



**FOR IMMEDIATE RELEASE: August 22, 2023**

**Contact: Amy Bach**

**415 713-3048**

**Email: [Amy.Bach@uphelp.org](mailto:Amy.Bach@uphelp.org)**

### **Maui Wildfire Survivors Accessing “Been There” Roadmap to Recovery® Expertise**

SAN FRANCISCO, CA – The national non-profit [United Policyholders](https://www.uphelp.org) (UP), which has earned high marks over three decades for easing and improving wildfire recovery for impacted households in California, Colorado, Washington, Arizona and Oregon, announced today that it is delivering help to Maui residents through multiple channels. UP’s Roadmap to Recovery® services include unique support from staff and volunteers who have personal experience recovering from previous disasters, plus expert guidance on insurance, personal finances and construction matters.

“UP is fortunate to have volunteers with family and friends in or near Lahaina who stepped up as delivery points for our recovery handbooks. With their help, and a UP staff member on the ground on Maui – we’re reaching impacted residents to orient them in these critical first weeks. Our non-commercial, expert support – plus the unique brand of empathy Team UP brings – helps overwhelmed disaster victims get off on the right foot,” said Executive Director Amy Bach.

In the week since staff member and 2017 Tubbs Fire survivor Annie Barbour deployed to the island, she has been comforting and informing people at the official Disaster Recovery Center and through local volunteer connections. UP is a member of National VOAD, (Voluntary Organizations Active in Disaster), and coordinating daily with local and government agency partners currently serving the Maui region.

“The wildfire devastation on Maui is heartbreaking, and for those who've lost loved ones, homes and businesses, the situation is overwhelming and painful beyond words. In the coming months, UP will continue to update our online [Maui Wildfires Recovery Help Library](#), curate free webinars and clinics to help impacted residents with insurance, financial and rebuild decision-making and avoiding ripoffs. And as always, UP will be advocating for fair, full and prompt insurance payouts to finance the repairs and rebuilding that will restore Lahaina residents’ quality of life, homes, businesses and community,” said Bach.

#### **About United Policyholders**

United Policyholders is a non-profit organization that has served as a voice and information resource for insurance consumers since 1991. For more information on our work, please visit [www.uphelp.org](https://www.uphelp.org). Email: [info@uphelp.org](mailto:info@uphelp.org)