

**FOR IMMEDIATE RELEASE**

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



**United Way  
of Northern California**

Media Contacts:

AbbyAnn LoCascio, (630) 841-1104, [alocascio@norcalunitedway.org](mailto:alocascio@norcalunitedway.org)  
Larry Olmstead, (530) 604-2885, [lolmstead@norcalunitedway.org](mailto:lolmstead@norcalunitedway.org)

## **Redding City Council Approves Two-Year Extension for United Way’s Micro Shelter Program**

*South Market Street Property to Continue Housing Micro Shelter Residents Through 2026*

Redding, CA (October 17, 2024) – In a strong show of support on Tuesday night, the Redding City Council approved a two-year lease extension for United Way of Northern California’s (UWNC) South Market Micro Shelter Community with a 4-1 vote. This decision will allow the shelter to continue providing vital services to community members in need, furthering the progress already made in helping residents transition to stable housing.

The Micro Shelter has proven to be an effective solution for addressing homelessness in Redding. To date, 11 of the 12 individuals who have exited the program have successfully moved into temporary or permanent housing.

Recent improvements to the site include 24/7 air-conditioned shower, toilet, and laundry facilities, made possible through generous funders, including The McConnell Foundation, and strong volunteer support. These enhancements have helped create a safe, secure, and dignified environment for residents.

The projected 2025 budget for the shelter of \$346,000 will be at least \$200,000 less than the initial 2024 budget. UWNC continues to cut costs and refine the program model. The lease extension comes at no cost to the City’s General Fund.

“We are extremely grateful for this lease extension as it will allow us to refine our model and continue to cut costs over the next two years as the program grows more efficient,” said Tim Danielson, Senior Program Manager for Homelessness Services at UWNC. “We would like to thank our partners, including The McConnell Foundation, our funders, and most importantly, the residents of our micro shelter who inspire us daily and put in the real work.”

UWNC looks forward to partnering with the City and local organizations in the coming years to help more unhoused individuals transition into stable housing.

-0-

**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, provides grants to nonprofit agencies, and operates human services helplines in Shasta, Siskiyou, Tehama, and Plumas counties, accessed by dialing 211. For more information about United Way of Northern California, visit [www.norcalunitedway.org](http://www.norcalunitedway.org).