

POLICY WATCH – November 2017

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The holiday season is a time for gratitude, reflection and celebrate. This year, the North Bay is a region recovering from the devastating fires, which impacts are far reaching and enduring. There is great loss but also a renewed spirit of community and resilience. This issue looks at gratitude and philanthropy. Knowing that there is much more to be done, we try to help guide the community to better understand the major relief/recovery funds' purpose, criteria and accountability.

We also look at new initiative by businesses to fight climate change, which is a growing factor in increasing the risk of fire, drought and storms. NBLC looks forward to joining the Bay Area Council in advancing this public-private partnership. After the North Bay fires, we are the poster child for the need to address climate change.

And as we all spend more time on the Internet, take a look at the chart that shows what happens in an Internet minute. Wow!

NBLC wishes you very Happy Holidays!

Best,



Cynthia

Gratitude and Philanthropy

In response to the fire, we are all asking how can I help. Many of us have given to the relief funds to help provide immediate assistance to the fire victims. Others are seeking to look at the long recovery phase and trying to determine which fund is addressing the mid to long term needs. And everyone wants to ensure that their money is well spent and that the fund administrators are accountable.

It is also important to remember that the holiday season is the prime time that our community-based organizations have their fundraising campaigns, on which they rely to survive. We must not let our safety-



net nonprofits become the secondary casualties of the fires. This year, as much as we are able, we need to dig deep and support both the fire relief/recovery funds and our community nonprofits.

Below is information on the major funds that tries to capture what the fund's purpose, criteria and accountability guidelines are for your easy reference as you contemplate your giving priorities.

And a final thought, it is in the giving that we gain the most. I found this quote that expresses that in a different way: *"Reciprocity is not about give and take, it's about give and be given, the emphasis is always on the gift."* - Kashaya Pomo Elder Otis Parrish. Or as Denzel Washington said, "At the end of the day, it is not about what you have or even what you accomplished. It's about who you've lifted up. Who you've made better. It's about what you've given back." Thank you to all who have given so generously to help the North Bay rise!

North Bay Fire Relief Fund

1. RCU Community Fund, Inc., in partnership with Redwood Credit Union (RCU), The Press Democrat, and Senator Mike McGuire, is now accepting financial donations to assist fire victims and aid relief efforts. 100% of your tax-deductible donations will go directly to support those affected.
2. The North Bay Fire Relief fund supports the immediate needs of community members most impacted by the North Bay fires, including: Fire victims in the four counties affected — Sonoma, Napa, Mendocino, and Lake — who have lost homes or are experiencing economic hardship due to lost or interrupted employment as a result of the fires. First responders who lost homes while fighting fires and protecting our communities. Kids and schools (public and private) in the four counties impacted by the fires. Small businesses who lost their business or were impacted by the fires Who is making fund distribution decisions? Representatives from RCU Community Fund, Redwood Credit Union, Senator Mike McGuire and The Press Democrat are allocating funds based on the greatest immediate needs of the fire victims, with vital information from key leaders in this disaster, including the Office of Emergency Services (OES), Cal Fire, local authorities (Sheriff and Police), area Supervisors, Office of Education and Superintendents of schools, nonprofits and community leaders.

Where are the funds going/Who is receiving funds?

The generous contributions of thousands of donors to the North Bay Fire Relief Fund have supported the immediate needs of fire victims and the community in the following ways:

\$230,000 to support:

First responders: Funds have been provided to 92 first responders who lost homes while fighting fires and protecting our community in the four affected counties.

\$525,000 to support:

Urgent food needs of fire victims: Support has been provided through Redwood Empire Food Bank (serving Sonoma, Mendocino & Lake Counties) and Community Action Napa Valley (CANV).

Immediate/short and midterm housing for fire victims: Support has been provided through Petaluma People Services and Catholic Charities of Santa Rosa.

Over \$1.27 million to support students who lost homes:

\$1,087,000 for K-12 Students: \$500 gift cards have been/are being provided to students who lost homes in the four affected counties for school clothes and supplies. The Office of Education has/is providing the cards to schools to distribute to students. So far 1,864 students have/will receive support.

\$120,250 for College Students: Funds have been provided to support college students who lost homes in the four affected counties.

\$7 million to support:

People who lost homes: We've partnered with several nonprofits in the four impacted counties to help with fund applications and check disbursement (RCU is paying all administrative costs, so 100% of donations are supporting fire victims):

SONOMA COUNTY: United Way of the Wine Country and La Luz Center

NAPA COUNTY: Center for Volunteer and Nonprofit Leadership (CVNL)

MENDOCINO & LAKE COUNTIES: North Coast Opportunities

\$1 million to support:

Small businesses in impacted counties (Sonoma, Napa, Mendocino & Lake) whose business were impacted by the fires. Funds are to support the re-establishment of business operations, including store front, agricultural and home businesses. We've partnered with LARCA (Lake Area Rotary Club, a 501(c)(3) nonprofit) to help with fund application and check disbursements (RCU is paying administrative costs—100% of donations are going to fire victims and businesses).

\$3.28 million to support:

People experiencing economic hardship due to interrupted/lost employment as a result of the fires are receiving support. We've partnered with several nonprofits to help with fund applications and check disbursements (RCU is paying administrative costs—100% of donations are supporting fire victims):

United Way of the Wine Country

Center for Volunteer & Nonprofit Leadership

Community Action Partnership

La Luz Center

UndocuFund

North Coast Opportunities

California Human Development

\$374,791 to support:

Community Well-Being

Holidays for Fire Victims: For families and individuals who lost their homes in the fires.

Rincon Valley Little League: Funds to replace equipment burned in the fires—impacting 840 kids.

3. This fund is to meet Immediate needs of fire victims as outlined above.

United Way Wine Country

1. United Way of the Wine Country (UWWC) has re-opened the Emergency Relief Fund in response to the numerous devastating wildfires in Sonoma, Mendocino, and Lake Counties. Funding will be divided between counties based on need and donor intent. Donations were received from individuals and organizations not only locally but also from donors throughout the world. The fund was increased to help even more community members when Senator Mike McGuire, Redwood Credit Union, and Press Democrat provided funds from the North Bay Fire Relief Fund. The “Wildfire Relief Fund” is part of our Emergency Relief Fund and seeks to assist those facing hardship by providing direct monetary aid to families and individuals who have suffered loss as a result of the fires.
2. Relief will be disbursed in the form of cash grants after family and individual relief assistance applications are reviewed and approved by a volunteer committee. Families/individuals determined by the volunteer review committee to have the greatest need will be given highest priority in the application review process. Relief grants are intended to meet immediate needs such as: clothing, shelter, transportation, food, and home cleanup/repair. Grants will be given to applicants based on available relief funds. The majority of funding is reserved for those who lost their home. Any resident of Sonoma County who as a result of the 2017 wildfires was: Displaced from his/her home, Has suffered a loss to his/her home, Has suffered a financial hardship because of the fire (i.e. loss of income/employment, vehicle, etc.)
3. This fund is to meet immediate, short term needs.

Community Foundation Sonoma County

1. The Sonoma County Resilience Fund was created in October 2017 to address the mid to long-term needs of Sonoma County to recover and rebuild from the devastating fires that have struck our community.
2. As funders with 34 years of experience in grantmaking in Sonoma County, we will rely on our thorough due diligence process to identify and vet organizations to receive funding. In the aftermath of a disaster, the immediate relief needs are clear—shelter, food, cash, and other basic needs. Recovery and rebuilding is more complex and depends on each community’s needs. While we can’t yet predict what those needs will be, we will use our experience to: Convene our nonprofit partners who are working with people impacted by the fires, Collaborate with a diverse range of leaders and agencies to support our community, Conduct a strong due diligence process to effectively support those who need us the most, In other communities recovery efforts have included basic needs as well as longer term economic, health and social supports.
3. This fund is to meet medium to long term needs.

ShareFire

1. ShareSonoma is currently assisting the many families and individuals who are now without homes due to the fires that ravaged our county. We urgently need your contributions and housing opportunities to assist. Currently we have more than 3000 homes that have been made available to those displaced by the fires. We are working to match those in need with those homes.

2. This fund is to meet short, medium, and long term housing needs.

Tippling Point – Sponsor of “Band Together Bay Area” Fundraising Concert

1. The Tippling Point Emergency Relief Fund supports low-income, vulnerable communities impacted by the crisis. 100% of what you give will go where it is needed most.
2. For the last 12 years, Tippling Point has worked to find and fund the most effective poverty-fighting organizations in our region. We will call upon our expertise to identify and invest in partners that can deploy capital rapidly and effectively during this crisis.
The funds raised by Tippling Point Emergency Relief Fund will be directed to North Bay community foundations, service providers and government partners supporting low-income communities hit hardest by the fires. Our approach has three phases:
Phase 1: Relief (3 months)
Phase 2: Recovery (3-9 months)
Phase 3: Rebuild (4-12 months)
3. They intend for all Emergency Relief Funds to be dispersed by December 2018

California Businesses Launch Major New Climate Resilience Initiative



NBLC applauds the new initiative that the Bay Area Council launched. The “California Climate Challenge,” is a major new initiative to strengthen California’s resilience to climate change. The statewide challenge will attract resources from across the business community to support research, planning, and implementation of community-level resilience projects and policies focused on California’s water, energy and telecommunications infrastructure, as well as its natural ecosystems and the wildland-urban interface.

The effort is being jumpstarted with a \$1 million contribution from PG&E Corporation to the Bay Area Council Foundation. The total amount raised through the challenge – and final details on its scope – will be announced in concert with the Global Climate Action Summit in San Francisco in September 2018. PG&E’s contribution will come from its shareholders, not its customers.

“California’s business climate is inseparable from its actual climate,” said Jim Wunderman, President and CEO of the Bay Area Council. “Much of California’s infrastructure was built under a colder, wetter, more predictable climate than we have today. Protecting our homes and employment centers from extreme weather events, such as droughts, floods and wildfires, requires a top-to-bottom assessment of our existing resilience, and fresh thinking on how to best adapt.”

“We are already experiencing the reality of climate change in California,” said Geisha Williams, CEO and President of PG&E Corporation. “PG&E is incorporating this ‘new normal’ into how we manage risks, plan, and invest our resources. But our collective response to extreme events such as the tragic North Bay firestorms must go beyond the immediate work of rebuilding what was lost. A focus on resilience will strengthen our communities for the future.”

“We applaud this initiative to fund a public-private partnership for climate resilience in California,” said Mindy Lubber, CEO of Ceres, a leading sustainability non-profit organization. “Businesses are concerned about climate risks, which have the potential to cause wide-ranging disruptions to their operations and supply chains. Corporate support for tackling climate change is only growing stronger, and companies clearly see the benefit of staying ahead of the game and doing their part.”

NBLC looks forward to joining the Bay Area Council in advancing this public-private partnership. After the North Bay fires, we are the poster child for the need to address climate change.

Need for Action

Climate change will push California’s already volatile weather system to further extremes, increasing the frequency and severity of droughts, heat waves, flooding, and wildfires, and drive longer-term changes such as rising sea levels. California’s recent drought included the driest three-year period in the state in 1,200 years, including the hottest year ever recorded. Conversely, Northern California just experienced the wettest “water year” in its recorded history, resulting in severe infrastructure damage at California’s largest reservoir. According to the U.S. Forest Service, more than 100 million trees have died in California since 2010 and Cal Fire’s budget has increased by 45 percent since 2014 to address successive record wildfire seasons.

The California Department of Water Resources predicts the Sierra snowpack, which accounts for over a third of California’s total water supply, will decline by up to 65 percent by the end of this century, straining California’s farms, cities and ecosystems. On our coastlines, sea levels at the Golden Gate are projected to rise 6-13 inches by 2050, on top of the eight-inch rise measured in the 20th century. According to a [study](#) from the Bay Area Council Economic Institute, the Bay Area alone could suffer over \$10 billion in damages (about the same as Loma Prieta earthquake) during an extreme storm under current sea levels. These and other changes have the potential to negatively impact the health and safety of communities throughout the state, and undermine California’s economic prosperity. California companies are integral to the sustainability of the communities they serve — and have a unique responsibility to help them prepare for, withstand and recover from extreme events caused by climate change.

What Happens in an Internet Minute

2017 *This Is What Happens In An Internet Minute*



Members in the News

Sonoma Raceway Distributes More Than 4,400 Pounds of Food to North Bay Food Banks

Sonoma Raceway has taken the checkered flag on its 17th annual Thanksgiving Food Drive, distributing more than 4,400 pounds of non-perishable food to Friends in Sonoma Helping (FISH) and the Redwood Empire Food Bank (REFB).

Midstate Construction Completes Santa Rosa Charter School for the Arts Project

Midstate Construction Corporation recently completed new construction of Santa Rosa Charter School for the Arts, a K-8 public school in Santa Rosa, CA.

Sonoma State University's New Public-Private Partnership Bolsters Classroom-to-Career Pipeline

The School of Business and Economics (SBE) at Sonoma State University (SSU) today announced a strategic partnership and career services pilot program with Star Staffing, a leading regional employment agency with nearly 20 years of experience in employer relations and job search training.

BioMarin Highlights Breadth of Innovative Development Pipeline at R&D Day on October 18th in New York

BioMarin Pharmaceutical Inc. (NASDAQ: BMRN) updated the investment community on the Company's development portfolio, which is focused on innovative therapies to treat rare and ultra-rare diseases.

Read more online at www.northbayleadership.org/news



Who We Are

Over twenty five years ago, business leaders founded the North Bay Leadership Council on a simple premise: We can accomplish more by working together. Today, the Council includes 54 leading employers in the North Bay. Our members represent a wide variety of businesses, non-profits and educational institutions, with a workforce in excess of 25,000. As business and civic leaders, our goal is to promote sound public policy, innovation and sustainability to make our region a better place to live and work. For more information: Call

707.283.0028 / E-mail info@northbayleadership.org

www.northbayleadership.org