

JESUSITA LONG TERM RECOVERY FUND

MEDIA ADVISORY

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Information/Donations: www.unitedwaysbc.org, 965-8591

United Way Establishes Jesusita Fire Long Term Recovery Fund to Support Post-Disaster Recovery of the Community

Santa Barbara, CA, May 8, 2009—In anticipation of the long term recovery needs of the community affected by the Jesusita Fire, United Way of Santa Barbara County has established the Jesusita Fire Long Term Recovery Fund. 100% of the funds raised will be used to help those affected by the fire. 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.

The Jesusita Fire Long Term Recovery Fund will be based on the same model as The 1990/1991 Painted Cave Fire Fund and the 2008 Santa Barbara Tea Fire Response Fund, which was established in the two days following the Tea Fire. Both the Santa Barbara and Tea Fire funds were able to raise enough money to have a significant impact in helping community members rebuild their lives.

“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,” said Paul Didier, President and CEO of United Way Santa Barbara County. “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.”

“The generosity of the Santa Barbara community toward our neighbors has always been overwhelming, and we believe it will be the same for this tragic disaster,” said Didier.

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
- 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.

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