



The American Red Cross California Wildfire Recovery Program

The American Red Cross responds when needed to provide safe shelter, warm meals and comfort to those impacted by disaster. For many, disasters don't end when the fire is extinguished or the flood waters have receded, and the Red Cross continues to assist in recovery.

The work of the American Red Cross is solely funded through the generosity of donors. Our recovery programs are no exception. In partnership with community leaders, government officials, and other non-profit agencies, we support individual and community recovery programs. When financial resources allow, we may establish robust recovery programs that include additional staff support, direct financial assistance to those impact by disaster events, and grant funding to non-profit partners. By funding a wide range of vital individual and community recovery services we are able forward our mission of *alleviating human suffering in the face of emergencies*.



Individual Financial Assistance

The needs of every individual are different following a disaster. For that reason, and when financial resources allow, the Red Cross provides direct financial assistance to help the most severely affected households recover. This allows people to purchase necessities in support of their self-identified recovery needs.

2017 California Wildfire Recovery Program
\$9.5 million – Individual Assistance

3,888 households served

2018 California Wildfire Recovery Program
\$27.2 million – Individual Assistance

12,085 households served

Following a disaster, there are many ways in which we may encounter clients. They may be a resident of a Red Cross or partner-managed shelter, a visitor to a Local Assistance Center, a referral from a partner agency, or they may contact us via our call center or 2-1-1 partner. In all cases, we work with clients directly to determine their eligibility for Red Cross financial assistance and can conveniently provide that assistance through electronic fund transfer or cash pick up at a Walmart store. The swiftness and scale with which we can support survivors helps fill an immediate need on what will likely be a long road to recovery.

Community Recovery

No one organization can possibly meet the multitude of needs created by the impact of a disaster. With our Community Recovery Program, we work locally to provide grants to non-profit organizations – leveraging the expertise and community networks of partners already providing, or better suited to provide, services to enhance their outreach and service delivery capability.

This phase of our recovery program prioritizes the most vulnerable survivors and those communities with limited access to recovery funding and services. These populations include low-income households and communities, seniors, children, people with disabilities and access and functional needs, those who were not eligible for Red Cross individual grants, and those who lack access to the full range of available recovery resources.

2017 California Wildfire Recovery Program
\$5 million – Community Recovery Grants

2018 California Wildfire Recovery Program
\$11 million – Community Recovery Grants

The American Red Cross honors donor intent and all donations earmarked for Disaster Relief will be used to help people affected by disasters, big and small. Americans work hard for their money, and we're committed to be the very best stewards of our donors' dollar. The Red Cross keeps our expenses low and an average of 90 cents of every dollar the Red Cross spends is invested in delivering care and comfort to those in need.