

[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.

The information presented in this publication is for general informational purposes and is not a substitute for legal advice. If you have a specific legal issue or problem, United Policyholders recommends that you consult with an attorney. Guidance on hiring professional help can be found in the "Find Help" section of www.uphelp.org. United Policyholders does not sell insurance or certify, endorse or warrant any of the insurance products, vendors, or professionals identified on our website.

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