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

Media Contact:
Larry Olmstead, 530-319-3149; cell 408-813-3463
lolmstead@norcalunitedway.org



United Way
of Northern California

COVID-19 Grants Available for Non-Profits *United Way Acts to Help Seniors and Others Facing Hardship*

REDDING, CA (March 24, 2020) – United Way of Northern California (UWNC) today announced the availability of grants for non-profit organizations addressing social services needs emerging from the Coronavirus crisis.

“We are seeing a significant increase in concerns across the human services spectrum, including food availability, loss of jobs and income, and mental health issues relating to stress and isolation,” said Larry Olmstead, President & CEO of UWNC. “This is stretching the capacity of some non-profits, especially as their access to volunteers is more limited and fundraising in this environment is a significant challenge.”

Grants of \$1,000 to \$10,000 will be awarded on a rolling basis, with award announcements made every two weeks starting March 31. The total amount to be distributed will be determined by the availability of funds and the need for continued assistance based on developments in the ongoing emergency.

“United Way is prepared to invest tens of thousands from our general fund to support these agencies, but more is needed,” Olmstead said. Donations can be made online at www.norcalunitedway.org; by texting CORONANORCAL to 91-999; or by mailing a check to United Way of Northern California, c/o Coronavirus Relief Fund, 2280 Benton Drive, Building B, Redding, CA 96003.

Donations are tax-deductible and will support the grant program and also 2-1-1 NorCal, which is providing vital, updated information and referrals for free during the COVID-19 crisis. Residents can access phone, web and text services 24/7 by dialing 2-1-1, or texting CORONAVIRUS to 211-211.

Top priority for grants will be organizations helping senior citizens acquire food and other necessities; food pantries and food distribution; agencies helping dislocated workers make ends meet; and agencies serving disadvantaged populations, unsheltered individuals and those at risk of homelessness.

UWNC serves nine counties – Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Siskiyou, Tehama and Trinity. Agencies in its service area can apply by visiting this link: bit.ly/covidgrant

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