



**American  
Red Cross**

**AUGUST 2025**

## **California Wildfires: Six-Month Report**

### **IMPACT AT A GLANCE**



Reached an estimated **118,700** people with disaster relief and recovery services, including over **\$51.4 million** in direct financial assistance



Served more than **178,800** meals and snacks with partners



Provided more than **24,800** households with relief supplies



Provided nearly **21,000** overnight shelter stays with partners

Cumulative service delivery numbers for wildfire responses in California in 2025, as of July 7, 2025.

### **Providing Care and Comfort to Hard-Hit Residents**

In the wake of the devastating wildfires that swept through Southern California in January 2025, the American Red Cross stood shoulder to shoulder with impacted communities, offering shelter, comfort and a path forward. Six months after these massive fires ripped through communities in Los Angeles County, our commitment to help those affected — as well as those who are impacted by new wildfires across the state — is unwavering and continues to be powered by the extraordinary generosity of compassionate donors.

As flames engulfed neighborhoods like Pacific Palisades and Altadena, forcing thousands to flee and destroying or severely damaging over 17,000 homes, Red Cross teams mobilized to meet urgent needs. Working around the clock with local officials, community partners and government agencies, we launched a large-scale disaster response operation to bring relief to those affected by these destructive blazes.

Compassionate Red Cross workers served warm meals, snacks and drinking water to fire-weary residents. They supported emergency shelters for people who had nowhere else to go, and offered health services, such as help replacing lost prescription medications and eyeglasses.

Trained disaster mental health volunteers were also on hand to support and comfort people coping with heartbreaking personal losses and stressful evacuations. Meanwhile, Red Cross Shelter Resident Transition teams worked tirelessly to help families move from emergency shelters into more stable housing. In addition, our Latino Engagement Team was deployed to impacted Spanish-speaking communities to ensure they were aware of and able to access the support they needed.

Above: Red Cross volunteer Jim Camarillo delivers relief supplies and water to residents in neighborhoods affected by the 2025 California Wildfires as they search through debris for their belongings. Supplies include masks, protective body suits, gloves, cleanup kits, tarps, snacks and water. Photo by Jason Colston/American Red Cross



**“Part of the healing is giving. Right now, I’m seeing a tremendous amount of giving. Not only locally, but [Red Cross workers] coming from other places.”**

**MARY JO BRAUN, OF SANTA MONICA, A LOCAL VOLUNTEER WHO STEPPED UP TO HELP PEOPLE IMPACTED BY THE JANUARY WILDFIRES**

Above: At a Red Cross shelter in Pasadena, California, volunteers Ariana Nassiri and Angela Padilla serve hot meals to wildfire survivors, helping to provide a safe place for impacted residents to stay as they begin rebuilding their lives. Photo by Scott Dalton/American Red Cross

The Red Cross also provided approximately **\$12.9 million in Immediate Financial Assistance to more than 11,000 households** in the early weeks of our response. Wildfire survivors used these emergency funds to help with their most urgent needs, for example, to pay for necessities like groceries and gas money, rental deposits and transportation costs, utility bills and much more.

## **Mobilizing the Community: Local Volunteers Step Up to Help Neighbors**

More than **1,400 trained Red Cross disaster workers** left their homes and families behind, deploying from locations near and far to power our response. These dedicated volunteers and employees brought not only expertise, but also empathy—listening, comforting and guiding survivors through some of their darkest days.

Critically, our longtime Red Cross disaster responders were joined by **new volunteers from local communities** who raised their hands and rolled up their sleeves to help neighbors in need. **Roughly 1,600 local residents**—some new volunteers, some pre-existing—have worked at least one shift on this Red Cross California wildfires relief mission.

These local volunteers took shifts at emergency shelters, served meals and pitched in however they could. Many who were not dramatically impacted by the wildfires had an inherent desire to do something positive for their neighbors.

“I didn’t know what to do,” said Mary Jo Braun, a new Red Cross volunteer from Santa Monica. “Your friends are impacted. I can’t go visit them because they’re someplace else. You think, ‘What else can I do?’”





New local volunteer Mary Jo Braun (right) talks to Red Cross disaster responder Mary Simkins about her experience witnessing the California wildfires and how she plans to continue helping her community. Photo by Eric Besson/American Red Cross

**Including both Immediate and Bridge Financial Assistance, as of July 7, 2025, we had distributed over \$51.4 million in direct financial assistance to more than 30,000 households.**

Mary Jo completed her application, snagged a shift online and was assigned to a Red Cross-supported shelter in Los Angeles for U.S. military veterans.

“Part of the healing is giving,” Mary Jo said. “Right now, I’m seeing a tremendous amount of giving. Not only locally, but you guys coming from other places...That to me, my heart is so filled, knowing that. It’s pretty amazing. Why wouldn’t anyone want to be part of an organization like that?”

## **There for the Long Haul: Delivering Additional Cash Assistance and Recovery Support**

For people impacted by catastrophic disasters like the January wildfires in California, recovery can be a long and challenging journey. That’s why the Red Cross is there for the long haul, delivering additional financial assistance and supporting recovery efforts in the affected communities.

Thanks to incredible support from the public, the Red Cross launched an additional round of Bridge Financial Assistance in April to help individuals and families who were affected by the wildfires and continued to face recovery obstacles. The program began with outreach to previous recipients of Red Cross assistance via phone, text and email.

In coordination with our community partners, we also opened in-person enrollment sites across Los Angeles County staffed by Red Cross caseworkers. These sites, located near the Eaton and Palisades Fire burn zones, allowed affected residents to come in person to meet with a caseworker and determine their eligibility for assistance.

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## Bridge Assistance Helps Survivors Overcome Recovery Obstacles



Left: Red Cross caseworker Cathy Sharpe stands with the Terry family after they received Bridge Assistance. The Altadena family is incredibly close, with parents Norman and Sachi bringing their daughters with them to apply for Red Cross assistance. They were all smiles when they received the help, eager to replace items the family lost in the Eaton Fire. Photo by Mimi Teller/American Red Cross

Right: Wildfire survivor Michele Smith embraces a Red Cross caseworker at the Altadena Main Library after receiving Bridge Assistance to help her recover from the Eaton Fire. She said the assistance will help her replace belongings destroyed by the fire and she could not be more grateful for the support from the Red Cross. Photo by Mimi Teller/American Red Cross

**“It lifts my spirit. We look for these moments of progress and positivity because we can’t be in the pit all the time. Today is a good day.”**

**AURORA BARBOSA FLORES, SPEAKING OF RED CROSS BRIDGE ASSISTANCE THAT WILL HELP HER START THE REBUILDING PROCESS**

**AURORA'S STORY:** When the wildfires swept through Altadena, California, Aurora Barbosa Flores was forced to flee her home. A high school math teacher, Aurora, along with several neighbors, evacuated to her parents' house in Glendale.

Days later, she borrowed a friend's e-bike and navigated blocked roads and debris to find out if her house had survived. She recalls the devastation she found “All the houses were gone—just chimneys, burned cars and trees, and fallen power lines.”

Through a neighborhood group of fire survivors, Aurora learned that the Red Cross was offering direct financial assistance to those affected. Unsure of what to expect, she took a day off work to come to the Pasadena Bridge Assistance Center. When Aurora arrived, she wasn't expecting to walk out with a financial lifeline in hand.

“I didn't know I was going to get the money today,” she said, visibly moved. “I thought maybe eventually, but not like this—not right now.”

Aurora Barbosa Flores lost her Altadena home and all its contents during the Los Angeles fires. She received Bridge Assistance from the Red Cross, helping her take the first steps toward rebuilding. Here, Aurora listens carefully as Red Cross caseworker Gladys “Gigi” Watson guides her through the enrollment process. Photo by Mimi Teller/American Red Cross



That unexpected support came as a genuine surprise and a powerful emotional uplift. “It lifts my spirit,” she said. “We look for those moments of progress and positivity because we can’t be in the pit all the time. Today is a good day.”

Aurora explained that the Red Cross funds arrived at exactly the right moment. “When I met with the architect [to discuss rebuilding her home], he said, ‘You need to get a land survey and a soils test.’ I don’t know how much those cost, but now I have a way to start,” she said.

**“I am overwhelmed. I felt so alone, but I don’t feel alone today.”**

**ROXY DECOU, WHO RECEIVED RED CROSS-SUPPORTED CLEANUP AND REMEDIATION SERVICES FOR HER DAMAGED HOME**

## **Network of Compassion: Working With Community Partners to Meet Recovery Needs**

Over the last six months, Red Cross caseworkers continued working to connect survivors with community resources, helping them navigate the road to recovery. In addition, the Red Cross was available at Multi-Agency Resource Centers in Pacific Palisades and Pasadena, offering wildfire survivors access to a wide range of services—from housing support to mental health care.

We’re also working to address long-term needs, including feeding programs, veteran support and housing solutions. These efforts are made possible through strong partnerships with local nonprofits, faith-based organizations and government agencies, and focus on convening stakeholders with a wide variety of expertise to support community healing, making it possible for long-time residents to return to their homes and neighborhoods.

For example, the Red Cross has partnered with the Clergy Community Coalition, which consists of about 140 faith-based organizations in the Los Angeles area, to help support mental health and wellness needs through outreach from trusted local clergy members.

In addition, the Red Cross is funding grants to community organizations that can help meet specialized response and recovery needs. This program provides funding to nonprofits and community-based groups to facilitate the expansion of current services and the creation of new programs that aid in individual and community recovery and the strengthening of resilience across the affected areas. These grants could include investments in housing, mental health support, financial education services and much more.

Roxy DeCou (front) is a Palisades resident whose home was damaged, first by smoke and ash, then again by landslides in the burn zone. Upon receiving cleanup and remediation services from our partner Hope Crisis Response Network and Red Cross volunteers, she said, “I am overwhelmed. I felt so alone, but I don’t feel alone today.” Photo by American Red Cross





Grants funded so far include our Response Impact Grants (RIGs), which help during the early phases of recovery to accelerate local initiatives and expand capacity for critical community services. The Red Cross has provided funding for the following RIGs to meet significant community needs:

- **Los Angeles Regional Food Bank:** Building capacity and operational support for the food bank and its over 600 partner organizations to help them sort and distribute food and non-food items to impacted communities.
- **211LA:** Fortifying the operations of this critical partner as they support individuals and families displaced by the wildfire, helping them navigate housing challenges and providing other critical resources to aid in their recovery.
- **Radio Bilingue:** Supporting the development and broadcast of Spanish-language messaging to affected populations, helping ensure that they can access available relief and recovery services and support.
- **Hope Crisis Response Network:** Providing smoke and ash remediation and roof repair for affected homes in the Palisades and Eaton Fire burn zones, prioritizing households with limited recovery resources. Notably, this effort was also supported by local Red Cross volunteers — 63 signed up on the first day alone — who selflessly invested time and “sweat equity” to support their neighbors in need.

Over six months since the fires began, the Red Cross remains deeply committed to helping communities recover and rebuild. We know that healing takes time. Powered by the generosity of our donors, we will continue to work with government, community and nonprofit partners in the months ahead to coordinate recovery efforts. We will also stand ready to respond to additional wildfires that may strike across California through the summer and fall, providing critical relief and comfort to survivors and helping them get back on their feet.

To those who have lost so much, we offer our hearts and our hands. And to the thousands who have supported this response — through donations, volunteering and acts of kindness — we thank you. Together, we are making recovery possible.

When flames destroyed his neighborhood in Altadena, California, Gabriel Merino didn't know where he would go. Finally, Gabriel and his cat, Minnie, found refuge at the Red Cross shelter. Volunteers like Elvia are there to help, even helping Gabriel put a leash on Minnie so they could go for a walk. Photo by Scott Dalton/American Red Cross



► To learn more about our response and some of the people we've helped, please visit our **California Wildfires 2025 Story Map** ([redcross.org/california-wildfires-2025](https://redcross.org/california-wildfires-2025)).

## Compassionate Donors Power Relief and Recovery Support

Thanks to incredibly generous support from the public, the Red Cross has raised \$176.4 million—including the value of critical donated goods and services—designated for our California Wildfires 2025 response to help people impacted by wildfires in California in 2025. As of July 7, 2025, the Red Cross had already spent or made commitments to spend approximately \$83.8 million on emergency relief and recovery efforts for the January wildfires in California. We will continue to program the remaining funds to provide and support relief and recovery services for people impacted by wildfires in California in 2025.

California Wildfires 2025 Expenses and Commitments <sup>1</sup> (in millions)						
As of July 7, 2025						
Expense Categories	Food, Shelter and Relief Items	Health and Emotional Support	Financial Assistance	Community Recovery and Resilience	Total	Expense %
Long-term recovery programs to help unmet needs	–	–	\$38.5	\$0.5	\$39	46%
Financial assistance, food, shelter and other relief items	\$3.1	\$0.3	\$12.9	\$7.9	\$24.2	29%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$3.2	\$0.7	\$1.1	–	\$5	6%
Full-time Red Cross employees	\$1.3	\$0.1	\$0.3	\$0.5	\$2.2	3%
Kitchen, shelter and other logistics that enable service delivery	\$1.2	\$0.6	\$ 0.4	–	\$2.2	3%
IT, communications and call centers	\$0.6	\$ 0.1	\$0.7	\$0.1	\$1.5	2%
Temporary disaster hires	\$0.5	\$0.1	\$0.2	\$0.2	\$1.0	1%
Freight, postage and warehousing	\$0.2	–	–	–	\$0.2	0%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.1	–	–	–	\$0.1	0%
<b>Total Program Expenses</b>	<b>\$10.2</b>	<b>\$1.9</b>	<b>\$54.1</b>	<b>\$9.2</b>	<b>\$75.4</b>	<b>90%</b>
Management, general and fundraising <sup>2</sup>					\$8.4	10%
<b>Total Spent and Committed</b>					<b>\$83.8</b>	<b>100%</b>
Program Dollars Remaining					\$83.3	
Management, general and fundraising remaining to be applied					\$9.3	
<b>Total Budget</b>					<b>\$176.4</b>	

<sup>1</sup> Dollar figures are rounded to the nearest \$100,000; therefore, expenses \$49,999 and below are represented as zero.

<sup>2</sup>Management, general and fundraising expenses support our work at its core and are indispensable to running the organization and helping people in need. They include the people and systems to maintain our enterprise-wide computer and telecommunications, HR and payroll systems to support nearly 18,000 employees and more than 300,000 volunteers, fundraising and communications functions, and other support services across all program lines. Ninety cents of every dollar spent for California Wildfires of 2025 will support the delivery of care and comfort to help people affected by these disasters.

*Thank you!*



**American  
Red Cross**

The Red Cross must be ready for every disaster, and we respond to an average of about 65,000 disasters each year—including home fires, severe weather, floods and wildfires. Those in need turn to the Red Cross in their darkest hours because they know they can depend on us right after the disaster and throughout their recovery. Your donation helps us fulfill this promise. We are grateful for your trust.