

JESUSITA LONG TERM RECOVERY FUND

MEDIA ADVISORY

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The Jesusita Fire Long Term Recovery Fund launches with \$10,000 donation from Santa Barbara Bank & Trust

Santa Barbara, CA, May 18, 2009— In anticipation of the long term recovery needs of community members affected by the Jesusita Fire, United Way of Santa Barbara County, has established the Jesusita Fire Long Term Recovery Fund. One hundred percent of the funds raised will be used to help those affected by the fire. **Santa Barbara Bank & Trust is making the first major donation of \$10,000 to get the fund started. The purpose of the fund is to assist those affected by the fire with their long term recovery needs after the initial disaster response has passed.**

"Santa Barbara Bank & Trust has, once again, stepped up in a big way. Their \$10,000 leadership gift launches this special fire victims account and further demonstrates the bank's unparalleled community stewardship, especially in times of critical needs," said Paul Didier, CEO of United Way of Santa Barbara County. "We will rely on further donations from other community partners to get those affected back on the road to normalcy."

The Jesusita Fire Long Term Recovery Fund will again bring together the volunteer community partnership that is playing a pivotal role in raising and distributing over \$430,000 for the survivors of the Tea Fire. These partners include the following 21 volunteer public and private organizations: Marty Blum, Mayor, City of Santa Barbara; Salud Carbajal, Supervisor 1st District, County of Santa Barbara; Les Carroll, General Manager, KZSB AM 1290; G. Paul Didier, President & CEO, United Way of Santa Barbara County; Ron Gallo, President & CEO, Santa Barbara Foundation; Michael Granados, CEO Smith Media, KEYT3 Santa Barbara; George Leis, President & CEO, Santa Barbara Bank & Trust; Janet Stanley, CEO, American Red Cross, Santa Barbara County Chapter; Brian Clark, Catholic Charities; Joel Goforth, United Way of Santa Barbara County; Justin Haagen, ServiceMaster; Gracie Huerta, City OES/SBFD; Louise Kolbert, Director of Emergency Services, American Red Cross, Santa Barbara County Chapter; Ed Lamb, First Southern Baptist Church; Jay McAmis, County Office of Emergency Services; Tom Reed, Unity Shoppe; Jim Rivera, Santa Barbara Foundation; Geri Ventura, MERRAG/Montecito Fire Department; Brett Williams, Direct Relief International; Michael Williams, Wildland Residents. The Jesusita Fire Long Term Recovery Fund will follow the model of both the 1990/1991 Painted Cave Fire and the 2008 Tea Fire Response Fund in which a public-private partnership of agencies and officials provide screening at the social worker/case

manager level and an oversight committee of local leaders provides direction and assurance that all monies are used appropriately.

“Local agencies are stretched to respond to the immediate needs of this extreme disaster; however, if history has shown us anything there will be a long road ahead for many individuals and families to recover from this devastation,” continued Didier. “Previous experience has proved that planning for the long term recovery of the community needs to begin right away and this is a role United Way has been able to fill responsibly and effectively.”

Donation and volunteer opportunities information:

- Donations can be made to: Jesusita Fire Long Term Recovery Fund, c/o United Way of Santa Barbara County, 320 East Gutierrez St., Santa Barbara, CA 93101
- Donations will also be accepted at local Santa Barbara Bank & Trust branches.
- Online donation and mailing info at www.unitedwaysb.org or call 965-8591
- For potential volunteer opportunities related to fire response, go to www.volunteersbc.org.

In the days and months to come, longer-term recovery efforts will also be underway and in need of support. These services are best provided through coordinated efforts and it is critical that potential volunteers do not self-deploy. Please wait until there is a clear understanding of what volunteer resources will be needed and where.

United Way is here to work with community partners to identify and provide assistance for unmet needs of the affected families and we will be here for the long term to support the whole community’s recovery. Working together, we can rebuild our community.

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