

FOR IMMEDIATE RELEASE

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**United Way
of Northern California**

North State Equity Fund Launched

United Way, Community Foundations to Promote Racial & Social Justice

REDDING, CA (June 12, 2020) — United Way of Northern California (UWNC) announced today it is joining forces with North Valley Community Foundation and Shasta Regional Community Foundation to support efforts that promote racial justice and social equity throughout the North State.

The organizations are providing \$100,000 in seed money to establish the North State Equity Fund. Within two weeks, the Fund will announce a first round of grants to agencies that are doing constructive and unifying work that promotes justice and healing. As the Fund grows, it will sponsor public forums and capacity-building activities for non-profits.

The fund will be administered by UWNC, under the guidance of an Advisory Committee consisting of representatives of the three organizations.

Larry Olmstead, President & CEO of UWNC, stated: “In the wake of the tragic death of George Floyd, we’ve seen rallies, marches, statements of solidarity. Now it is time to move to the next step, concrete action. This issue is bigger than any one agency. We are pleased to unite with two powerhouse North State institutions to do our part to support constructive change.”

Alexa Benson-Valavanis, President & CEO of North Valley Community Foundation, said: “It’s long past time for substantive action to reverse and rectify decades, centuries, of oppression, discrimination and injustice toward people of color, specifically Black Americans. This partnership is one incredible step in the right direction, but make no mistake, it will take all of us, and it will take millions of actions.”

Kerry Caranci, CEO of Shasta Regional Community Foundation, said: “At the heart of the Community Foundation, we exist to enhance the communities of our region beyond the status quo. We are at a pivotal moment for transformational change; through collaborative action, this fund will help us move forward to create strong and equitable North State communities.”

Tax-deductible ontributions to the fund can be made online at www.norcalunitedway.org or via check payable to UWNC, mailed to United Way of Northern California, c/o Racial & Social Equity Fund, 2280 Benton Drive, Building B, Redding, CA 96003.

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 is active in disaster relief and recovery, 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

About North Valley Community Foundation:

Through partnership, financial services, training and education, Chico-based North Valley Community Foundation is the North Valley's hub for philanthropy, helping individuals, families, businesses and non-profits maximize their impact on the local and global community. Learn more at nvcf.org

About Shasta Regional Community Foundation:

Shasta Regional Community Foundation impacts the North State region through the power of giving. Since 2000, the Community Foundation has awarded over \$33 million in grants, made possible by the generosity of their fund holders and professional fund management practices. For more information, call Shasta Regional Community Foundation at (530) 244-1219 or visit www.shastarcf.org.