Thank you for getting Up to Good

On Friday, October 1st, wildfire survivors, public officials and generous businesses and individuals gathered outdoors at the elegant and historic Buena Vista Winery to raise funds for the our Roadmap to Recovery, Preparedness and Advocacy programs.

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With the jazz sounds of a Sonoma State student combo and a very special setting as our backdrop, a crowd of over 160 people celebrated three decades of UP's important work, toasted to collaboration in the aftermath of the devastating 2017 wildfires in this region, and to disaster resiliency.

Thanks to all who participated, we will be closing out another impactful year with enhanced resources to continue working toward:

- **Trustworthy disaster recovery guidance & support**
- **Fair, prompt and full insurance claim payouts to loss victims**

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- **Affordable, available insurance options for all**
- **Making homes and communities more resilient to disasters**

Learn more about our impactful work below:

UP to Good Virtual

In addition to our in-person event we hosted a virtual party and guided wine tasting to celebrate our three decades of work. We brought together friends, family and supporters from across the country who share our commitment to empowering the insured. The party featured three delicious wines and three inspirational videos.

Tristan Harris, the star of The Social Dilemma joined UP's Executive Director, Amy Bach for a brief conversation on the asymmetry of power between insurance companies and disaster survivors and how he benefited from UP's services after losing his family home to a wildfire.

UP's Executive Director Amy Bach presented UP's Lifetime Achievement Award to William "Chip" Merlin, Esq. for extraordinary dedication to our organization's mission and exemplary professional services to policyholders.

California Insurance Commissioner Ricardo Lara congratulating United Policyholders' for 30 years of service and coordination with his agency to assist policyholders.

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Special thank you to the businesses that donated to our auction:

A16
Alexander Valley Vineyards
Al's Place
Ancient Oak Cellars
Chef Veronica Eicken
Claremont Hotel
Chez Panisse
Chef Daniel Patterson
Dan Quiñones
Dry Creek Peach Farm
Duckhorn Winery
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Patrick Amiot
Pim Techamaunvivit
Salt and Stone
St. Anne's Crossing
Taylormade
The Fountaingrove Club
The Matheson
Tom Eddy Wines
Wilson Artisan Wines
Wolfgang Puck

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