



Rebuild Paradise Foundation



Annual Report 2024

www.rebuildparadise.org

501(c)(3) Nonprofit Organization EIN 834200562

Letter From the Director



Dear Friends and Supporters,

What a year 2024 was! We celebrated the resilience of our community and the progress made through the Rebuild Paradise Foundation. This year marked the successful completion of our Septic and Missing Middle Grant programs, which provided crucial assistance to rebuilding families.

We also introduced the Defensible Space Gravel Grant program, promoting fire-resistant landscaping for greater safety. Additionally, we completed the Handprint Mural, a heartfelt tribute to our community's unity and strength.

None of this would be possible without your support. Thank you for believing in our mission and helping us build a stronger, more resilient Paradise.

Letter From the Board Chair



Friends, Donors, Partners and Community; Thank you for joining us in another year of recovery for our community. Our amazing team at Rebuild Paradise Foundation has done an incredible job, once again, delivering resources and grants to the Camp Fire affected areas of Butte County. Our team has also completed a very significant project in the community honoring youth. If you have not had a chance, I would highly encourage you to stop by and view The Handprint Mural project first hand. It is a testament to our continued recovery and is simply stunning. We look forward to continuing to serve the ever evolving needs of our community in 2025.

Projects

2024



1 Hand Print Mural

2 Defensible Space Grant

3 Septic & Missing Middle Grants

4 Insurance on the Ridge

5 Master Floor Plan Library

6 Telling our Story

7 Other Projects

8 Contact Information



Handprint Mural "Our Future is Bright"

1 Purpose

To create a long lasting public art installation commemorating the 5-year anniversary of the Camp Fire, while also highlighting the growth of our community by showing the number of kids living on The Ridge, 5 year post fire.



2 Collecting Handprints

In November of 2023 we visited 15 different schools on The Ridge, collecting the handprints of over 2500 children. The handprints were stamped on ceramic tiles and then fired in a kiln at Butte College.



3 Completed November 8, 2024

3 large cinderblock walls were constructed on the memorial bike trail at Paradise Community Park, to display 2583 handprints of school aged children in Paradise, Magalia & Concow.



Introducing our Defensible Space “Gravel” Grant Program

Vision

The Defensible Space Gravel Grant is an initiative designed to enhance fire resilience and increase insurability for homeowners in the Camp Fire footprint, including Paradise, Magalia, and Concow. By providing homeowners with gravel to create a five-foot defensible space around their homes, we reduce the risk of wildfire damage while making properties more insurable.

DEFENSIBLE SPACE - GRAVEL GRANT

Concow Paradise Hill Sutter Creek Canyon Magalia Paradise

Creating a noncombustible zone around homes to increase wildfire safety in our community

\$200-\$500 gravel voucher
for landscaping Zone 0 (the 5 feet closest to your home)

- Voucher amounts are \$200, \$300, or \$500. Amount depends on your need and will be determined by a review committee.
- We will partner you with a local aggregate company.
- Choose gravel you like and amount you need.
- Aggregate company will deliver* to your house for no extra fee.
- Spread the gravel in Zone 0 (see top photo on right).

*Delivery determined by aggregate co. It may not be possible for some addresses.

Do I qualify?

- I own and live in the house (or will live there after it is finished). It is located in the Camp Fire footprint. I do not intend to sell my home.
- My home does not already have landscaping around the entire perimeter in Zone 0, but I am working on creating a noncombustible zone and am gravel ready.
- I can provide proof of home ownership, a utility bill, and photos of each side of my home.

*All of the above are not your 100% responsibility.

Apply today!
Find detailed info & printable applications at www.rebuildparadise.org

CONTACT US
707 (530) 413-8014
www.rebuildparadise.org

Impact

- \$75,000 Raised
- 170 Homeowners received \$200-\$500 worth of gravel to spread in the critical Zone 0
- Recipients were some of the first to receive affordable homeowners insurance.



Celebrating our Septic & Missing Middle Grant Programs

This year marked the successful completion of our Septic and Missing Middle Grant programs, which provided crucial assistance to families rebuilding. As we saw the needs of our community evolving, we made the decision to conclude these programs, allowing us to focus on new initiatives that address emerging challenges.

Missing Middle

- This grant helped to reimburse costly pre-construction expenses: surveys, architect & engineering fees, water hook up, and building permit fees
- 4 years serving The Ridge community
- Provided over \$1.5 million dollars to 406 households
- Ended April 2025

Septic

- This grant helped to reimburse \$3500-\$7500 for septic related expenses
- 3 years serving The Ridge community
- Provided over \$1.1 million dollars to 274 households
- Ended August 2024



Insurance on The Ridge



California Insurance Commissioner, Ricardo Lara



Team from Mercury Insurance visiting Paradise



Victor Joseph, COO of Mercury Insurance

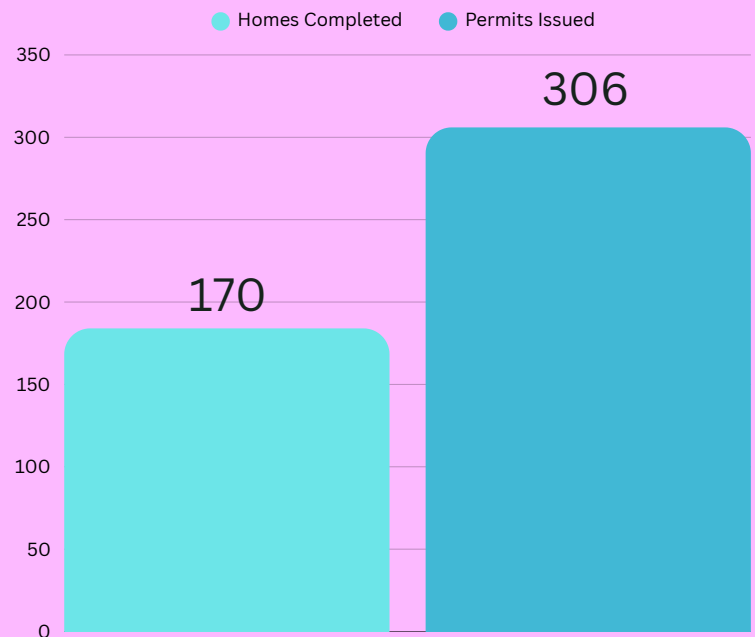
Rebuild Paradise Foundation continues to advocate for affordable homeowners insurance in Paradise where most residents remain on the California FAIR Plan, an expensive last-resort option. Despite the community's extensive wildfire mitigation efforts and new homes built to the highest WUI standards, Firewise community programs, strict town defensible space ordinances, and significantly reduced fuel loads —affordable insurance options have remained limited.

In October 2024, Executive Director Jen Goodlin invited a team from Mercury Insurance, including COO Victor Joseph, to tour the community. Seeing firsthand the community's commitment to fire safety—through home hardening, defensible space, and Rebuild Paradise's Gravel Grant program—the Mercury team recognized the reduced wildfire risk and began writing policies that day. As a result of this partnership, Mercury Insurance has committed to providing approximately 200 policies in Paradise, offering residents a more affordable and sustainable insurance option.

This milestone is saving homeowners thousands of dollars annually on their insurance premiums and reflects Rebuild Paradise's ongoing commitment to advocating for insurability, ensuring that the community's proactive safety measures are recognized and rewarded by insurance providers. We continue our efforts to engage with other insurers to hopefully bring more insurance options to our area.

Master Floor Plan Library

The Master Floor Plan Library is a program designed to support families and individuals rebuilding their homes after disasters like the Camp Fire. This program provides a collection of 9 pre-designed, permit-ready home plans to help streamline the rebuilding process.



Key Benefits & Impact:

- ✓ Significant Cost Savings – Reduces rebuilding costs by \$5,000 to \$10,000 per household by eliminating or reducing design and architectural fees
- ✓ Faster Design & Permitting – Speeds up the rebuilding timeline by approximately 6 months, helping homeowners move forward more quickly
- ✓ Reduced Mental Burden – Removes the stress of designing a home from scratch, making the rebuilding journey less overwhelming

Telling Our Story

We showcase the strength of our community through the stories of families who have overcome hardship through social media. We celebrate the natural beauty that surrounds us, from sunsets to mountains and canyons and showcase the rebuilt homes that reflect the uniqueness and spirit of the town.



Other Projects

HOME & GARDEN EXPO

Together, Rebuild Paradise & the Paradise Ridge Chamber of Commerce aimed to attract new residents and professionals by sharing Paradise's story of recovery, growth, and the unique opportunities available in the area at Sacramento's Home & Garden Expo.

MAKE A DIFFERENCE DAYS

Twice a year, Rebuild Paradise Foundation collaborates with local community organizations and schools to host events that promote volunteerism and community pride. These events focus on cleaning, beautifying, and revitalizing Paradise, bringing residents together to make a positive, hands-on impact on their community's recovery and growth.

TMOBILE FOOTBALL FIELD

Rebuild Paradise helped spearhead Friday Night Lights, an opportunity with T-Mobile to win a new football field for the high school. While the community did not win the grand prize, the effort secured over \$30,000 in grant funding for the school and earned a spot in the top 16 nationwide. The campaign boosted school spirit, united the community, and showcased the town's resiliency.

CAREER EXPO

Rebuild Paradise, in partnership with Paradise Rotary, hosts the Career Expo, an annual event for 5th-12th grade students to explore local job and vocational opportunities. Held in the Paradise High School gym, the expo features over 100 vendors representing diverse work sectors. This gives students a hands-on opportunity to learn about potential careers, engage with local businesses, and inspire future pathways.

NON-PROFIT OF THE YEAR

Rebuild Paradise Foundation was honored to be recognized as Non-Profit of the Year by the Paradise Ridge Chamber of Commerce. This award acknowledges the foundation's dedication to supporting community recovery, promoting resilience, and helping residents rebuild and thrive. It is an honor to be the recipient!



OUR TEAM

Staff



Jen Goodlin

Executive Director



Lindsey Churchill

Project Coordinator



Staci Galla

Administrative Assistant

Board of Directors



Charles Brooks

Board Chair



Casey Taylor

Board Secretary



Holly Fisher

Board Treasurer



Nicole Garroutte

Board Member



Kate Anderson

Board Member



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