



REBUILD NORTHBAY

FOUNDATION

Serving Napa, Sonoma, Lake, and Mendocino Counties

2018 YEAR IN REVIEW

2018 BOARD OF DIRECTORS

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Tara Sharp
Former Chief Marketing
Officer, Sonic



From the beginning, we have pledged to be an organization dedicated to the long term needs of our region. As we enter our second 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 look forward to contributing to our region becoming a model of post-disaster response, recovery and reimagining. 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.

Rebuild Northbay Foundation is a 501(c)(3) Non-profit organization Tax-ID #82-3266893
Our complete 2017 Annual Report and Form 990 can be found at rebuildnorthbay.org



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. In 2018, that precedent was broken 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. The board worked with public officials to focus RNBF's efforts in the challenging time post-disaster: when the cameras and news crews have departed and donations slow just as needs increase.

As we open 2019, 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. We cast a protective gaze upon our wild lands as they heal and renew. And yet, there is still much to do and many to help, especially now as attention diverts and life marches on. Despite our progress, we remain at the beginning of our recovery and our focus must not waver for the next decade.

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. We build partnerships to fill funding gaps for rebuilders, provide information and data, and advocate for the maximum amount of federal dollars to ensure our region not only recovers, but also leaps ahead regionally. We are determined to be a model and pay our lessons forward to other disaster affected areas throughout the nation.

At RNBF, we do not set the agenda. Instead we always begin with the query, **"What do you need and how can we help?"** We expect these answers to change as the years progress, but our approach will remain constant. Our people and this place are worth it. **Together, we will rise.**

— ELIZABETH GORE, Rebuild NorthBay Board Chair | JENNIFER GRAY THOMPSON, Executive Director



"I got involved right after the fires when I got the call and was asked if I would be interested in working with RNBF to make sure that Napa, Sonoma, Lake and Mendocino [counties] all continued to get the proper support for years to come. To me, it was a rhetorical question."

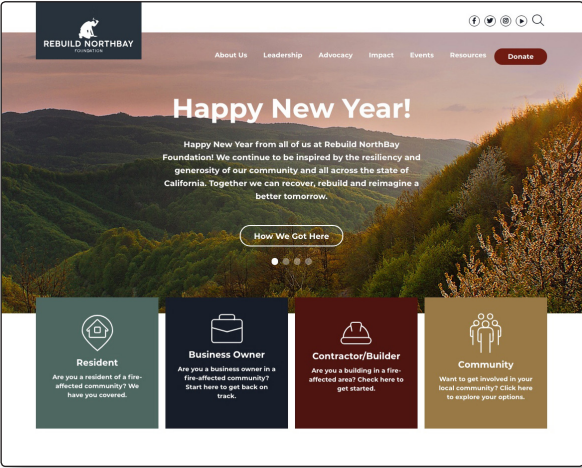
— MICHAEL MONDAVI, RNBF Executive Board Member, Folio Fine Wine Partners

2018 Year in Review

COORDINATION + ECONOMIC DEVELOPMENT

Digital Portal and Resource Library: Resources at Your Fingertips

The Rebuild NorthBay Foundation (RNBF) website portal debuted October 8, 2018 on the one-year anniversary of the wildfires. The portal is a catalog of all resources available for families, builders, businesses and nonprofits involved in the rebuild. It is dynamic and this year we will post funding needs and opportunities from the hundreds of organizations working for our community.



not only with the needs of our community members in mind, but also with the idea that other disaster stricken areas are able to copy the model and adapt it for their own use within days of a disaster. From the Board's perspective, the investment is entirely worth the cost and staff time if it makes the rebuilding process easier.

We chose four areas of concentration for the resource library: Resident, Business Owner, Contractor/Builder, and Community. As we progress, we may need to change the areas, but this will largely be up to the community. Inside of the library, you can search for all types of resources specific to your area and needs. Links include everything from how to rebuild greener to finding grants to ways to volunteer.

The portal is intended to be dynamic, expansive, and comprehensive, therefore we depend upon users to offer feedback, suggestions for content, and event submissions. We view this site as a collaborative effort and value your feedback immensely.



“At RNBF, we understand the challenges of rebuilding can be overwhelming. With this website, we created a platform with information specific to each group while providing a friendly online presence. RNBF is committed to the long-term recovery of every part of our community as we continue to rebuild and strengthen our lives.”

— ELIZABETH GORE, Chairwoman, RNBF Board of Directors

Advisory Council

RNBF has assembled a robust team of industry experts representing 48 different organizations across four-county region (Mendo/Lake/Sonoma/Napa) to form our Advisory Council. Their Mission: Bring together leaders from the counties Lake, Mendocino, Napa, Sonoma, and City of Santa Rosa to address rebuild challenges and opportunities from a regional perspective. The Advisory Committees will provide information, resources, and innovative ideas to RNBF's Board of Directors, assist with content for our Resource Library, and strengthen collaboration across sectors..

ADVISORY COUNCIL

Cynthia Murray | Advisory Council Chair

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Tawny Tesconil | Executive
Director Sonoma County
Farm Bureau

Andrea Krout | Dairy Farmer

Corey Beck | Board of Directors
Sonoma County Vintners &
Growers

Maureen Cottingham | Executive
Director Sonoma Valley Vintners
& Growers

Shannon Lee | Owner, Two Moon
Family Farm; SSU Biology Dept.

Alisso Abdo | Executive Director
On The Move

**ECONOMIC & WORKFORCE
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County Economic Development
Board

Keith Woods | CEO, North Coast
Builders Exchange

Kathy Goodacre | Executive
Director, CTE Foundation

Juan Hernandez | Executive
Director, La Luz Center

Peter Rumble | CEO, Santa Rosa
Metro Chamber of Commerce

Jennifer Riddell | Coordinator,
Mendocino College Sustainable
Technology Program

Bruce Wilson | Executive Director,
Workforce Alliance of the
North Bay

Chris Snyder, | District
Representative, Operating
Engineers Local Union No.3

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Sonoma Ecology Center

Craig Anderson | Executive
Director, LandPaths

Daisy Pistey-Lyhne | Executive
Director, Sonoma County
Conservation Action

Frances Knapczyk | Conservation
Program Manager, Napa County
Resource Conservation District

Valerie Minton Quinto | Executive
Director, Sonoma County Resource
Conservation District

Megan McCluer | Executive
Director, Mendocino County
Resource Conservation District

Kerry Fugett | Leadership
Institute and Resilient Hubs,
DailyActs

Bill Keene | General Manager,
Sonoma County Ag & Open
Space District

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Sonoma County Community
Development Commission

David Guhin | Director of Planning
& Economic Development,
City of Santa Rosa

Tennis Wick | Director, County
of Sonoma, Permit Sonoma

Brent Schroeder | UrbanWorks,
Innovation

Jennielynn Holmes | Director
of Shelter & Housing at Catholic
Charities of SR, ROC/Housing
Coordinator

Brandon Jørgensen | Designer,
Architect Representative

Herman G. Hernandez | Board
President, Sonoma County Board
of Education

Caroline Shaw | Executive Vice
President, Jackson Family Wines

Lisa Badenfort | Government
Affairs Director, North Bay
Association of REALTORS®
(NorBAR)

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NON-PROFIT COMMITTEE**
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Philanthropic Services, Napa Valley
Community Foundation

Steve Barton | Director of
Regional Vibrancy & Sustainability,
Northern California Grant Makers

Megan Barber Allende |
President & CEO, Mendocino
County Community Foundation

Elizabeth Brown | President &
CEO, Sonoma County Community
Foundation

Patty Bruder | Executive Director,
North Coast Opportunities

Christy Pichel | Independent
Consultant

Jennifer O'Donnell | Vice
President Community Benefit,
United Way Wine Country

REGIONAL ADVISORY COMMITTEE
Minh Tran | CEO, Napa County

Sean P. McGlynn | City Manager,
City of Santa Rosa

Sheryl Bratton | CAO,
Sonoma County

Carmel J. Angelo | CEO,
Mendocino County

Carol Huchingson | CAO,
Lake County

Matthew Hymel | CAO,
Marin County

ADVOCACY

1,000' VIEW



We understand the complexity of rebuilding after an unprecedented disaster and are committed to being a resource to our elected officials and staff. Ultimately, it will be the collaborative efforts of the public, private, and non-profit sectors that determines our success over the coming years. Our role is to ensure access to lawmakers and agency directors at the highest level while garnering the support of private sector leaders. We work tirelessly to ensure our region receives the necessary government funding to recover and rebuild.



Federal Advocacy | Our first delegation to Washington, D.C. in January of 2018 was pivotal in securing 90% reimbursement from FEMA for debris removal costs that totaled \$1.3 billion. This saved our region millions of dollars and alleviated the threat bankruptcy for our cities and counties.

In September of 2018, we again traveled to Washington, D.C. with representatives from the City of Santa Rosa, County of Sonoma, and County of Napa. The goal of the trip was to ensure the challenges of rebuilding our region are foremost on the minds of elected and agency decision makers.

“It is my sincere hope that every community that has or will suffer a disaster has a group of dedicated individuals like Rebuild NorthBay Foundation to lift them up. It is my honor to work with them.”

— BELIA RAMOS, Napa County Supervisor



California State Advocacy | RNBF worked with the California State Office of Emergency Services Director, Mark Ghilarducci, California State Housing and Community Development Director, Ben Metcalf, the Governor's office and several of our legislators to bring thoughtful policies and resources to are area.

Regional Advocacy | RNBF's Honorary Committee is a platform for counties and cities to share successes and challenges in the post-disaster environment. The committee is Co-Chaired by Representative Mike Thompson and Governor Gavin Newsom. The committee includes elected officials from Lake, Mendocino, Napa and Sonoma Counties, as well as cities within the region.



“As our community continues to recover from last year's terrible fires, Rebuild NorthBay has been a critical partner in that effort. It is my honor to join with them as we work together to tackle this process from all angles and continue bringing every resource to bear for those impacted by the fires.”

— CONGRESSMAN MIKE THOMPSON, Co-Chair RNBF Honorary Board

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.



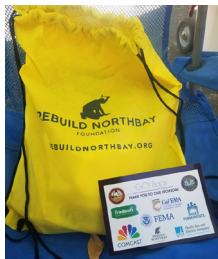
Hopper Ave Wall/Coffey Park Wall Projects | This \$650K project saved the homeowners approximately \$25K per parcel, thanks to our partners. Many homeowners are about 50% underinsured; projects like these provide visual deliverables of hope, progress and community support. RNBF worked with a single funder 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.

Pawnee Fire Donation | RNBF's board of directors held an emergency meeting on June 25th, 2018 in response to growing Pawnee wildfire in Lake County. The RNBF board approved an immediate donation of \$25,000 to Lake County to offset the cost of fighting the Pawnee fire.



"RNBF has stepped up on short notice with support for people in need during an active fire. This is very much appreciated from a County trying to serve its citizens after a budget short fall caused by six previous emergencies in three years."

— JIM STEELE, Lake County Supervisor, District 3; Board Chair



Go! Bags | RNBF served as the as the hub for compiling, coordinating and distributing 5,000 Go! Bags across all four counties. We raised \$75k, procured all donated items, and engaged Rotary of Sonoma Valley to help warehouse and distribute Go! Bags to all counties and the City of Santa Rosa the week before the fire anniversary during first week of October 2018 and throughout the month.

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, KRON4 Salute to First Responders, and Berry Brook Estates.



Rise Up Project | Larkfield Estates and Mark West Estates approached 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.



DELL Chromebook Donation | 100 Chromebooks donated by DELL were given to community organizations in Lake, Mendocino, Sonoma, and Napa Counties: North Coast Opportunities, Mendocino College Sustainable Technology Program, Up Valley Family Center, On the Move, Mark West Community Preschool, Sonoma County Indian Health, Montgomery High School, and BEW Redwood Empire Electrical Training Center.

Paying it Forward

RNBF is working with communities across the state who have experienced wildfire disasters, such as Malibu and Paradise. Together, we can recover faster, prepare better, and support our collective resiliency.

Kelly-Moore Paints Thanksgiving Gift Cards

Kelly-Moore Paints gave RNBF \$5,000 to purchase and distribute gift cards to small business owners and residents of Paradise, CA during the week of Thanksgiving.

Henry Schein Cares

RNBF distributed 1,000 N95 masks donated by Henry Schein Cares to Camp Fire victims in Paradise, CA.



"RNBF has been a crucial partner in the efforts of Coffey Strong. Not just in the tangible undertakings like rebuilding the damaged Hopper Walls but with the advocacy in trying to assure that those impacted by fires are taken care of and preventing anyone from being in this position again."

— JEFF OKREPKIE, Founder, Coffey Strong



2018 COMMUNITY IMPACT PROJECTS

THANK YOU FOR YOUR SUPPORT

We are proud to recognize the many generous donations to Rebuild NorthBay Foundation. Thank you for your support of our mission to rebuild our region better, safer, greener, and faster. #TogetherWeCan

UNDER \$499

Darin Abbadessa
Keith Abeles
Richard Alderman
Lawrence Amaturro
Monica Baxter
Elizabeth Benishin
William Blom
BNI Bay Area
Zant Burdine
Kelly Cabal
Thomas Caputo
Lauren Chapman
Patricia Coddington
Heidi Dalva-Monjure
Nancy DeMerritt
Caryl Englehorn
Brian Erwin
Randy Federgreen
Charlotte Ferretti
Golden Gate Arabian
Horse Association
Jeff Gosche
Robin Hartmann
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High Flying Foods Inc
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Joshua Law
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John Leydecker
Mark Lipman

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Margaret David MacPhail
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Peter Mitham
Susan Noland
Brian North
Molly O'Brien
Lauren O'Connell
Oliver's Market
Jennifer Paisley
Brooke Passano
Play For Your Cause Sports
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Tenisha Proctor
Hana Raftery
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John Riggs
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Jessica Robbins
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A. Horton Shapiro
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Austin Smith
Elsie Sterett
Stephanie Storms

Nicole Tapiz
Peter Thompson
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Karen Weber
James Wiesler
Phyllis Wilson
Daphne Wong
Patrick Woods
Susan Yung
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\$500-\$999
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Investments INC.
California Manufacturers
Research and Educational
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Steve Cuddy
Daughters of
Penelope Daphne #29
Marcia Ellis
Girl Scouts of Northern
California (Brownie Troop
11048)
Kristine Givas
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Main Stage West
Aaron McLearn
James C. Nelson
Novato Tennis Club
Schwab Charitable
David Turner

\$1,000-\$4,999

Peter Brooks
Matt Brown
California Building Industry
Association
California Business Properties
Association
California Business
Roundtable
Michael Concannon
D. Warner North
Bradford Dickason
Dominican University
Women's Soccer Team
Carmia Feldman
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Richard Goldcamp
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Stuart Lehr
Ezra Malmuth
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National Association of
Printing Ink Manufacturers
Aidan Nguyen
Patrick O'Brien
Petaluma Poultry
Placzek Family Foundation
Edward Poole
Technology High School
Ian Tran
Trentadue Winery
Wood Family Vineyards

\$5,000-\$10,000

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Angus Scott
UbiSoft Inc

\$10,000 OR MORE

Bessemer Trust
Destination Races
Ford Dealers Advertising
Assoc. Inc.
Henry and Marilyn Hansel
Preston B. Hotchkis
Institutional Service Group
PG&E
State Farm Insurance
Company
The C and A Johnson Family
Foundation
Wieggers Family Foundation



595 5th Street W
Sonoma, CA 95476

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

Rebuild NorthBay Foundation is committed to the long-term rebuilding of our region as a more sustainable and resilient community through Advocacy, Coordination and Economic Development.

As we enter our second 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. We depend upon users to offer feedback, suggestions for content, and event submissions.

Donations can be sent directly to the Rebuild NorthBay Foundation with the enclosed envelope and at our website: rebuildnorthbay.org.

