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Thomas Fire Response Network
Case for Support
January 2018

Vision

As you craft the vision portion of the case statement consider the following:

- x What difference will the money you raise make to your service population (e.g., the people of Ventura County)?
- x Your vision should focus on the people you serve, not your organization.
- x Your vision statement should be brief – two or three sentences.

An example:

The Thomas Fire Response Network envisions a coordinated system of service that responds to Ventura County residents' need for shelter, employment support, education, and healthcare support services in the wake of the Thomas Fire. The Network pledges to identify resources that will support services for all who live in Ventura County, including marginalized populations.

Problem Statement

The Thomas Fire erupted on December 4, 2017 in Ventura County and grew to become the largest wildfire in modern California History. It was contained on January 12th. During its 40-day occupation in Ventura and Santa Barbara Counties, the Thomas Fire

- x Killed two people
- x Engulfed 281,893 acres of land
- x Destroyed or damaged 1,343 structures
- x Forced nearly 200,000 people to evacuate

(CalFire, 2017; BusinessWire.com, 2018; democracynow.org, 2017)

At its height, the wildfire was powerful enough to generate its own weather, qualifying it as a firestorm. There were periods of time when the fire was advancing at a rate of an acre per second (CNN, 2017).

Six weeks after the Thomas Fire ignited, these communities faced devastation again. On January 9, 2018, torrential rains poured down charred hillsides with no vegetation and glass-like fire damaged soil. The resulting deadly flash floods and mudslides destroyed 128 homes, damaged hundreds more, injured 28 people, and claimed the lives of at least 21 people living in Montecito to date (BusinessWire.com, 2018). Mud and water damaged property and blocked roads from the hills to the Pacific Ocean in Montecito. The 101 Freeway was buried under mud and closed between Ventura and Santa Barbara Counties for almost two weeks, creating a barrier to the major north-south artery that commuters use to travel to work on a daily basis (Los Angeles Times, 2018).

This duet of natural disasters has put tremendous pressure on an already stressed safety net of nonprofit and government service providers that face alarming needs in each of the categories below.

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Housing and the Economy

The 2018 Rental Affordability Report indicates that Ventura County is the 13th least affordable county rental market in the nation, and the least affordable of all Southern

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Ventura County's agriculture industry provides an estimated 43,000 jobs in Ventura County, more than any other sector of the economy except services (Farm Bureau of Ventura County, 2016). Agriculture and agriculture-related businesses account for about 4.4% of overall economic activity in Ventura County, generating \$2.1 billion in direct and \$76 million in indirect business taxes annually (Farm Bureau of Ventura County, 2016). One in 10 county residents relies to some degree on income derived from farming (Farm Bureau of Ventura County, 2016).

The fire crippled this important industry, further harming an already ailing economy. The Farm Bureau of Ventura County estimates that there are approximately 36,000 farm workers in Ventura County (2016). These low-income workers were significantly impacted

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paying for the industrial hygienist that developed and assessed the clean up plan (Ventura County Star, 2018). In addition to clean up costs, schools encountered additional staffing

This portion of the case statement (the problem statement) will be greatly enhanced by the addition of pictures and individual stories.

Program Plan

This portion of the case statement responds to questions such as:

- x How will you overcome the problem so that you can achieve your vision?
- x What services will you provide?
- x How many people will benefit from your services?
- x What collaborative partners (think about other nonprofits, government agencies, etc.) will you work with to provide the programs and services?
- x How will you avoid duplication of services provided by other organizations?
- x What will you do with the money you raise and how will that solve the problem?

Program Costs

This portion of the case statement responds to questions such as:

- x What are the costs associated with your program plan?
- x What are the individual line items in your program budget?
- x How much funding do you need for each line item?
- x Have you already secured funds to support the program? If so, how much and who has provided or pledged the contributions?

A fictional example:

The total cost of the **House VC Now** program is estimated to be \$4,075,000. Program costs include:

- x 75 Temporary mobile homes for residents displaced by Thomas Fire, inclusive of

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- x Can donors make sustaining, monthly gifts?
- x Will you offer any naming opportunities?
- x How will donors be recognized?
- x If your organization's board and staff have already made contributions (this is always appreciated by donors!), invite potential donors to join you in funding the program.