

Destination Marketing Association of the West | DMA West

TO: DMA West Members

Our thoughts are with all those affected by the fires in Sonoma, Napa, Lake and Mendocino Counties. The DMA West members throughout Northern California are working together to provide hotel room availability to assist evacuees/residents and emergency responders during this crisis. In addition, DMO industry colleagues are also providing meeting space availability information that may be needed to relocate group meetings and conferences.

Several DMA West members have asked how they can help these communities during this devastating tragedy. The following information has been provided by the Sonoma County Tourism Bureau and Visit Mendocino County.

TO MAKE A DONATION

The California Office of Emergency Services has recommended only financial donations at this stage of the crisis, since there are limited locations to warehouse supplies or donated items.

The Community Foundation of Sonoma County's Resilience Fund

<http://www.sonomacf.org/sonoma-county-resilience-fund/>

Community Foundation Sonoma County has launched the Sonoma County Resilience Fund to address the mid to long-term needs of our community. As funders with more than 30 years of experience in grant-making in Sonoma County, we will rely on our thorough due diligence process to identify and vet organizations to receive funding. While we cannot yet predict what the greatest needs will be, in other communities recovery efforts have included basic needs as well as longer term economic, health and social supports. Examples have included support for renters, case management services, animal welfare and capacity-building for nonprofits taking on new or expanded roles in disaster relief.

Redwood Credit Union North Bay Fire Relief

<https://www.redwoodcu.org/northbayfirerelief>

Redwood Credit Union (RCU), in partnership with RCU Community Fund, The Press Democrat, and Senator Mike McGuire, is now accepting financial donations to aid relief efforts and assist victims of the 2017 North Bay fires. One hundred percent (100%) of your donations will go directly to support those affected by the fires. Because the devastating fires affected numerous counties, you will have the opportunity to donate to the county of your choosing, including Sonoma, Napa, Mendocino, and Lake County. You may also choose to donate to all counties (your funds will be distributed equally among all four counties).

The Community Foundation of Mendocino County

<http://communityfound.org>

The Disaster Fund for Mendocino County is managed by The Community Foundation of Mendocino County. The Community Foundation of Mendocino County is a county-wide nonprofit organization that administers permanent charitable funds established through gifts and bequests from individuals, families, businesses, and other organizations.

Donate to an Organization of Your Choice

There are many other organizations providing assistance as residents and communities cope with these deadly wildfires such as the American Red Cross, the Salvation Army and United Way. Donations to these organizations may be designated for the California counties ravaged by the fires.