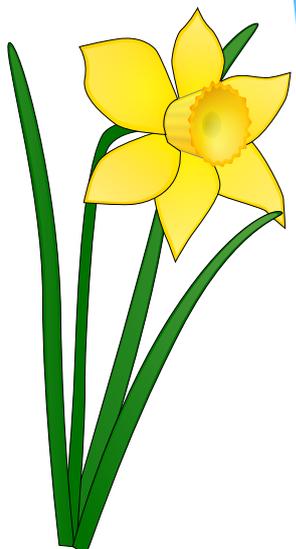


# REBUILD PARADISE FOUNDATION



## ANNUAL REPORT FOR 2021



A NONPROFIT ORGANIZATION 501(C)(3), EIN 834200562.

2021 was a great year of resource delivery, accomplishment, growth and change at the Rebuild Paradise Foundation. Thank you to everyone who has helped our organization and community, we certainly would not be where we are today without you! The commitment and support of our partners, donors, board and team is simply amazing. As we look to the future, I am so excited for the leadership and vision Jen Goodlin brings to the team and where the Foundation will go from here. I also look forward to continuing to serve Rebuild Paradise Foundation now as a board member.

2021 PROVED TO BE A YEAR OF GROWTH AND CHANGE. WE STARTED THE YEAR WITH OVER \$500,000 IN GRANTS GIVEN AND NEARLY 150 HOUSEHOLDS IMPACTED. WE ENDED THE YEAR PROVIDING GRANTS OVER \$1.2M AND 357 HOUSEHOLDS. THIS IS ALL DUE TO HOLLY'S MANAGEMENT OF OUR GRANT PROGRAM. OUR DRONE, MAPPING, AND STORIES PROGRAMS CONTINUED TO FLOURISH UNDER STEPHEN'S DIRECTION. AT THE END OF 2021, CHARLES BROOKS FINISHED HIS ROLE AS EXECUTIVE DIRECTOR. CHARLES CREATED THE FOUNDATION AND BUILT IT UP TO BE THE SUCCESS IT IS TODAY. WE ARE SO GRATEFUL FOR HIS DEDICATION, INNOVATION AND LEADERSHIP. WE WISH HIM WELL ON HIS NEXT ADVENTURE. HE WILL CONTINUE HIS WORK WITH REBUILD PARADISE FOUNDATION AS A BOARD MEMBER. WE ARE SO GRATEFUL THAT JEN GOODLIN JOINED THE TEAM AS OUR EXECUTIVE DIRECTOR. JEN'S PASSION FOR REIMAGING THE RIDGE AND HER VISION FOR A BRIGHT FUTURE FOR OUR COMMUNITY WILL TAKE REBUILD PARADISE TO THE NEXT LEVEL. WE LOOK FORWARD WORKING WITH ALL OF YOU, OUR FUNDERS, PARTNERS, COMMUNITY MEMBERS. – NICOLE

What an honor to be chose for this position and what an incredible path Charles has made! My family moved to Paradise in April 2020, after the Camp fire. My heart was truly for my hometown, I graduated PHS class of 2000, and it took the devastation of a fire to help me realize that. During our own rebuild hurdles I have been better able to understand the difficulties so many are dealing with and try to find ways to help. I have a deep passion to be a part of the restoration of the ridge, change the narrative of this place, and bring people home.



## A MESSAGE FROM FOUNDER -CHARLES BROOKS



## A MESSAGE FROM BOARD CHAIR -NICOLE GAROUTTE-



## A MESSAGE FROM NEW EXECUTIVE DIRECTOR -JEN GOODLIN-



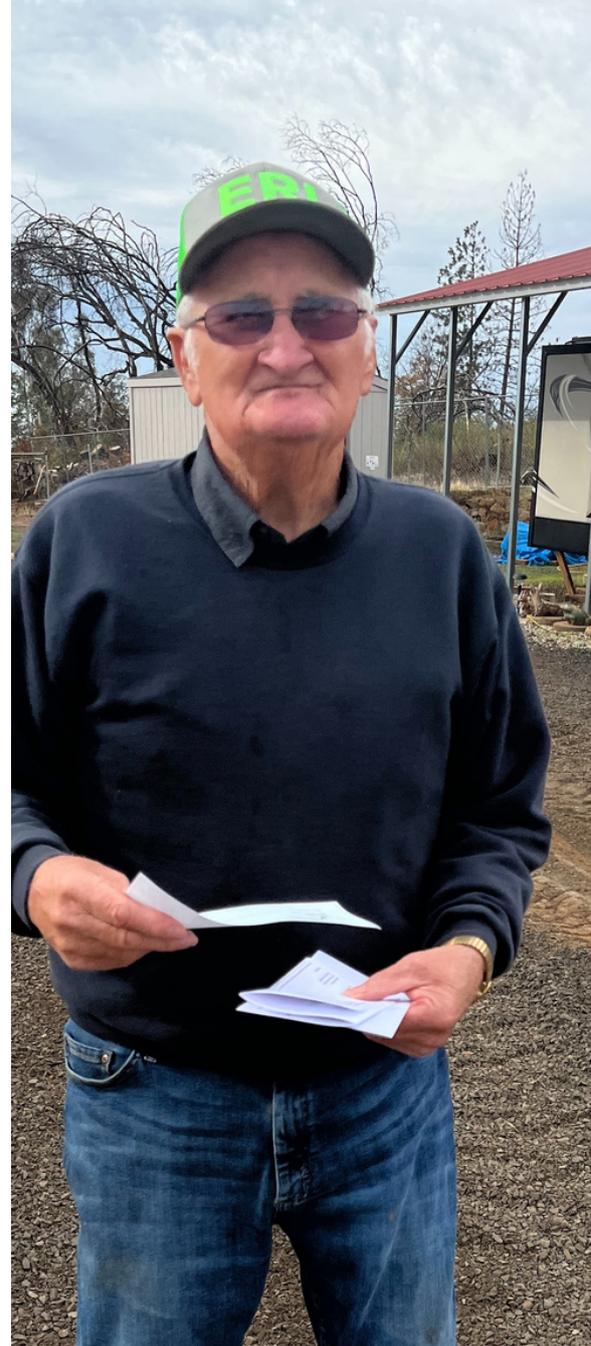
# GRANTS PROGRAMS

We recognize the financial burden of rebuilding on the ridge so we created our grants programs to help bridge the financial gap for those working to rebuild. These grants programs have become instrumental to the rebuilding of our community.

## Missing Middle Grants

---

We have provided over \$811,267 to 236 households rebuilding, and we keep going!!! Thanks again to our tremendous partners; American Red Cross, Paradise Rotary Foundation, North Valley Community Foundation, Butte Strong and many of you, the Missing Middle Grants is continuing to accept applications. The grant program offers grant awards for up to \$5,000 in pre-construction reimbursement to qualifying rebuilders. These grants specifically target survey costs, access to water, and Architecture/Engineering fees. These three items have been identified as significant hurdles in the choice to rebuild and recover



## Septic Infrastructure Grants

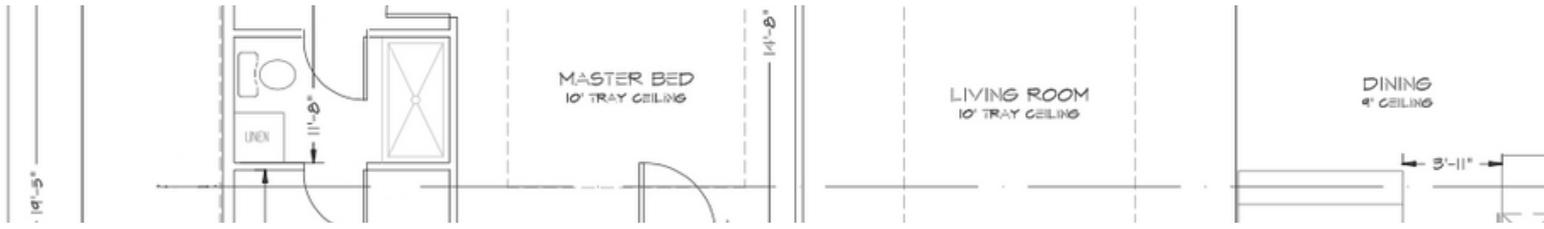
---



We are also continuing our Septic grant program, which supports another critical hurdle to rebuild as over 45% of septic tanks need to be replaced or have costly repairs. To date we have provided over \$414, 870 to 121 households both lower and middle class. We continuing to accept applications and hope to help 400 households in the Camp Fire footprint.

For more information visit [www.rebuildparadise.org](http://www.rebuildparadise.org)

# RESIDENTIAL FLOOR PLAN LIBRARY



This 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. IT has connected 110 rebuilders with master plans with at least 68 That have permits. the library contains 11 approved master plans that rebuilders in Paradise and Butte County can utilize and more are on the way! These plans don't just save money, but a great deal of time. We would like to thank, Fannie Mae, Paradise Rotary Foundation, American Red Cross, Obata Noblin Architects, Rancho Engineering, Design SI, JADA studio, Streamline Engineering, Jackson & Sands Engineering, the Town of Paradise and Butte County for their commitment to this incredible and valuable resource.



**110 CONNECTIONS  
68 + PERMITTED**



# HOMEOWNER INSURANCE AVAILABILITY

Insurance is vital to our community and 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. 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 on insurance for site built and manufactured homes can be found at: <https://www.rebuildparadise.org/insurance/>.

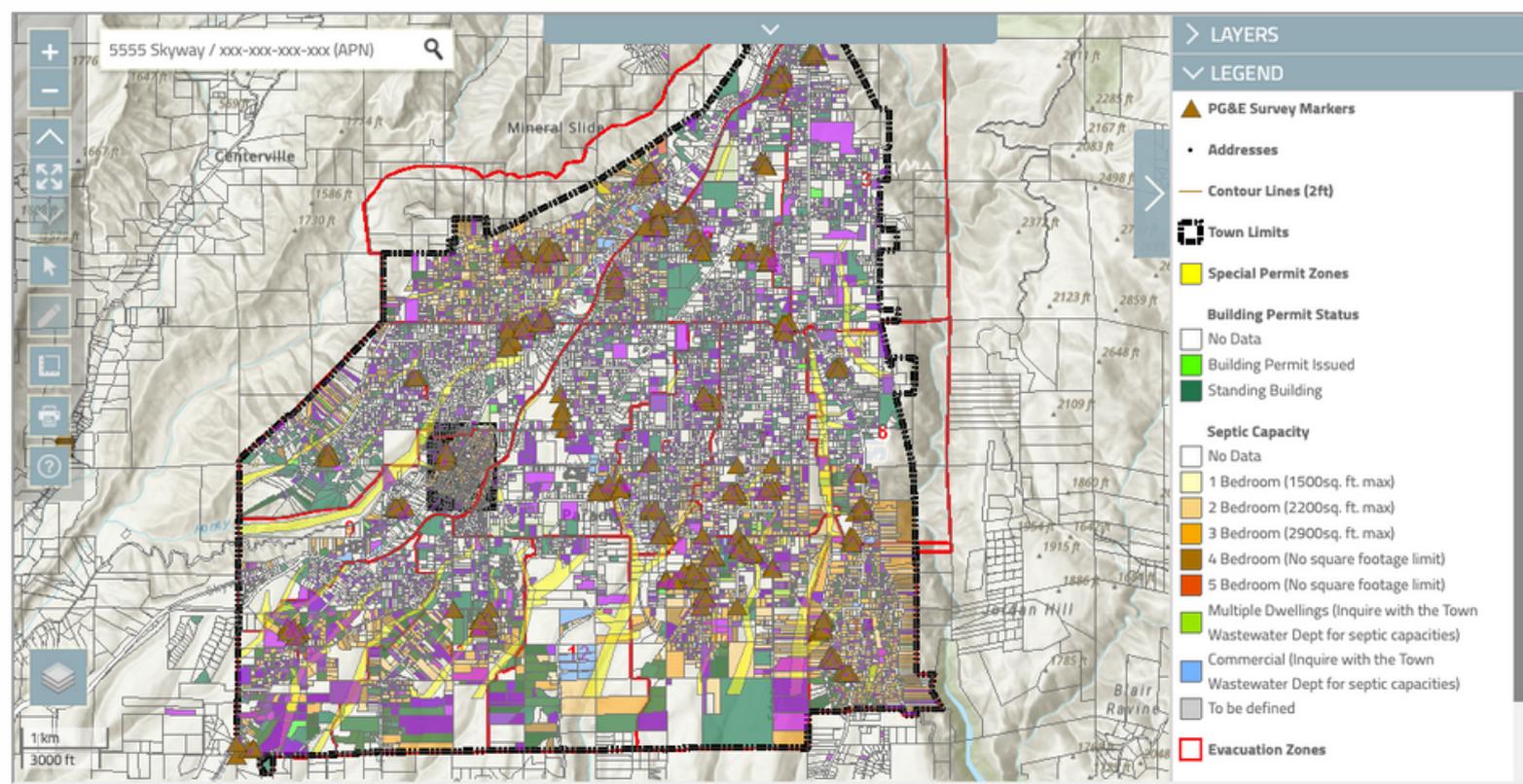


## DRONE SERVICES

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 were also able co-host our regions first drone camp! 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/>



For more information on drone services visit our [website](#)



# MAPPING: SURVEY DATA, CONTOURS, AND AERIAL IMAGERY

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.
- Coming Soon: A septic Layer, showing the septic Capacity for lots. This will save the town, residents, and prospective buyers Time

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

# HIGHLIGHTS



## COMMUNITY STORYTELLING

The Rebuild Paradise Foundation made a commitment early in our founding to help tell the ongoing story of our community. Stories Change lives, they inspire, and encourage others.

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.

## HOME BUILDERS RESOURCE CONNECTION

We have continued our partnership with 4 other organizations and our “Home Builders Resource Connection”. This is both a virtual platform and one-time in person event to connect rebuilders, with contractors and service providers and help address the needs of our community in one place. We plan to continue to host of the Virtual “Home Builders Resource Connection” on our website as we see fit.

## PAYING IT FORWARD

We have been given so much and want to make sure to share and give in return. 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 2021, 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 2022 and beyond

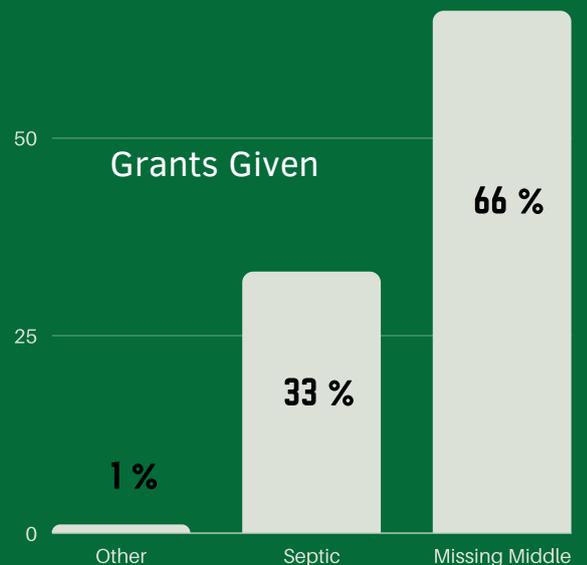
# 2021 FINANCIAL HIGHLIGHTS



2021 was an incredible year as we continue and expand both our grants programs and residential floor plan library. 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. 2022 will give us opportunity to explore new avenues of help to both business and residents

## FINANCIAL RESOURCES DELIVERED

- \$1,233,137 in Grants to the community!
- \$350,00-500,000 in Master Floor Plan Savings
- \$7,000 to support areas in our community: Ice Rink, Love Paradise, Welcome to Paradise Sign, & the Dixie Fire
- \$120,000 worth of Drone Flights





**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 | Chico Executives Group

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

Allevery HR & Payroll | NorthStar Engineering | Rebuild Northbay Foundation | JADastudio | Guild Mortgage

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 | Morgan Stanley Wealth Mgmt

General Pacific Corporation | DJI Drones | SmartNet USA | Esplanade Office Furniture | Streamline Engineering

Luara & Larry Knifong | FastCabinet Doors, INC | Scott and Carolyn Steele | Digital Path



# ABOUT US



## **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.



## **CHARLES BROOKS, SECRETARY** 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 an easy choice and necessary step to assist the Butte County community recover in a meaningful way over the many years to come.



## **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.



## **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.



## **JEN GOODLIN, EXECUTIVE DIRECTOR** JEN@REBUILDPARADISE.ORG

Jen grew up in Paradise, graduating class of 2000. She studied at Creighton University in Omaha, NE for Dental Hygiene. Jen and her family moved back here after the fire to help rebuild. She worked for the shed project, helped with the Phoenix 5k and has volunteer with Love Paradise and the Paradise Alliance Church. She has a big heart for this community, the long term recovery and the people in it



## **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 KESSEL, 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.

## The Best is Yet to Come

A Nonprofit Organization 501(c)(3), EIN 834200562.