

# GREATER BAY AREA CENTRAL COAST WILDFIRE FUND

## 2020 IMPACT REPORT

### ABOUT THE FUND

In August 2020, the first of a series of wildfires decimated over 800,000 acres and caused the evacuation of more than 100,000 households throughout Northern California. 2020 would turn out to be the worst fire season in California's history. The Wildfire Relief Fund was created by United Way of the Wine Country (UWWC), United Way of Santa Cruz County (UWSC), United Way of Monterey County (UWMC), and United Way Bay Area (UWBA) to provide immediate and long-term recovery assistance to Bay Area and Central Coast residents.

Thanks to the support and generosity of individual, corporate, and foundation donors, this fund provided aid to those most affected by 2020's wildfires, and will continue to support long-term recovery and planning.

### HOW FUNDS WERE USED

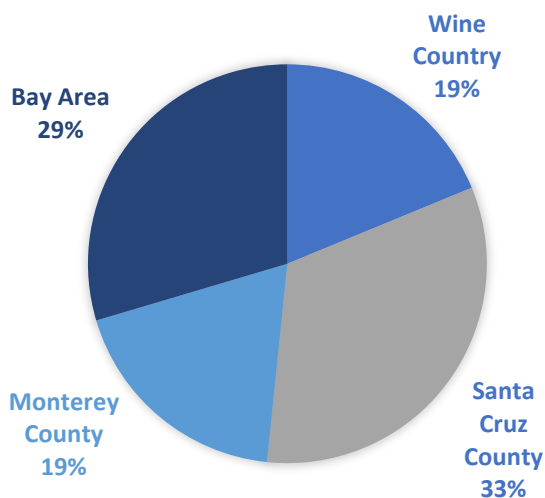
Funding decisions were made with equity as a guiding framework. We started by partnering with trusted local agencies who could act as intermediaries for clients who might otherwise fear accepting aid, like undocumented immigrants. We also paid particular attention to *who* was impacted, not just the number of acres burned or homes destroyed. For example, Solano County fires primarily impacted people with adequate insurance and other support systems, whereas, while Monterey County fires burned far fewer acres, one wiped out a very low-income neighborhood with few resources to recover. We therefore directed resources toward the Monterey neighborhood to help those families meet their basic needs expenses and find housing.

---

*When Mr. Red reach out to Bay Area grantee UpValley Family Centers of Napa County, he was living in his car. He lost his home to the Glass Fire; then he got laid off from his job working at a local restaurant due to a combination of the fires and COVID. Mr. Red found himself in survival mode, just trying to stay safe and get enough to eat. "I had to use wipes to clean myself ... [it was] hard trying to find a place where police were not harassing me, or having people calling the police on me because I am living in my car." Fortunately, one of UpValley's case managers was able to help with Mr. Red's immediate needs by offering financial assistance for food, gas, and other essentials, as well as a deposit and first month's rent. Mr. Red is now housed and on track to receive Long-Term Recovery Disaster Case Management.*

---

## APPROXIMATELY \$1.7M IN FUNDING DISTRIBUTED



*"Some people don't understand that any amount helps with the overall big picture of rebuilding. While you are trying to rebuild your house and a life, you also need to buy diapers and take care of everything else. To us, this gift means a lot." – Monterey County beneficiary with a partner and two children*

Each local United Way is incredibly knowledgeable about their community's needs and challenges, maintains deep relationships with community-based organizations and local government, and operates the 211 for their counties. Using 211 caller needs data and relationships with local Offices of Emergency Services and VOADs (Voluntary Organizations Active in Disaster), United Ways were able to leverage philanthropic resources in order to target relief efforts and meet the constantly shifting local needs. Examples include:

- Constructing a Mobile Laundromat to travel throughout the Santa Cruz Mountains for fire evacuees who needed to wash their clothing
- Offering assistance for day care center recovery to accept children in the area
- Providing a two-year grant to Monterey County's Office of Emergency Services for a Resiliency Coordinator
- Conducting trauma-informed care workshops to introduce case managers to the practice of trauma-informed care

### WHAT'S NEXT

More and more, wildfire season in California appears to be here to stay. To counter and anticipate a potential annual disaster cycle, local Northern California United Ways will work together to support both long-term recovery goals and a proactive approach to next season, which will include funding local COADs and VOADs (Community or Volunteer Organizations Active in Disaster). Together with our funders and community partners, we are preparing to meet the challenges wildfires present to Northern California's most vulnerable.



**10,877**  
**INDIVIDUALS &  
HOUSEHOLDS  
SERVED\***



**OVER \$100K IN  
DIRECT AID\*\***



**133,270 MEALS**



**29 PARTNER  
AGENCIES**

\*To avoid duplication, this number does not include individuals who received meals

\*\* Includes. rental relief, cash assistance, wage recovery funds, and more.

## **MANY THANKS TO OUR GENEROUS SUPPORTERS**

### **INSTITUTIONAL FUNDERS**

Anonymous  
Anonymous  
Chan Zuckerberg Initiative  
Herbst Foundation  
Silicon Valley Community Foundation  
Bank of the West  
Deloitte  
Nintendo  
Dodge & Cox  
Crown Family Philanthropy  
Weil, Gotshal & Manges LLP  
UPS  
Capital One  
PG&E  
KEEN Footwear  
California Fire Foundation  
Golden One Credit Union  
DuPont  
Costco  
Comerica Bank  
Bank of Marin  
GuidePoint  
Backblaze  
Abbott Laboratories  
CIGNA  
Marin County Government  
Callan LLC  
Bio-Techne  
Fifth Third Bank  
FedEx  
ACCO Engineered Systems  
The Raleigh Wine Shop  
Bright Funds  
Cook Security Group, Inc.  
FIS  
United Way Worldwide  
CommScope, Inc.  
Zoom  
DesignPro

### **INDIVIDUAL DONORS**

David Heacock  
Lauren Platt  
Brandt Fuse  
Cameron Family Charitable Fund  
Michelle Yoo  
A.P. Robertson  
William D. Fisher  
Susan A. Sutherland  
Sandra Chung  
Monica O'Hanlon  
Lisa M. Kowalski  
John Lee  
Jerome B. Falk, Jr.  
Jenny Knapp  
Jennifer Uren  
Hans Bernhardt  
Glenn Sorensen  
Craig Wildman  
Craig Renton  
Carol Matre  
Bruce McCarthy  
Barbara Ann Bennett  
Andrew Parker