

FOR IMMEDIATE RELEASE

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**United Way
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United Way Supports Victims of McKinney, Yeti, and Alex Fires Agency Seeks Funds to Continue Providing Emergency Relief to Evacuees

REDDING, CA (August 12, 2022) — United Way of Northern California (UWNC) is responding to multiple fires in its territory, mainly the McKinney Fire in Siskiyou County. The McKinney Fire has killed four people so far and disrupted the lives of over 200 evacuees. Nearly 200 structures have burned. Currently, more than 3,000 personnel and 248 fire engines are fighting the blaze.

Since the onset of the fire on July 29, UWNC has been on site providing emergency assistance in the form of \$100 visa gift cards for evacuees, and \$500 gift cards for verified households whose properties experienced 50% damage or more. The agency has signed up more than 250 survivors for these Emergency Financial Assistance (EFA) programs and will continue to do so for those affected in its service area.

UWNC seeks individual and corporate contributions to its disaster relief efforts. “To deliver our standard disaster recovery assistance for survivors, we need to raise about \$1.4 million for every 100 homes lost,” explains Larry Olmstead, President and CEO of UWNC. “We are so grateful to have local individuals and partners who express solidarity with our efforts through their generous support.”

As UWNC responds to the McKinney, Yeti Complex, and Alex Fires, it will continue to monitor a new major fire, the Six Rivers Lightning Complex Fire, impacting its service area of Trinity County, and Humboldt County, which United Way of the Wine Country covers. UWNC hopes to expand its support efforts to help more people in need in the community.

UWNC asks that you consider supporting its efforts in disaster relief at this critical time. Tax-deductible donations can be made at UWNC’s website on the [donation page](#).

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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