

Direct Relief 6-Month Wildfire Emergency Response Update

Reporting Period: January 7th - July 7th, 2025

Executive Summary

Six months after wildfires devastated communities across Los Angeles County, Direct Relief has delivered more than \$12.7 million in critically needed medical and financial assistance to support both urgent relief and long-term recovery efforts. This report provides an overview of the impact achieved through your partnership, detailing major response milestones, targeted funding allocations, and our strategic shift toward community-led recovery initiatives.

With your support, Direct Relief has been able to rapidly respond to immediate health and humanitarian needs while laying the groundwork for sustained resilience. The following update highlights key outcomes to date and outlines Direct Relief's ongoing approach to ensure equitable, locally informed recovery.

Emergency Response Overview

Since January 7, Direct Relief has mobilized over \$12.7 million in medical material and financial support for Los Angeles wildfire recovery. This includes:

Medical Material Assistance

- 146,000+ defined daily doses of medications for respiratory conditions, diabetes, mental health, and skin injuries
- 140,000+ 3M-donated N95 respirators to shelters, clinics, and frontline responders
- 16,000+ full-body reentry kits (coveralls, goggles, gloves, shoe covers, masks) to help residents return safely to burn areas
- 147 shipments to 63 recipient organizations, valued at approximately \$4.7 million (wholesale)

Direct Financial Assistance

- \$8 million in grants to 65 local organizations, supporting:
 - Health centers, clinics, and search-and-rescue teams
 - School districts and education foundations
 - Mental health nonprofits and housing aid providers
 - Long-term recovery and infrastructure support

Six Months of Impact: Evolving to Meet the Need

Since the wildfires began on January 7, 2025, Direct Relief’s approach has evolved alongside the communities it serves, shifting from urgent relief to sustained investment in recovery, health access, and locally led solutions. This ongoing support has included:

- Mobile medical outreach in fire-affected neighborhoods, delivered through trusted partners like AltaMed Health Services, Medical Mission Adventures, and Venice Family Clinic
- School-based mental health services, including crisis counseling, enrichment programs, and trauma-informed classroom recovery initiatives
- Community care for youth, seniors, and families navigating trauma, service disruptions, and prolonged displacement
- Rental assistance for displaced residents, recognizing that stable housing is foundational to long-term health and recovery

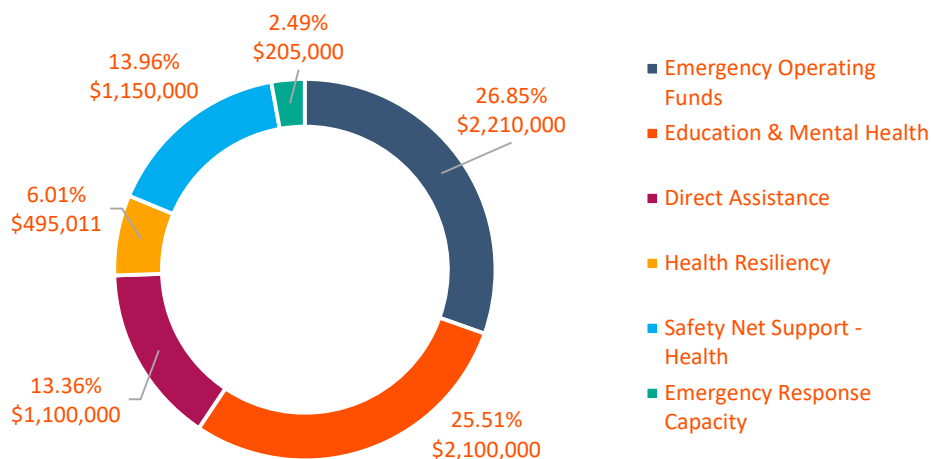
Direct Relief’s wildfire response is not a one-time deployment; it is a sustained, community-anchored effort. For many, still rebuilding, physically and emotionally, recovery remains an ongoing challenge.

Recovery in Action

In the months following the devastating Los Angeles wildfires, Direct Relief has disbursed nearly \$8 million in grant funding across six key themes, each carefully targeted to support communities not only in surviving the immediate crisis but also in laying the foundation for long-term, resilient recovery. These grants reflect both urgency and vision, meeting essential needs today while investing in the systems, services, and people that will shape a healthier tomorrow.

Grant Funding Themes

Total: \$7,260,011



Emergency Operating Funds (26.85% – \$2.21M) - The largest share of funding was directed to immediate emergency operating support, empowering frontline health centers, clinics, and emergency response organizations to maintain essential services during and after the wildfires. This funding ensured operational continuity for dozens of trusted partners already embedded within affected communities.

Education & Mental Health (25.51% – \$2.1M) - Nearly equal investment was made in education and mental health, signaling Direct Relief’s recognition that disaster recovery extends beyond physical health. These funds supported school-based enrichment, trauma-informed care, and long-term counseling, especially for children and families affected by the Eaton Fire.

Direct Assistance (13.36% – \$1.1M) - Funding categorized as direct assistance went to initiatives providing rental relief, financial support for displaced individuals, and recovery navigation. This reflects a commitment to addressing immediate economic insecurity, housing instability, and access to basic needs, critical social determinants of health.

Health Resiliency (6.01% – \$495K) - Grants focused on health resiliency—including the installation of microgrids and energy solutions—show Direct Relief’s proactive stance on infrastructure strengthening, ensuring healthcare access during future climate emergencies.

Safety Net Support – Health (13.96% – \$1.15M) - Support for the healthcare safety net included expansions of mobile medical units and long-term care delivery in underserved areas, bridging service gaps exposed or exacerbated by the wildfire crisis.

Emergency Response Capacity (2.49% – \$205K) - While the smallest category, funding to build emergency response capacity (such as rescue vehicles and command posts) helps local SAR teams scale and coordinate future wildfire response more effectively.

Direct Relief uses a balanced funding model: over 50% of resources address urgent and immediate needs (emergency operations and direct response), while the remainder supports resilience and recovery through mental health, education, infrastructure, and systemic improvements. This layered approach reflects Direct Relief’s ability to respond rapidly while planning sustainably for long-term community well-being.

Now, as the wildfire emergency response transitions into the recovery phase, Direct Relief has allocated \$5 million in remaining funds to launch a new Recovery Grant Funding Round. This initiative will invite previous grantees to reapply for expanded support focused on social determinants of health, including mobile health care, mental health services, community health worker training, education, and housing stabilization. This shift ensures continued investment in long-term recovery and reinforces Direct Relief’s commitment to helping communities rebuild stronger and healthier.

Focus Areas of Impact

Six months after the Los Angeles wildfires, Direct Relief continues to address not only the immediate physical damage but also the deeper emotional, infrastructural, and social impacts left in their wake. With over \$4.3 million invested across multiple focus areas, including mental health, healthcare infrastructure, housing stabilization, and community resilience, the organization’s approach centers on long-term, equitable recovery.

Supporting Mental Health and Emotional Recovery

The psychological toll of the fires has been particularly severe for children, educators, and families navigating prolonged disruption and loss. In response, Direct Relief has made mental health a strategic funding priority, directing over \$2.1 million to support education-linked wellness, community-based trauma care, and culturally responsive services.

School-Based Mental Health and Recovery Grants totaling \$1.5 million were awarded equally to the Greater Los Angeles Education Foundation, Pasadena Educational Foundation, and LAUSD Education Foundation to support:

- Crisis counseling for students, families, and staff
- Summer enrichment programs reaching more than 1,000 children
- Teacher grants for therapeutic classroom tools
- Wellness stipends for impacted educators
- Climate resilience and disaster preparedness planning

“Every time you look at the scorched mountains, it affects you.”

- David Spiro, Pasadena Educational Foundation

“We want to help kids handle their emotions in a healthy way.”

- Sara Mooney, LAUSD Education Foundation

An additional \$300,000 supported three Community-Based Youth Mental Health Service organizations offering trauma-informed care outside the school system:

- Foothill Family (\$100K): Counseling and wellness for youth and parents
- Hope Now CRC (\$100K): Transitional-age youth and senior services, case management
- Young & Healthy (\$100K): Free, play-based therapy for children and caregivers

These efforts are designed to meet families in trusted spaces, schools, nonprofits, and neighborhood centers, ensuring no one faces trauma recovery alone.

Strengthening Health Infrastructure

Direct Relief committed more than \$1.15 million to ensure uninterrupted care for fire-affected communities. A cornerstone of this investment is the \$1 million grant to AltaMed Health Services, which rapidly mobilized during the fires to provide urgent care at the Pasadena Convention Center, where over 550 evacuees sought refuge.

“These are our patients. Our neighbors. They need to know we’re out here with them.”

Fernando Fierro, AltaMed

AltaMed's recovery initiative includes:

- Three mobile health units offering services in fire-affected neighborhoods
- Expanded staffing, including nurses and community outreach workers
- Point-of-care services: screenings, immunizations, and care navigation
- A new Community Advisory Board to shape culturally relevant outreach

This initiative is expected to reach more than 20,000 patients, prioritizing older adults, displaced individuals, and underserved communities.

Housing Stabilization and Case Management

Recognizing the link between housing and health, Direct Relief awarded \$500,000 to The Change Reaction, a nonprofit providing:

- Direct rental assistance and eviction prevention
- Stabilization grants for uninsured and underinsured households
- Case management, mental health access, and recovery navigation

"Stable housing is the foundation for recovery. This funding will make a critical difference in the lives of many families struggling to get back on their feet."

Wade Trimmer, The Change Reaction

Hundreds of displaced families have already benefited from this support, reinforcing that secure housing is not just a shelter, but a launchpad for long-term recovery.

Meeting Underserved Needs: Community Anchors

In communities like Malibu, where wealth disparities often obscure vulnerability, the Boys & Girls Club of Malibu emerged as a lifeline. With \$250,000 in grant support, the club provided:

- Integrated mental health services
- Long-term case management and trauma-informed support
- Distribution of over \$2 million in essential goods to fire-affected households

"These are the people who maintain \$100 million homes, but they're invisible in most disaster plans."

Ethan White, Boys & Girls Club of Malibu

The club's disaster relief center recorded 3,300+ visits between January and June 2025, offering support to commuting workers, undocumented families, and residents of informal housing, populations frequently excluded from traditional aid.

Together, these investments illustrate Direct Relief’s commitment to a recovery that is trauma-responsive, health-driven, and equity-centered—one that meets people where they are and helps them move toward a more stable and hopeful future.

Top 10 Largest Grants Awarded

Organization	Type	Purpose	Amount (USD)
AltaMed Health Services	Community Health Center	Mobile outreach and recovery health services	\$1,000,000
Pasadena Education Foundation	Education Foundation	Summer enrichment + mental health support for students	\$500,000
Greater LA Education Foundation	Education Foundation	School grants, mental health, student enrichment	\$500,000
LAUSD Education Foundation	Education Foundation	Mental health, summer enrichment, classroom grants	\$500,000
Change Reaction	Community Based Nonprofit	Rental assistance and housing stability grants	\$500,000
Community Clinic Assoc. of LA County	Association	Direct financial assistance to displaced CHC employees	\$300,000
El Proyecto del Barrio, Inc.	Community Health Center	Wildfire response and recovery	\$250,000
Venice Family Clinic	Community Health Center	Wildfire response and recovery	\$250,000
The People Concern	Community Based Non-Profit	Fund psychiatrist and expanded mental health services	\$250,000
Young and Healthy	Community Based Non-Profit	Play-based therapy for children	\$250,000

Looking Ahead: Advancing Recovery through Strategic Grantmaking

As Los Angeles transitions from immediate relief to long-term recovery, Direct Relief is launching a new phase of support: a \$5 million Recovery Grant Funding Round. This initiative invites previous grantees to

apply for expanded, flexible funding focused on addressing the broader social determinants of health, key drivers of well-being in fire-affected communities.

Funding will prioritize initiatives that:

- Expand access to mobile and community-based healthcare
- Deliver trauma-informed mental health care for individuals and families
- Train community health workers, social workers, and frontline responders
- Provide education and enrichment to youth and students impacted by displacement
- Support housing stability and rental assistance for those at risk of long-term insecurity

This funding round signals Direct Relief's ongoing commitment to helping communities not only recover but emerge stronger, healthier, and more resilient. Recovery is a dynamic and evolving process. While some needs have been addressed, others continue to surface as families rebuild their lives and plan for an uncertain future.

Direct Relief remains committed to:

- Sustained investment in mental health access and emotional healing
- Continued support for mobile clinics and school-based health programs
- Expanded outreach for housing stabilization and case management
- Proactive planning to strengthen climate resilience and emergency preparedness

With your partnership, this next chapter of recovery is rooted in community wisdom, powered by cross-sector collaboration, and guided by a shared belief: that rebuilding after crisis is not just about restoration, but transformation.

Investing in Resilient Recovery

As Los Angeles shifts from immediate wildfire response to long-term recovery, Direct Relief and its partners are advancing a forward-looking strategy: investing in *resilient recovery*. This effort recognizes that recovery is not simply about rebuilding what was lost, but about rebuilding smarter, leveraging technology, data, and community insight to reduce future risks and improve health outcomes.

A key milestone in this work was the **SMART Recovery in Los Angeles Workshop**, hosted by Direct Relief on June 17, 2025, at the Community Clinic Association of Los Angeles County. Titled "*Data and AI, Wildfires, Health, and the Future of the City*," the event brought together researchers, public health leaders, technologists, government officials, and nonprofit organizations to examine how artificial intelligence (AI), satellite mapping, and health data can shape faster, fairer, and more informed recovery.

The workshop opened by acknowledging the unprecedented nature of the January 2025 wildfires: blazes that swept through densely populated neighborhoods, displaced thousands of families, and exposed

millions to toxic smoke. These cascading impacts, ranging from economic disruption to mental health trauma, have only begun to surface in full clarity.

Throughout the day, participants explored core questions that are central to shaping an equitable recovery:

- Who was most affected, and how?
- Where are displaced individuals now living, and what are their access points for health care, education, and social support?
- How can satellite and environmental data help us map invisible harm, like air quality exposure and infrastructure loss?
- What AI tools can scale these insights for frontline responders and policymakers?

Breakout sessions focused on how to combine demographic, clinical, and environmental data to identify priority populations for intervention. Real-time damage models, social vulnerability indices, and health records were examined as potential layers in a comprehensive recovery dashboard.

Crucially, the event laid the groundwork for a forthcoming white paper, which will synthesize key data sources, modeling methods, and partnership opportunities. This document will serve as a shared framework to guide cross-sector collaboration and project development around fire recovery.

Looking Ahead: Forecasting Long-Term Health Impacts

Direct Relief’s commitment to resilient recovery extends beyond immediate disaster response. At the forefront of this work is the organization’s Research and Analytics team, which is leading innovative efforts to forecast the long-term health consequences of wildfire exposure and climate-related hazards.

As part of the broader “Future of Health in Los Angeles” initiative, the team is investigating:

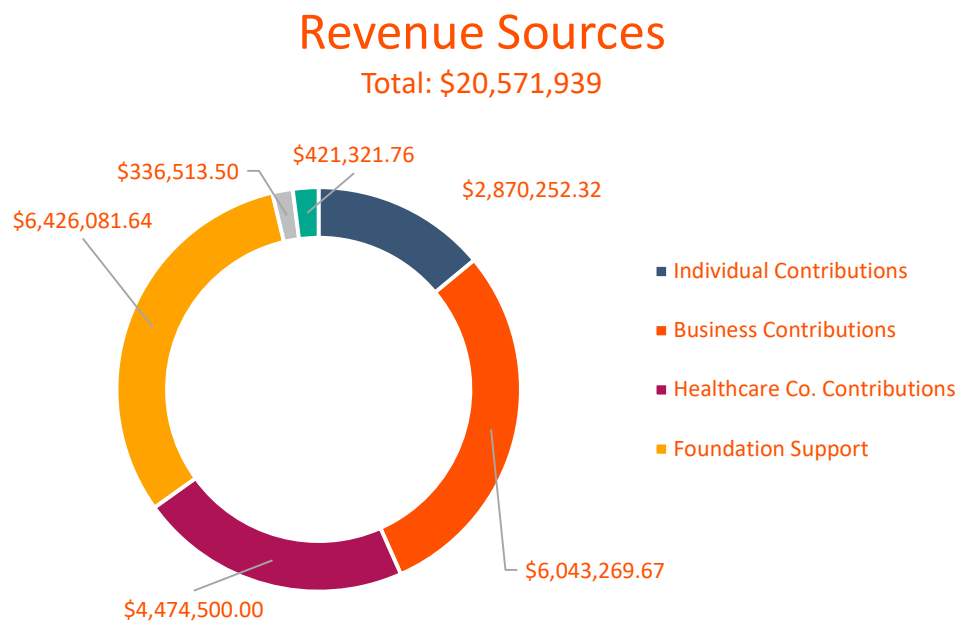
- **Chronic effects of smoke inhalation** on respiratory and cardiovascular health, especially in neighborhoods with prolonged exposure.
- **Toxicity levels in soil, water, and air** caused by the combustion of synthetic materials, household chemicals, and industrial infrastructure during the fires.
- **Climate-driven health vulnerabilities**, including increasing heat exposure in urban and low-income areas.

This research aims to anticipate emerging public health needs and inform healthcare planning and policymaking for years to come. By analyzing longitudinal health data alongside environmental and geospatial datasets, Direct Relief is identifying patterns of exposure and risk that may not yet be visible in clinical settings but will shape the future well-being of Los Angeles residents.

In addition, the Research and Analytics team is collaborating with mental health providers to assess the long-term psychological and behavioral health impacts of the disaster, particularly among displaced populations, first responders, and children.

Through this proactive approach, Direct Relief is not only addressing today’s crisis but also laying the scientific and strategic foundation to safeguard public health amid escalating climate risks posed by increasing temperatures and long-term effects of exposure to toxins.

Financial Review

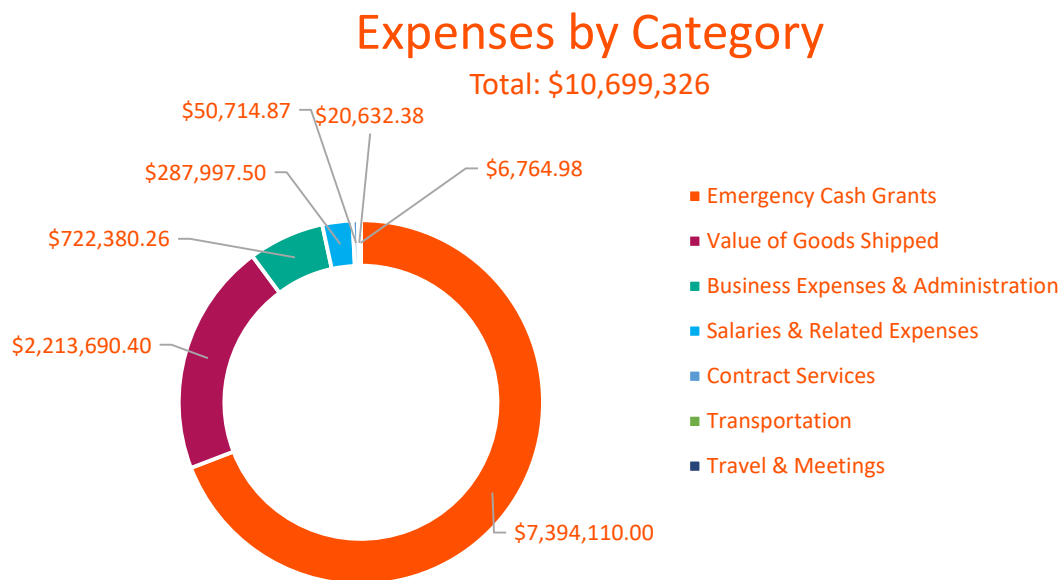


In response to the LA Wildfires, Direct Relief mobilized over **\$20.5 million** in financial and in-kind support thanks to a diverse and collaborative donor base. The chart above reflects how broad community and institutional engagement fueled a comprehensive emergency response.

- **Foundation Support** led all sources at **\$6.4 million (31%)**, demonstrating the trust placed in Direct Relief by philanthropic institutions committed to long-term recovery and health equity.
- **Business Contributions** followed closely at **\$6.0 million (29%)**, underscoring the critical role of the private sector in disaster response, particularly in supplying resources, logistics, and matching grants.
- **Healthcare Companies** contributed over **\$4.47 million (22%)**, supplying essential medical aid and bolstering Direct Relief’s capacity to meet the evolving health needs of affected communities.
- **Individual Contributions** totaled nearly **\$2.87 million (14%)**, reflecting extraordinary public generosity and engagement during this crisis.
- **Workplace Giving & Matching Gifts** generated **\$336,513 (2%)**, highlighting the growing impact of employee-driven philanthropy and employer match programs.

- **Other Revenue**, including earned income and interest, brought in **\$421,322**, offering additional operational flexibility to sustain and scale the response.

Together, these contributions empowered Direct Relief to act quickly and effectively, delivering grants, medicines, and protective equipment where it was needed most. The strength of this diverse donor ecosystem illustrates the collective commitment to resilience, recovery, and community well-being.



During the first half of 2025, Direct Relief deployed more than \$10.6 million in expenses to support communities affected by the LA wildfires. The chart illustrates a strategic allocation of funds designed to maximize impact across immediate relief and long-term recovery efforts.

- Emergency Cash Grants accounted for the largest share at \$7.4 million (69%), enabling trusted local partners to deliver direct, flexible aid tailored to evolving on-the-ground needs.
- Value of Goods Shipped totaled over \$2.2 million (21%), covering in-kind and procured medical supplies, protective gear, and emergency kits distributed to clinics and response teams.
- Business Expenses & Administration, including logistics, warehousing, ERP systems, and general operations, made up \$722,380 (7%), supporting the complex infrastructure required for rapid response.
- Salaries & Related Expenses of \$287,998 (3%) reflect lean staffing to coordinate logistics, grants, and partner outreach without overhead-heavy structures.
- Smaller but essential categories include:
 - Contract Services – \$50,715 for technical and specialized support.
 - Transportation – \$20,632 to move people and goods efficiently across affected zones.
 - Travel & Meetings – \$6,765 for field assessments and partner coordination.

This distribution reflects Direct Relief’s continued focus on high-impact, community-directed aid, leveraging both financial and product resources to reach those most affected with speed, precision, and accountability.

As of July 7, 2025, Direct Relief retains a balance of over \$9.8 million in net income from the LA Wildfires response, with \$5 million earmarked for a new Recovery Grant Funding Round. This next phase builds on the success of the initial emergency relief by inviting previous grantees, who received \$50,000 emergency cash grants, to apply for continued support. The Recovery Fund is designed to address a broader range of social determinants of health, reflecting the evolving needs of wildfire-affected communities. Eligible initiatives may include mobile health care clinics, mental health services, workforce training for medical and community health workers, education programs, housing and rental assistance, and other locally prioritized interventions. This approach ensures that Direct Relief’s remaining resources are invested in sustainable, community-driven recovery, enhancing long-term health outcomes and resilience.

Conclusion: From Emergency to Endurance

Six months after the fires were extinguished, the story of recovery in Los Angeles is still being written by health workers showing up in mobile clinics, by educators helping children rebuild a sense of safety, and by community leaders transforming grief into growth. At every step, Direct Relief has stood alongside them, not as a short-term responder, but as a long-term partner in healing and rebuilding.

This report reflects the progress made: over \$12.7 million mobilized, 65 organizations supported, thousands of individuals reached with care, resources, and relief. But more than a list of numbers, it highlights a values-driven strategy, one that prioritizes equity, local leadership, and the health of the whole person and community.

Direct Relief’s wildfire response is not finished. With \$5 million in remaining funds now committed to a new Recovery Grant Funding Round, the organization is doubling down on its mission to address the social determinants of health. From housing and mental wellness to workforce training and education, these next investments are about making systems stronger, not just returning to what was, but helping communities emerge more prepared, more connected, and more resilient.

Thanks to the continued support and trust of partners like you, this vital work moves forward. Together, we’re not only addressing immediate needs but helping define what resilient recovery should mean for every community, in Los Angeles and beyond. The journey ahead is long, but the seeds of hope are already growing.

Direct Relief deeply values your partnership and appreciates your support in helping communities recover and rebuild in the aftermath of disaster. If you have any questions about the activities outlined in this report or would like to explore opportunities for continued engagement, please don't hesitate to reach out.

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