



## REBUILDING LOS ANGELES TOGETHER

CORE (Community Organized Relief Effort) is a global humanitarian organization headquartered in Los Angeles. Our mission focuses on providing emergency relief and recovery efforts to vulnerable communities.

By choosing to support organizations like CORE through your corporate social responsibility initiatives, you are activating a powerful way for companies to make a significant impact in their communities. As the city continues to recover from various crises, partnerships between corporations and CORE can directly aid in rebuilding and resilience efforts within the city. Offering employees the option to donate to CORE – and matching their charitable giving – are great ways for companies to show a true commitment to the community, foster employee engagement, and help the vital recovery and relief efforts that are so crucial for the city's future.

## OUR RESPONSE TO THE LA FIRES

CORE immediately deployed an emergency response team to support those near the fires, where air quality is a major concern. With our headquarters in Los Angeles, we actively serve residents living in many of the impacted areas through our climate resilience and public health programs.

### ACTIVE RESPONSE

- Distributing cash vouchers so people can purchase items to meet their unique needs. With your support, our goal is to give \$1M in assistance.
- Providing N95 masks, hygiene kits, and other resources to protect people from smoke and ash.
- Assisting local shelters by supplying WiFi sources, charging banks, and cellphone batteries so people can communicate with their loved ones and get critical information and resources.
- Supporting the undocumented and immigrant communities in Los Angeles through our bilingual staff, resource navigation, help with aid applications, and more.

### LONG-TERM RECOVERY

CORE will continue to help local families long after the fires are extinguished. We will rebuild Los Angeles together. Our long-term priorities include:

- Critical structural repairs and rebuilding so people can return to their homes.
- Case management support for displaced people throughout the reconstruction process.
- Providing debris kits to recover items that survived the fires, along with safety items such as goggles, gloves, and masks so people are protected from hazardous fire remains.



323.934.4400  
information@coreresponse.org



@COREresponse  
www.COREresponse.org





**Join CORE's community of national and local partners by participating in a variety of initiatives. Here's how workplace giving can help amplify CORE's efforts:**

### **1. Become a Local/National Partner**

Showcase your support to your customers by activating round-up campaigns to ensure their purchases amplify CORE's efforts on the ground. Rest assured we will be great stewards of your support. We are a 4-star rated charity (the highest designation) on Charity Navigator. CORE has responded to disasters across 14 countries, changing the lives of 12.8 million people. Our team is currently deployed to the frontlines of global crises, serving people in Ukraine, Sudan, Haiti, and the United States.

### **2. Create Your Own Fundraiser**

Create a custom fundraiser that reflects why this cause is so personal to you – all while energizing your community to help. You can set your own fundraising goal, and our team can help make a customized campaign for you to circulate to your networks. You can also choose to host a company fundraiser or special event and choose CORE as a beneficiary!

### **3. Employee Giving Campaigns**

Employees can contribute directly to CORE through regular payroll deductions or one-time donations. By partnering with CORE, companies can streamline the process of making a difference, with donations automatically deducted from paychecks.

### **4. Matching Gifts**

Many companies have matching gift programs, where they match employees' donations to nonprofits. This effectively doubles the impact of each contribution, encouraging employees to give while amplifying the overall donation to CORE. This not only benefits the organization but also strengthens the company's commitment to corporate social responsibility.

### **5. Volunteer Matching**

CORE also relies on the support of volunteers, and some companies offer volunteer time off (VTO) to their employees. With volunteer matching programs, employees can be incentivized to dedicate their time to CORE's efforts, furthering the cause while engaging employees in meaningful community involvement.

## **CONTACT OUR TEAM**

Our Development & Corporate Partnerships Team is happy to work closely with you to create innovative and impactful consumer-facing campaigns. A minimum guarantee of \$250,000 is suggested for consideration as a national partner. For inquiries/information, please contact Tiffany Tse, VP of Development, at [tiffany.tse@coreresponse.org](mailto:tiffany.tse@coreresponse.org).



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@COREresponse  
[www.COREresponse.org](http://www.COREresponse.org)

