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United Way of Northern California
3300 Churn Creek Road
Redding, CA 96002
(530) 241-7521
www.norcalunitedway.org



**United Way
of Northern California**

Media Contacts:

Larry Olmstead, (530) 604-2885, lolmstead@norcalunitedway.org

AbbyAnn LoCascio, (530) 841-1104, alocascio@norcalunitedway.org

United Way Adds Leadership Depth

Seasoned Executives to take on Homeless Initiatives and Fundraising

REDDING, CA (Aug. 23, 2023) – United Way of Northern California (UWNC) has hired two veteran managers for key roles, adding depth to the leadership team as the agency continues to expand its mission.

Rebecca Baer takes over as Chief Development Officer, responsible for all fundraising and marketing activities. Rebecca previously worked for the domestic violence shelter One Safe Place in charge of fundraising, marketing, and outreach efforts.

Tim Danielson, who was head of the Salvation Army in Redding from 2015-21, is a Senior Program Manager and will oversee UWNC’s homelessness initiatives. Tim joined UWNC after two years leading the Salvation Army in Napa, CA.

“We could not be more pleased,” said Larry Olmstead, UWNC President & CEO. “Rebecca and Tim bring a wealth of experience, knowledge, and relationships that not only will serve our agency but will enhance the community.”

Baer moved to the North State in early 2022 from San Jose, CA, where she held senior marketing roles for Downtown Streets Team, a homelessness non-profit; civic marketing group Team San Jose, and Mineta San Jose International Airport. She holds a BA in Accounting and an MBA, both from Ball State University in her native Indiana.

Danielson obtained his AA in Ministry in 2012 from The Salvation Army College for Officer’s Training and ran the Salvation Army in Eureka before moving to Redding. Danielson was co-chair of the Carr Fire Recovery Team, which guided the community response to the 2018 disaster that destroyed 1,200 homes in Shasta County.

At UWNC, Danielson will oversee the South Market Micro Shelter Community and the homeless Coordinated Care system, which United Way will take over in January 2024 on behalf of the NorCal Continuum of Care that serves Shasta, Siskiyou, Lassen, Plumas, Sierra, Modoc, and Del Norte counties.

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About United Way of Northern California:

United Way of Northern California (UWNC) was established in Redding in 1953 and primarily 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 nonprofit agencies, and operates human services helplines in Shasta, Siskiyou, and Tehama counties, accessed by dialing 211. For more information about UWNC, visit www.norcalunitedway.org.