

May 16, 2025

Email Message to PPCC from Chris Wallace, Chief Communications Officer, the LA Clippers – responding to an inquiry from PPCC as to how donations from the **LiveAid Concert** benefitted Palisadians:

“Thank you for reaching out on behalf of the Pacific Palisades Community Council.

“Thanks to an unprecedented outpouring of generosity from donors, sponsors, and artists, FireAid raised an estimated \$100 million. Within weeks of the benefit concert, \$50 million in Phase 1 funding was distributed to organizations providing critical, on-the-ground relief and services across Los Angeles County.

“While the scale of giving was extraordinary, we recognize that no amount of funding can fully address the devastation and long-term recovery needs caused by the January wildfires. Out of respect for those still navigating loss and rebuilding, FireAid has kept proactive publicity around our efforts intentionally limited. That said, your email is a powerful reminder of the importance of telling the stories of the communities and individuals impacted. We are committed to doing so more actively in the months ahead.

“We understand and respect the concerns of the Palisades community. The FireAid grantmaking process was extensive and community-informed. It involved local outreach, feedback from those directly affected, and collaboration with nonprofit organizations embedded in fire-impacted neighborhoods. Grant recommendations were developed by an experienced operations team, reviewed by an independent advisory committee with deep familiarity across the region—including site visits and conversations with fire victims—and ultimately approved by the FireAid Board.

“We are proud to share that over \$21 million in the Phase 1 FireAid funding was directed to organizations serving the Palisades and adjacent communities, as well as many Los Angeles countywide organizations that serve Palisades wildfire-impacted residents. These organizations include:

- Westside Food Bank: providing food and basic supplies to those fire victims in the Palisades and beyond.
- Meals on Wheels West: providing prepared meals to elderly fire victims in the Palisades and beyond.
- Chabad Jewish Community Center of Pacific Palisades: vital support and relief to the Palisades helping with evacuations, emotional support systems for the Palisades Fire victims and beyond.
- Santa Monica College Foundation: temporary housing, food, clothing, and transportation for residents on the west side including the Palisades impacted by the fires.
- Palisades Charter High School: for direct support to affected students and families.
- Palisades Recreation Center – Symbol of Hope Project: FireAid was first to address the tremendous loss of to the community of its treasured parks and recreation center with funding for a new playground to start.
- Boys & Girls Club of Malibu: provided multiple services to club members and their families impacted by the Palisades Fire.
- Home Grown: supported 53 early childhood education providers in the Palisades
- LAUSD Foundation: provided support for students, families, and staff of those schools in the Palisades including the ones that burned down.

- Jewish Family Services: multiple services for individuals and families including older adults needing hot meals.
- LA County Relief Fund: cash assistance homeowners and tenants.
- LA Region Worker Relief Fund: cash assistance for displaced workers in the Palisades and beyond.
- LA Region Small Business Relief Fund: cash assistance for small businesses in the Palisades and beyond.
- Jewish Free Loan Association: short term loans with no interest and no fees to individuals, non-profits and business in the Palisades and beyond.
- LA Conservation Corp: clean-up of various burn areas in the Palisades and beyond.
- The Change Reaction: cash and supplies to fire victims.
- Musicares: cash and support to musicians displaced.
- LA County Arts Fund: went to artists and arts non profits.
- Baby 2 Baby: supplies delivered in the Palisades and countywide.
- Our Big Kitchen LA: meals delivered to all fire victims across the county including the Palisades.
- LA Regional Food Bank: food was distributed to all fire victims.
- Neighborhood Housing Services of LA: financial counseling and assistance to mobile park residents.
- Team Rubicon: debris removal, etc. for all burn areas.
- Alliance For Children's Rights: care for foster youth displace no matter what the location.
- El Nido: provided support for overflow from westside fires.
- Childcare Alliance Of LA County: provided support for childcare providers and families throughout the County.
- Disability Community Resource Center: County-wide program.
- Special Needs Network: County-wide support responding to unique needs of displace individuals with autism.
- Restaurants That Care: provided support for independent restaurants forced to shut down no matter the geography.
- Food Forward: fresh produce and fruit to all areas.
- Project Angel Food: providing medical tailored meals in all areas.
- La Voice Benevolence Fund: support to over 70 spiritual communities across all faiths and geographies.
- Jewish Federation: essential resources to displace families all over.
- Kehillat Israel Synagogue: financial assistance.
- 211LA: fielded emergency calls from all fire victims.
- Bet Tzedek: legal aid and public counsel — all fire areas.
- Imagine LA: navigation to folks in palisades — about half their users.
- CA Firefighters Benevolent Fund: cash aid to displaced families and injured firefighters.
- Inclusive Action: helped outdoor workers including palisades.
- IDEPSCA: very focused on Palisades impacted workers.
- Pilipino Workers Center: helped home care workers from the Palisades.
- Labor Community Services: also helped palisades workers.

“These organizations collectively supported fire victims through housing, financial aid, legal support, mental health resources, employment and small business assistance, child and elder care, and culturally competent services across all affected regions—including the Palisades.

“The FireAid Board is reviewing an additional \$25 million in Phase 2 funding, expected to be announced next week. Of that, more than \$14 million is proposed for organizations serving the Palisades and

surrounding areas, that include funding for the library and high school baseball field. In conjunction with the announcement, we will update www.fireaidla.org to include the latest information and grant recipients.

“We thank you for your outreach, concern, and continued advocacy. We also value your partnership as we work to equitably support all impacted communities. Please note, FireAid Board Member Rick Caruso will be attending your scheduled meeting on May 22. In the meantime, if there are areas where you believe additional support is urgently needed, we welcome your insights as the Board continues to evaluate future grants.

“Thank you.”



Chris Wallace

Chief Communications Officer

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PPCC has thanked Mr. Wallace and all who participated in the effort to raise funds for the benefit of victims of the Palisades and Eaton Fires.