

In response to the tragic wildfires that have impacted countless families and communities across Southern California, the CAA Foundation, CORE (Community Organized Relief Effort), and the LAUSD Education Foundation have come together to launch the **SO CAL FIRE FUND**.

This ongoing collaboration is providing immediate and long-term support for community-centered recovery initiatives that aid students, individuals, and families impacted by the January 2025 fires.

In addition to the LAUSD community, the LAUSD Education Foundation is collaborating with neighboring districts, including the Greater Los Angeles Education Foundation and the Pasadena Education Foundation, to support impacted students and school employees throughout the region.

SoCal
FIRE
FUND

PROGRESS REPORT

5 YEARS 5 PILLARS

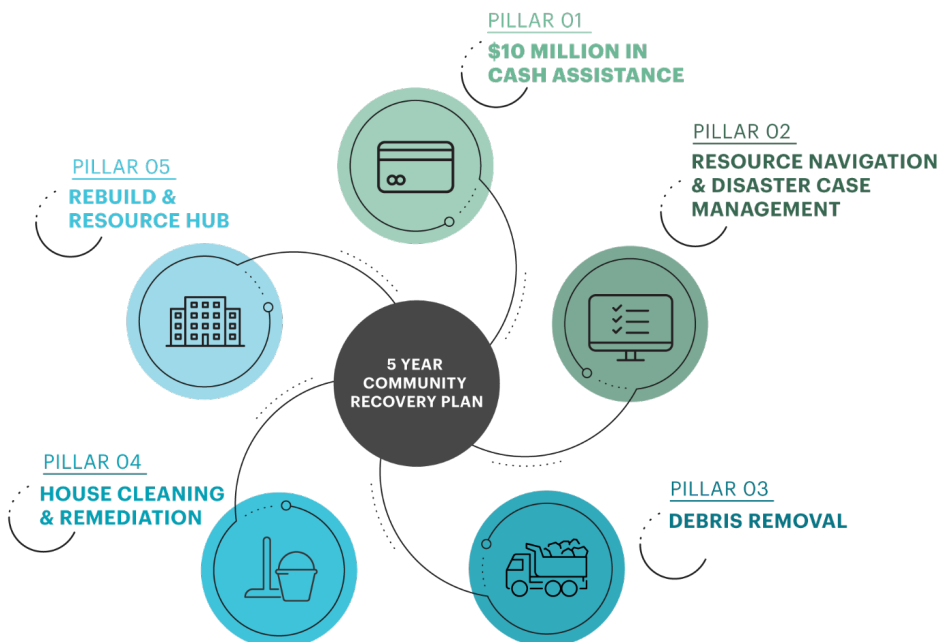
REBUILDING LOS ANGELES

The SoCal Fire Fund is proudly based in Los Angeles – and we're not going anywhere.

With extensive experience in working with the greater LA community and disaster response, our team understands the long-term challenges we'll face on the road to recovery.

We have created a plan with 5 strategic pillars to help LA rebuild over the next 5 years:

- 1. Cash Assistance**
- 2. Resource Navigation & Disaster Case Management**
- 3. Debris Removal**
- 4. House Cleaning & Remediation**
- 5. Community Resource Center & School Rebuilding**



CASH ASSISTANCE (AND MORE)

Cash assistance is the most cost-effective way to help people throughout a crisis. It gives power and flexibility back to those who have been impacted, so they can meet their unique needs. It also provides the dignity of choice, which can mean so much after losing everything.

\$4 million+

Direct Cash Assistance distributed since January

4,127+

Households supported

1,600+

Students reached



In Pasadena and Altadena communities alone, the following resources have been distributed:

23,280 N95 masks

8,305 CORE Hygiene Kits

2,909 Dignity Kits

2,170 Feminine Pads

465 Phones Charged at Charging Stations

1,301 COVID-19 Test Kits

922 Shelf Safe Food Kits

852 Stuffed Animals

400 Family Gift Bags

820 Cases of Water

216 Mobile Charging Bricks

70 Wellness and Health Checks

1,781 Air Purifiers

RESOURCE NAVIGATION & CASE MANAGEMENT

CORE's Disaster Case Management program guides people through the long-term recovery process, with expert case managers assigned to specific families for an average of two years. By forming these sustained relationships, they gain a clear understanding of each family's unique needs and can help cut through the red tape to accelerate the rebuilding process.

While CORE is providing both Resource Navigation and Disaster Case Management support across Los Angeles County, aligned with the priorities of the SoCal Fire Fund, we are focusing primarily on the areas that rank highest on the Social Vulnerability Index (outlined in black) in west Altadena. Each dot represents a household that received cash support, and the red areas were completely burned in the Eaton Fire.

Our Current Impact:

8 Case Managers

Full-time experts supporting families in need

145+ Families

Receiving case management support for the next 2 years

650+ Families

Supported with Resource Nav or DCMP since January

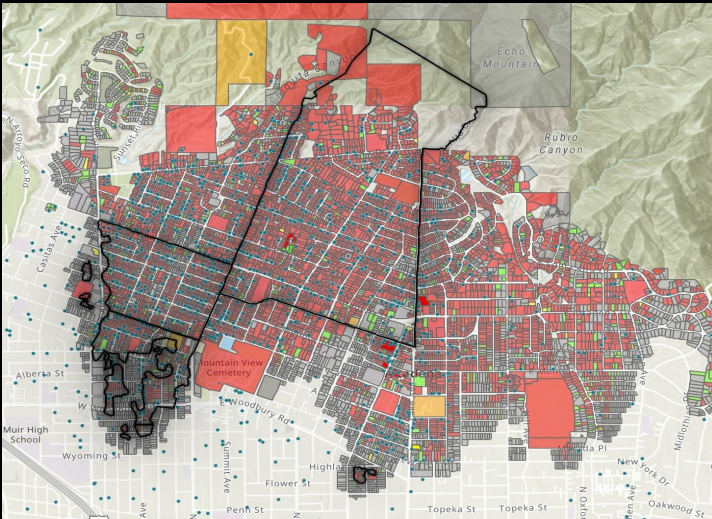


Image of impacted area in Altadena

Our Fundraising Goal:

11 Case Managers

2 Supervisors

10 AmeriCorps Fellows

to provide expert guidance to individuals and families in need

DEBRIS REMOVAL

In both Altadena and the Palisades, multiple sites needed debris removal, but did not have the funds to start this critical work.

In Altadena, local reservoirs sustained extensive damage and contamination – parts of Altadena didn't have access to clean water for nearly two months. In partnership with Caterpillar, we cleaned out two reservoirs within the Rubio Cañon Water System, removing 45 tons of debris, to restore safe drinking water to parts of Altadena (images below). The water tanks hold a combined 1,012,000 gallons of water (506,000 gallons each).

Most recently removed 92 tons of debris from the Pacific Palisades Presbyterian Church and Preschool.



Before

Image of the Rubio Cañon Water System



After

Image of the Rubio Cañon Water System

HOUSE CLEANING

Many people are still displaced by the fires, even if their homes didn't burn down, due to severe smoke damage and exposure to toxic pollutants. This requires expert cleaning and smoke remediation services before they can return home safely.

100+ homes have received cleaning and smoke remediation services (cost of up to \$10,000/residence including PPE, labor, and testing). CORE distributed 1,500 air purifiers in collaboration with the City of LA.

In partnership with Casa Gateway, CORE is working on a 68-unit affordable housing community for senior citizens in the Palisades.

SCHOOL REBUILDING

In addition to direct relief support for destroyed classrooms, the LAUSD Ed Foundation is granting funds to impacted schools and administrators to support locally-relevant programs that support academics, community building, and employee and student wellness.

As recent grant recipients shared:

“Our entire staff were first responders and experienced secondary trauma while supporting others through evacuations and fire response efforts ... A retreat will provide essential time for our regional staff to restore their emotional well-being through guided wellness, reflection, and team-building activities. Participants will strengthen their resilience, deepen trust, and rebuild their capacity to serve with empathy and clarity.”

“Creating a recentering area for art and books in the classroom will address the mental-emotional impact from the January fires. Some students are going through mental health issues, which has affected their attendance. Amongst these changes, there is a need for my students to express emotions through positive outlets...I want to purchase books and art supplies to support my students' mental and emotional well-being. Overall, I want to provide multiple strategies to assist with centering oneself by connecting reading and art.”



WHAT'S NEXT

REBUILD & RESOURCE HUB

At the center of our long-term recovery strategy is the creation of CORE's Rebuild & Resource Hub in Altadena. This 5,524 square foot community rebuilding and resource center will be a welcoming, accessible and inclusive one-stop-shop for residents affected by the LA wildfires. Community members will be able to:

- Apply for cash assistance and rebuilding grants
- Pick up items like food, hygiene kits, and other essentials
- Connect with a network of Disaster Case Managers for long-term support
- Meet with technical experts – including engineers, cost analysts, climate mitigators, and architects – to ensure rebuilding plans are fair, safe, and sustainable

CORE will operate as both a direct service provider and a convener of technical expertise, amplifying the work of trusted Community-Based Organizations (CBOs) and local partners rooted in the Altadena and Pasadena communities.

Local officials have generously supported the spaces allocated for these activities. However, we still need to fundraise to cover the advising fees of the rebuilding experts.



\$2.5M for 5 years to fully fund the resource center operations – including direct program costs and rebuilding experts to guide residents.

\$4M to fully fund the key staff positions that are essential to leading our 5-year recovery effort from start to finish.

\$3M+ in grants that we will be distributing through the center to bridge critical gaps left by insurance/government aid. The more money we can raise for these grants, the more families we are able to help. Our first benchmark is to assist over 250 families through these awards.

Need to Raise an Additional:
\$10 million

TESTIMONIALS

"I don't think the general public has any idea how something like this helps to lift an incredible weight off one's shoulders. I lost my housing and car and everything else I owned in the Palisades fire...It has been trauma upon trauma in the last 12 weeks. When one is facing devastating loss upon loss, something as (seemingly) simple as a voucher is invaluable. It says I'm not facing this alone."



LAURA, TEACHER IN THE PALISADES AREA

"It's been really difficult on us. This is the first time we've had any sort of assistance since the fires. We cannot reach our home in Altadena...I'm not sure what I will do for work now. Thank you for helping. Thank you for everything."

ROSA, CASH SUPPORT RECIPIENT

THE COALITION

CORE

Founded after the 2010 Haiti earthquake by Sean Penn and Ann Lee, CORE (Community Organized Relief Effort) is a global humanitarian organization based in Los Angeles that empowers underserved communities in and beyond crisis. CORE's community-powered work is informed and fueled by local hands. With a focus on equity, CORE provides critical relief to marginalized and vulnerable people, from the frontlines of the COVID-19 pandemic and conflict in Ukraine, to hurricane-impacted states in the US and beyond. CORE's hands-on approach ensures families receive both immediate and long-term support, from cash vouchers and protective resources to comprehensive case management to navigate the aid process as they work to rebuild.

LAUSD EDUCATION FOUNDATION

The LAUSD Education Foundation is dedicated to supporting the Los Angeles Unified School District, its students and teachers, in pursuit of equitable learning for all. The Foundation is the bridge for the expertise and resources of the private sector to enhance and support targeted District programs and learning opportunities to ensure every child learns and succeeds.

CAA FOUNDATION

The CAA Foundation was founded in 1995, born out of Creative Artists Agency's (CAA) desire to give back to communities and harness the power and reach of the entertainment industry to create positive social change by forging strategic partnerships, encouraging volunteerism, granting financial contributions, stimulating public awareness, and providing in-kind donations. The CAA Foundation has become a leader in the entertainment community on civic engagement, public education, climate, and health and social issues.

ENTERTAINMENT INDUSTRY FOUNDATION

The SoCal Fire Fund is administered by the Entertainment Industry Foundation (EIF), the creative community's trusted partner in philanthropy. Founded in 1942, EIF is a public 501(c)(3) recognized by *Forbes* among America's top 100 charities. EIF is a Charity Navigator 4-Star Charity that meets all 20 Better Business Bureau charity standards and carries the Candid Platinum Seal of Transparency.