

## FOR IMMEDIATE RELEASE

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**United Way  
of Northern California**

### **United Way Announces Champion of Youth Winners**

*Citizens, agencies, businesses honored at Win-River before capacity crowd*

REDDING, CA (Sept. 22, 2017) — United Way of Northern California has announced winners of its first annual Champion of Youth Awards. They are:

**Individual Citizen:** Georgia Rafferty of Redding. Rafferty is founder of “See a Need, Fill a Need,” a grassroots effort to provide supply-filled backpacks to needy students in the city’s schools. More than 500 backpacks were delivered this year.

**Business:** Snack Box Catering, which provides employment opportunities for foster youth. Its co-owner, Judy Mondolfo, formerly a foster child and now a foster parent, is a tireless advocate on behalf of the issue in Tehama County.

**Non-Profit Agency:** Mi Casa Education Inc., which provides after-school tutoring to children of farm laborers in Butte County.

Other finalists included: **Individual Citizen:** Mark Barrett and Jessie Woods. **Business:** Dutch Bros. Coffee, Westside Pizza. **Non-Profit Agency:** Catalyst Mentoring, Girls Inc. of the Northern Sacramento Valley.

Winners and finalists received plaques at United Way’s “Breakfast of Champions” fundraiser Thursday at Win-River Resort & Casino. The event sold out, with 170 in attendance.

During the event, a grant totaling \$5,000 was announced for Eagles Soar Youth Activity Center (ESYAC), a Redding after-school program for children of impoverished families, many of whom live in trailers and hotels. The grant was made on behalf of the Prosperity Initiative, which aims to help those struggling to make ends meet in Shasta County. Funding was provided by the California Endowment. United Way coordinates Prosperity on behalf of the community.

“A key to a prosperous future for our community is to develop and nurture our youth now,” said Larry Olmstead, president & CEO of United Way of Northern California. “We plan to be back every year to honor deserving people and organizations.”

#### **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](http://www.norcalunitedway.org).

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