

[UP shares our story for the 30th Anniversary of the Oakland / Berkeley Firestorm](#)

United Policyholders was founded in 1991. To commemorate the 30th anniversary of the Oakland Berkeley Firestorm, UP's Executive Director Amy Bach shared her story co-founding the nonprofit for the [North Hills Phoenix Association Community Comeback: Then and Now video series](#).

This video series delved into the personal stories of people who were impacted by the 1991 Oakland/Berkeley Hills firestorm that raged across 1,520 acres and took the lives of 25 people. This was the first disaster United Policyholders responded to and we have been empowering the insured ever since.

Learn more about United Policyholders and our roots in the Oakland by watching the video above.