



# REBUILD NORTHBAY

FOUNDATION

Serving Napa, Sonoma, Lake, and Mendocino Counties



**Recover.  
Rebuild.  
Reimagine.**

**2019 YEAR IN REVIEW**



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FINANCIAL SUMMARY as of SEPTEMBER 2019

This annual report documents the achievements and successes of the committed individuals that remain focused on the core business of Rebuild NorthBay Foundation: collaborating, coordinating, and advocating for the long-term rebuilding of our region. As we enter Year 3, our commitment is remains intact and our promises kept. We will continue to ensure grant funding and moral support are delivered to our region. We are committed to long term leadership in reimagining a more resilient and sustainable community.

CURRENT ASSETS

Cash and cash equivalents	\$1,785,493
Other assets	\$91,362
<b>Total Current Assets</b>	<b>\$1,876,855</b>

CURRENT LIABILITIES

Accounts payable and accrued expenses	\$12,585
<b>Total Current Liabilities</b>	<b>\$12,585</b>

SUPPORT AND REVENUE

Donations/Grants	\$725,803
<b>Total Support and Revenue</b>	<b>\$725,803</b>

EXPENSES

Program Management & General Expenses	\$445,328
<b>Total Expenses</b>	<b>\$445,328</b>

Rebuild NorthBay Foundation is a 501(c)(3) Non-profit organization Tax-ID #82-3266893  
Our complete 2018 Annual Report and Form 990 can be found at [rebuildnorthbay.org](https://rebuildnorthbay.org)

*"Serving on the Executive Board  
of Directors has enabled me to  
directly contribute to the recovery  
in ways that are meaningful,  
tangible and effective.*

*As a founding member of RNBF,  
I am proud of what we have accomplished  
together to support our region."*

— MICHAEL MONDAVI, RNBF Executive Board Member,  
Folio Fine Wine Partners



**From the beginning, we have pledged to be an organization dedicated to the long term needs of our region. As we enter our third year, Rebuild NorthBay Foundation (RNBF) is ramping up to serve a greater number of rebuilders.**

Thanks to your support, we are ensuring our promises are kept. We are proud of our contribution towards our region being recognized as a model of post-disaster recovery. As we move through this process, we are determined to pay our lessons forward, while striving for greater innovation and collaboration across the state and nation with respect to how we prepare, experience, and respond to disasters.

**On the evening of October 8, 2017 our lives and landscape in the North Bay forever changed when a series of wildfires erupted and then raced across the region.** The fires burned for 23 days and destroyed 8,900 structures, costing an estimated \$14.5 billion dollars, thus becoming the most expensive and destructive natural disaster in California's history. That precedent was broken on November 8, 2018 in the Camp Fire that engulfed Paradise and we emerged into 2019 with a sobering reality: wildfire is our new normal.

The decision was made early on for Rebuild NorthBay to focus our efforts on the long term recovery and rebuild, most active in Year 2 to Year 5 and beyond. Our new challenge is to recover from a disaster while addressing climate change and supporting resiliency.

**As we open 2020, we are heartened by signs of recovery and rebuilding throughout our region.** We see the bones of homes being rebuilt in neighborhoods completely devastated by the fires. We witness ordinary people accomplishing extraordinary things through collaboration and calls to action. There is still much to do and many to help, especially now as attention diverts and life marches on.

**We continue to depend upon the support of our partners, donors, and wider community to ensure we are prepared to assist in the region's capacity to Recover, Rebuild and Reimagine a better tomorrow.**

**Together, we will rise.**



ELIZABETH GORE  
RNBF Board President



JENNIFER GRAY THOMPSON  
RNBF Executive Director



# 2019 Year in Review

## COORDINATION + COLLABORATION

### What do you need and how can we help?

To ensure we are focusing on the right areas at the right time, we start by asking this question every day and then we put boots on the ground. Projects requested by the community fill gaps, reduce liabilities for the under-insured, assist in communication and facilitation in the rebuild, and provide resources and information.

#### RiseUp Community Impact Grants

This program was created to further our mission in support of the long-term rebuilding of our region as a more sustainable and resilient community. With our primary focus being fire survivors and/or organizations serving the fire affected communities of Napa, Sonoma, Lake, and Mendocino Counties, the program funds identified gaps in rebuilding, wildfire prevention and preparedness, and long-term resilience

**RESULTS:** Community impact grants allow for unmet needs and gaps to be filled in areas often overlooked. In post-disaster areas, there is a need to provide funds for community groups to function and provide support. Even a small grant can make a meaningful impact, unburdening fire survivors and volunteers with out-of-pocket administrative expenses (copying, meeting spaces fees, etc.).

#### RISEUP COMMUNITY IMPACT GRANTS LIST

Glen Ellen Forum  
Wolf Creek Firewise Community  
Mendocino County Fire Safe Council  
Lake County Risk Reduction Authority  
North Bay Construction Corps.  
News of the North Bay  
University of California  
Cooperative Extension Sonoma County (UCCE Sonoma): The LIME Foundation  
The Office of Recovery & Resiliency (Sonoma County)  
KSVY & City Of Sonoma  
Nuestra Comunidad



#### RiseUp Project

Larkfield Estates and Mark West Estates approached Rebuild NorthBay Foundation (RNBf) requesting assistance for approximately one mile of common perimeter fencing. Both neighborhoods were decimated in the fires and neither had the funds to replace the fence. RNBf raised nearly \$500K from 21 donors over nine months. The fence was completed by March, 2019.

The project could not have been possible without our donors, project partner Habitat for Humanity, and the support from the County of Sonoma.

#### Fiscal Sponsorships

Many rebuilding groups do not have established 510c3 and need temporary or long term support to receive funding from public and private sectors. We signed Fiscal Sponsorship agreements with Larkfield Resiliency Fund, District 3 Block Captains, Community Foundation of Mendocino, Rebuilding Now, and Berry Brook Estates.



#### Kincade Fire Fund

On the evening of October 23rd, 2019, the Kincade Fire broke out in Northern Sonoma County and within 48 hours, it became a huge wildfire event that burned for 13 days across 78,000 acres, destroyed 374 structures, and forced the evacuation of 180,000 residents. Concurrent with this wildfire was a massive Public Safety Power Shutoff (PSPS) event affecting hundreds of thousands of people across Northern California.

On day two, RNBf opened the Kincade Fire Relief Fund and immediately donated \$10,000 to Corazón Healdsburg for their work helping displaced farmworkers. The fund is still open and we have sent donations to First Responders Resiliency, United Policy Holders, Nuestra Comunidad, and Geyserville Fire Protection District.

At Rebuild NorthBay, we are focused on helping every community rebuild.



*"Being a recipient of the RiseUp Community Impact Grant allows Nuestra Comunidad to reach the most vulnerable members of the community with disaster preparedness information and training. By reducing their vulnerability, Nuestra Comunidad and Rebuild NorthBay Foundation are building a more resilient community."*

— ALMA BOWEN, Executive Director, Nuestra Comunidad



*"As a fire survivor, I am so proud to be part of the Rebuild NorthBay board. With RNBf's continued support of the on-the-ground work, our greater community of survivors will rise up together."*

— JUDY COFFEY, RN, (ret.), RNBf Board of Directors.



*"Rebuild NorthBay has been an essential partner in our community's work to rebuild from the tragic October 2017 fires and I know that hard work will only continue in the years to come. I am proud to join with them as we continue our recovery and to come back even stronger."*

— CONGRESSMAN MIKE THOMPSON



*"Working with Rebuild NorthBay Foundation has been critical in our ability to stand up as an organization. Jennifer's mentorship, guidance and the connections of RNBf have allowed us to move faster and develop our projects than if we had gone it alone. We collaborate for the betterment of post fire disaster recovery."*

— CHARLES BROOKS, Executive Director, Rebuild Paradise Foundation



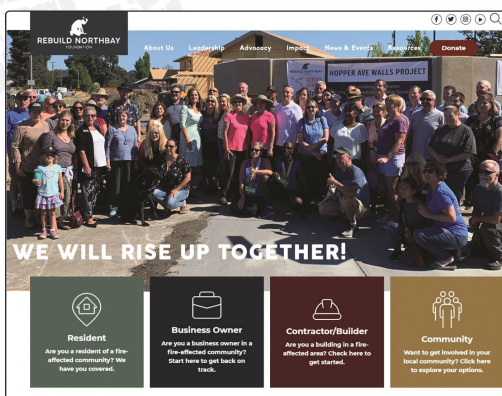
*"In my experience working across county lines, alongside private businesses and philanthropy interests, together as Rebuild Northbay we are stronger voice of advocacy. Advocacy for our region's recovery and proactively working to minimize the effects of disasters for future communities."*

— BELIA RAMOS, Napa County Supervisor



#### Hopper Ave Wall/Coffey Park Wall Project

This \$650K project saved the homeowners approximately \$25K per parcel, thanks to our partners. Many homeowners are about 50% underinsured; projects like these provide visual deliverables of hope, progress and community support. RNBf worked with a single funder and several in-kind donors to remove, replace and build a new fire rated wall designed by and for the neighborhood. Coffey Strong provided the contractor, construction management, and chose the design. We also had significant support from the City of Santa Rosa and attorney Barry Hirsch. The project demonstrates anything is possible when we work together.



committed to the long-term recovery of every part of our community as we continue to rebuild and strengthen our lives.

#### "UNITY IS STRENGTH... WHEN THERE IS TEAMWORK AND COLLABORATION, WONDERFUL THINGS CAN BE ACHIEVED."

—MATTIE STEPANEK

The reconstruction of this new wall after it was destroyed in the 2017 Tubbs fire is due in large part to the neighborhood organization Coffey Strong with continuous support by the City of Santa Rosa and generous contributions by:

AshBritt Environmental | RSG 3-D  
Rebuild NorthBay Foundation | Martin L. Hirsch, Esq.  
Wolf Contracting | Mountain G Engineering

Circa 2019 Plaque Donated by D & S Awards, LLC

#### Digital Portal and Resource Library: Resources at Your Fingertips

At RNBf, we understand the challenges of rebuilding can be overwhelming. With our website portal, we've created a platform with information specific to each group while providing a friendly online presence.

RNBf.org includes a dynamic catalog of resources available for families, builders, businesses and nonprofits involved in the rebuild. It also includes funding needs and opportunities from the hundreds of organizations working for our community. RNBf is

### Paying it Forward

RNBf believes part of our mission must include sharing our lessons and learning from others who have come before us. Disaster is a field wide open for innovation, incubation, and collaboration. We believe no community should have to learn how to recover and rebuild from disaster anew. In 2019, disasters spurred us into action to forge relationships with our new brethren, members of "The Club" no one wants to join, but if it happens, RNBf will collectively surround that community with love, support, listening, advice, and connections. In turn, we are able to collaborate with amazing human beings on the front lines of advocating for their community. Disaster brings the best people forward. The past year has been a testament to the power of many in service to all. The strength of "love thy neighbor" and a ton of real talk about how to Recover, Rebuild and Reimagine.



#### Convening

On November 8th, 2018, the Camp Fire ravaged Butte County, in particular the small town of Paradise. Concurrently, the Woolsey Fire ripped across the canyons of Malibu. What we subsequently learned and watched unfold would absolutely horrify the state, the nation, and the globe.

RNBf requested and received underwriting from Fannie Mae to hold a two day convening in Santa Rosa on March 21-22nd, 2019. The goal was to create connections, facilitate conversations, and increase collaboration across the state. We invited leaders from the Camp and Woolsey Fires to Santa Rosa to meet with leaders from education, construction, real estate, the arts, mental health, and community leaders, including the Block Captains. After this convening, Paradise left and used the car ride home to create their own Zone Captains, which launched six weeks later. We are proud to support these communities and we have gained from the experience of knowing them.

#### Rebuild Paradise Foundation (RPF)

RPF, incubated through the North Valley Community Foundation, is a grassroots movement of Camp Fire survivors and community leaders from the public and private sectors who are dedicated to serving the long-term needs of Butte County's disaster affected residents, businesses and workforce. RPF was founded by Charles Brooks in January of 2019 under the mentorship of Rebuild NorthBay Foundation Executive Director Jennifer Gray Thompson. To find out more, please visit [rebuildparadise.org](http://rebuildparadise.org).

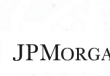


We understand the complexity of rebuilding after an unprecedented disaster. We are committed to being a resource for the long term. It is our ability to collaborate and coordinate as a region that continues to set us apart. We work tirelessly in lockstep with our public sector to ensure our region has the support needed to Recover, Rebuild, and Reimagine. Our goal is to ensure no community is left behind. We are bipartisan because politics has no place in disaster relief.



several challenges, including the need for greater resiliency in our communications grid, better outreach for rural communities, our housing crisis, equity for renters, the onerous process of applying for disaster relief, and much more.

We were very proud to have the presence of Paradise/Butte County, and Mendocino and Napa County with us. Collectively, we are stronger together.





# THANK YOU TO OUR PARTNERS AND DONORS

We are proud to recognize the many generous organizations and people who have partnered with and supported Rebuild NorthBay Foundation's mission to rebuild our region better, safer, greener, and faster.

## PARTNERS

Argonaut Construction  
AshBritt Environmental  
BoDean Company  
Carlton Senior Living  
Coffey Strong  
Conrad Forest Products  
DogFilm Productions  
ECC  
Fannie Mae  
Farrow Construction  
Ford Motor Company Fund  
Friedman's Home Improvement  
Ghilotti Construction Company  
Habitat for Humanity  
of Sonoma County  
Humboldt Redwood  
Institute for Sustainable  
Development  
JP Morgan Chase & Co.  
Kaiser Permanente  
Larkfield Resilience Fund  
Pacific Gas & Electric Company  
Perry, Johnson, Anderson,  
Miller & Moskowitz  
Sonoma Clean Power  
United Way of Wine Country

## DONORS

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Crawford Beveridge  
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Robert Agrella  
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Jessica and Justin Timberlake  
Alena Wall  
Guyra Kaplan De Castro  
Cynthia Murray  
Network for Good  
Rachel Porzig  
Nannette Wilkinson  
Cherokee Freight Lines  
White Owl IT  
Direct Impact Fund:  
One Hope Foundation  
United Markets  
Plus 3 Foundation  
Mary Sue Inner



595 5th Street W  
Sonoma, CA 95476

Become part of the  
movement to recover, rebuild  
and reimagine the North Bay

**OUR VISION** is to rebuild the north bay better, safer, greener, and faster.

**OUR MISSION** is achieved through a focus on Advocacy, Collaboration, and Coordination to create a more sustainable and resilient community.

As we enter our third year of post-disaster recovery and rebuilding, our challenges and opportunities grow even more important. Please consider continuing support for the work of Rebuild NorthBay Foundation as we assist in the long term to ensure our families and businesses thrive as they rebuild their homes and our communities.

## *How can you help?*

On our website you will find a digital portal where you can search for resources specific to your area and need. Links include everything from how to rebuild greener to finding grants to ways to volunteer.

**Donations can be made directly to Rebuild NorthBay Foundation at our website: [rebuildnorthbay.org](https://rebuildnorthbay.org).**

**COVER PHOTO** [ L to R ] AIKO-SOPHIE EZAKI, RNBF Program Manager; MICHAEL ZUCCOLILLO, Paradise City Councilman; JENNIFER GRAY THOMPSON, RNBF Executive Director; JOHN HASCHAK, Mendocino County Supervisor; BELIA RAMOS, Napa County Supervisor; MICHAEL MONDAVI, RNBF Executive Board Member; CHARLES BROOKS, Rebuild Paradise Foundation Executive Director