

Altadena Eaton Fire Relief Fund Information

The Altadena Eaton Fire Relief Fund Advisory has completed distributing all rounds of grants.

The AEFRRF Advisory Committee was pleased to fund 823 grants for a total of \$734,500.00 directly to Eaton Fire Survivors.

Total Funds Received/Granted

- \$737,810.69 Donations Received
- \$734,500.00 Grants Distributed
- \$3204.41 Processor & Benevity processing Fees GoFundMe
- \$106.28 balance remaining

Requirements for grant application:

1. You must have been a resident of Altadena on January 7, 2025; and adversely affected by the Eaton Fire.
2. Only one person per household may apply: over 18 years of age.
3. Grants range from \$500 to \$5,000; are one-time only; and one per household.
4. Availability of grants is limited to funds raised, and funds available at the time of application.
5. If granted, you agree to use the funds to meet the needs that you requested.
6. To receive funds, you must either have a GoFundMe Account OR an email account and accept a VISA gift card via email communication.

Grant Criteria

Each application was reviewed for qualifications, and many were rejected for not meeting the criteria. The AEFRRF Advisory Committee, including Altadena volunteers and two Co-Chairs, reviewed applications based on need.

Grant Recipient Demographics

Race and ethnicity were not requested on the application; consequently, we do not possess this data. Additionally, many individuals asked for their information to be excluded. Therefore, only the available data is being provided.

- 75 % Homeowners 25% Renters
- 65% West of Lake
- 85% lost everything including their home. 15% no longer could inhabit their home and had great smoke damage and no funding.
- 1 % Disabled (from those that chose to disclose as this was not something asked on the application)

Gift Card Expiration Date Information

First and Second Round Grants included Visa Gift Cards with a six-month expiration, clearly noted in both emails and on the cards. Recipients also received reminder emails.

Although there has been some debate about the existence of a GC expiration date, see below for an exception to CA Civil Code 1749.5:

Under California law, most gift cards and gift certificates cannot expire. [California Civil Code Section 1749.5](#) prohibits retailers from selling gift certificates with expiration dates or dormancy fees, ensuring they remain valid until redeemed. The law applies to both physical and electronic gift cards.

Key Aspects of California Gift Card Law

- **No Expiration:** Gift cards sold by retailers, with limited exceptions, do not expire.
- **Exceptions:** Expiration dates *are* allowed on gift cards provided as part of a loyalty, award, or promotional program at no cost to the consumer, or for **prepaid bank cards (like Visa/Mastercard) that are usable at multiple, unrelated sellers.**
- **Exceptions Disclosure:** If a card falls under an exception and has an expiration date, it must be printed clearly in capital letters on the front of the card.