



Paradise Strong Update Summary



Paradise, CA – Nov 11. 2018

Paradise, CA – Nov 11. 2014



As of early Wednesday morning:

- **Steve Calhoun** created www.ParadiseStrong.org – and we launched Saturday about 8:30 p.m.
 - Nearly \$36,000 raised on www.ParadiseStrong.org
 - 281 contributions
 - 1,900 people shared the GoFundMe site via FB
- **Greg Brennan** sent ~1,000 emails to donors to our SonomaStrong site requesting their donation to ParadiseStrong, and also sent emails to Rotarians asking to share the site with their friends, families and business associates
- **Mara Kahn** and GB given access to Paradise FB page to help them post updates
- **Gary Edwards** delivered \$2,000+ in cheese (~400 lbs) to Paradise area relief center for Camp Fire evacuees
- **Sam Morphy** underwrote more than \$1,000 to purchase brand new clothing – jackets, hoodies, blue jeans – from Freidman’s (a Sonoma County retailer) which **Tony Moll** delivered
- **Gary Edwards** also underwrote a \$600 purchase of clothing at Eraldi’s (a local Sonoma retailer)
- **Mara Kahn** also spent \$645 of \$1,245 collected as of Saturday morning at Eraldi’s
- **Mike Caselli** used one of his properties to collect goods for Rotarians to take to Butte County
- **Tony Moll** and two others collected clothing and other items for distribution at Camp Fire relief centers

Spearheaded by Mara Kahn’s collection efforts, six people met at The Red Grape on Saturday...

- Erica Tuohy
- Sam Morphy
- Gary Edwards
- Mara Kahn
- Tony Moll
- Greg Brennan



Our **Facebook promotion** is now running

- o 14,610 people reached
- o 2,216 reactions
- o 14 comments
- o 22 shares
- o 247 clicks on link (to ParadiseStrong site) / 1,900 shares from that site

The **Sonoma Index Tribune** picked up one of Mara Kahn's Facebook posts and an online article about our efforts and the GoFundMe page is running --

<https://www.sonomanews.com/news/8943549-181/gift-cards-sought-to-assist>



<https://www.pressdemocrat.com/news/8934520-181/northern-california-groups-helping-butte?sba=AAS>

Sonoma Valley Rotary: Rotary of Sonoma Valley has lent their sadly hard-won experience to help Rotary of Paradise begin the road to recovery. To make a donation, visit paradisestrong.org. If you prefer to donate locally in Sonoma, you can donate gift cards, cash and checks made out to "Paradise Rotary Foundation," which is a 501C3 organization. Sonoma Valley Rotary will aggregate these donations and deliver them to Paradise Rotary. These donations can be dropped off (in a sealed envelope if possible) on the Sonoma Plaza at: Attn. Mara Kahn, Better Homes & Gardens Wine Country Group Realtors; 470 1st St. E Sonoma, CA 95476



Rotary Comments on Paradise Strong fund raising page...

My husband and I are members of the Rotary club of Flagler County, FL. My late parents, Jane & Thomas Chase lived in Paradise for many years...

Patricia Knight

Rotary Club of China Lake helping out where we can. Prayers to all.

Patty

The Rotarians of Paradise, People of Action! will direct all funds to where they're most needed.

Mary Berens
president, Rotary Club of Ithaca, NY

The need is there and Rotary performs.

Frank and Kathy Mayhew

Davis Sunrise Rotary
Gregory Arz

Thank you for supporting our Rotarian brothers and sisters in need.

Michael Nistler

I donated because my friend is a Rotary member in Sonoma.

Danny Doyle

Both of us from the Rotary Club of Morgan Hill, CA
Janie & Roger Knopf

I trust the Rotary clubs to use the money appropriately.

Brenda Perkins

Sonoma Rotary club shared on Facebook.

Nathan Trautwein

With love and support from the Rotary Club of San Luis Obispo de Tolosa.

Paige Chamberlain