



NEWS RELEASE

United Way receives grant to help chronically homeless

May 9, 2017

REDDING, CA – United Way of Northern California has received a \$15,000 grant from McConnell Foundation to support a program aimed at fighting chronic homelessness.

The money will be used to help clients of Bridges to Housing, which thus far has moved 15 people off the streets since the program began in December 2016. United Way acts as fiscal sponsor for Bridges, which is led by two volunteers, Dr. Douglas McMullin and Melissa Englebright.

Bridges to Housing seeks to address a significant obstacle in dealing with the chronically homeless – ensuring funds are immediately available to shelter individuals at the same time those individuals are ready to change their circumstances.

Bridges volunteers go into the field, develop relationships with homeless citizens and offer a temporary housing opportunity. Clients must agree to act as responsible tenants; pay toward monthly rent; accept and work closely with a case manager, and be placed on a waiting list for federally subsidized housing.

Dr. McMullin is medical director for the residency department at Shasta Community Health Center, which operates a mobile service that seeks out and treats chronically homeless individuals. Englebright is a homemaker and photographer whose homeless advocacy page on Facebook, “People of Redding,” has attracted a large following.

Larry Olmstead, President & CEO of United Way of Northern California, said the McConnell grant was significant. “McConnell is one of the region’s great institutions, and this grant is further proof of its commitment to helping the community find solutions to the complicated problem of homelessness,” Olmstead said. “We are very grateful.”

Olmstead said fundraising continues for Bridges to Housing. Money will be used to provide the rent subsidies and ultimately to augment case management resources, which are crucial to helping clients establish permanent housing solutions.

Donations to Bridges to Housing can be made at: <http://www.reddingbridgestohousing.org/>

Donations also can be made on the United Way website:

<http://www.norcalunitedway.org/civicrm/contribute/transact?reset=1&id=2>

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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 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. UWNC also operates Volunteer NorCal, a website that connects volunteers to agencies (volunteernorcal.org), and currently coordinates the Prosperity Initiative, a collective impact project that promotes financial stability and youth enrichment. For more information about United Way of Northern California visit www.norcalunitedway.org.