



## 2020 ANNUAL REPORT

### A MESSAGE FROM OUR BOARD CHAIR -NICOLE GARROUTTE-WELCEL-

2020 was an extraordinary year for Rebuild Paradise Foundation as we continued to make great strides in rebuilding our community. I am honored to see firsthand the dedication and passion the staff exudes in all they do. Over the past year, Rebuild Paradise Foundation has impacted over 100 households through our Missing Middle Grants, Septic Infrastructure Grants and Residential Floor Plan Library. Our staff have been incredibly adaptive to these uncharted waters. Read ahead to learn more about the innovative Insurance Availability presentations and Mapping and Drone programs. Be sure to visit our website and social media pages to watch our "Returning to Paradise" video series. On behalf of the Board of Directors, thank you to our funders, donors, partners and grantees. We look forward to seeing our community rise.



### A MESSAGE FROM OUR EXECUTIVE DIRECTOR -CHARLES BROOKS-

On behalf of myself and the staff of the Rebuild Paradise Foundation, I would like to say thank you! Thank you for being with us on this amazing journey of resource creation and delivery, community connections and recovery navigation. Thank you for your partnership, support, mentoring, well wishes, challenges and friendship over the past year. Many of you have been there since Rebuild Paradise was merely an idea. I am very proud of our team and what we have accomplished as an organization, and as a community, in 2020. I am genuinely excited for what 2021 will bring to our region as we ramp up our grants programs and house designs in the Floor Plan Library. Enclosed is a brief look at 2020 and a summary of the services we deliver, some financial highlights and information on our donors, board and staff.



# GRANTS PROGRAMS

The Rebuild Paradise Foundation recognized early on that fundraising for, and providing direct support toward pre-construction costs, was essential for individuals rebuilding. Not only is it important for financial support, but also for the mental and emotional support that comes from the knowledge that funding is available to make up underinsurance gaps. Through our Missing Middle Grants program, we have targeted a population with our grants program that made up over 40% of the Ridge households prior to the Camp Fire.

## The Missing Middle Grants

In 2020, our Missing Middle Grants provided \$263,634 to 75 households across the Camp Fire footprint, to tackle some of the biggest pre-construction hurdles and we are still going!!! Thanks to our tremendous partners (such as American Red Cross, Paradise Rotary Foundation, Tri-Counties Bank and many of you) the Missing Middle Grants supports our middle income to low-income rebuilders and continues to accept applications. The grant program offers grant awards up to \$5,000 in pre-construction reimbursement to qualifying rebuilders. These grants specifically target survey costs, access to water, and architecture/engineering fees. <https://www.rebuildparadise.org/grants/>



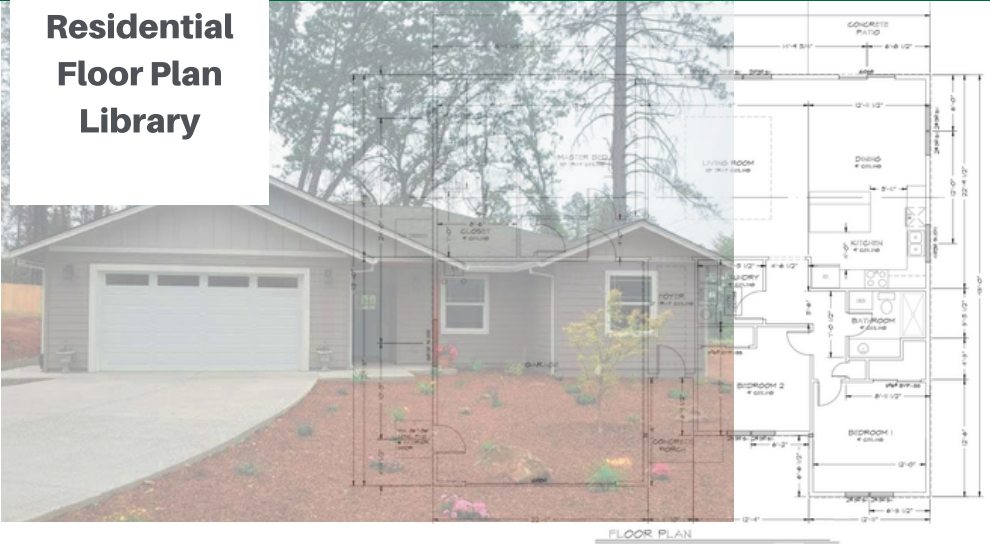
## Septic Infrastructure Grants

Thank you to our generous donors and major funding partners at the Butte Strong Fund, North Valley Community Foundation and American Red Cross, we have launched our Septic Infrastructure Grants program supporting critical hurdles to rebuild. The Rebuild Paradise Foundation team worked diligently over the past ten months to develop the framework and relationships to implement the program. This grant offers up to \$7,500 to qualifying applicants for expenses incurred for major septic system repair and replacement in their rebuild. It is estimated that 45% of septic systems in the Town of Paradise will need a complete replacement or a major component replacement. This program will directly support this immense challenge in over 300 rebuilds in the Camp Fire footprint. Since the inception in early November 2020, we have provided \$80,850 in direct grants to 18 households.

<https://www.rebuildparadise.org/septic-infrastructure-grant/>



## Residential Floor Plan Library



The Residential Floorplan Library is one of our resources that combines the philanthropy of Residential Design Professionals with other funds raised to provide rebuilders with access to low-cost and no-cost master plans. The savings alone for accessing master plans can be \$5,000-\$10,000 per household and, when coupled with our other grants programs, can take a huge bite out of pre-construction costs. The Residential Floor Plan Library's web-based platform has been in development since early 2020 and is growing monthly. The Residential Floor Plan Library has connected 48 rebuilders with master plans to help them save money on their rebuilds. Currently, the library contains 10 approved master plans that rebuilders in Paradise and Butte County can utilize and more are on the way! These plans help save costs and time in designing and permitting a new build. We would like to thank Roplast Industries, Fannie Mae, Paradise Rotary Foundation, American Red Cross, Paradise Design Group, Obata Noblin Architects, Rancho Engineering, Design SI, JADAstudio, Streamline Engineering, Jackson & Sands Engineering, the Town of Paradise and Butte County for their commitment to this incredible and valuable resource.



### Innovative Idea

Master plans help save money and time in design and permitting.



### Smart Partnerships

Leveraging the power of donors, the knowledge and philanthropy of Design Professionals, and the technology of the Library to deliver a new resource in disaster recovery.



**48 Households  
Connected**



View Plans and Information: [www.rebuildparadise.org/building-plans/](http://www.rebuildparadise.org/building-plans/)





## Homeowner Insurance Availability

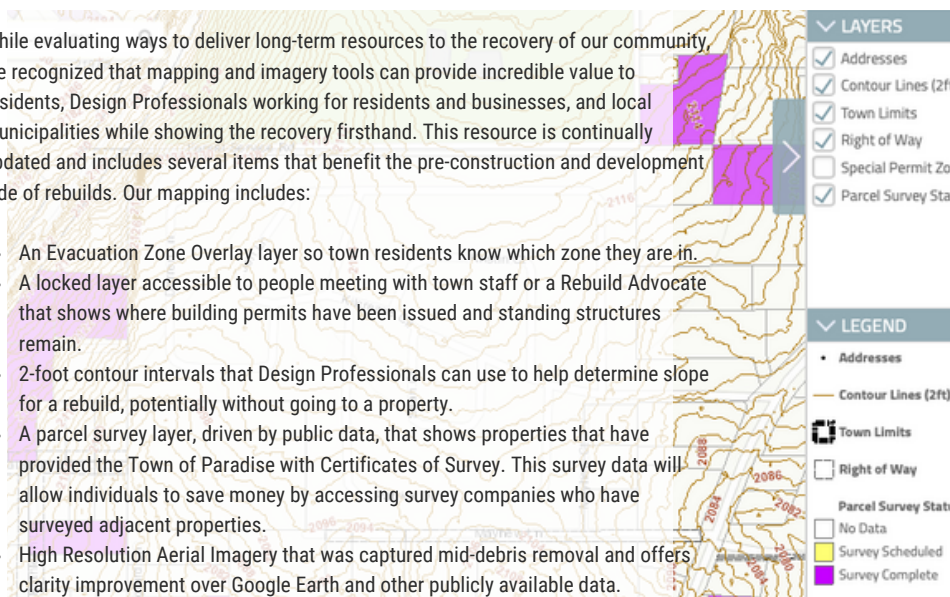


Insurance Availability information helps equip those in and out of the burn scar with insurance education and options. The Rebuild Paradise Foundation developed web-based and in-person presentations to help people navigate the ever-changing insurance marketplace in the fire-affected and fire prone areas in our region. We have delivered presentations both inside and out of the Camp Fire footprint. The Rebuild Paradise Foundation has joined with United Policyholders, and others from around the state, in a collaborative effort to influence the insurance industry in recognizing individual and community efforts towards home hardening and mitigation for lowering insurance rates and improving homeowner insurance availability. Our latest matrix's, updated in December, on insurance for site built and manufactured homes can be found at: <https://www.rebuildparadise.org/insurance/>.

## Mapping: Contours, Aerial Imagery & Survey Data

While evaluating ways to deliver long-term resources to the recovery of our community, we recognized that mapping and imagery tools can provide incredible value to residents, Design Professionals working for residents and businesses, and local municipalities while showing the recovery firsthand. This resource is continually updated and includes several items that benefit the pre-construction and development side of rebuilds. Our mapping includes:

- An Evacuation Zone Overlay layer so town residents know which zone they are in.
- A locked layer accessible to people meeting with town staff or a Rebuild Advocate that shows where building permits have been issued and standing structures remain.
- 2-foot contour intervals that Design Professionals can use to help determine slope for a rebuild, potentially without going to a property.
- A parcel survey layer, driven by public data, that shows properties that have provided the Town of Paradise with Certificates of Survey. This survey data will allow individuals to save money by accessing survey companies who have surveyed adjacent properties.
- High Resolution Aerial Imagery that was captured mid-debris removal and offers clarity improvement over Google Earth and other publicly available data.



To view the map layers: <https://www.rebuildparadise.org/mapping/>





## Drone Services

Through donated equipment, The Rebuild Paradise Foundation has developed a Drone Services Program to support lowering pre-construction cost, provide partner organizations working in wildfire mitigation with valuable mapping resources, and capturing imagery used in the storytelling of our community. For Residential Design Professionals that utilize this service, we can provide a \$250-\$750 savings per parcel through a 15-minute drone flight and subsequent mapping. Several partner organizations like the Butte Fire Safe Council and Paradise Recreation and Parks Department, who are actively engaged in wildfire hazard mitigation work, are utilizing our drone service to deliver mapping with details that allow for higher level of evaluation and significant reduction in field time for their teams. For example, a 2-hour drone flight, can save over a week of field time for a forester and provide a baseline map far more detailed than conventionally available. To date, our drone service program has provided over 110 flights supporting the recovery of our community. We would like to thank DJI, Gen Pac Drones, Smartnet USA and Drone Deploy for their generosity in supporting this project. Design Professionals can learn more at: <https://www.rebuildparadise.org/drones/>

## Community Storytelling

The Rebuild Paradise Foundation made a commitment early in our founding to help tell the ongoing story of our community. By leveraging social media as well as video platforms, we are delivering weekly stories and images of the triumphs, resilience and determined spirit of the people returning after the Camp Fire. The various productions have been widely complimented as an engaging and encouraging way to connect with people still considering a return and championing those that have returned. We have also utilized our storytelling resources to support the incredible work of other organizations working in disaster recovery. To see more, please visit our YouTube channel and Facebook and Instagram pages.



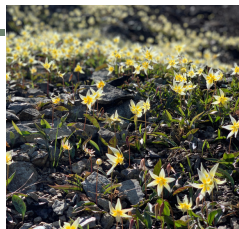
## Bear Fire Fundraiser

When the Bear/North Complex Fire struck our neighboring community of Berry Creek, we knew we had to act. We activated our network, reached out to our donors, and started a campaign. Within weeks, we collectively raised \$27,690. All funds raised went directly to purchasing and distributing gift cards for evacuees and survivors. The gift cards helped with food, fuel and general needs. The gift cards were distributed to and through agencies, working directly with fire-affected households. They included Northern Valley Catholic Social Services, Boys and Girls Club of the North Valley, Hope Center of Oroville and Butte Hope. We are grateful to each and every one of you who contributed to that effort. Special thanks to Golden Valley Bank, Federal Home Loan Bank-SF and Paradise Rotary Foundation for your generous donations!



## Paying it Forward

Our collective ethos is to give back and that takes many forms. One of our key principals is to take what we have learned and developed and share that with other disaster-affected communities. Since our inception, we have collaborated with other communities across California to discuss and share best practices. In 2020, we have participated in community meetings, panels, conferences and individual phone calls with organizations and individuals across the United States. Sharing a helping hand or an understanding voice with people that have recently suffered the trauma of a disaster is at the core of who we are. This has been cathartic and rewarding. We are honored to continue this effort into the new year and beyond.



## 2020 Financial Highlights



2020 was a banner year during which we developed and launched several innovative programs and resources. We solidified commitments with funders and raised funds to directly support grants to people rebuilding. The majority of our programs and overhead are covered by a capacity funding grant and program revenue. 2021 will allow us to deliver even higher levels of direct grant support thanks to our major funders American Red Cross, Butte Strong Fund and Paradise Rotary Foundation.



### Resources Delivered

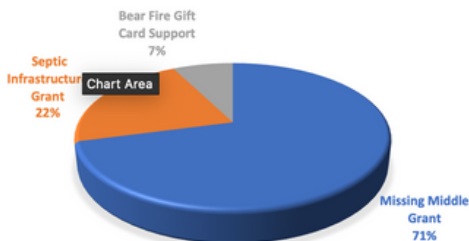
- \$344,484 in direct grants
- \$27,690 in direct assistance for Bear Fire
- 110 Drone Flights \$60k+
- 48 direct master plan connections \$250k+



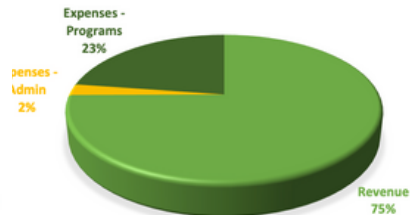
### Secure Future

- \$200K+ ready for Missing Middle Grants
- \$900K secured for Septic Infrastructure Grants
- Majority of Programs and Overhead covered by separate capacity funding grant

GRANTS GIVEN



REVENUE & EXPENSES







**The Rebuild Paradise Foundation could not accomplish our mission without the generous support of our donors, partners and sponsors.**

Butte Strong Fund | Paradise Rotary Foundation | Roplast Industries, Inc. | Thrive Market | Positive I Dance Studio  
 American Red Cross | Stonefield Development | Numi Tea | Arbonne Region of Jordan Cox  
 Design Si | CBPA | Arbonne Region of Kristi Hilmer | Fannie Mae | Michael Jobes  
 Arbonne Nation of Mo Boeger | DK WebDesign | Rising Springs/Hect Family | Curtis Deberg  
 Sacramento Region Community Foundation | North Valley Community Foundation | Paradise Design Group | Naked Tomato  
 Allevity HR & Payroll | NorthStar Engineering | Rebuild Northbay Foundation | JADastudio  
 Rancho Engineering | Sambazon International | Heritage Insurance Agency | Obata Noblin Architects  
 California Community Foundation | Clarity on the Page | Woods Group Solutions | Figure Architects  
 Farmers Office of Brad Jacobson | Nevin & Witt Insurance and Financial Services | Vicki Brown Taylor  
 Fannie Mae | Tri-Counties Bank | Lynn Bomberger | Barry & Wynn Architects | DroneDeploy  
 General Pacific Corporation | DJI Drones | SmartNet USA | Esplanade Office Furniture | Streamline Engineering



American Red Cross



Fannie Mae



tri counties bank  
 Service With Solutions®



GEOGRAPHICAL  
 INFORMATION CENTER  
 California State University Chico



# BOARD OF DIRECTORS & STAFF

## OUR MISSION

TO SUPPORT THE LONG-TERM REBUILD EFFORTS OF BUTTE COUNTY'S DISASTER AFFECTED RESIDENTS, BUSINESSES AND WORKFORCE.



### NICOLE GARROUTTE, CHAIR OWNER, MARKETING EXPRESSIONS

With 20 years of experience in marketing, communications, events and non-profit management, Nicole Garrouette runs a boutique marketing firm working with non-profits and small businesses to develop, build and execute on communications and marketing strategies. Nicole spent 15 years working with Larkin Street Youth Services, a homeless youth service provider, as Director of Marketing and Communications and worked with Kidspace Children's Museum, Blanc & Otus PR firm and various small business owners. When asked to help found Rebuild Paradise there was no question for Nicole this was the best way to help the community heal and move forward.



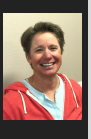
### CASEY TAYLOR, VICE CHAIR EXECUTIVE DIRECTOR, ACHIEVE CHARTER SCHOOL

Casey Taylor is the founder and Executive Director of Achieve Charter Schools of Paradise. She is a member of the Paradise Rotary Club, the Paradise Citizens' Alliance, the Ridge Chamber, sits on the California Charter Schools Association Member Council, and is the Chair of the Butte County Charter Leaders Network. Born and raised in Paradise, her life mission has been to ensure Paradise children have high quality education options. Casey has been an educator in Paradise since 1996 and helped open Achieve's first charter school in 2005. As a Rebuild Paradise board member she is committed to rebuilding Paradise with education as an anchor for a successful community.



### STACIE L. POWER, SECRETARY ESQ. REAL ESTATE ATTORNEY

People from the north state region of California, from the Central Valley to the Northern border, look to Power Law, P.C., in Chico, CA, for experienced legal services offered by Attorney Stacie L. Power. Stacie is a friendly, dedicated lawyer who is skilled in the law practice areas of Business Law, Real Estate, Bankruptcy, Family Law, Criminal Law and Civil Litigation. These legal services are needed by consumers and business owners alike, especially people who want top quality legal representation from a caring attorney who knows how to work closely with clients to achieve best results. Stacie joined Rebuild Paradise to lend her legal expertise and to help rebuild as her family lost closely homes and she lost many of her own properties in the Camp Fire.



### LORETTA WEBER, TREASURER LAND DEVELOPER, COMMUNITY HOUSING IMPROVEMENT PROGRAM (CHIP)

Loretta Weber has been a part of Butte County for most of her life. She was raised on a farm, went to Orland High School and then to Chico State where she graduated with a B.A. in Liberal Studies. She has been a member of the Chico Lions Club and now is the co-chair of the Construction Management Task Force Committee of the Camp Fire Long Term Recovery Group. Loretta's professional career has been centered around construction and the utility industry. Loretta has many years of experience being part of recovery efforts after a disaster. Loretta was deployed as part of a mutual aid group to Hurricane Sandy to lead an assessment team. Loretta has played an integral role in the ICS (Incident Command System) structure as Planning and Intelligence Chief during all types of disasters. With her roots in Butte County, Loretta knew she wanted to give back and Rebuild Paradise Foundation suits that mission.



### TRAVIS BARKER, BOARD MEMBER FINANCIAL ADVISOR

Travis Barker is a Financial Advisor in Paradise, with Edward Jones. He's a member of the Paradise Rotary Club, and the Paradise Ridge Chamber of Commerce. Travis has over 18 years of Banking experience where he's helped the Paradise community with their financial needs. Travis was born and raised in Paradise and is a 3rd generation Paradise resident. Travis and his family had lived in Paradise for 39 years before the Camp Fire. Travis is excited to be part of the Rebuild Paradise Foundation as it helps our community return home.



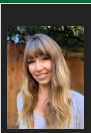
### CHUCK ROUGH, BOARD MEMBER RETIRED PARADISE TOWN MANAGER & MEMBER, NORTH VALLEY COMMUNITY FOUNDATION/BUTTE STRONG FUND COMMITTEE

Chuck Rough was the longest serving Town Manager in the Town of Paradise's history, having served 16 1/2 years. Since his retirement, he founded the Paradise Citizen's Alliance (PCA) in 2013, an independent, non-partisan group of citizens dedicated to improving the quality of life in the Paradise community, and also, was actively involved in improved K-12 student learning and educational reform, and global and local high school- level entrepreneurship programs. Chuck and his wife Patty lost their home in the Camp Fire. Through his continued involvement with the PCA, as Chair of Adventist Health's Feather River Health Foundation, as a founding member of Rebuild Paradise, a member of the Butte Strong Fund, and a member of the Hope Plaza Steering Committee, Chuck has been highly involved with various post-Camp Fire recovery efforts.



### CHARLES BROOKS, EXECUTIVE DIRECTOR CHARLES@REBUILDPARADISE.ORG

Charles Brooks is a graduate of CSU Chico with a degree in Business Administration. Charles and his wife Jennifer have been Paradise Residents since 2004 and Butte County since 1998. Charles has always had a heart for service. He is an Eagle Scout and been involved in several volunteer civic organizations including: Boy Scouts of America Students in Free Enterprise, Butte County Search & Rescue, Paradise Citizens' Alliance and coached his boys' soccer teams for many years. Founding Rebuild Paradise was a very choice and necessary step to assist the Butte County community recover in a meaningful way over the many years to come.



### HOLLY FISHER, PROJECT COORDINATOR HOLLY@REBUILDPARADISE.ORG

Holly comes to the Rebuild Paradise Foundation as a nurse who served the Paradise Ridge for 12 years. Holly and her husband Josh are currently repairing their family home that was damaged by the Camp Fire. Holly's project management skills, long time connections and deep commitment to the community make her a fantastic part of the foundation. Holly also serves as a Zone Captain for the Camp Fire Zone project Zone 10. Holly's interests outside of work include working in the yard, swimming, camping, DIY projects, participating in her kids' activities, discovering rare treasures at yard sales and tacos.



### STEPHEN KLESSSEL, CHIEF STORYTELLER & ADMINISTRATIVE ASSISTANT STORIES@REBUILDPARADISE.ORG

Stephen comes to the Rebuild Paradise Foundation from the California State University, Chico Media Arts Program. He is a Chico State videographer, with a love for all aspects of film. Stephen has volunteered with Rebuild Paradise to provide much-needed help on our interview series Returning to Paradise. Stephen has an infectious desire to help, great camera skills and is focused on always learning. Outside of work, he enjoys exploring new food, writing films and getting lost on hiking trails.