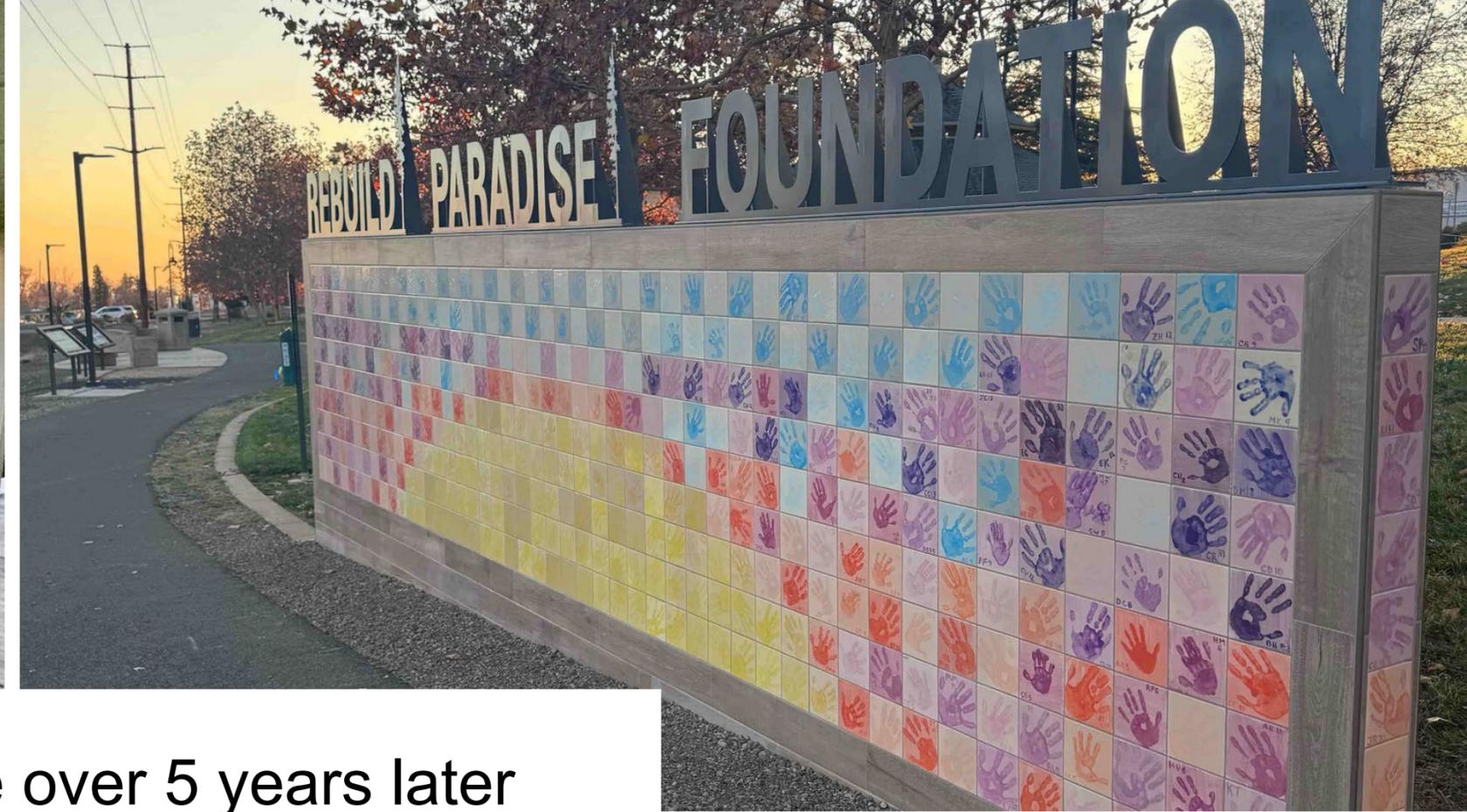
A scenic view of a forest with a mossy rock in the foreground and a bright sunburst in the background. The sunburst is a bright, golden light source in the upper center, creating a lens flare effect. The forest is dense with green trees, and the foreground features a large, flat rock covered in vibrant green moss. The overall atmosphere is peaceful and natural.

# The Story

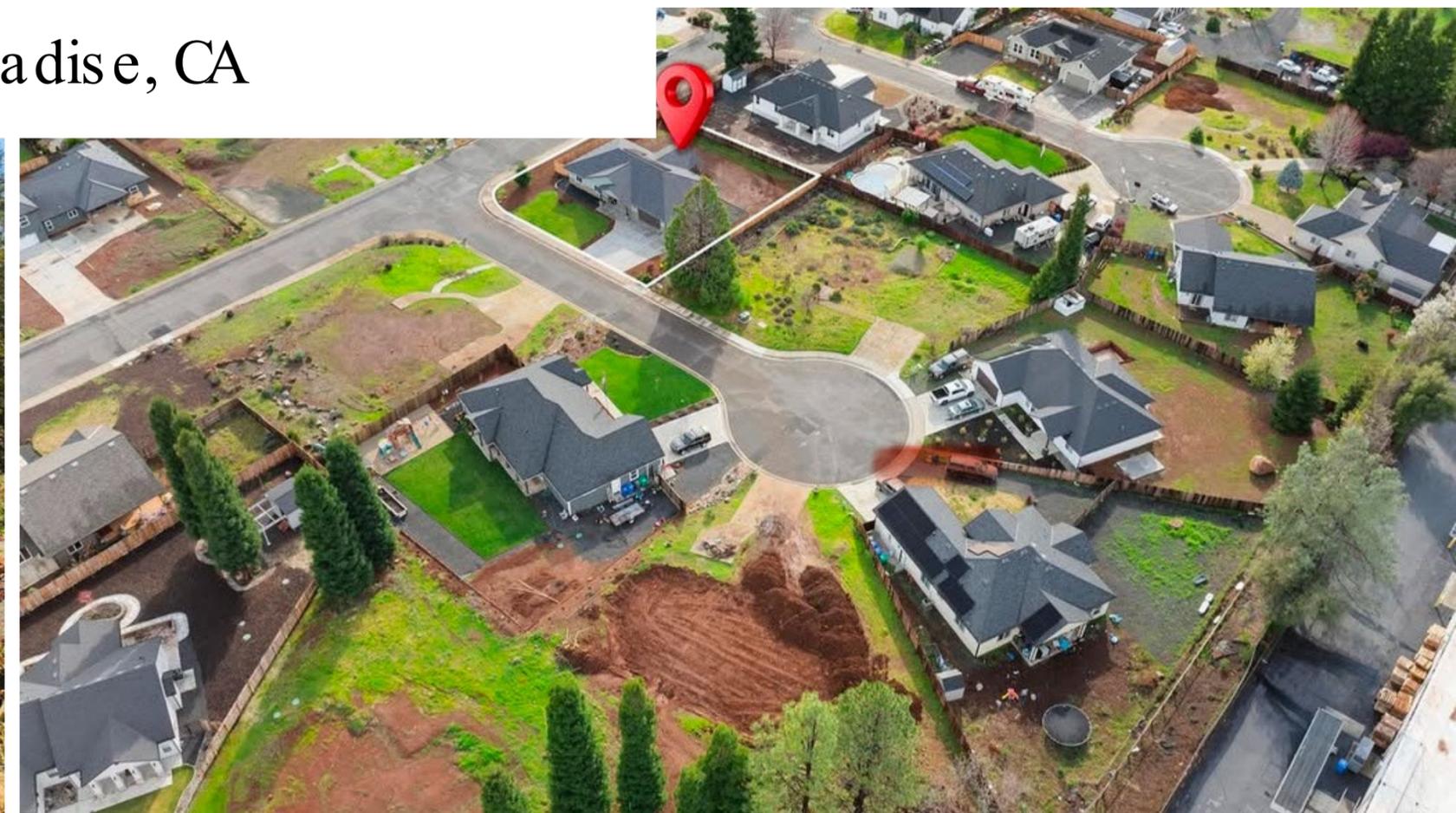
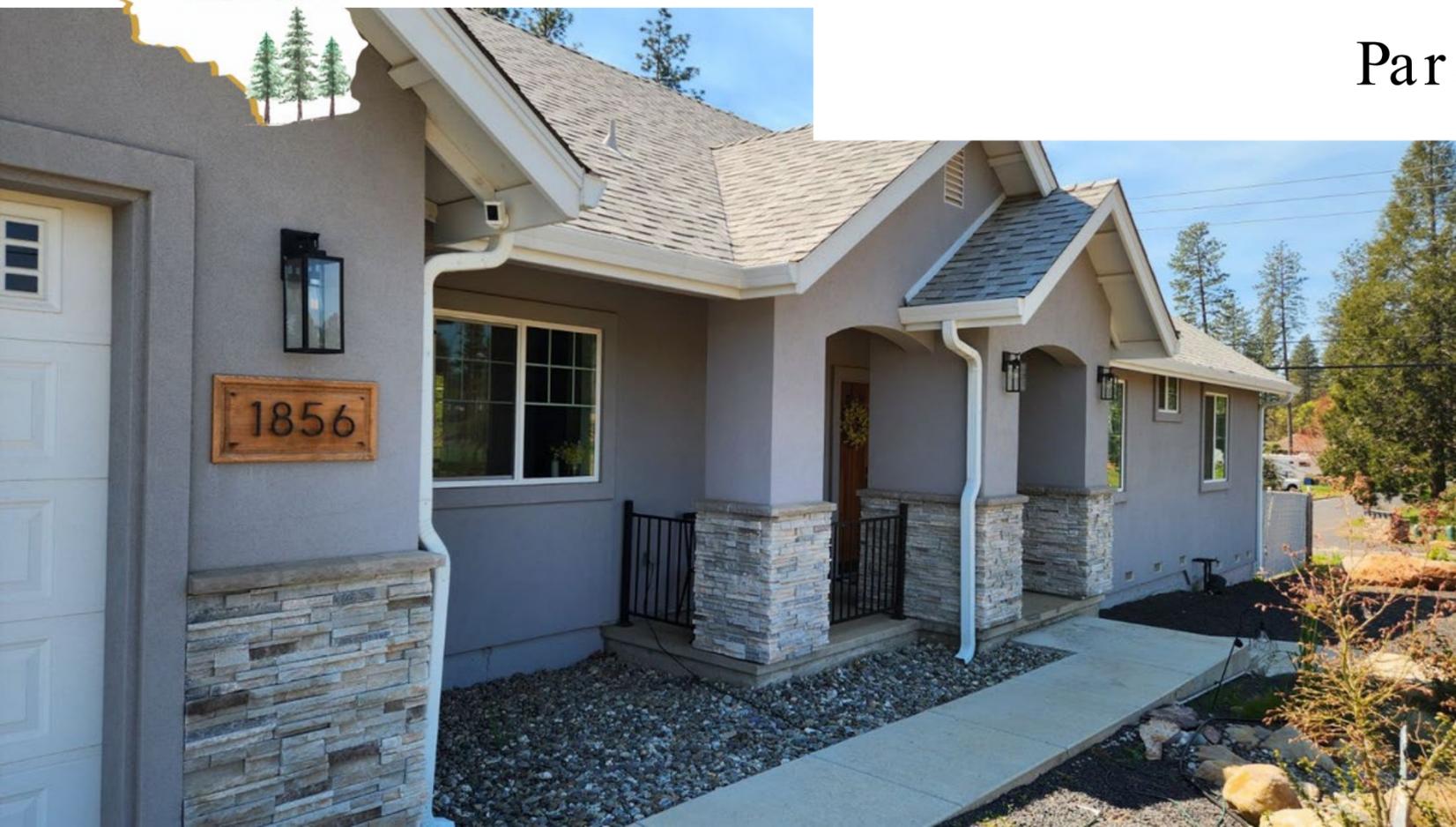
There was a beautiful little town in the foothills of Northern, CA. It was called Paradise.

And one day the town was lost to a wildfire-in almost all of it's entirety- nothing like it had been seen.

Many thought it was not possible to come back.



And here we are over 5 years later  
Paradise, CA

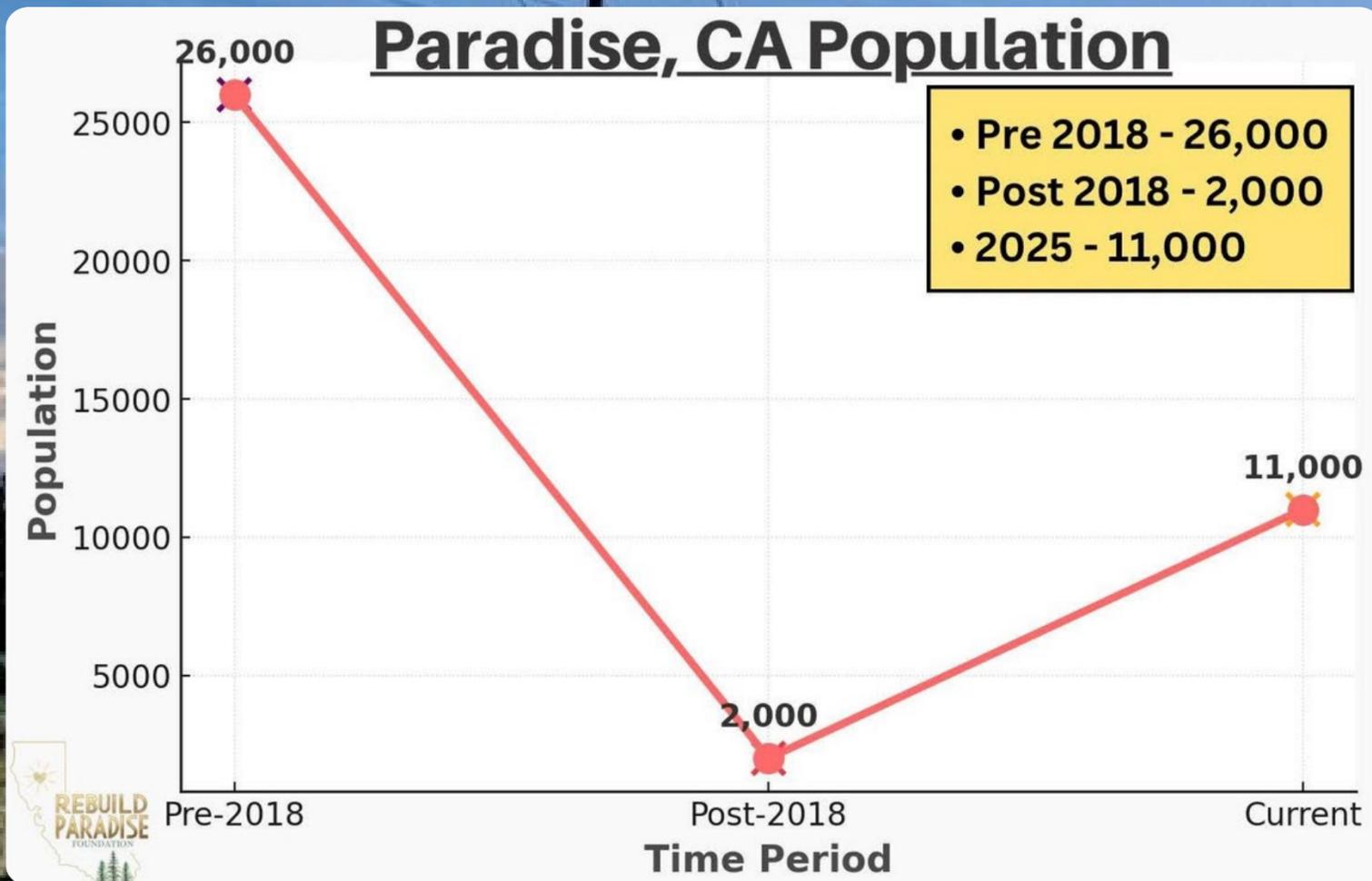


OVER 2600 NEWLY  
CONSTRUCTED HOMES

POPULATION OVER 11,000

BRAND NEW SCHOOLS-FILLED  
TO THE MAX

FASTEST GROWING TOWN 3  
YEARS IN A ROW





But we know  
we cannot  
build back the  
same way...



# Who are we? Rebuild Paradise Foundation



**JEN GOODLIN**  
Executive Director



**LINDSEY CHURCHILL**  
Project Coordinator



**STACI GALLA**  
Marketing/Administrative  
Assitant



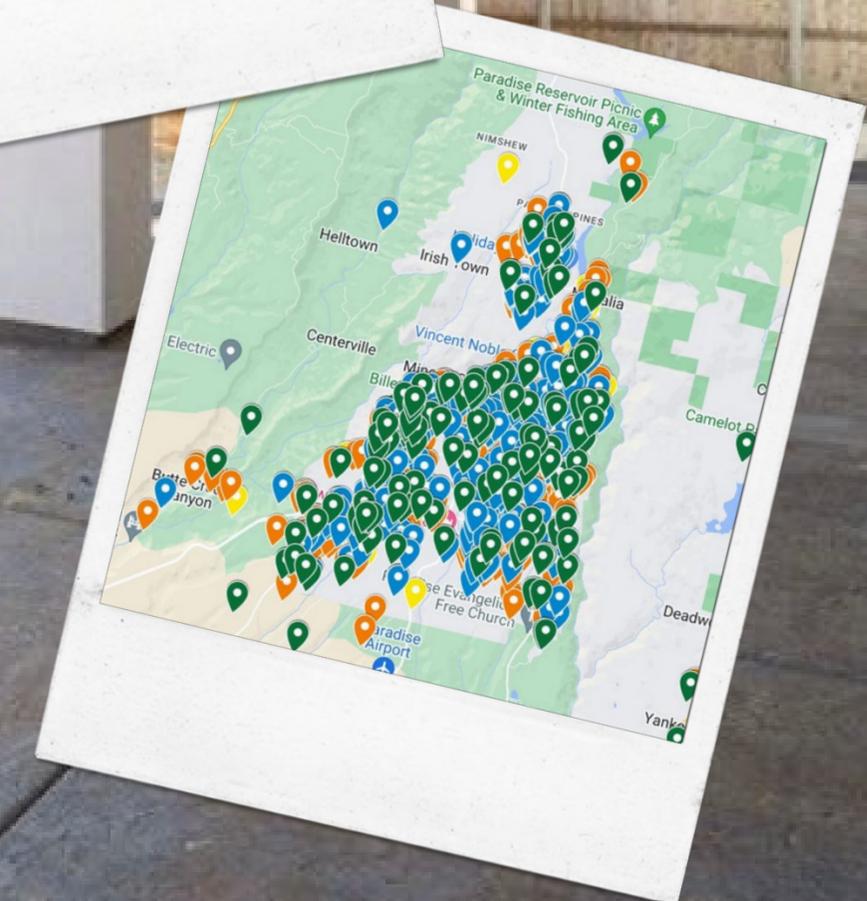
Non-profit Organization created after the Camp Fire to provide access to resources and to help lower barriers to entry for those repopulating the Butte County disaster affected areas.

501(C)(3) Nonprofit Organization EIN: 834200562

We see an obstacle the community is facing & work to overcome it

# Rebuild Paradise Foundation

- Granted \$2.5 million to the community for rebuild expenses
  - Missing Middle & Septic Grants
- Created Master Floor Plan Library
- Host a Septic Map on our website -vital for construction/utilities
- Spearheaded the first Firewise Community in Paradise
- Changing the narrative and telling a positive story of Paradise
- Handprint mural for 5 year anniversary - "Our Future is Bright"
- Advocate at State Capitol & with insurance
- Great reputation in the community
- Non-Profit of the Year 2024





# Our Biggest Hurdle Yet

In 2023 We began to see a massive problem with skyrocketing insurance costs in our community

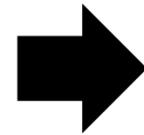
Newly Constructed Homes

Reduced Fuel Load

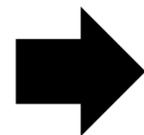
Firewise Communities

Town Ordinances

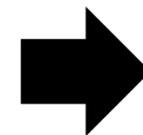
HOME OWNER



Needs

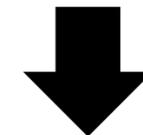


5 FT  
COMBUSTABLE-  
FREE ZONE

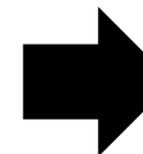


BARRIERS

- COST
- KNOWLEDGE
- LOVE PLANTS



Resource



600 % increase in some policies  
Some as high as \$30,000 annually



Grave

|

# The Solution

Provides 10 yards of road base rock to homeowners in Camp Fire footprint to create 5 ft of defensible space around their homes (Zone 0- the 1st 5ft next to the home)

- To better protect individual homes from wildfire
  - more participants = safer community
- Biggest hurdle for getting "Wildfire Prepared Home" certification is Zone 0
- Water Conservation
- Providing a resource = more compliance
- Educational tool

# Defensible Space Gravel Grant



the **ROCK GRANT** can help!

## \$500 voucher

for hardscaping Zone 0 - the 5 feet closest to your home

- We will partner you with a local aggregate company
- Choose the gravel you like, up to \$500 worth
- The aggregate company will deliver\* to your house for no extra fee
- You spread the gravel in Zone 0 around your home

\*delivery is determined by aggregate co. & may not be possible for some addresses



## Do I qualify?

- I own a home in the Camp Fire footprint
- The home does not have pre-existing defensible space hardscaping around the first 5 feet (Zone 0)
- I do not intend to sell the home

If all of the above are true, then YES! You qualify.



## Apply today!

Printable applications available at  
[www.rebuildparadise.org](http://www.rebuildparadise.org)

Or use your phone's camera to scan the QR code for a digital version.

QR  
code



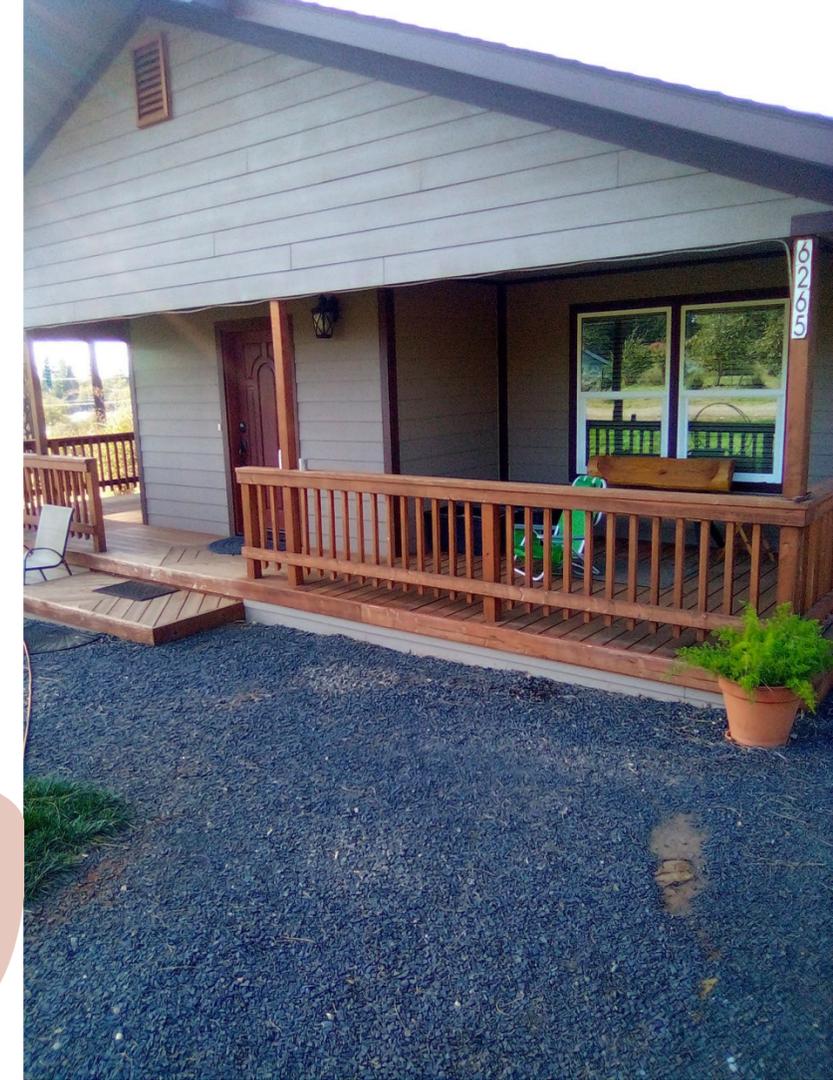
a 501(c)(3) Nonprofit Organization,  
EIN 834200562



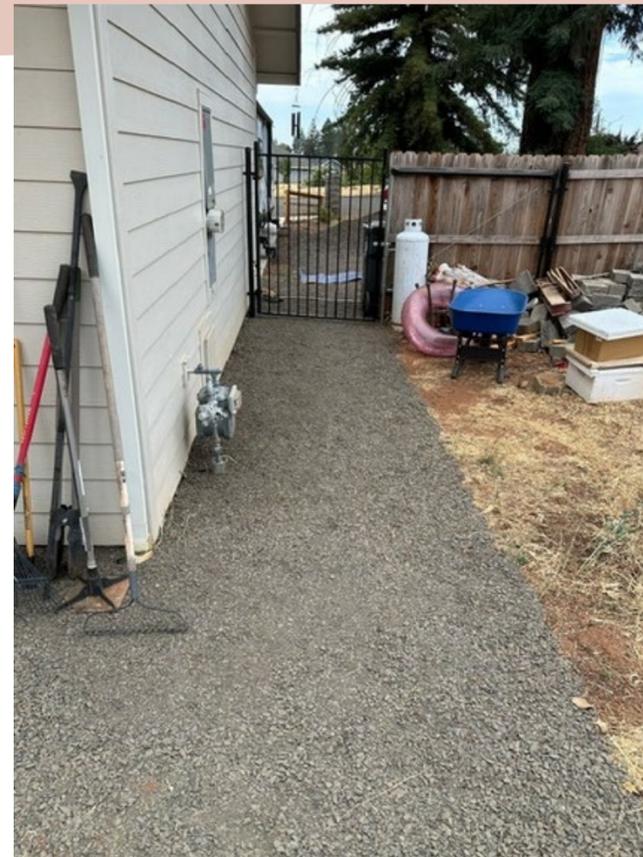
## CONTACT US

Jen (530)413-8056  
Lindsey (530)263-5355  
[info@rebuildparadise.org](mailto:info@rebuildparadise.org)

# Grant Program Launched May 2024



To Date: 190 Recipients



# What Happened Next

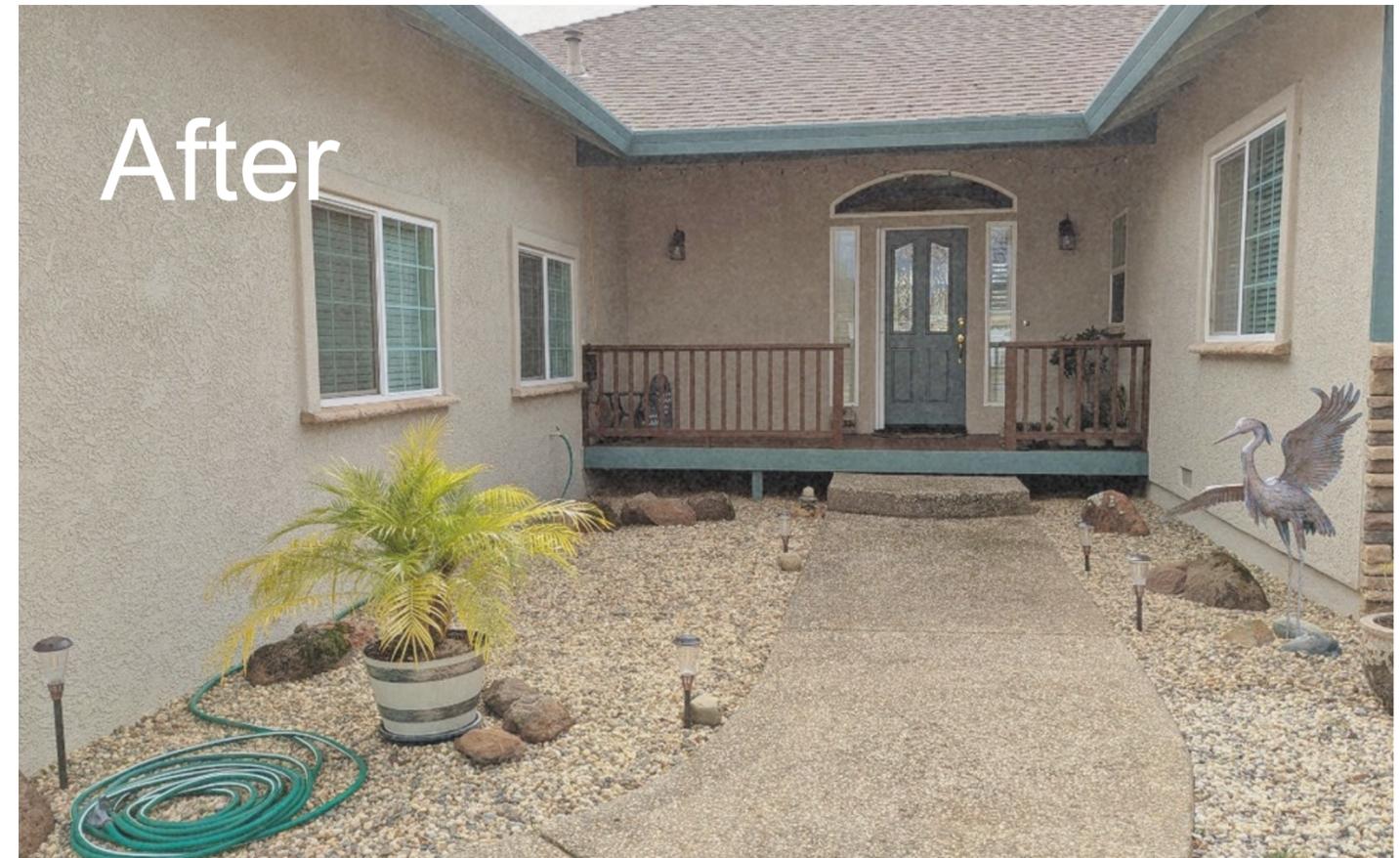
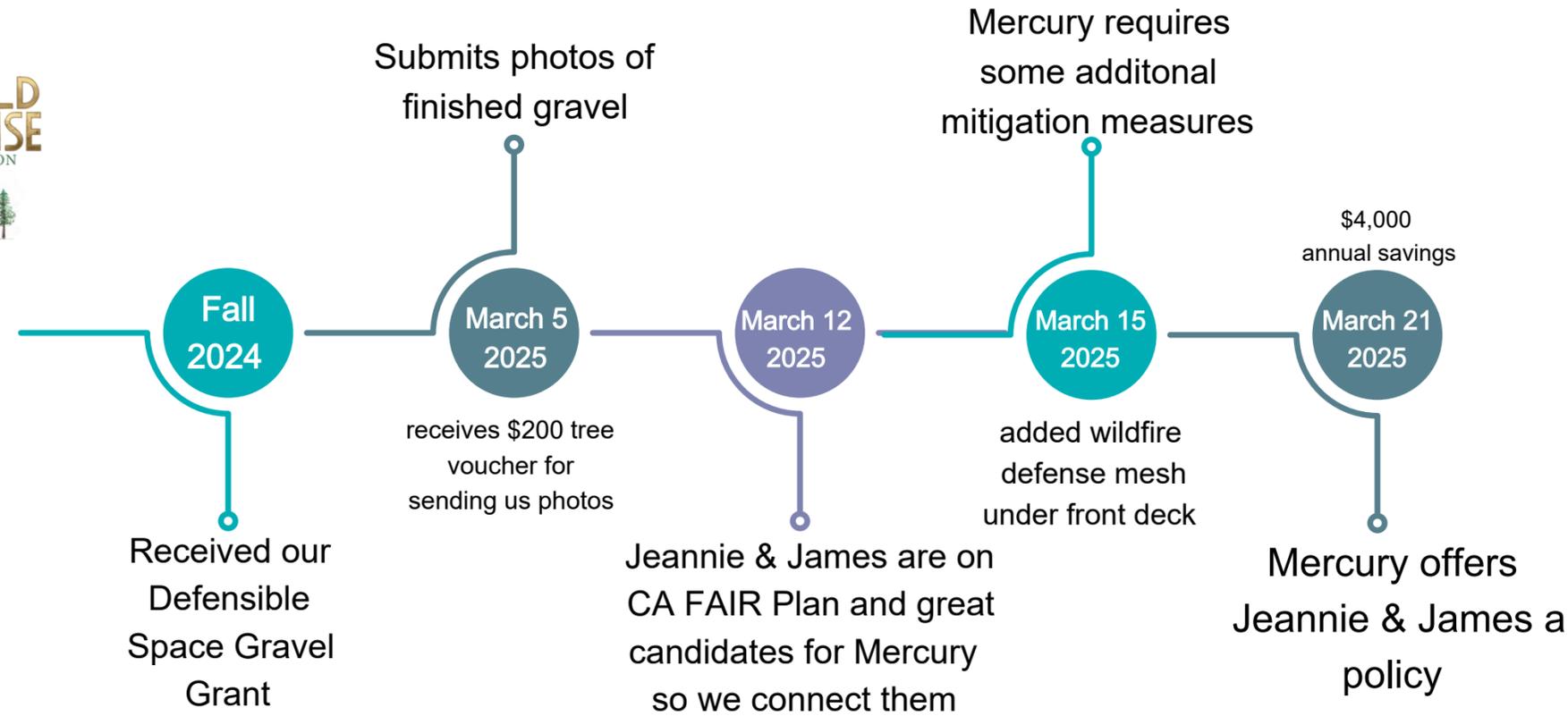
- October 2024 Mercury Insurance Toured Paradise, CA
- They Started Writing Policies that day
- Gravel Grant recipients were some of the 1st to receive affordable policies



# SUCCESS STORY: JEANNIE & JAMES



- 2018 lost home in Camp Fire
- Bought a surviving home in Paradise and maintain defensible space, including 5' noncombustible zone





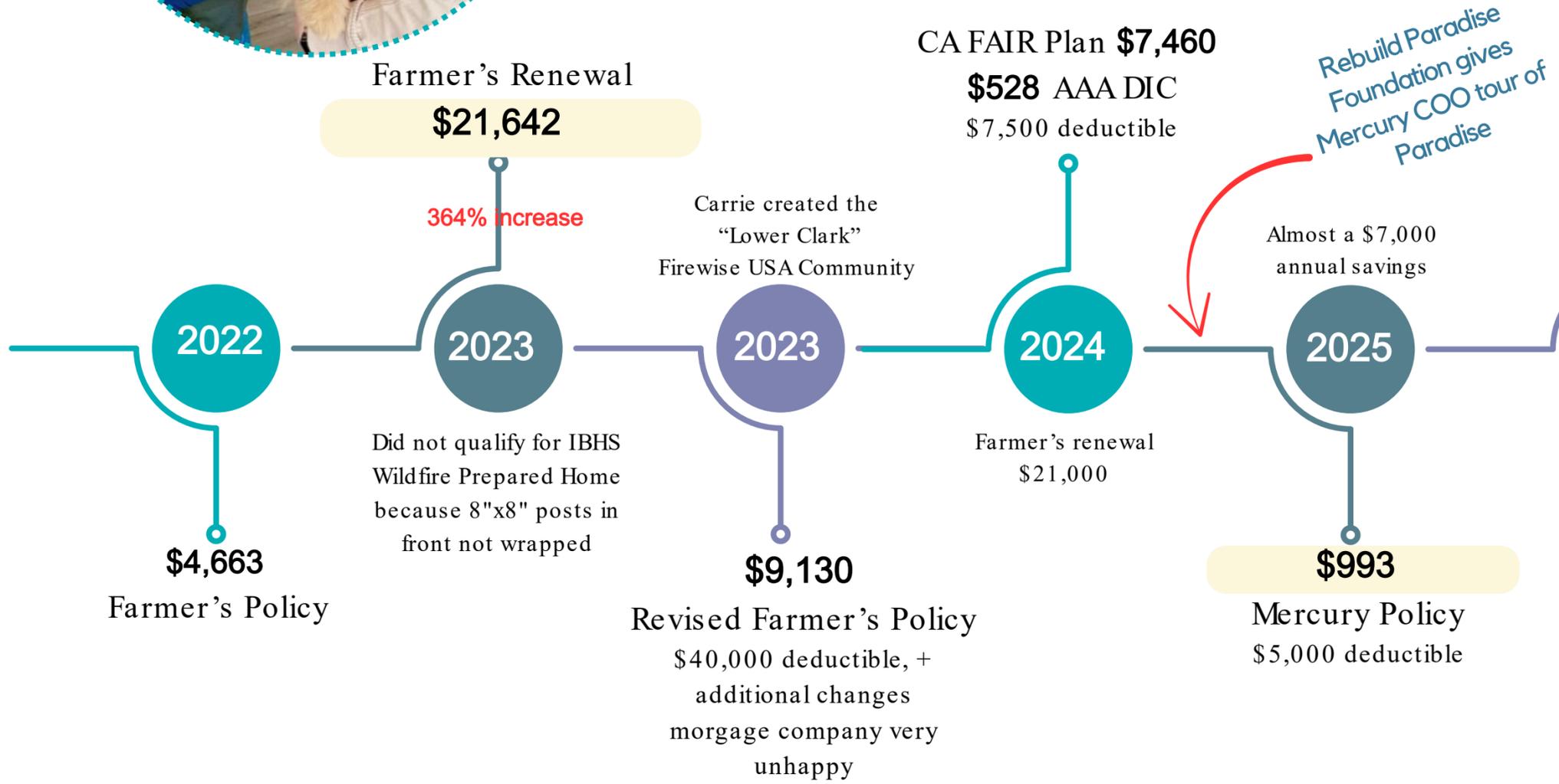
# SUCCESS STORY: CARRIE & FORREST

One families win with insurance, thanks to Rebuild Paradise Foundation



- 2018 lost home in Camp Fire

2019 to 2022 - built new home to latest WUI building codes and maintain defensible space, including 5' noncombustible zone



It's not about no Plants....



It's a balance



# Insurance Has the Loudest Voice



When Homeowners are rewarded with affordable policies or Good discounts - compliance for the noncombustible zone goes way up!

Homeowner removed bush  
to qualify for our grant

before



Demonstrating over 5ft



After



# Success story: Bolin



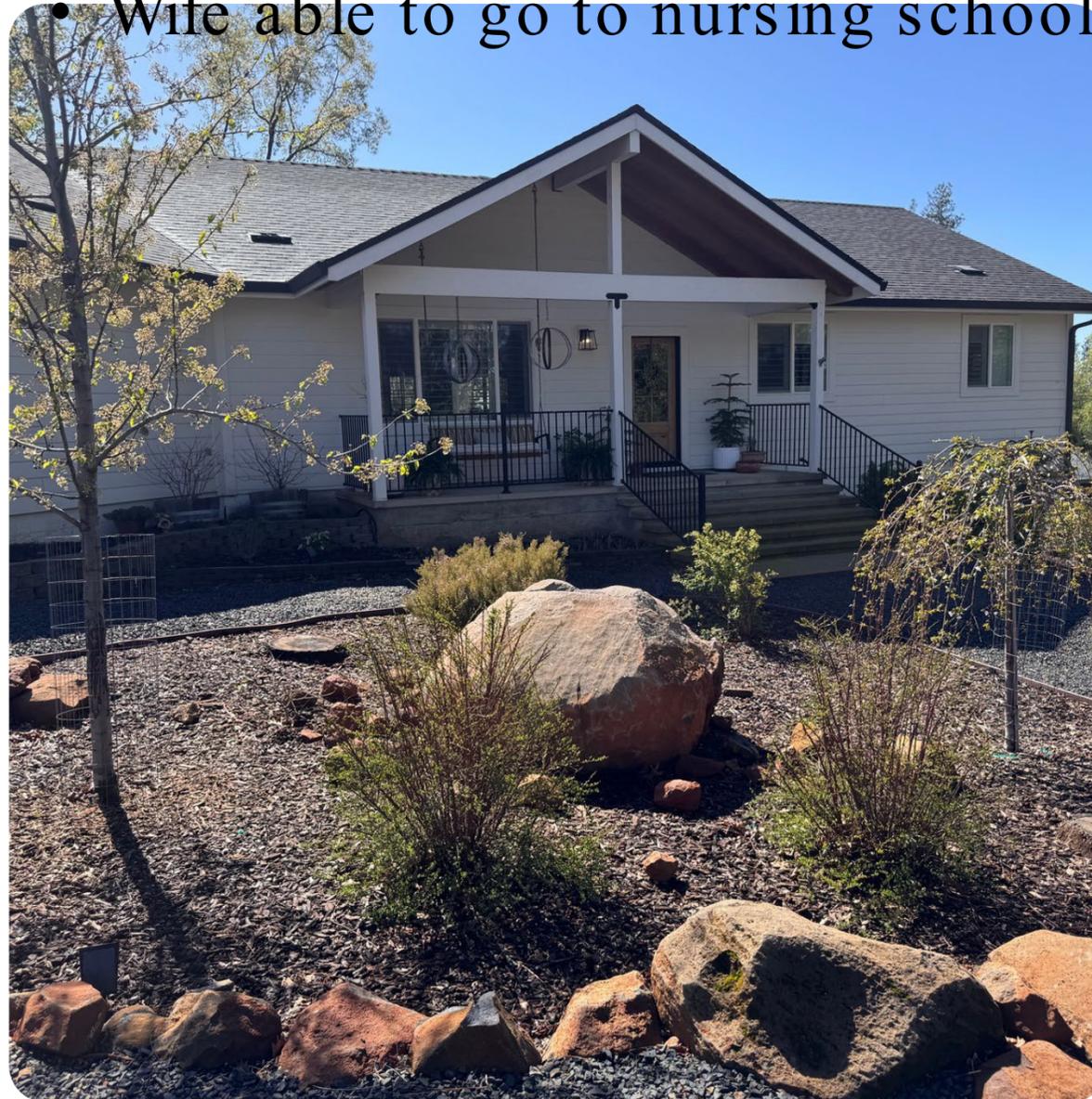
## Family

Had Jasmine growing all over their railing

- Removed & was able to get a Mercury Policy
- Wife able to go to nursing school



Saving \$4000  
Annually





New resident able to move to Paradise because they could afford homeowners insurance





# For Some it is a very Small Change



Currently Uninsured: Stucco Siding. Insulated Concrete Form.  
No Vents. Excellent Defensible Space





If there is a book you want to read but it hasn't been written yet, then you must write it. The same is true of any endeavor: if the solution you seek doesn't exist, create it.



# Hurdles We've encountered

- Manufactured Homes not eligible for insurance even with defensible space
- People thinking Paradise will never burn again or their house survived the fire once
- People thinking maintained landscape or ground cover is ok
- Lack of accurate information
- Insurers dropping residents even when measures are taken
- People love and have attachments to plants-they are important in our recovery
- Insurers not having accurate information on fire safe materials





# Questions?

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## Contact:

### SOCIAL MEDIA

@rebuildparadise

### PHONE NUMBER

530-413-8056

### EMAIL

jen@rebuildparadise.org

### WEBSITE

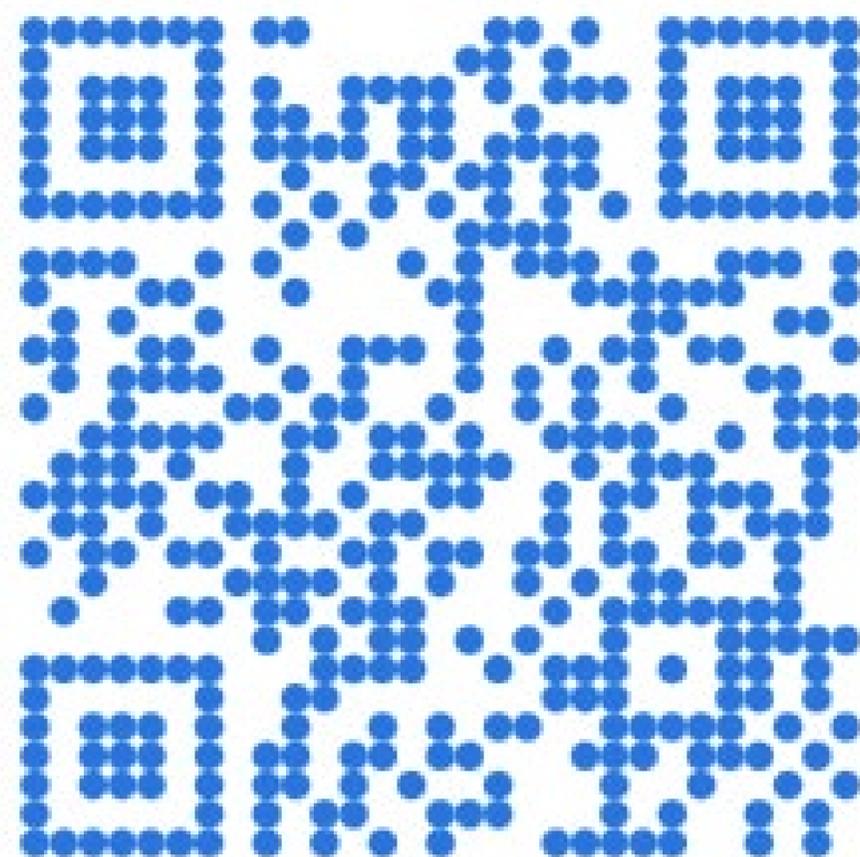
www.rebuildparadise.org

501(C)(3)Nonprofit Organization EIN: 834200562



# Support

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Your donation to Rebuild Paradise Foundation helps support our Gravel Grant program

Thank you!

[www.rebuildparadise.org](http://www.rebuildparadise.org)

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