

FOR IMMEDIATE RELEASE

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

Media Contact:
Larry Olmstead, W 530-241-7521, C 408-813-3463
l olmstead@norcalunitedway.org



**United Way
of Northern California**

U.S. Bank Donates \$50,000 to United Way for Fire Relief

Funding Supports Emergency Cash Grants and 2-1-1, Connecting Victims to Services

REDDING, CA (August 10, 2018) — U.S. Bank has donated \$50,000 to the United Way of Northern California to assist victims of the Carr Fire, which to date has burned more than 170,000 acres, destroyed more than 1,000 homes and resulted in eight fatalities.

“We are very thankful for U.S. Bank’s financial and volunteer support during this crisis,” said Larry Olmstead, President and CEO of the United Way of Northern California (UWNC). “These funds will help us provide immediate relief and comfort to our neighbors and community.”

The gift will augment the Shasta County Fire Relief Fund, which is distributing emergency cash grants to those who lost homes or suffered economic hardship greater than \$500. The Fund was established in partnership with Tri Counties Bank. Through Thursday, United Way had received more than 900 applications for grants. More than 160 checks had been written totaling \$130,000. UWNC began distributing checks Wednesday and will continue until the fund is exhausted.

U.S. Bank’s grant also provides support for 2-1-1 Shasta, the human services helpline, which has connected residents to disaster information and services around 24 hours a day, seven days a week since the onset of the fire July 23. Nearly 10,000 phone and text interactions have occurred. “2-1-1 has handled more than twice as many contacts with residents in the last two weeks as it did throughout all of 2017,” Olmstead said. UWNC operates 2-1-1 in Shasta and Tehama counties.

“There is great need in California and we wanted to offer up this donation to support those impacted by the wildfires and the relief efforts that are underway,” said Reba Dominski, head of Social Responsibility at U.S. Bank.

United Way’s fire relief efforts have received support from several additional corporations and foundations to benefit the victims of the Carr Fire, and from more than 2,000 individual donors.

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. For more information about United Way of Northern California visit www.norcalunitedway.org.

###