



## LOS ANGELES WILDFIRE RELIEF FUND

### *Gifts for Good, Born in Los Angeles*

As an LA based company, our team was directly impacted by the recent devastating wildfires, with a third of our team being displaced through evacuation orders or warnings.

[You can read the deeply personal account of the wildfires from our CEO, Laura Hertz, on our blog.](#)

### *Helping to Rebuild LA after the Wildfires*

In the wake of the unprecedented wildfires impacting communities all across LA County we've set up a Los Angeles Wildfire Relief Fund to help support the thousands of LA residents who lost their homes and communities in the Palisades and Eaton Fires.

This fund will support local and national charities and first responders operating on the ground in LA, who are focused on providing assistance and relief as people start to rebuild their lives.

### **BENEFICIARIES**

Our Impact Team is tracking the changing needs on the ground and will allocate funds accordingly. The situation remains fluid, and there will be many areas of need with different urgencies at any one time. Creating a fund that supports multiple causes across the city will allow our corporate contributors to help LA in many different ways.

We are currently assessing the local needs of the following organizations as they rise to the many challenges of rebuilding the city that we love.

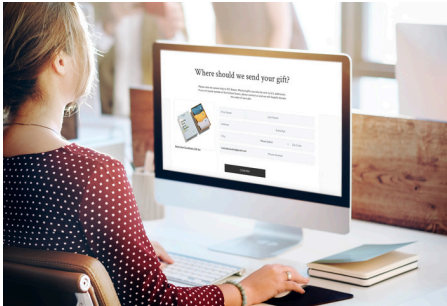
- The CA Fire Foundation
- The LAFD Foundation
- World Central Kitchen
- Wildlife Recovery Fund
- Eaton Canyon Fire Recovery & Relief Fund
- Project HOPE
- The American Red Cross
- The Salvation Army SoCal Division
- The Lange Foundation

# How your organization can help us rebuild in Los Angeles



## *Use GIFTforward to Give*

Empower your people to support our Los Angeles Wildfire Relief fund if they choose to, instead of redeeming a physical gift. Gift-giving events like Employee Appreciation Day and Valentine's Day can also be used to send love to Los Angeles through our GIFTforward platform.



## *Redeem GIFTforward Credits*

If you have GIFTforward credits left over from 2024, you can use those to make a direct contribution to our Los Angeles Wildfire Relief Fund. Alternatively, if your team has unredeemed gift card balances, they can redeem their full balance (or a portion of it) to support the fund.



## *Source your Swag & Gifts from LA Businesses*

We face many challenging months ahead as we rebuild and support the thousands of families that have lost their homes. Many of our cause partners are based in LA, along with our fulfillment center at Goodwill SoCal. By choosing to send your gifts and swag through Gifts for Good, you are helping to support multiple social enterprise businesses throughout LA.

**SUPPORT LOS ANGELES BY CONNECTING WITH OUR TEAM**

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