

United Policyholders
917 Irving Street, Suite 4
San Francisco, CA 94122
uphelp.org

Media Contact: Amy Bach
Telephone: 415.393.9990
Amy.Bach@uphelp.org

FOR IMMEDIATE RELEASE

United Policyholders receives grant from the American Red Cross to Expand Roadmap to Recovery® and Preparedness Services to Los Angeles Wildfire-Impacted Communities

[SAN FRANCISCO, CA, August 13, 2026] United Policyholders (UP), a national 501(c)(3) non-profit consumer advocacy organization with a 35-year track record of helping and advocating for disaster survivors, announced today it has received a \$650,000 grant from the American Red Cross. This funding will support the United Policyholders Roadmap to Resilience Project, a 17-month initiative designed to expand insurance recovery assistance to households impacted by the 2025 Los Angeles wildfires and increase future disaster readiness and financial health among households in high-hazard regions across Southern California.

*"Navigating recovery decisions and the insurance claim process can be overwhelming for families who have lost everything," said **Amanda Ree, director of wildfire long-term recovery at the American Red Cross**. "We are proud to partner with United Policyholders to ensure those affected by the fires receive the guidance, tools, and advocacy they need to recover financially and rebuild their homes."*

Through this partnership, United Policyholders will deploy targeted recovery resources across Pacific Palisades, Altadena, Malibu, and the surrounding fire impacted areas. UP will update the printed edition of its flagship *Disaster Recovery Handbook* and launch a new digital version to ensure equitable access and to reach displaced community members. Eliminating the barrier of physical distribution will allow survivors to instantly access critical guidance on complex insurance processes, financial and re-housing decisions, and confusing and casualty loss tax rules, regardless of where they're currently living. Both the printed and new digital version will also be available in Spanish.

The grant directly addresses insurance hurdles facing wildfire survivors. Past multi-year post-wildfire surveys conducted by UP confirm a majority of disaster-impacted households face prolonged negotiations, disputes over the cost of restoring what they've lost, and insufficient insurance coverage for temporary living expenses. To further accelerate successful claim resolutions, UP will deliver specialized technical training and direct support to Disaster Case Managers (DCMs) and the Long-Term Recovery Groups (LTRGs) operating on the ground in the Los Angeles Fire impacted areas.

*"When a disaster strikes, reaching a fair and prompt settlement with an insurance company shouldn't be the hardest part of a survivor's recovery," said **Amy Bach, Executive Director of United Policyholders**. "This impactful commitment from the American Red Cross will help us meet survivors where they are. By updating and digitizing our proven tools we will ensure that every household, regardless of income or location, has the leverage and knowledge they need to get back home and restore their quality of life," she added.*

Beyond supporting immediate recovery, the grant will allow UP to expand its Roadmap to Preparedness program through which UP helps households be adequately insured and resilient to adversity. UP will conduct educational workshops for homeowners and renters in the impacted communities and the surrounding high-risk zones to help residents identify and fix coverage gaps before the next disaster strikes and navigate today's challenging home insurance marketplace. As insurance availability and affordability challenges continue to impact California property owners, this partnership will equip residents with critical "insurance literacy" skills and help them be their own best advocates and create stronger financial safety nets.

About United Policyholders:

Founded in 1991, United Policyholders (UP) is a national non-profit 501(c)(3) organization that serves as an information resource and a voice for insurance consumers in all 50 states. UP is dedicated to helping disaster survivors successfully navigate insurance claims, advocating for fair insurance practices, and guiding property owners on being prepared for and resilient to future disasters. For more information about United Policyholders, access to disaster recovery tools, or details on upcoming workshops, please visit www.uphelp.org

About the American Red Cross:

The American Red Cross shelters, feeds and provides comfort to victims of disasters; supplies about 40% of the nation's blood; teaches skills that save lives; distributes international humanitarian aid; and supports veterans, military members and their families. The Red Cross is a nonprofit organization that depends on volunteers and the generosity of the American public to deliver its mission. For more information, please visit redcross.org or CruzRojaAmericana.org, or follow us on social media.

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