

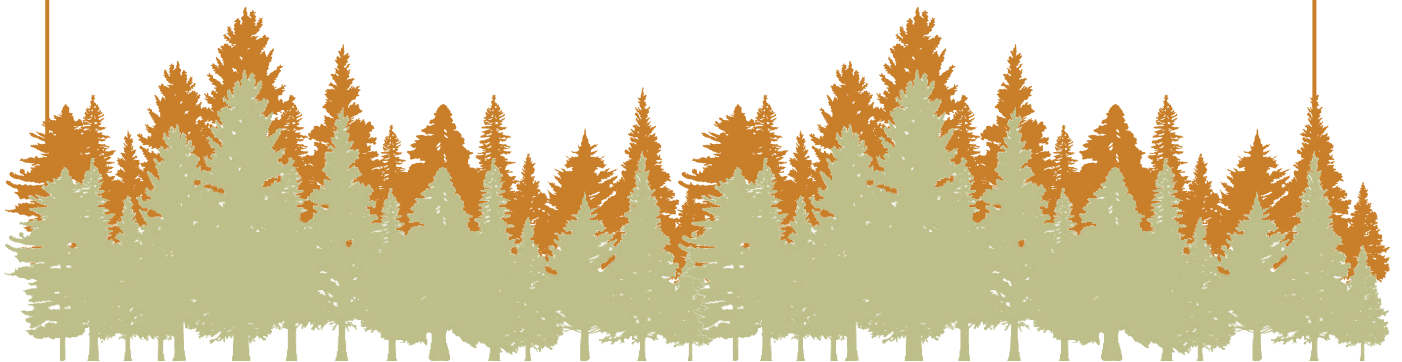
Wildfire Survey and Review

Recommendations for Philanthropic Collaboration

For: The William and Flora Hewlett Foundation

By: Sybil Ackerman-Munson, President, Ackerman-Munson Strategies

March 1, 2022



Biography

Sybil Ackerman-Munson, President, Ackerman-Munson Strategies & Do Your Good LLC

Ms. Ackerman-Munson has run a consulting firm that represents donors with a focus on natural resources and environmental issues for the past decade. She also hosts a weekly podcast and offers online courses to encourage an ongoing dialogue about best funding practices. Prior to her work with donors, she was a nonprofit professional immersed in complex natural resources issues at organizations such as the Audubon Society of Portland, Sierra Club, National Wildlife Federation and the Oregon League of Conservation Voters. Ms. Ackerman-Munson also served on the Oregon Board of Forestry for two terms (eight years), which is the statewide public institution in charge of wildfire response in Oregon. Ms. Ackerman-Munson's formal education includes a Masters in Environmental Management from Yale School of Environment and a Juris Doctor from Lewis and Clark Law School with a Certification in Environmental Law. She received her Bachelor of Arts from Scripps College, with a major in Environmental Studies.



Executive Summary

As wildfires increase in size and intensity in the Western United States and around the world, philanthropists, governments and entrepreneurs are taking notice and thinking through strategies to support resilient communities and fire resilient landscapes.¹ I was asked by the William and Flora Hewlett Foundation (Hewlett Foundation) to survey the philanthropic field between November 2021 and January 2022, which included soliciting a written survey from over sixty-five people and personally interviewing over forty donors and re-granting institutions.

The original intent of this exercise was to request information at a very high level to get a general sense of the philanthropic landscape. However, I received a great deal of interest from interviewees and survey respondents in engaging more deliberately and deeply in philanthropic strategies to support wildfire resilience. I am therefore taking the exercise one step further than originally intended and suggesting a framework for enhanced collaboration in order to encourage big thinking about what we all as funders can do better together. Due to the fact that I interviewed and surveyed a small cross section of philanthropists, much still needs to be worked out regarding the best collaboration. My recommendation is meant only as a conversation starter, and not the final word, to get us all as philanthropists thinking even more about how we can work better together.

Funders are eager to collaborate because wildfire is no longer the occasional disaster to manage alongside tornadoes, floods, droughts and earthquakes. The goal is to work better together in order to fund projects that create communities resilient to wildfire. One interviewee expressed the general sentiment of all respondents so well, in saying “everyone should feel safe in their home.” The solutions to wildfire resilience can be daunting because there is no one silver bullet solution, however. It is reaching communities at a scale previously unknown and touching every aspect of our lives. As a reflection of the broad reach that this issue engenders, funders are using many different lenses to tackle the problem - everything from aiding undocumented and mixed status households to watershed scale restoration. Almost everyone I interviewed and surveyed said they wanted to share expertise and funding strategies to complete the intricate puzzle that is wildfire resilience since no single funder had across-the-board solutions to this complex challenge.

This quote from a survey respondent summarizes the opportunity and challenge best:

“The trick is finding a way to bridge the divide between many funders focused on specific narrow aspects of this subject - very place-based, very issue focused - and integrating that into conversations and collaborations that feel beneficial to everyone involved.”



The Big Picture

- There is rapidly increasing philanthropic interest in funding wildfire.
- The issue is diverse and challenging, there is no silver bullet.
- There is a lack of dedicated full-time staff, expertise and funding.
- There is an overwhelming desire for collaboration.
- There are places where collaboration is happening now and it is relatively effective.
- There are gaps where purposeful collaboration would be beneficial.

Recommendations:

1. Donors would benefit from a **Enhanced Funder Collaboration (EFC)** with three focal areas that are project/issue agnostic but together help the effort move forward:
 - a. Policy – To coordinate conversations amongst changes to the policy environment, at various levels of government, necessary to facilitate wildfire resilience activities and outcomes.
 - b. Technologies, science and innovation (Technologies) – To seek out investments in research, science, new technologies and entrepreneurial start-ups.
 - c. Wildfire resilient communities (Resilient Communities) – To offer a collaborative learning environment for solutions - oriented conversations amongst smaller and/or local foundations and donors working to respond to and recover communities in an affected area.
2. **Near-term funding opportunities** for the EFC are as follows:
 - a. Cross-Cutting Funding Opportunities:
 1. Respond to and plan for the increase in public wildfire funding, including Federal infrastructure funding, potential funding in Build Back Better and state-specific funding opportunities. (Lead: Policy)
 2. Support strategic communications to educate decision-makers on effective wildfire policy solutions and generate social license for wildfire resilience activities. (Lead: Policy)
 3. Identify opportunities to help communities reduce the threat of wildfire, and prepare and plan through better risk assessment, modeling and early detection. (Lead: Technologies)
 4. Fill workforce training gaps, including for technological innovations, vegetation management and installation of materials to harden homes. (Lead: Resilient Communities)
 5. Seek out and support a nation-wide effort to understand the communities most vulnerable to wildfire to inform prioritization efforts. (Lead: Resilient Communities)



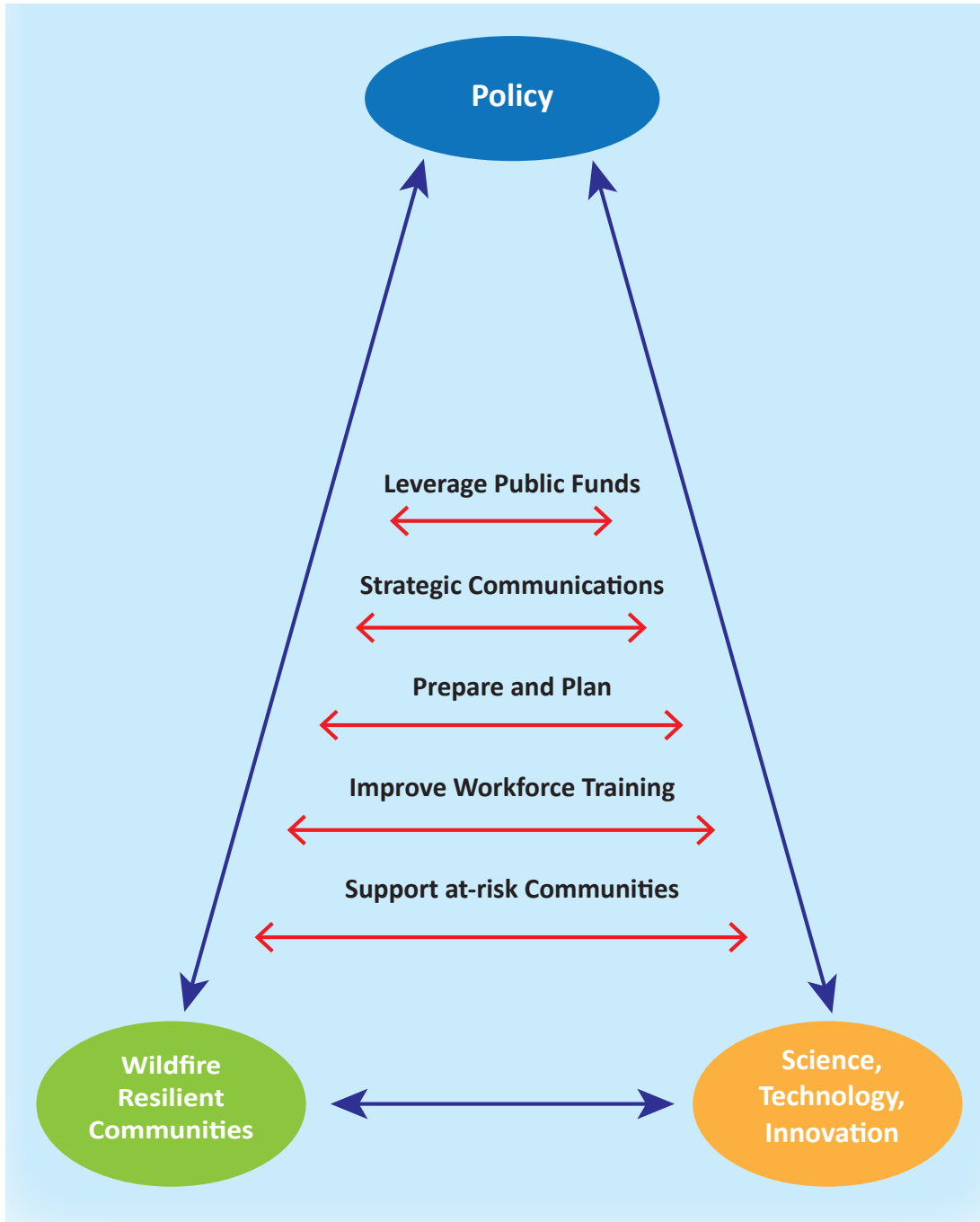


Fig 1. Cross-Cutting Funding Opportunities



b. Specific Funding Opportunities in Focal Areas:

1. Increase funding for land-use planning strategies that respond to wildfire challenges in the Wildland Urban Interface (WUI). (Policy)
2. Support land management experts and donors working to improve landscape resilience to wildfire. (Policy)
3. Figure out how best to increase investments for Indigenous communities and Indigenous-led and serving entities. (Resilient Communities)
4. Encourage technological and entrepreneurial innovation in wildfire resilience work. (Technologies)
5. Explore the need for a national network for disaster response, recovery and resilience in wildfire-prone locations. (Resilient Communities)

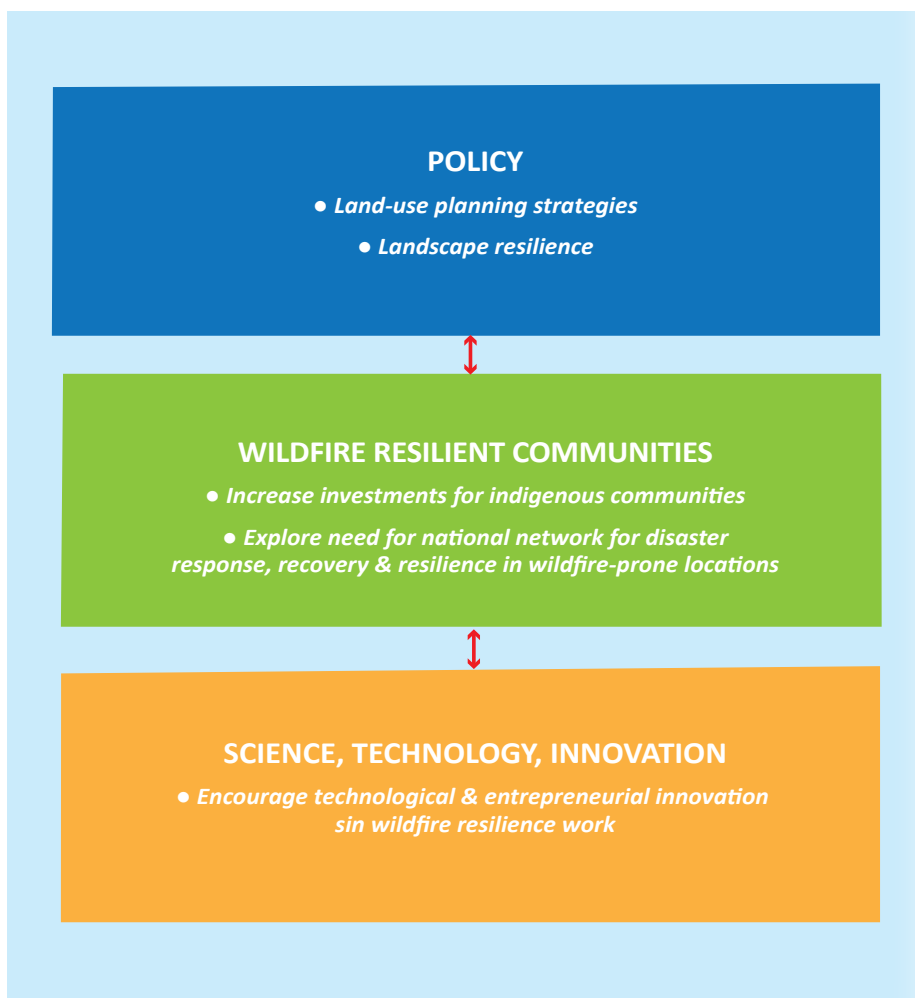
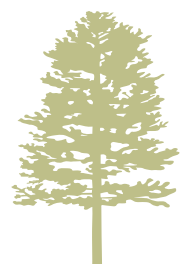


Fig 2. Specific Funding Opportunities in Focal Areas

This report tracks the items listed above and offers a narrative for each point listed in the Executive Summary. The appendices include the methodology, full list of interviewees and survey respondents, as well as survey highlights.



Findings and Recommendations

The Big Picture:

- Rapidly increasing philanthropic interest in funding wildfire.
- The issue is diverse and challenging, there is no silver bullet.
- There is a lack of dedicated full-time coordinating staff, expertise and funding.
- There is an overwhelming desire for collaboration.
- There are places where collaboration is happening now and it is relatively effective.
- There are gaps where purposeful collaboration would be beneficial.

Wildfire is no longer the occasional disaster to manage alongside tornadoes, floods, droughts and earthquakes. It is reaching communities at a scale previously unknown and touching every aspect of our lives. Funders are using many different lenses to tackle the problem – everything from aiding undocumented and mixed status households to watershed health. It means collaboration can be daunting because there is no one silver bullet solution. However, almost everyone interviewed and surveyed said they craved more information and the collegueship of other donors in order to work through the complex issues together.

What that exact collaboration looks like is still a major topic for future discussions. This report offers a starting place of ideas based on many good suggestions from interviews with philanthropists and a careful review of survey responses. It is important to note that this list of offerings is meant just as a starting place for discussion, since it is derived only from the interviews and survey responses developed for this review. A hoped-for outcome from the exercise is to energize creative thinking about even more topics and issues that should be covered through an enhanced collaboration in this dynamic and important field of work.

In order to address these problems, there are special challenges to overcome that are specific to the philanthropic sector. These include a lack of sufficient full-time coordinating staff, expertise and funding dedicated to wildfire resilience. One interviewee expressed the feeling well: “I did not intentionally say I want to go into wildfire resilience.” The few donors with expertise are often working on multiple issues at once and so can’t dedicate the time they want exclusively to the wildfire issue.

The philanthropic financial commitment to wildfire resilience is also currently insufficient to meet the multiple threats and opportunities. Only one to five percent of the yearly budget of most foundations that were surveyed for this review are dedicated to wildfire work. An exception is when an active wildfire hits; in that case funding balloons temporarily but only for a special disaster relief fund dedicated to response and recovery that is spent down over time. Another point of reference that demonstrates the gap in funding is the Candid and Center for Disaster Philanthropy review of disaster-related funding, which explains that in 2021 out of \$352 million in total giving to general disasters only \$17 million went to wildfire and in 2020 out of \$468 million in total giving to general disasters only \$38 million went to wildfire.² Philanthropic institutions are therefore approaching a massive problem with very little bandwidth and are not yet able to get ahead of the problem and think proactively.

Interviewees and survey respondents emphasize that one step to addressing the challenge and to get ahead of the curve is to collaborate better together. Even though a formal



collaboration does not yet exist, there are shining examples of good funding partnerships to serve as a starting point.

The Wildfire Tech Funders Group coordinated by the Gordon and Betty Moore Foundation and Google.org is one example, which connects entrepreneurs and early stage technological advances with funders. Another example is the community foundation network in California organized by Philanthropy California, which meets regularly to share best practices and support one another when a wildfire hits a community. The Hewlett Foundation also coordinates an informal wildfire policy funder group for information exchange and facilitating informal opportunities to align funding. However, for the most part the funder-to-funder collaborations are ad hoc and do not amount to what many donors crave – a reliable network constantly surveying the field for opportunities to offer the most strategic grants possible for wildfire resilience.

The recommendations that follow explain the major gaps that can be filled through better funder collaboration, as identified by those surveyed and interviewed for this report. These ideas include everything from leveraging public funding, enhancing communications strategies, supporting resilience in communities, supporting Indigenous communities, as well as a need to invest more in land-use planning, the Wildland Urban Interface (WUI), and much more.

Recommendations:

1. Donors would benefit from an **Enhanced Funder Collaboration (EFC)** with three focal areas that are project/issue agnostic and interconnect to help the effort move forward:

The EFC can include three focal areas:

- a. Policy (Policy) – To coordinate conversations amongst changes to the policy environment, at various levels of government, necessary to facilitate wildfire resilience activities and outcomes.
- b. Technologies, science and innovation (Technologies) – To seek out investments in new technological and entrepreneurial start-ups.
- c. Wildfire resilient communities (Resilient Communities) – To offer a collaborative learning environment for solutions - oriented conversations amongst smaller and/or local foundations and donors working to respond to and recover communities in an affected area.

Donors will benefit from an overarching Enhanced Funder Collaboration (EFC) that has three inter-relating focal areas. The EFC will help to keep donors from getting too siloed and will focus on cross-cutting themes between the three focal areas.

Funders are approaching the wildfire challenge from such different lenses and spatial scales that it is important to offer them the space to work within their own focal area on issues of common interest, and to also work across issue areas and focal areas when they are tackling cross-cutting themes that will affect everything they do. As such, the EFC can support in-depth conversations between funders with similar interests, and can also identify cross-cutting themes that many donors will care about, such as how philanthropy can play a role in leveraging the billions of dollars in federal funds to respond to wildfire resilience, which cross-cuts all focal areas. The EFC can tap the relevant focal area to lead the cross-cutting



conversation. In the case of federal funding opportunities which are of interest to all focal areas, for example, this could be led by the policy focal area but will directly engage the resilient communities and technologies focal areas.

There are a myriad of options and examples of how to structure and house the EFC, from existing funder affinity groups, to an individual foundation managing the structure. In this case, the EFC could start simply and overseen by a steering committee of a small subset of funders from each of the focal areas. It is important to note that creating a EFC will require some level of funding and support from a group of founding donors and this is something that the interested collaborators should address up front to ensure adequate resources are devoted to the effort.

2. Opportunities to work together in the near-term

A. Cross-Cutting Funding Opportunities:

Interviewees and survey respondents offered insights to fill gaps in five cross-cutting themes that could benefit from a philanthropic response.

1. **Respond to and plan for the increase in public funding**, including Federal infrastructure funding, potential funding in Build Back Better and state-specific funding opportunities. (Lead: Policy)

Billions of new public dollars are in play for wildfire resilience in the United States. The recently passed federal infrastructure package increased spending to \$5.5 billion over five years in addition to the United States Forest Service regular yearly budget of approximately \$5 billion per year, of which approximately sixty percent is used for wildfire related work. The Build Back Better Package would have added up to \$25 billion to the mix, although the future of various provisions within Build Back Better are now unclear. States have also increased funding for wildfire related issues. For example, California just offered over \$1 billion and Oregon increased its base budget for wildfire by \$600 million. A first step could be to sponsor a comprehensive review of all possible public funding opportunities and cross reference this with private philanthropic interests in order to identify the most strategic opportunities to leverage public dollars.

2. **Support strategic communications to educate decision-makers on effective wildfire policy solutions** and generate social license for wildfire resilience activities. (Lead: Policy)

Innovative media strategies, such as Forest Fire Facts and California Fire Facts, focus on real-world solutions to wildfire resilience, and are developed by coalitions of local nonprofits.³ A strategic communications effort is important to help decision-makers, the media, and impacted communities alike access wildfire information of consistent quality. Funders have an opportunity to support communications efforts to provide science-based and accessible information about wildfire. A first step could be to conduct an audit to figure out exactly what everyone is doing with media outreach in order to then think through a more unified set of next steps to move the needle on an identified outcome.



- 3. Identify opportunities to help communities** reduce the threat of wildfire, and prepare and plan through better risk assessment, modeling and early detection. (Lead: Technologies)

The United Nations Sendai Framework for Disaster Relief (Sendai Framework) emphasizes the importance of funding in all four phases of disaster planning in order to ensure resilient communities. The four phases include: (1) risk assessment, modeling and prediction, (2) early detection and response management, (3) mitigation and risk reduction, and (4) recovery and adaptation. It is important to fully fund across the entire time horizon of a wildfire disaster to ensure that we are not simply reacting to the next big wildfire but also getting ahead of the problem.

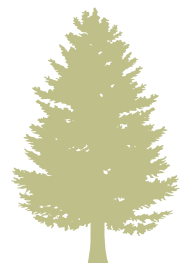
Funders in the Western United States may need to ramp up their funding strategies to support risk assessment, modeling and early detection. A gap exists today. Only about fifteen respondents out of all who answered the survey said they funded the first two phases of the Sendai Framework. A first step could be to work with the funders who are interested in the first two phases of the Sendai Framework and develop a plan of action that will entice more funders to engage.

- 4. Fill workforce training gaps**, including for technological innovations, vegetation management and installation of materials to harden homes. (Lead: Resilient Communities)

As the wildfire sector sees increased investment it will also see job opportunities. The trick is to create a workforce pipeline so that workers will have the skills to take the available jobs. Many interviewees mentioned the need to focus on the new job opportunities to fight fire, harden homes in the Wildland Urban Interface (WUI), and get engaged in new technological innovations to track and reduce the threat of wildfire in our communities. The Fire Innovation, Recruitment and Education (FIRE) Foundry uses emerging fire science technology to provide job training and skills development for local underserved, underrepresented, and underfunded communities.⁴ A second example is workforce training for formerly incarcerated people who learned firefighting as a skill while in prison and who want to pursue it as a career once they are out in the workforce.⁵ Funders have an opportunity to bring all of these projects together to support a workforce development pipeline for people to earn a living while also protecting homes and communities from catastrophic wildfires. A first step could be to survey the field to determine the most promising new job markets in order to then focus funding in workforce training programs that will place workers in those new and burgeoning jobs.

- 5. Seek out and support a nation-wide effort** to understand the communities most vulnerable to wildfires to inform prioritization efforts. (Lead: Resilient Communities)

Wildfire disproportionately impacts major populations of people who live and work near fire-prone locations more than others. For example, hazardous air impacts migrant farmworkers and renters can be forced from their homes without recourse (if they do not qualify for federal relief).⁶ Organizations such as the Undocufund and Latino Community Foundation know how to support communities when a wildfire hits, especially those that are undocumented or mixed status households and do not have access to federal aid, but these organizations do not exist everywhere they are needed.⁷ The Direct Relief map of



California comprehensively identifies communities to help focus funding and energy on the places that most need attention.⁸ The Justice40 Initiative includes a goal of delivering at least forty percent of the overall benefits from Federal investments in climate and clean energy to disadvantaged communities.⁹ Secretary Vilsack also just announced a 10 year strategy to confront wildfire that includes an assessment of fire prone locations.¹⁰ While there are many good ad hoc activities it could use a more cohesive strategy to truly address this important challenge. A first step could be to seek out experts from academia and federal and state agencies to understand even more fully out where wildfire threatens the most affected communities across the country and specifically how philanthropic funding can have the maximum impact and leverage.

B. Specific Funding Opportunities in Focal Areas:

Interviewees and survey respondents also offered insights that support action to further efforts within each of the three focal areas.

1. Increase funding for land-use planning strategies that respond to wildfire challenges in the Wildland Urban Interface (WUI). (Policy)

Smart Growth California is working with other experts to think through the complicated realities of land use planning in the Wildland Urban Interface (WUI). New nonprofit coalitions are also forming to address the question of equity and housing in the WUI and through livable cities that are affordable and safe from wildfire in California. With the exception of Hewlett Foundation, Smart Growth California and the Funders Network, however, the funders that support land use planning are not as engaged in the more traditional wildfire funder community. A first step could be to reach out to these land use funders and bring them into the wildfire funding community to create a comprehensive funding strategy.

2. Support land management experts and donors working to improve landscape resilience to wildfire. (Policy)

Tahoe Fund and the United States Endowment Fund for Forestry and Communities are two examples of regranteeing organizations interested in ramping up strategies for active management projects that reduce the threat of high severity wildfire. A first step could be to review management strategies and funding priorities that tie to the National Cohesive Strategy on Wildfire and figure out priority actions that will benefit specifically from philanthropic support.

It is important to note that while the rhetoric about active management tends to focus on forests as a key ecosystem, there are a number of wildfire-prone landscapes that each require a special mix of management tools to address wildfire.¹¹

3. Figure out how best to increase investments for Indigenous funding networks. (Resilient Communities)

Organizations like the California Endowment have worked with the Humboldt Area Foundation in the past on multi-million dollar investments in community infrastructure, workforce development, education systems, as well as cultural burns for Indigenous communities in Northern California.¹²



Many more Indigenous communities are ramping up funding efforts for cultural burning and community health. Important networks and specific Indigenous communities have deep knowledge of the intentional use of fire as a management tool and are leading very actively in wildfire resilience and their leadership, sovereignty and right to burn is a key part of wildfire resilience that philanthropists can support. Tribes and nonprofit entities therefore exist to support Tribal Nations and Indigenous communities. A first step could be for funders to increase funding to Indigenous funding networks, such as to pooled funds organized by First Nations Development Institute or Native Americans in Philanthropy, in order to more effectively support communities in managing wildfire.¹³

4. Encourage technological and entrepreneurial innovation in wildfire resilience work. (Technologies)

The Wildfire Tech Funders Group, facilitated by the Gordon and Betty Moore Foundation and Google.org, is currently the go-to forum for innovative and fundable entrepreneurial opportunities to address wildfire resilience. Through this group, start-ups are offered the opportunity to pitch their ideas to funders in order to raise necessary capital. Wonder Labs is also working with Gordon and Betty Moore Foundation and others to finalize a report that will survey the state of technology today and the potential for even more promising innovation and investment to drive new approaches to the wildfire challenge. This report is due out in early 2022.

Interesting technological solutions can emerge when enhanced collaborations exist like the Wildfire Tech Funders Group. For example, Minderoo and the Gordon and Betty Moore Foundations are located in both the Northern and Southern Hemisphere and are planning to test new satellite technologies to detect wildfire starts in both hemispheres for a year-round “summer” experiment. Other funders point to the Wildfire Tech Funders Group as the reason they decided to invest in certain new technologies of interest, such as early detection satellite systems in the Colorado Rockies. These investments are possible because of a trust by philanthropists in the Wildfire Tech Forum that the entrepreneurs invited to speak and pitch are vetted and reputable.

Philanthropic institutions are also partnering with venture capitalists to drive innovation and support technological advances. Interviewees emphasize this partnership with private investors is an important strategy to encourage more innovation into the wildfire arena. As an example, Convective Capital is a for profit venture capital firm that is experienced in getting new technologies to market.

A first step could be to review the report by Wonder Labs and work with the group to think through strategies that will continue to entice donors to engage in entrepreneurial solutions to wildfire resilience.

5. Explore the need for a national network for disaster response and recovery best practices in wildfire-prone locations. (Resilient Communities)

Small local community foundations have established funder collaboration networks that share best practices in specific states, such as in Colorado and California. Center for Disaster Philanthropy also offers support and expertise to help these community foundations fund disaster relief and recovery. Partnerships between smaller and more local community foundations and nonprofits are also often strong in a particular community, such as with local



fire districts, Voluntary Organizations Active in Disaster (VOAD), Undocufund, Indigenous communities, and Latino Community Foundation.

In many cases, community foundations also have a direct throughline to the Governor's office. For example Philanthropy California serves as a formal liaison between the Governor's office and the local wildfire relief funding mechanisms to help donors make streamlined contributions to the specific disaster relief fund of interest. This type of connection to the Governor's office also exists in other states, such as in Colorado and Oregon.

A first step could be to see if the state-by-state networks of community foundations have a desire to also share resources and ideas across states and at a national level. An interstate network of local smaller community foundations and other foundations working at the local level and dealing with disaster relief may be helpful to allow grantmaking institutions dealing with a wildfire in their communities to share best practices and strategies.

Conclusion

Interviewees and survey respondents indicated that philanthropy is not yet supporting wildfire resilience at the level of perceived need, and this needs to change. One way to encourage more engagement from the philanthropic sector is to work even better together to leverage resources and funding. Interviewees and survey respondents surfaced many interesting gaps to fill and opportunities to dig more deeply into key questions in order to collaborate together better. Many of the gaps are listed in this review along with potential next steps to take in each cross cutting and focus area. As a reminder, the ideas in this report are meant only as a first step to start a conversation in figuring through this immense challenge.



Appendix A

Methodology

An online survey received 70 respondents between December 2021 and January 2022.¹¹ The individuals who answered the survey are: 24 private family foundations, 16 community foundations, 5 corporate/venture capitalists, 14 re-granting or collaborative funding institutions, 7 anonymous donors, and 4 additional individuals.

Personal interviews were conducted with over 40 philanthropic organizations and re-granting institutions, some of whom also filled out the survey. Personal interviews lasted up to one hour per interviewee. Each conversation was confidential in order to foster an open dialogue, but the information from the interviews informed the recommendations in this report.

The list of survey respondents and interviewees were provided by three Foundations and two Philanthropy Support Organizations that also served as the sounding board for early drafts of this report, which includes:

- The William and Flora Hewlett Foundation (Hewlett Foundation)
- The Gordon and Betty Moore Foundation
- Google.org
- Philanthropy California
- Smart Growth California/The Funders Network

There are inherent limitations of this specific review. The findings in this report are based only on interviewing and surveying philanthropists and philanthropic support organizations. Experts who are not philanthropists from Indigenous communities, academia, nonprofits, and public agencies were not interviewed. It is also important to note that this review was conducted in a very short time-frame and its purpose is as a conversation starter, not as the final solution. This review is focused on insights and experiences primarily of donors in the Western United States, with additional input from funders experienced in many parts of the world.

It is also important to understand the history that set the stage for this investigation and recommendations. For the past two years, the five California-based foundations listed above have informally collaborated together to address the growing wildfire situation in their communities. These foundations are the same five that served as the sounding board for this review. They already organize three informal funder groups on wildfire resilience. The work groups include: Policy, Technological Solutions, and support for Resilient Communities.

The staffers at these foundations created the funder groups because they observed that, while wildfire was increasing as a serious problem in the public's eye, the philanthropic sector was struggling to keep up. These three funder groups do reflect what the center of gravity is right now in terms of general areas of interest among philanthropists. However, the groups also recognize that the recommendations in this report may lean towards these three types of work groups simply because of the people selected as interviewees and survey respondents.

As part of this work, and to delve deeper into the question of what we all can do better together as philanthropists, the Hewlett Foundation then asked me to do a high-level review of the philanthropic field and discover what funders are doing now to respond to wildfire in order to think through potential ways donors can work together even better in the future.



Appendix B

Survey Respondents & Interviewees

Name	Organization	Interview (Y/N)	Survey (Y/N)
Alan Kwok	Philanthropy California	Y	N
Alex Carter	McConnell Foundation	N	Y
Alex Diaz	Google.org	Y	N
Alexandra Conliffe	McCall MacBain Foundation	Y	Y
Amy Berry	Tahoe Fund	Y	Y
Amy Freeman	The May and Stanley Smith Charitable Trust	Y	Y
Amy Swiatek	Philanthropy Colorado	Y	Y
Anna Lindgren	The Keith Campbell Foundation for the Environment	N	Y
Andre Vallillee	Metcalf Foundation	Y	N
An Nguyen	California Endowment	N	Y
Annie Yates	Pacific Foundation Services	N	N
Becky Rittenburg	Parks CA	N	N
Bill Clerico	Convective Capital	Y	Y
Bill Lazar	Lazar Foundation	N	Y
Bill Tripp	Karuk Tribe, Western Klamath Restoration Partnership, Indigenous Peoples Burning Network, Intertribal Indigenous Stewardship Project.	N	Y
Carlos Garcia	Oregon Community Foundation	N	Y
Constance Harris	Solano Community Foundation	N	Y
Danielle Crystal	Philanthropy NW	N	Y
Denise Joines	Wilburforce	Y	Y
Donna Callejon	GlobalGiving	N	Y
Doug Bevington	Environment Now	Y	Y



Name	Organization	Interview (Y/N)	Survey (Y/N)
Ella Fahrlander	Community Foundation of Northern Colorado	N	Y
Emily Bradley	United Way of Greater Los Angeles	N	Y
Emily White	Salesforce.org (also is a head of disaster committee at CCRC, the Bay Area CSR group)	Y	Y
Erin Borla	Roundhouse Foundation	Y	Y
Everett Au	San Diego Foundation	N	Y
Gary Butterworth	Pikes Peak Community Foundation	N	Y
Geneva Wiki	California Endowment	Y	N
Genny Biggs	Gordon and Betty Moore Foundation	Y	Y
Helen Wagenvoord/ James Sheldon	Not Answered	Y	Y
Jarrett Barrios	California Community Foundation	Y	N
Jeffrey Denholm	Entrepreneur	Y	N
Jennee Kuang	William and Flora Hewlett Foundation	Y	Y
Jenny Stafford	Spur Philanthropy	N	Y
Jill Ozarski	Walton Family Foundation	Y	Y
John Nordgren	The Climate Resilience Fund	N	Y
John Seebach	The Pew Charitable Trusts	N	Y
Jordana Barrack	Mighty Arrow Family Foundation	Y	Y
Jovanni Tricerri	North Valley Community Foundation	N	Y



Name	Organization	Interview (Y/N)	Survey (Y/N)
Julia DeNatale	Napa Community Foundation	Y	Y
Karin Demarest	Community Foundation Sonoma County	Y	Y
Kelly Kucharski	Sierra Resource Conservation District	N	Y
Ken Doane	SH Cowell	N	Y
Kerry Hastings and Ron Milam	Smart Growth California and the Funders Network	Y	N
Kerry Caranci	Community Foundation of the North State	N	Y
Karen O'Connor	Minderoo	Y	N
Keytra Meyer	Humboldt Area Community Foundation	Y	Y
Laura Seaman	California League of Community Foundations	Y	Y
Laura Tam	Resources Legacy Fund	Y	Y
Lisa Moreno	Community Foundation Boulder County	Y	Y
Manuel J. Santamaria	Silicon Valley Community Foundation	Y	Y
Marguerite Harden	Colorado State	N	N
Mark Valentine	Smart Growth California/Funders Network	Y	Y
Mary Rose Navarro	Meyer Memorial Trust	N	Y
Matt Carpenter	Not Answered	N	Y
Matt Crommett	Lydia Hill Philanthropies	Y	N
Matt Gaboury	Argosy	Y	Y
Max Gimbel	The Ford Family Foundation	N	Y



Name	Organization	Interview (Y/N)	Survey (Y/N)
Megan Barber Allende	Mendocino Community Foundation	N	Y
Megan McTiernan	Donor Advisor	N	Y
Michele Goodman	JW and HM Goodman Family Foundation	Y	Y
Michelle Decker	Inland Empire Community Foundation	Y	N
Monica Gomez	California Wellness Foundation	Y	Y
Nancy Kami	Lisa and Douglas Goldman Fund	N	Y
Pam Fujita-Yuhas	NW Fund for the Environment	N	N
Patti D'Angelo Juachon	Marin Community Foundation	N	Y
Peter Stangel and Michael Goergen	U.S. Endowment Fund for Forestry and Communities	Y	Y
Ralph Bloemers	Advisor to multiple private foundations including the Stoutert Fund, Evergreen Fund, Worthy Garden Club	N	Y
Ron Boehm	Private office	Y	Y
Roop Sumal	Entertainment Foundation	N	Y
Samantha Sandoval	Latino Community Foundation	Y	Y
Sara Walczyk	Satterberg	N	Y
Saul Macias	Marin Community Foundation	Y	N
Shefali and Anukool Lakhina	Wonder Labs	Y	Y
Shep Harris	Private individual funder, also associated with the Trust for Public Land	N	Y
Steven Merrill	Private office	N	Y



Name	Organization	Interview (Y/N)	Survey (Y/N)
Susan Davids	United Way of Larimer County	N	Y
Susan True	Community Foundation for Santa Cruz County	N	Y
Tanya Gulliver-Gracia/Sally Ray/Devin Mathias	Disaster Philanthropy	Y	N
Vanessa Bechtel	Ventura Community Foundation	Y	Y
Victor Cordon	Chair of Corporate Community Relations Consortium	Y	N
Totals		43	63 + 7 anonymous

**You will note that there are actually 87 people listed in this summary of interviewees. Individuals listed are listed as a group and counted once when they were interviewed as a group. With only one exception, each organization delegated one individual to answer the survey only once on behalf of that organization.*



Appendix C

Survey Highlights

Questions 1 & 2

1. Your full name
2. The foundation or funder collaboration that you represent

My notes:

A strong majority of survey respondents are from private family foundations and community foundations. You also may notice that some of the questions were answered or skipped by 71 participants. This is because one person answered the survey twice and we decided to keep both answers in the survey.

See break-down below:

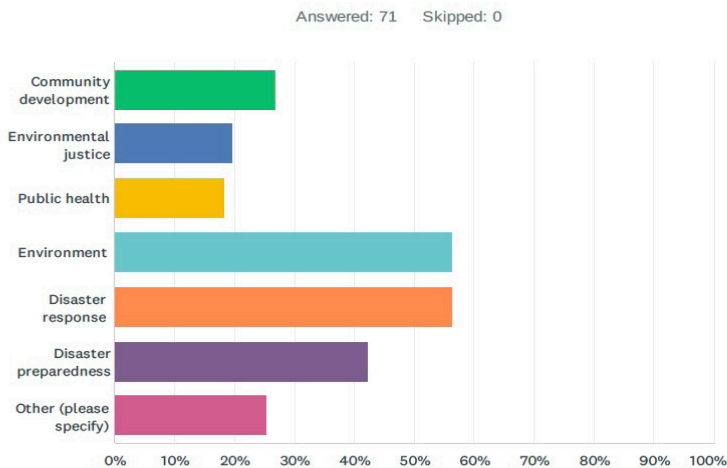
Private Family Foundation	24
Community Foundation	16
Corporate Foundation and/or Investor	5
Re-Granting or Collaborative Funding Institution	14
Anonymous	7
Additional Individuals	4

Question 3

Considering the context of your overall strategy, what funding lens did you use when your Foundation decided to start engaging in wildfire issues (you can choose more than one)?

My notes:

It is interesting that the "Environment" category got such a high response at 56% because in my one-on-one interviews, people instead tended to focus on environmental justice, public health, and community development, which did not receive as high marks in this question response. I am not surprised that "Disaster Response" is tied with "Environment" as the most popular funding lens. This is an issue most of the one-on-one interviewees also focused on because it is top of mind for community foundations located in wildfire prone locations.



ANSWER CHOICES	RESPONSES	
Community development	26.76%	19
Environmental justice	19.72%	14
Public health	18.31%	13
Environment	56.34%	40
Disaster response	56.34%	40
Disaster preparedness	42.25%	30
Other (please specify)	25.35%	18
Total Respondents: 71		

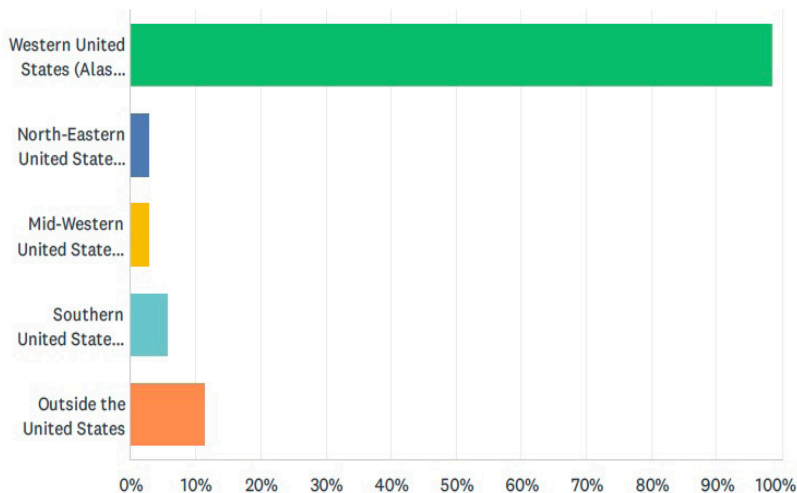
Question 4

What geographic area(s) are you funding in related to wildfire? (you can choose more than one)

My notes:

Most of the respondents fund in the Western United States.

Answered: 69 Skipped: 2



ANSWER CHOICES	RESPONSES	
Western United States (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming)	98.55%	68
North-Eastern United States (Connecticut, Delaware, DC, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Puerto Rico, Rhode Island, Vermont, Virgin Islands)	2.90%	2
Mid-Western United States (Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin)	2.90%	2
Southern United States (Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia and West Virginia)	5.80%	4
Outside the United States	11.59%	8
Total Respondents: 69		



Question 5

If you chose “outside the United States” can you please list the specific locations where you are funding?

My notes:

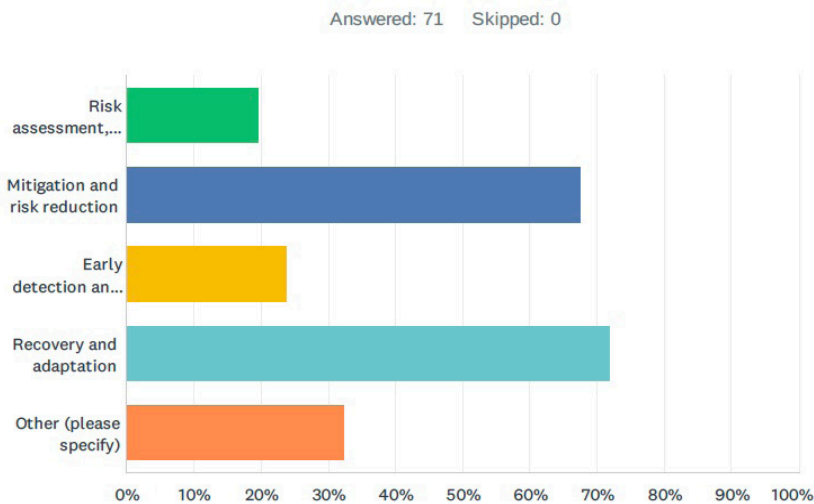
This question asked where philanthropists fund if it is outside the United States. The answers included Australia, Canada, Puerto Rico, Haiti, and the Amazon. Only 9 philanthropists who responded to the survey fund outside of the United States. In the one-on-one interviews respondents explained that they tended to fund where their Trustees lived or where the corporation did business.

Question 6

Which of the four broad categories describes your wildfire funding focus? (you can choose more than one)

My notes:

The purpose of this question is to understand how funders are funding along the time horizon, as defined by the United Nations Sendai Framework for Disaster Risk Reduction. I find it interesting that so few funders are focused on the early pre-wildfire preparedness stage of the work, whereas many are funding in “mitigation and risk reduction” and/or “recovery and adaptation.”



ANSWER CHOICES	RESPONSES	
Risk assessment, modeling and prediction	19.72%	14
Mitigation and risk reduction	67.61%	48
Early detection and response management	23.94%	17
Recovery and adaptation	71.83%	51
Other (please specify)	32.39%	23
Total Respondents: 71		

For more information about the United Nations Sendai Framework for Disaster Risk Reduction, see link <https://www.undrr.org/implementing-sendai-framework/what-sendai-framework>, accessed December 24, 2021.

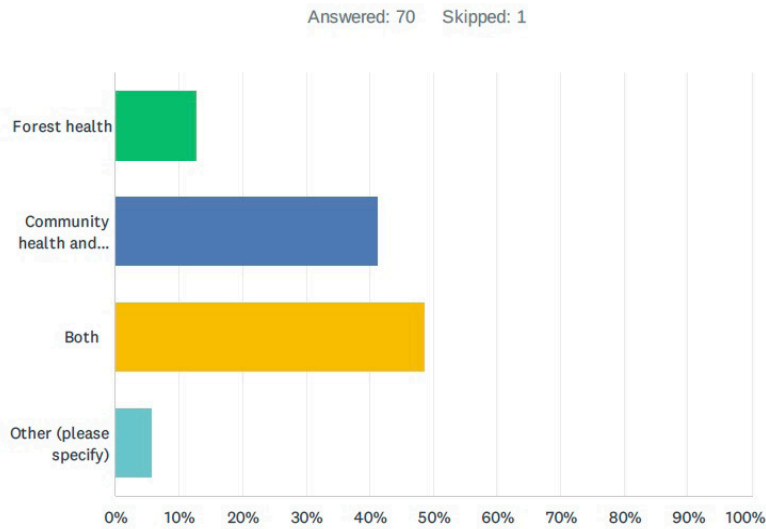


Question 7

When considering the four broad categories in question 6 are you approaching this work via a forest health and/or community health and safety lens? Or both?

My notes:

It is interesting to me how few people chose "Forest Health" (9) when compared to those who checked "community health and safety" as the reason they engage (29).



ANSWER CHOICES	RESPONSES	
Forest health	12.86%	9
Community health and safety	41.43%	29
Both	48.57%	34
Other (please specify)	5.71%	4
Total Respondents: 70		



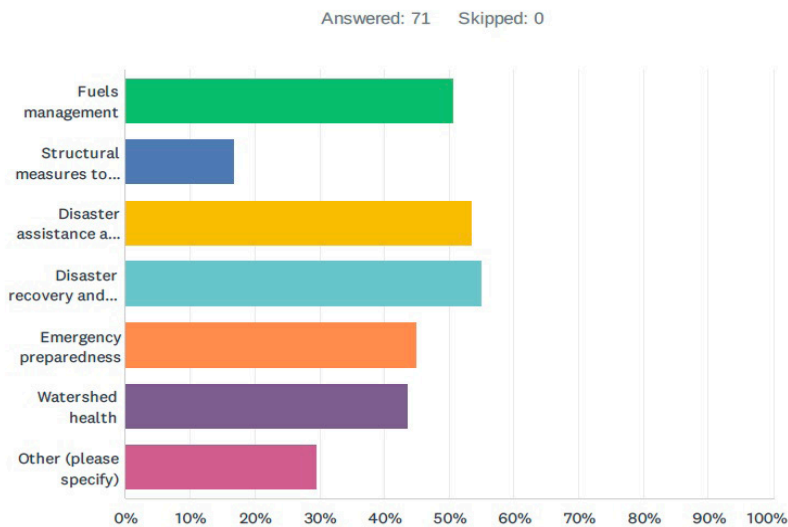
Question 8

What wildfire related outcomes are you funding specifically? (you can choose more than one)

My notes:

I was struck with how even and across the board the outcome that funders are pursuing with everything from watershed health (31), to Disaster recovery and reconstruction (39). The response that surprised me was the one outlier in the mix, which is “structural measures to protect homes and buildings” at only twelve funders, which is a long way from all the other categories which received nothing less than 31.

I found the “Other” category in this question very helpful as well to parse through outcomes that funders are interested in because it allowed for more of a description of work, such as support for Indigenous fire, workforce training, and other issues that I heard about during my one-on-one interviews.



ANSWER CHOICES	RESPONSES	
Fuels management	50.70%	36
Structural measures to protect homes and buildings	16.90%	12
Disaster assistance and emergency relief	53.52%	38
Disaster recovery and reconstruction	54.93%	39
Emergency preparedness	45.07%	32
Watershed health	43.66%	31
Other (please specify)	29.58%	21
Total Respondents: 71		



Question 9

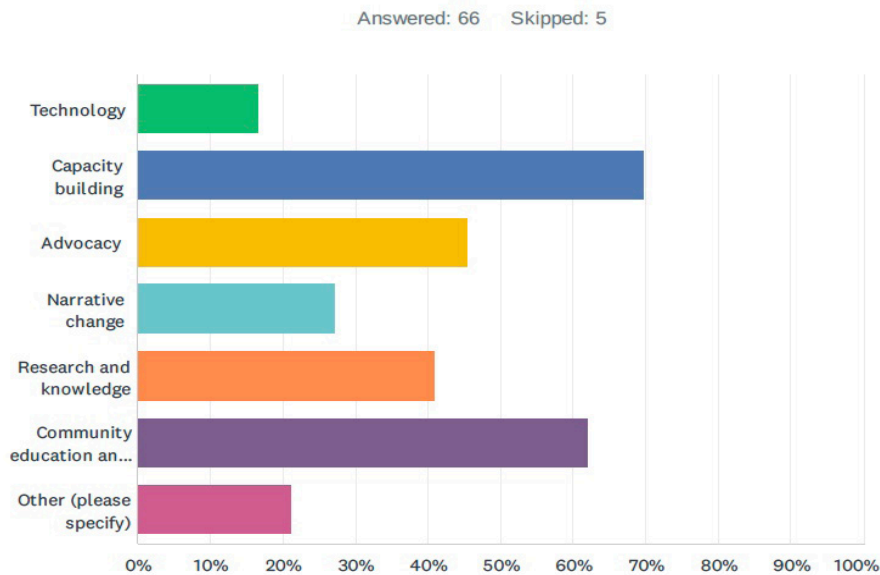
What wildfire related strategies are you funding specifically? (you can choose more than one)

My notes:

I find it interesting that the two strategies with the highest number of people responding are capacity building (46) and community education and outreach (41), which does track with the responses from questions 6 and 7 that leaned in favor of funding for community health and mitigation and risk reduction and recovery and adaptation.

Advocacy (30) and research and knowledge (27) are also a not too distant third and fourth strategy that funders are using to approach wildfire resilience.

The number of funders that checked "technology" is surprisingly low when compared to the enthusiasm and energy I received for pursuing new technological solutions to wildfire in my one-on-one interviews.



ANSWER CHOICES	RESPONSES
Technology	16.67% 11
Capacity building	69.70% 46
Advocacy	45.45% 30
Narrative change	27.27% 18
Research and knowledge	40.91% 27
Community education and outreach	62.12% 41
Other (please specify)	21.21% 14
Total Respondents: 66	

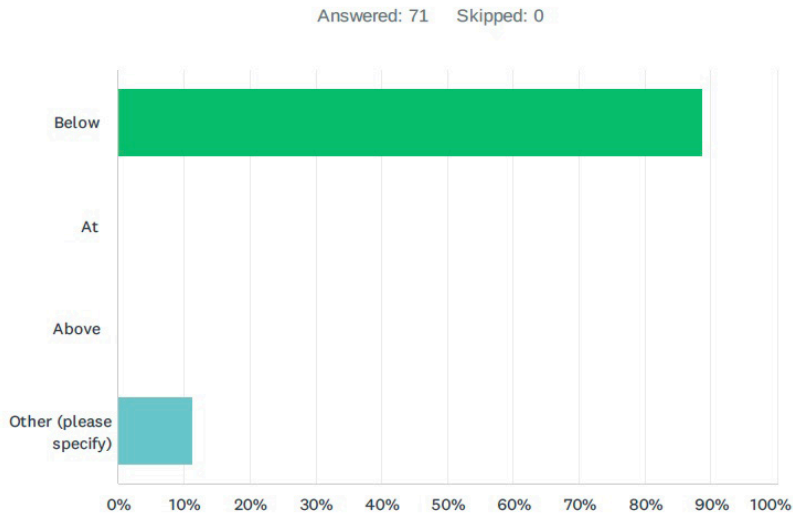


Question 10

Do you believe that funding overall in the private philanthropic sector dedicated to wildfire projects is below, at, or above the perceived need?

My notes:

The resounding answer is funding from the philanthropic sector is below the perceived need. This is an answer I assumed we would get just based on anecdotal information, but interesting to see it so strongly answered in this question.

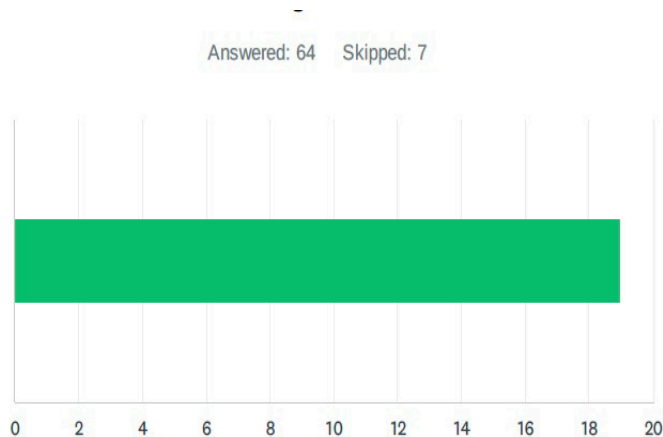


Question 11

What percentage of funding at your Foundation is dedicated to wildfire projects? (this can be an educated guess and does not need to be exact)

My notes:

The overall percentage average at 20% is misleading because, as one-on-one interviewees explain, the funding is episodic and depends on whether a wildfire is recently active in the specific region where the philanthropic institution resides. The individual answers track the one-on-one interviews, which show dramatic swings in the percentage of funding from 1-2% to 100%.

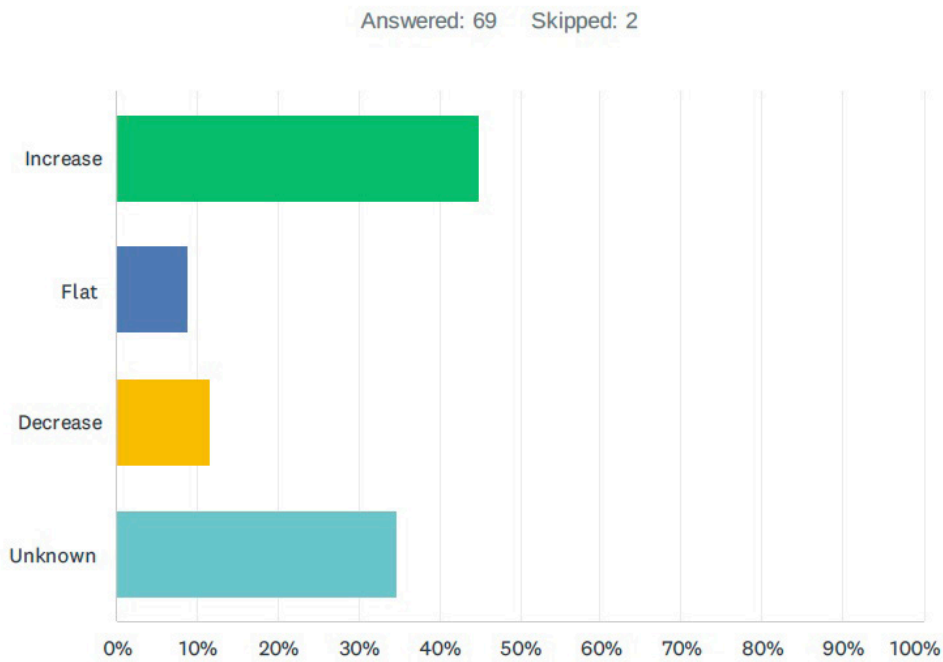


Question 12

Do you expect that funding will remain flat, increase or decrease for wildfire work at your Foundation over the next 3 years?

My notes:

The important takeaway to me is that almost half (31) of the respondents said that they expected the funding for wildfire at their Foundation will increase in the next three years. Only eight people expected it to decrease, and this is probably because of what the one-on-one interviewees suggest: in locations where a wildfire recovery fund is established for a past wildfire it is often spent down, and then that Community Foundation won't work on or fund wildfire in the future until and unless a new wildfire reaches their community.



ANSWER CHOICES	RESPONSES	
Increase	44.93%	31
Flat	8.70%	6
Decrease	11.59%	8
Unknown	34.78%	24
TOTAL		69

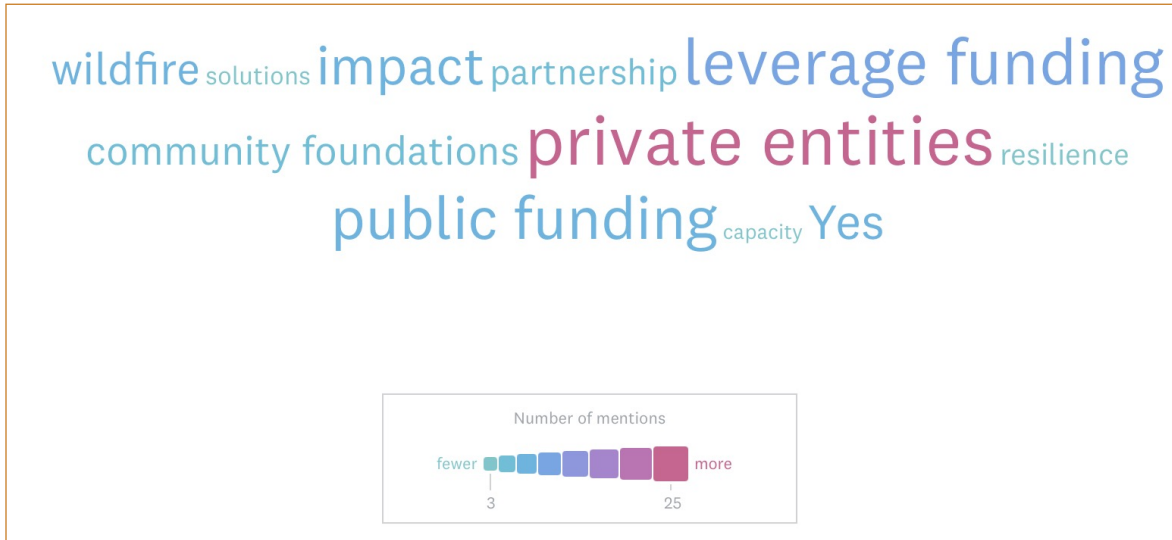


Question 13

Are you partnering with and leveraging funding from other private entities or government, and/or also pursuing impact investing? If so can you offer details about these activities?

My notes:

See word cloud followed by narrative:



An interesting take-away is how many people skipped this question, whereas almost no-one skipped questions 1-12. 54 answered and 18 skipped.

Quote from one respondent is interesting, “Would be interested in impact investing opportunities but have not come across them yet.” This is important because while not many funders check the box for impact investing overall I think this is an area funders would like to learn more about in order to invest more heavily in this area.

What this question shows me is that there is a lot of interesting innovation and creative thinking going on with funders doing many things to partner with a wide array of partners to leverage funding. In reading this list of interesting activities it makes me want to bring everyone together in order to share stories, experiences and lessons learned from various funding arrangements. Funders mention partnerships with a broad array of organizations and offer many interesting examples of terrific partnerships and pilots that they are funding in creative ways. They are pooling funds together through community foundations, working with utilities (such as PG&E), corporate donors, as well as leveraging resources with Federal, State and County Governments. Some funders are also directly engaged in innovative strategies for impact investing and technological innovations. Funding activity all across the board.

Interesting mentions:

- Salesforce is pursuing an indepth impact investing strategy.
- The Community Rebuilding Fund was established after the Labor Day Fires and is a partnership of the three largest private foundations in Oregon.
- Special partnerships with County Governments on such things as creating a workforce training pilot and leveraging funding from the PG&E settlement.
- Community Foundations are a central repository of combined donations to maximize impact in a specific region impacted by wildfire.



- Partnerships with the USDA Forest Service on technology and markets for woody biomass and related activities and with the USDA Natural Resources Conservation Service to help communities partner with water utilities.
- Partnerships with Voluntary Organizations Active in Disaster (VOADs) and other secure government and Program Related Investment to help with on the ground work.
- Funding strategies to tackle home safety and WUI work, such as the Alliance for Housing and Climate Solutions.

Question 14

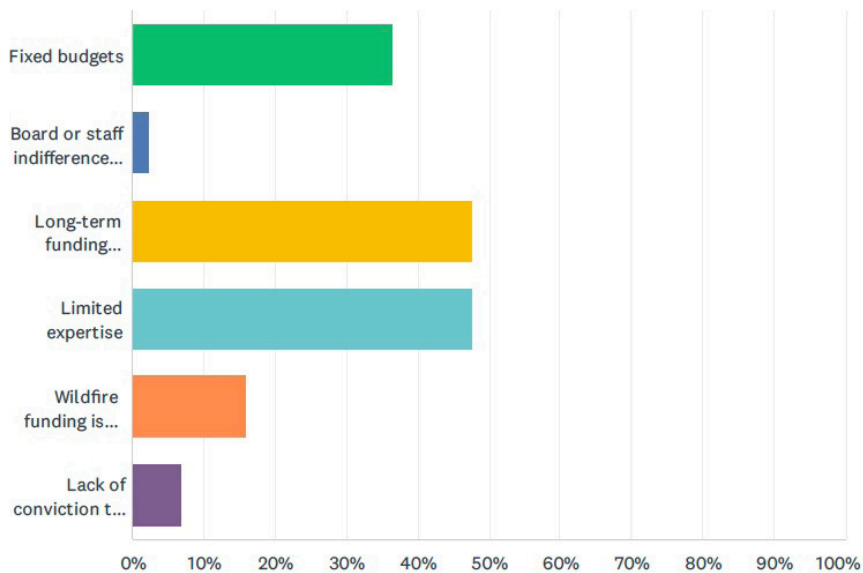
What are the barriers to increasing funding for wildfire resilience by your Foundation? (you can choose more than one)

My notes:

Most funders who answered this question felt that private philanthropy had a role to play, only 3 funders lack conviction that private funding can make a difference. The three main barriers to increasing funding are fixed budgets, the long term strategy does not prioritize wildfire resilience, and limited expertise.

A major hurdle identified that we could do something about immediately is the feeling from 21 of the funders that they have limited expertise in order to increase funding in wildfire resilience.

In the comments section of this question respondents wanted to emphasize the preponderance of funding that goes into funding during a wildfire and that it decreases over time as the threat subsides and/or donor fatigue sets in. This is true even if multiple fires hit the same region. See word cloud below (note that I added the terminology “temporary disaster relief” in order to fuse multiple words that all focused on getting this point across.



ANSWER CHOICES	RESPONSES	
Fixed budgets	36.36%	16
Board or staff indifference or opposition	2.27%	1
Long-term funding strategy for philanthropic institution as a whole does not prioritize wildfire resilience	47.73%	21
Limited expertise	47.73%	21
Wildfire funding is piecemeal across various departments	15.91%	7
Lack of conviction that private funding can make a difference	6.82%	3
Total Respondents: 44		

Question 15

Is your wildfire strategy fixed or is it dynamic and evolving? If it is evolving what is pushing the change/update and the additional areas you are considering? What kind of expertise would be beneficial to informing you about options to proceed?

My notes:

See word cloud and narrative below:



It is interesting that this question got a lot more answers than 13 and 14. 66 respondents wanted to talk mostly about how their strategies are dynamic and evolving. However, it is important to note that some respondents explain that their strategy is fixed because wildfire funding is focused on disaster response and emergency relief and therefore this particular type of funder will increase investments only when the community is directly impacted by wildfire.

A quote that I feel captures the sentiments of this question is, “Always evolving! With wildfires becoming more frequent and intense, our role in disaster relief is shifting and expectations are rising among communities. Employees and executive leadership.”

Another important quote expresses what many one-on-one interviewees also suggested as an evolving funding opportunity not fully developed, “More focus on the nexus between wildfire funding and racial equity including but beyond workforce training opportunities. Much of this work happens far from the underserved communities we prioritize in our funding so it’s a stretch for folks to see the direct benefit when dollars don’t flow to these places.”



Question 16

Can you give a sense of who you talk with most often, and any other expertise you have access to, in order to inform your grant making decisions and recommendations related to your wildfire strategy?

My notes:

The answers to who funders talk with most often are interesting because of the broad range of people and organizations referenced. To me this means that to-date everyone is scrambling to get information from many sources, and there are not many central collaborations for funders to share information. Jennee Kuang and Alan Kwok do get the most call outs as key people that funders rely on for information in general. In addition, in my one-on-one interviews, funders in the technology, venture capital, impact investing, and entrepreneurial sectors identified Genny Biggs as extremely helpful with the Wildfire Tech Funders Group.

Below are examples of the sources donors rely on for wildfire funding:

- Grantees and advocates
- Network with other funders
- Scientists, such as Dr. Bev Law, Dr. Boone Kaufman, Dr. Bill Ripple, Dr. Jack Cohen and others
- People directly impacted by wildfires with an emphasis on vulnerable communities
- Indigenous communities
- Entrepreneurs and Venture Capitalists
- Fire Chiefs
- Jennee Kuang at Hewlett Foundation (quite a few mentions about how helpful she is)
- City and County Governments
- Emergency Management
- University researchers
- Forest collaboratives
- Northern California Grantmakers
- Southern California Grantmakers
- Philanthropy California (many mentions of this organization and also quite a few mentions of Alan Kwok specifically)
- Enterprise Community Partners and Resource Conservation Districts
- Pledge 1%
- All Hands All Hearts
- The Nature Conservancy
- American Forests
- Ceres
- The National Fish and Wildlife Foundation
- World Resources Institute
- Conservation International
- Audubon Canyon Ranch
- Fire Forward Institute
- VOADs and COADs
- League of California Community Foundations
- American Red Cross
- Resources Legacy Fund
- Indigenous Leadership Network



- International Boreal Conservation Campaign
- Tahoe Fund
- League to Save Lake Tahoe
- Calfire
- Wild Land Fire Fund
- Disaster Philanthropy
- Colorado State University
- CEO of Atira Systems, Jeff Denholm
- Fire Safe councils
- Firewise communities
- Prescribed Burn Associations
- Boulder Fireshed Coalition
- Kansas National Community Foundation Conference
- American Lung Association(?)
- Planning and Conservation League
- Endangered Habitats League
- Sierra Business Council
- Project Climate at Berkeley
- TTCF Forest Futures Salon

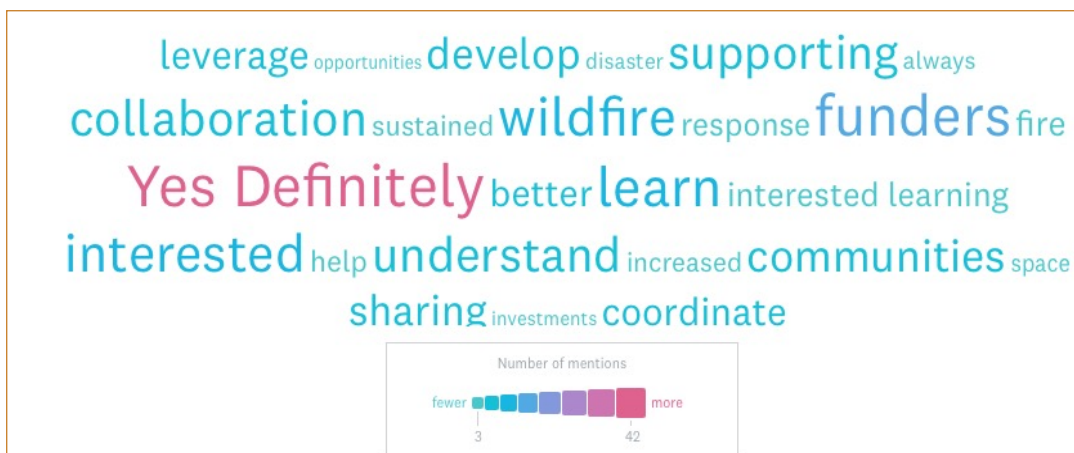
Question 17

Do you have an interest in connecting with other funders on wildfire, and if so, for what purpose and outcome?

My notes:

Out of 63 funders responded to this question, all except two said they did want to collaborate further. One respondent says it well, “The trick is finding a way to bridge the divide between many funders focused on specific narrow aspects of this subject - very place-based, very issue focused, and integrating that into conversations and collaborations that feel beneficial to everyone involved.”

The group also lists some very helpful outcomes that can tackle this challenge. I offer a word cloud of the answers and also list a few of the many good ideas below:



- Increasing coordination in order to increase impact, leverage dollars, and enhance investments.
- Take advantage of unprecedented resources flowing down the federal pipeline.
- To understand where federal dollars are appropriated.
- Learn more about fire-adapted and resilient landscapes nested within climate resilient and equity-centered communities.
- Ecological restoration of forests, wetlands, and streams for the purpose of sharing ideas, developing ideas, and building new funding partnerships.
- To understand how to respond better to larger wildfires and other climate related disasters.
- Narrative work for the general public so that we can live with wildfire.
- Develop a pooled fund that addresses priority interests West-wide.

Question 18

Anything else you'd like to add?

My notes:

Most people said "thanks" in this section. However, I do pull out a few additional topics addressed in this section below:

- Though I did not mention it, there is an advocacy role that we could develop to be sure essential government resources are allocated efficiently and effectively. FEMA is a mess, is there anything we can do?
- I would love for funders concerned with wildfire to look at the structural impediments in land management policies that make true wildfire resilience so difficult: public lands grazing, private inholdings in forests, patchwork ownership (eg legacy of forest checkerboards), decimation of strongly interacting species like beavers, mature forest logging, road building etc.
- Community foundations are often called on to act immediately in fire response and recovery. We are able to do this effectively. However, the tremendous work of it is often unfunded even though a fire can tilt every aspect of the Foundation to fire efforts. I wonder if we need to build long term funding for disaster response at foundations that can address current disaster as well as plan for resilience, mitigation, and prevention.



Endnotes

- ¹ I base the definition of resilience on the United Nations Sendai Framework for Risk Reduction, see link for definition and description here, <https://www.undrr.org/publication/sendai-framework-disaster-risk-reduction-2015-2030>
- ² See the yearly reviews: Measuring the State of Disaster Philanthropy - Data to Drive Decisions, 2021 & 2020, on file with the author
- ³ See Forest Fire Facts Website, link <https://forestfirefacts.org>
- ⁴ See F.I.R.E. Foundry link, <https://www.firefoundry.org>
- ⁵ Bill Gabbert, Former inmate firefighters create fire crew and training program, Wildfire Today, December 6, 2021, link <https://wildfiretoday.com/2021/12/06/former-inmate-firefighters-create-fire-crew-and-training-program/>
- ⁶ There is a lot of information about these challenges. One particularly helpful brief is by UC Irvine related to wildfire smoke and the Guardian has a good article that summarized renters challenges, see link here https://healthequity.berkeley.edu/sites/default/files/wildfire_migrant_policy_brief_-_final_5.27.21.pdf and <https://www.theguardian.com/us-news/2017/oct/23/california-wildfires-santa-rosa-sonoma-rent-spike-homelessness>
- ⁷ See information about the Undocufund and the Latino Community Foundation here, <https://805undocufund.org> and <https://latinocf.org>
- ⁸ See details of the Direct Relief Map here, <https://www.directrelief.org/product/california-wildfire-map/>
- ⁹ See press release by the Biden White House about the Justice40 initiative here, link <https://www.whitehouse.gov/omb/briefing-room/2021/07/20/the-path-to-achieving-justice40/>
- ¹⁰ See “Secretary Vilsack Announces 10 Year Strategy to Confront the Wildfire Crisis,” link <https://www.usda.gov/media/press-releases/2022/01/18/secretary-vilsack-announces-new-10-year-strategy-confront-wildfire>
- ¹¹ See the National Cohesive Wildland Fire Management Strategy, link <https://www.fs.fed.us/restoration/cohesivestrategy.shtml>
- ¹² For a description of the difference between prescribed fire and cultural burning see link, <https://www.ucdavis.edu/climate/news/rethinking-wildfire>
- ¹³ For more information about Indigenous funding networks see these three links, <https://www.firstnations.org/>, <https://nativephilanthropy.org/>, <https://nativephilanthropy.candid.org/>

