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CALIFORNIA WILDFIRES 2025 **ONE-YEAR REPORT**



**American
Red Cross**



“We don’t have to be so scared and frantic ... we’ve got support.”

VIRGINIA ROBBINS

As the Eaton Fire threatened, Vincent Robbins and his wife, Virginia, quickly loaded their truck and fled the fast-moving flames. The next day, they learned that their home was gone and they would have to start all over again. “I lost most of my life’s work,” said Vincent, who is a visual artist and longtime Altadena resident.

According to Virginia, the couple received financial assistance from the Red Cross in those early days and assumed that would be it. Then she heard about our program that offered additional funds for hard-hit families and decided to apply. “And I’m sitting here stunned,” she said. “\$3,000? I didn’t even know if I heard it right.”

Determined to rebuild their lives in their Altadena community, Vincent said the extra assistance would be “really helpful,” noting he would use some of the money to help buy materials and supplies to make more art and to help the couple “keep moving forward.”

“I was so thankful,” Virginia said. “I’ve heard of Red Cross all my life and always thought of it as the ‘beacon on the hill’ kind of thing, but this is beyond what I ever would have expected.”

“We don’t have to be so scared and frantic,” she added. “You know, we’ve got support.”

Above: Photo by Brad Zerivitz/American Red Cross

Cover photo: Rhyann Gomez of Altadena, California, was forced to flee her home as wildfires raged through Los Angeles County, finding refuge at the Red Cross shelter in Pasadena. “I’m not sure what the future holds,” she said, “but I know it’s going to be okay. I’ve been through worse, and I’m going to make it. I’m really grateful for the Red Cross right now.” Photo by Scott Dalton/American Red Cross

A LETTER FROM

Cliff Holtz, President and CEO, American Red Cross



One year after the devastating California wildfires of January 2025, I want to express my deepest gratitude to our incredible donors across the country. Your generosity made it possible for the American Red Cross to respond quickly and compassionately during one of the most destructive wildfire events in California's history.

When a disaster of this magnitude strikes, people need more than refuge and food—they need hope. Thanks to you, caring Red Cross volunteers hailing from Southern California and across the country were able to deliver that hope, and much more, when it was needed most.

During and immediately after the wildfires, your support helped the Red Cross and its partners open safe shelters, provide warm meals and deliver health and mental health services to thousands of people forced from their homes. When I visited Southern California last January, I was inspired to see our dedicated volunteers in action—working tirelessly to comfort families, distribute relief supplies and help heartbroken survivors take the first steps toward recovery.

Over the past year, we've also seen extraordinary resilience and determination from wildfire survivors and their communities. Recovery is never easy, but as they make this challenging journey, your gifts have enabled families to move from emergency shelter into longer-term housing, replace essential items and access financial assistance to help pay for immediate expenses and meet ongoing recovery needs.

Powered by your generosity, we are also providing strategic grants to a wide range of local partners that are equipped to fill specific recovery gaps in the impacted communities. This funding is focused on needs like housing stability, mental health and wellness, communities facing disproportionate recovery barriers, and capacity building for critical community organizations.

Because of donors like you, the Red Cross was there—before, during and after the flames. And because of you, families across California are finding stability and hope as they rebuild their lives. Thank you for standing with us, and with the people who turned to us in some of their toughest moments. Together, we are making recovery possible.

A handwritten signature in black ink, reading "Cliff". The signature is stylized and fluid.

Cliff



RED CROSS IMPACT AT A GLANCE



Reached an estimated **178,000 people** with relief and recovery services, including over **\$51 million** in financial assistance



Served more than **188,500 meals and snacks** with partners



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



Over **25,000 households** provided with relief items, including comfort kits and cleanup supplies



Over **1,000 reunification requests completed** to help families reconnect with missing loved ones

Cumulative figures as of December 7, 2025.

Powered by Generous Donors, We Brought Relief and Comfort to Wildfire Survivors

In early January 2025, multiple catastrophic wildfires — fueled by extreme Santa Ana winds and prolonged dry conditions — swept through Los Angeles County and surrounding areas. Two of the wildfires, the Eaton and Palisades fires, became the second- and third-most destructive blazes in California history.

By the time the flames were contained, more than 17,000 homes were destroyed or severely damaged, and over 200,000 residents were forced to evacuate. Tragically, at least 30 lives were lost, and entire neighborhoods in communities like Altadena, Pasadena and Pacific Palisades were reduced to ash. Families came back to find homes, livelihoods and cherished belongings gone, facing unimaginable destruction and an uncertain future.

Powered by an outpouring of support from generous donors, the American Red Cross mobilized nearly 1,900 dedicated disaster volunteers and employees to provide essential aid to people suffering from devastating losses. Working with our response partners, we helped open emergency shelters across Los Angeles County, where residents who had been forced to flee their homes could find safe refuge, warm meals, relief items and caring shoulders to lean on.

Above: Volunteer Glen Williams struck up a friendship with Jacquelyn at a shelter in Pasadena, California. She had just finished semester at college and was moving from student housing with her son, DeMarco, when the wildfires upended her plans. “We know we’re safe here,” Jacquelyn said. “I’m not sure what my next step is, but I know that in the meantime I’m being taken care of.” Photo by Scott Dalton/American Red Cross

“The Red Cross volunteers here at the shelter have been wonderful to me.”

**FRANCOISE MIRA,
PACIFIC PALISADES,
CALIFORNIA**

Many people sought refuge with us because they had nowhere else to go, but our shelters also helped serve the entire community, establishing hubs where survivors could charge devices amid power outages, access the latest information as the fires raged and connect with available resources from the Red Cross and other organizations.

In addition, we quickly launched an Immediate Financial Assistance program soon after the fires began, providing over \$12.9 million in cash assistance to help individuals and families meet pressing needs in those early weeks, such as buying food, replacing lost clothing and personal items, paying for gas, and purchasing other essentials.

Red Cross health and mental health teams also delivered vital care, helping survivors cope with extraordinary trauma and loss, while our reunification teams processed more than 1,000 requests from people who had lost contact with loved ones. Shelter Resident Transition teams supported people struggling to find stable housing with resources to move out of emergency sheltering and onto their next step.

When evacuees returned to fire-ravaged neighborhoods, we supplied personal protective equipment and thousands of cleanup kits to help families get back in their homes — or salvage what they could from the ashes. We also awarded response impact grants (RIGS) to trusted local partners that provided critical community services, such as smoke and ash cleanup and remediation, support for people needing extra help with housing and other critical resources, outreach to Spanish-speaking populations, and much more.

This Red Cross support made a big difference for wildfire survivors like Palisades resident Francoise Mira. “Having my little dog, Puff, with me here at the shelter means everything,” she explained. Francoise was spending her fourth night at a Red Cross shelter after fleeing the wildfires, and remembers feeling ‘half panic, half uncertainty’ about leaving the place she’d called home since the age of four. “The Red Cross volunteers here at the shelter have been wonderful to me,” she said, adding that they arranged refills for prescriptions she left behind, and even provided food for Puff.



After finding safe refuge from the wildfires, Francoise Mira, of Pacific Palisades, California, introduces her dog, Puff, to volunteer Kim Mailes at a Red Cross shelter in Los Angeles. Photo by Scott Dalton/American Red Cross

As of December 7, 2025, the Red Cross had provided more than \$51 million in direct financial assistance to thousands of households.

Caring for Devastated Families and Communities Through Their Recovery Journey

One year since the blazes, the Red Cross remains on the ground, offering ongoing assistance to help impacted residents get back on their feet and making strategic grants to nonprofit organizations providing vital recovery and resiliency services to affected communities.

In the immediate aftermath, as survivors began thinking about next steps, we worked closely with local officials, government agencies and other nonprofits to coordinate relief efforts and make recovery plans. We helped open Disaster Recovery Centers in Los Angeles and Pasadena where people could access resources and aid from multiple organizations, and specialized task forces were established to support immediate and long-term needs alongside community and government partners, including feeding, veteran care and long-term housing.

Thanks to extraordinary support from the public, the Red Cross could also deliver above-and-beyond recovery aid for hard-hit Californians and their neighborhoods, including an **additional round of cash assistance** for individuals and families who still face significant barriers to their recovery, as well as **recovery grants to nonprofit community partners** to help provide direct support to affected families and build resilience ahead of future disasters.

Financial Assistance Helps Wildfire Survivors Recover with Freedom and Dignity

The Red Cross launched an additional round of financial assistance in April 2025, offering extra help for households that were severely affected by the wildfires and continued to face obstacles to their recovery. We initially reached out to previous recipients of Red Cross assistance via phone, text and email. Working with community partners, we also opened in-person enrollment sites across Los Angeles County, allowing wildfire survivors to meet in person with Red Cross caseworkers and determine their eligibility for assistance.

As of December 7, 2025, the Red Cross had provided over **\$38.1 million** during this additional round of assistance, adding up to a total of more than **\$51 million** in direct financial assistance to more than **13,000** households.



Wildfire survivors facing ongoing recovery barriers meet with Red Cross caseworkers to apply for additional recovery support through our Bridge Assistance program. Photo by Brad Zerivitz/American Red Cross

“I felt total gratitude. You guys make the process not just human and kind, but easy. This is why you are so special.”

**CHRISTINE,
PACIFIC PALISADES**

CHRISTINE'S STORY: When wildfires tore through Los Angeles County in January 2025, Christine's life changed in an instant. “Stressful, intense and scary,” she said. “No matter how much you plan, you never plan for that.”

She remembers the moment she fled her Pacific Palisades home. “I had a lump in my throat. I whipped out my phone and took a video — ‘Bye, house! We love you so much. We hope you survive this day.’” Sadly, it did not. Christine's home was consumed by the flames.

For Christine, a single mom and widow, the loss was more than a house. It was the art her late husband created and a handprint from her son's childhood — memories that could never be replaced. “It was losing the last remnants of the life we built together,” she said.

In the aftermath, Christine shut down emotionally. “When the Red Cross called me, she was so kind, so calm. For the first time, I cried. It released me to cry. That was important.” Immediate financial assistance helped her replace essentials — like pajamas, toothpaste and dog food. “You don't realize how much you need just to take care of yourself, your son, your dog.”

Months later, a text message about additional assistance surprised her. “I thought it was a mistake. Instead, it was grace from strangers,” she said. “I felt cared for.”

Christine said the freedom and dignity of cash assistance mattered most. “It was as if the Red Cross was saying, ‘We know a bad thing happened to you — here's some cash so you can take a breath.’ Some organizations don't trust you to know what you need. It was so touching.”

A former Red Cross donor herself, Christine calls the experience “a full circle moment.” “I felt total gratitude. You guys make the process not just human and kind, but easy. This is why you are so special,” she said.

Today, as she looks toward rebuilding, she reflects: “We need all the love we can get — a sense that the world is kind. This is what I got from the Red Cross.”



Christine visits the ruins of her home in Pacific Palisades in the wake of the January 2025 wildfires. Photo by American Red Cross

Grants are dedicated to funding projects that assist the most vulnerable individuals, households, and communities in their long-term recovery and resiliency activities.

Grants to Local Partners Are Supporting Critical Community Needs

Nearly a year after the wildfires, through the California Wildfires 2025 Long-Term Recovery Grant Program, the Red Cross is funding nonprofit partners to address housing stability, mental health and wellness, recovery disparities, and capacity building for community organizations that are providing direct services to affected families.

Grants are dedicated to funding projects that assist the most vulnerable individuals, households and communities in their long-term recovery and resiliency activities.

As our grant team reviews new grantee applications and provides funding on a rolling basis, we have already awarded a number of long-term recovery grants to key community partners:

- With Red Cross funding, Catholic Charities of California is developing the Disaster Aid for Host Families program, which provides short-term stipends to families hosting wildfire survivors in their homes. Funding helps offset increased living costs, such as groceries, utilities and rent. The program prioritizes low-income households, helping to provide a stable housing situation for both the host and the survivor family until more permanent housing can be found.



Red Cross grants are helping to fund critical recovery work from a variety of community partners, including smoke and ash remediation efforts led by the Hope Crisis Response Network (HCRN). Photo by Mimi Teller/American Red Cross

Together, we are committed to restoring hope and helping communities heal in the coming year — powered by the extraordinary generosity of our donors.

- The Clergy Community Coalition (CCC), a coalition of more than 140 faith-based organizations across Greater Pasadena, will use Red Cross funding to develop and promote wellness programs that support the communities impacted by the Eaton Fire. The project strengthens CCC's capacity to support displaced residents, equips faith leaders with trauma-informed training and fosters healing through community events.
- Community partner Shepherd's Door will use our grant to improve their capacity to assist domestic violence survivors impacted by the Eaton Fire through funding for key staff, housing support and essential program resources, ensuring increased access to safe housing and recovery services.
- Boys & Girls Club of Malibu was awarded a grant to support impacted children and families in a variety of ways, including free childcare and mental health services, case management and household items. In addition, they will serve as a lead agency to convene the Long-Term Recovery Group in Malibu, maintain a fixed disaster recovery center and coordinate with local officials on the rebuilding process.
- Red Cross partner Mennonite Disaster Services (MDS) will use the grant to provide building materials for the construction of homes for low-income households impacted by the 2025 wildfires. The grant will also establish a base camp for volunteers traveling to Los Angeles to help rebuild homes.
- Red Cross funds will help Victory Bible Church expand their survivor-centered case management and recovery navigation services for wildfire-affected households. The project is already providing support in Pasadena and Altadena through outreach, referrals and case navigation, having earned trust and built a robust client database since the fires. This grant will strengthen and scale those efforts, with funds supporting staffing (including hiring 30 disaster case managers), technology upgrades and limited direct assistance to meet urgent survivor needs.

Our Work Is Far From Over

As recovery enters its second year, the Red Cross remains steadfast in supporting people affected by the 2025 California wildfires. We are partnering with local organizations to provide long-term housing solutions, mental health resources and much more for families still rebuilding their lives. Our dedicated caseworkers continue to guide survivors through their recovery journey and connect them with essential services. Together, we are committed to restoring hope and helping communities heal in the coming year — powered by the extraordinary generosity of our donors.



Your Support Enabled Relief and Recovery for Wildfire Survivors

Thanks to incredibly generous support from the public, the Red Cross has raised **\$178.2 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 December 7, 2025, the Red Cross had already spent or made commitments to spend approximately **\$96.9 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 ^{1,2} (in millions)						
As of December 7, 2025						
Expense Categories	Food, Shelter and Relief Items	Health and Emotional Support	Financial Assistance	Community Recovery & Resilience	Total	Expense %
Long-term recovery programs to help unmet needs	—	—	\$38.1	\$7.8	\$45.9	47%
Financial assistance, food, shelter and other relief items	\$3.1	\$0.3	\$12.9	\$10.6	\$26.9	28%
Deployment of volunteers and staff (includes airfare, lodging, meals and vehicles)	\$3.2	\$0.7	\$1.1	—	\$5.0	5%
Full-time Red Cross employees	\$1.3	\$0.1	\$0.3	\$1.3	\$3.0	3%
Kitchen, shelter and other logistics that enable service delivery	\$1.5	\$0.6	\$0.5	\$0.1	\$2.7	3%
Temporary disaster hires	\$0.7	\$0.2	\$0.2	\$0.7	\$1.8	2%
IT, communications and call centers	\$0.6	\$0.1	\$0.7	\$0.1	\$1.5	2%
Freight, postage and warehousing	\$0.3	—	—	—	\$0.3	0%
Equipment, maintenance and fueling of Red Cross emergency vehicles and rented trucks	\$0.1	—	—	—	\$0.1	0%
Total Program Expenses	\$10.8	\$2.0	\$53.8	\$20.6	\$87.2	90%
Management, general and fundraising ³					\$9.7	10%
Total Spent and Committed					\$96.9	100%
Program Dollars Remaining					\$73.2	
Management, general and fundraising remaining to be applied					\$8.1	
Total Budget					\$178.2	

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

² Figures are subject to change as operational costs can fluctuate during the response.

³ 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.



Your Support Made a Real Difference

The extraordinary generosity of the public helped tens of thousands in need after the devastating 2025 California wildfires.

The Red Cross must be ready for every disaster, big or small, and we respond to an average of nearly 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.

To learn more about our response and some of the people we've helped, please visit our **California Wildfires 2025 Stewardship Story Map** at redcross.org/california-wildfires-2025.

Thank you!



**American
Red Cross**

Above: Carla Llamuca comforts her four-year-old daughter, Thoa Perez, at the Westwood Recreation Center in Los Angeles. The pair fled the intense and fast-moving Palisades fire after receiving an evacuation notice. Photo by Mimi Teller/American Red Cross