



**NORTHERN CALIFORNIA
& NORTHERN NEVADA**

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FOR IMMEDIATE RELEASE

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GIVE HOPE THIS WINTER BY SUPPORTING SHARE THE WARMTH CAMPAIGN

Provide warm clothing, hot meals and shelter from freezing temps to neighbors in need

Sacramento, California – November 23, 2020 – **Volunteers of America (VOA) announces annual Share the Warmth.** Every winter people die on the street in our community without shelter from the elements. This year significant efforts have been made to provide emergency housing, but needs are spiking. More families, men, women, seniors and veterans are facing unemployment, hunger, homelessness and hopelessness.

As temperatures drop across the region, VOA's Share the Warmth officially kicks off and will run through the end of 2020. Due to COVID-19 restrictions, the campaign will be a virtual drive to raise \$25,000 to purchase the supplies community members need to stay warm and sheltered this winter.

With support from local donors and businesses, warm supplies will be purchased and delivered to the people who often risk health complications due to cold weather because of unstable housing or lack of financial resources – families and individuals experiencing homelessness, people living with serious mental health challenges, seniors and veterans. Funds will also support job placement, mental health counseling and recovery programs that prepare our neighbors with the tools to end homelessness.

Last winter, thanks to generous corporate and community supporters, more than 2,000 individuals in Northern California & Northern Nevada received hats, gloves, coats, warm meals and shelter.

COVID-19 has presented many challenges this year, and it has been especially difficult for those transitioning from homelessness, living with mental illness or recovering from addiction or moral

Volunteers of America Northern California & Northern Nevada

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injury. The programs VOA manages in partnership with city and county leaders are evidence-based with proven results. On any given night, nearly 3,000 people are brought in from the cold in our region. The VOA team is empowered to heal the whole person, helping clients make real and sustainable changes in their lives.

“Warmth is not just physical,” says Anna Darzins, Care Coordination Manager at the new women’s Meadowview Navigation Center in South Sacramento. “The community’s support for people experiencing hardship gives them hope for brighter days. In addition to raising critical funds, Share the Warmth also gives our guests the knowledge that someone else out there cares about their wellbeing.”

Now through December 31, community members interested in supporting Share the Warmth are encouraged to make a gift through VOA’s donation page at voa-ncnn.org/sharethewarmth or by texting “sharethewarmth” to 44321. For more information on donating or sponsoring the program, contact Christie Holderegger at (916) 213-4133 or cholderegger@voa-ncnn.org.

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About Volunteers of America:

Founded locally in 1911, the Northern California & Northern Nevada office of Volunteers of America is one of the largest providers of social services in the region. The professional paid staff operates more than 50 programs: homeless services and shelters; substance abuse treatment and recovery services; senior, veteran, and youth services; transitional, permanent, supportive, and low income housing. Volunteers of America provides shelter or housing to nearly 3,000 men, women and children every night in Northern California. Learn more about Volunteers of America Northern California & Northern Nevada at www.voa-ncnn.org.

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