



Frequently Asked Questions

Q. What is #LakeCountyRising?

- A.** Established in response to the devastation caused by the Valley Fire, #LakeCountyRising is a fundraising effort designed to address community rebuilding efforts with a focus on livelihood, housing, and community needs. The goal is to raise significant funds over the coming weeks and months and to use those funds to address the most pressing needs.

This campaign is a collaborative effort of three local organizations – the Lake County Winegrape Commission, Lake County Winery Association, and Lake County Wine Alliance, a 501(c)(3) with a 15-year track record of raising money for worthy Lake County organizations and making sure it goes where it is intended. The Lake County Wine Alliance will manage the collection and distribution of the tax-deductible donations.

Q. How will the funds be used?

- A.** A seven-member Steering Committee will guide fundraising and disbursement with a focus on the most pressing community needs.

Q. How will the community needs be determined?

- A.** From the start, the #LakeCountyRising team has been working closely with Supervisor Rob Brown and Congressman Mike Thompson to launch this effort, to engage in discussions about where the needs may be, and to understand where FEMA, state, and local monies will be directed and where the gaps may be. A needs assessment with community stakeholders is being conducted to make sure we are putting money in places where it is needed most.

Q. How will the funds be disbursed?

- A.** At this time, it is anticipated that funds will be disbursed to vetted, existing non-profit community-based organizations in response to the most pressing community needs.

Q. What portion of the funds go to the survivors of the Valley Fire?

- A.** All of the money raised goes to support those in need and the direct program expenses of carefully vetted non-profits providing the assistance to our residents. Many individuals are volunteering their time and energy to the cause, and only trusted, experienced non-profit community-based entities that are committed to using the funds in the most efficient way possible will deliver the services.

Q. Are the funds distributed only to those in Lake County?

A. Funds raised through this effort will be distributed primarily to members of the Lake County community to help with rebuilding efforts in the most severely impacted communities of Cobb, Middletown, and Hidden Valley Lake.

Q. Are funds available to those affected by the Rocky Fire and Jerusalem Fire or just the Valley Fire?

A. While this fund will be used primarily for survivors of the Valley Fire, decisions on distribution of funds will be made based on community needs.

Q. What is the application process and required income level?

A. At this time, it is anticipated that funds will be disbursed to existing non-profit community-based organizations. Application criteria and process will be based on individual non-profit guidelines.

Q. Are the donations tax-deductible?

A. Yes. The Lake County Wine Alliance, a 501(c)(3) non-profit organization, will manage the collection and distribution of donations to support rebuilding efforts focused on livelihood, housing and community needs. Donations to this effort are tax-deductible.

Q. I want to donate to #LakeCountyRising. Can I use my credit card?

A. Donations may be made by credit card by visiting the Lake County Rising page on Facebook and making a donation online via PayPal. Note: The PayPal service deducts a nominal fee of 1.4% on each transaction from your online donation to the fund.

Q. What if I want to donate by check?

A. Yes. Donations may be made by check. Checks should be made payable and mailed to:
Lake County Rising Fire Relief Fund
P.O. Box 530
Kelseyville, CA 95451

Q. My company wants to make a donation and needs additional details. Whom should I contact?

A. For additional details on the **#LakeCountyRising** fundraising effort, please contact either Debra Sommerfield, President of Lake County Winegrape Commission (debras@lakecountywinegrape.org, 707-279-2633, x302), or Terry Dereniuk, Executive Director of Lake County Winery Association (director@lakecountywineries.org, 707-357-5237).

Q. I would like to donate items to fire survivors. Where can I drop them off?

A. In general, **#LakeCountyRising** does not accept donated items. For information on organizations that accept donated items and drop-off locations, please visit KPFZ.org.

Q. What is the Lake County Wine Alliance?

A. The Lake County Wine Alliance is a 501(c)(3) organization with a 15-year track record of raising money for worthy Lake County organizations and making sure it goes where it is intended. The Lake County Wine Alliance produces the annual Lake County Wine Auction, the county's largest charitable event.