practices. For more information, call Shasta Regional Community Foundation at (530) 244-1219 or visit www.shastarcf.org.