



FOR IMMEDIATE RELEASE

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United Way of Salt Lake and Airbnb.org Partner to Support Residents Displaced by Midvale Apartment Fire

-Access to free emergency housing and vital services are immediately available to residents through 211 Utah's Salt Lake team activation-

SALT LAKE CITY, UT – AUGUST 3, 2026 – In response to Friday's fire at the North Union Apartments in Midvale, United Way of Salt Lake and Airbnb.org immediately activated a partnership to offer free temporary housing to displaced residents. The stays are funded by Airbnb.org and facilitated locally by 211 Utah's Salt Lake team.

With 200+ units impacted by the fire, a temporary emergency shelter was set up at Union Middle School by the American Red Cross of Utah. On Sunday, members of the 211 Utah's Salt Lake team were onsite to do intake and by end of day, more than 40 families had already been issued Airbnb.org credits. 211 Utah's Salt Lake team will be at the emergency shelter today and tomorrow from 11 a.m.-7 p.m. to continue facilitating temporary housing through Airbnb.org and connecting people with additional resources they may need.

"Airbnb.org has been an incredible partner, and together we were able to activate resources immediately to support our community," said Todd McGee, Managing Director for 211 Utah's Salt Lake Office. "Our priority is helping displaced residents move quickly from emergency shelter into temporary housing while they begin to navigate what comes next."

Through the partnership, 211 Utah's Salt Lake team is identifying residents in need of temporary emergency housing and connecting them with Airbnb.org. Airbnb.org then provides these families with credits to book an Airbnb.org stay that meets their needs. Residents also have access to 211 Utah service navigators to help them navigate systems by providing information, support, and one-on-one assistance.

"A comfortable place to call home can help people recover after a disaster. That's why we're partnering with United Way of Salt Lake to provide free temporary housing to people impacted by the apartment fire in Midvale," said Christoph Gorder, Executive Director of Airbnb.org. "Our partnership will enable families to find the comforts of home as they work toward longer-term recovery plans."

Residents impacted by the fire can call 211 for access to temporary housing and other resources. A resource guide with local clothing, document replacement, and low-cost housing resources is also available.

[Resource Guide ->](#)



People interested in supporting affected families are encouraged to donate household items and clothing to local organizations such as Deseret Industries, Savers, and Crossroads Urban Center. Because residents may not know what belongings can be recovered until they are allowed back into the building later this week, flexible donations of clean clothing, household goods, and essentials may be especially helpful.

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About 211 Utah

211 Utah is the single statewide resource connecting individuals and families to 10,000+ social service programs. Through 211, Utahns have access to personalized, one-on-one assistance by phone, chat, text, and email to help them navigate complex systems with information and support. For more information, visit 211utah.org.

About Airbnb.org

Airbnb.org is a nonprofit organization founded by Airbnb that connects people to free emergency housing in times of crisis. Airbnb.org pays for stays, leverages the Airbnb platform, and taps into Airbnb's global community of hosts willing to share their homes with those in need. Airbnb covers all Airbnb.org's operating costs and makes no money on Airbnb.org stays. This means 100% of donations directly fund stays for people in need of emergency housing. Since 2020, Airbnb.org has provided 1.6 million nights of free, temporary housing in nearly 140 countries around the world.

About United Way of Salt Lake

United Way of Salt Lake mobilizes deep community expertise, vital partnerships, and transformative resources to ensure every Utah child and family can achieve their potential. We are committed to ensuring 100% of kids and families are thriving. To learn more, visit uw.org.