

NorCal Wildfire Just Recovery

We envision a region where all families can thrive, not just survive. A Just Recovery means affordable housing, family sustaining jobs, civic engagement, and ensuring a fair and accurate count in the 2020 Census.



THE FIRE HIT AND WE TOOK ACTION

Days after the fire, the Latino Community Foundation (LCF) launched a fund to support three anchor Latino nonprofits closest to the crisis: La Luz Center, Upvalley Family Centers and North Bay Organizing Project, and to prioritize Latinos – the backbone of the region. The philanthropic response was unprecedented and LCF decided to create a long-term strategy for change, not charity. Together, we have co-designed a three phase approach to meet the immediate needs of families, strengthen Latino nonprofits and build lasting power.



71% Vineyard & agricultural workforce is Latino

36% Increase on Sonoma rental market

\$11 Farmworker average hourly rate



RELIEF PHASE I \$150,000

Meet the Immediate Needs of Families through emergency financial assistance, healthy food distribution, clothing, housing support, access to health and mental services, and assistance with applying for disaster resources. **Impact:** 4530 families were served.



RECOVERY PHASE II \$450,000

Strengthen Latino-led Nonprofits to ensure sustainability and a Just Recovery. **Impact:** Nonprofits were able to hire additional staff, support the UndocuFund staff and liberate leaders from the day-to-day crisis to focus on long-term transformation and innovative solutions like the Micro-Lending Program at La Luz Center.



RESILIENCE PHASE III \$713,000

Build Lasting Power to advocate for a just and equitable recovery and emerge stronger than ever before.



Mobilize the Latino Vote



Ensure an Accurate Census Count



Promote Policies to Address Housing Crisis



Together, with our three core partners, we selected seven new grassroots nonprofits to use healing, culture and arts to inspire civic engagement. Our work will continue into 2020. Join us.

Community Partners:

