

NEWS RELEASE



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FOR IMMEDIATE RELEASE

July 20, 2022

Northern Rivers Receives \$1.3 Million to Launch Albany Wellness Program

ALBANY, NY — Northern Rivers Family of Services has been selected by the City of Albany to receive \$1.3 million in American Rescue Plan funding to launch JumpStart, a new wellness advocacy service to help improve community health.

JumpStart, which will launch later this year, will place wellness advocates in the community to assist underserved city residents with needs including housing, food, and financial insecurity. These needs, identified as Social Determinants of Health, have been proven by the US Department of Health and Human Services to have a major impact on people's health, well-being, and quality of life.

JumpStart staff, comprised of a supervisor and three wellness advocates, will work out of the organization's office at 519 Clinton Ave. Operations are slated to begin later this year.

"We are very happy to be selected by the city to launch this important service. By helping Albany residents improve access to stable housing, adequate nutrition, and financial stability, we'll make a positive impact on community health now and for generations to come," said William T. Gettman, Jr., Northern Rivers CEO.

About Northern Rivers Family of Services

Northern Rivers is a family of human services agencies that work together and are committed to helping children, adults, and families. Formed in 2012, Northern Rivers is the parent organization to Northeast Parent & Child Society (founded in 1888 in Schenectady), Parsons Child & Family Center (founded in 1829 in Albany), and Unlimited Potential (founded in Saratoga Springs in 1979). Together we serve more than 18,000 children, adults, and families in more than 40 counties in New York state who struggle with abuse, neglect, trauma, mental health challenges, educational difficulties, career training and employment, and service navigation through an innovative continuum of home-, clinic-, school-, and community-based

services, vocational rehabilitation, supported employment, and senior-supporting programs that provide person-centered, trauma-informed innovative solutions to ensure clients live their best lives. With a 1,400-strong workforce and informed by our nearly 200-year heritage, our quality of care, depth of programs, combined size, and passion for the mission make us a leading human services provider.

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