

# Red Cross Immediate Financial Assistance

California Wildfires January 2025



The American Red Cross is committed to providing individuals affected by the devastating wildfires with safe shelter, access to food, basic health services, and emotional support. In addition to assisting those currently in our shelters, we will also begin providing financial assistance to Californians who lived within the ***fire perimeters of Eaton, Palisades, Hurst, and Kenneth, as defined by Cal OES.***

Starting **January 15, 2025**, we will actively begin outreach to specific individuals whose primary residences were located within these defined areas. These individuals are eligible for this initial Red Cross Immediate Financial Assistance program. For those we have contact information for, we will send an invitation to enroll via email, text message, or phone call directly from the American Red Cross.

These invitations are sent via email and text, based on the contact information we have available; phone calls will also be made. **More information about this program and other resources can be found at: [redcross.org/findhelp](https://www.redcross.org/findhelp)**

If you receive an invitation to complete an application for financial assistance you can **complete the entire process virtually by calling 1-800-RED-CROSS (800-733-2767)** to enroll, confirm eligibility and receive financial assistance.

Each household will receive at least 3 contact attempts, defaulting to phone calls when other methods are not available. There are thousands of people in the outreach list, and it takes time for us to reach everyone. These messages will in batches of **around 1500-2500 per day.**

- Emails will come from “American Red Cross” with the email address [clientservices@rccare.redcross.org](mailto:clientservices@rccare.redcross.org)
- For the text message and phone call, the number can vary.
- See examples of these messages on the back side of this document.

All Red Cross services, including immediate financial assistance, are available to individuals regardless of nationality, race, gender, sexual orientation, religious beliefs, class or political opinions.

The Red Cross is a charity, not a government agency and people do not need to be American citizens to receive our help.

**Red Cross financial assistance is not a loan and does not need to be repaid.**

## OUTREACH EXAMPLE of TEXT MESSAGE FOR ELIGIBLE ADDRESS

Gracie, The Red Cross invites you to apply for assistance. Records show Helene damaged your home. Call 1-800-733-2767 by Nov. 13, 2024 with reference #1234567. We won't ask for bank / social security info.

Gracie, La Cruz Roja le invita a solicitar asistencia. Registros muestran que Helene dañó su hogar. Llame al 1-800-733-2767 antes del 13 de noviembre de 2024 con la referencia #1234567. No pedimos datos de banco/seguro social.

## OUTREACH EXAMPLE of EMAIL MESSAGE FOR ELIGIBLE ADDRESS

**Subject:** You Are Eligible for Red Cross Financial Assistance

Dear Gracie,

You are getting this email because you are eligible for financial assistance through the American Red Cross. Our records show Helene destroyed or majorly damaged your home. You are eligible for financial assistance if this is your primary residence.

If you already have a case about Helene ignore this message.

### What Should You Do Next?

- Call us at 1-800-RED CROSS (1-800-733-2767) to apply for the program.
- Your **reference number** when speaking to an agent is **1234567**.

### Program Closing Date

You will not be able to take part in this program after it closes on **Nov. 13, 2024**.

### About this Invitation

- **Invitation Details:** This email invitation is only for you. One recipient per household. The application link will not work for other people if you forward it to them.
- **No Repayment Needed:** Red Cross financial assistance is not a loan, and you do not need to repay it.
- **Privacy:** The Red Cross will not ask for your bank account or social security number.

### Additional Support

There may be other organizations in your community that can help with your recovery.

### 211 Phone Line

[211](#) is a phone number for finding local resources, services, and help. Call 2-1-1 or send a text message to speak with someone at any time. Calls to [211](#) are confidential.

### Red Cross Resource Directory

Go to the [Red Cross Resource Directory](#) website to find services and programs in your area.

### We're here to help!

If you have questions, call us to speak to a Red Cross representative. We are available 24 hours a day, 7 days a week.

### American Red Cross

1-800-RED CROSS  
1-800-733-2767

The American National Red Cross  
431 18th Street NW  
Washington, D.C. 20006

redcross.org  
CruzRojaAmericana.org

This is an official message sent to you by the American Red Cross. Replies to this email are not monitored. Call 1-800-RED CROSS for help.

**Subject:** Es Elegible Para Recibir Asistencia Financiera De La Cruz Roja

Saludos Gracie,

Está recibiendo este correo electrónico porque es elegible para recibir asistencia financiera a través de la Cruz Roja Americana. Nuestros registros muestran que Helene destruyó o dañó gravemente su hogar. Usted es elegible para recibir asistencia financiera si esta es su residencia principal.

Si ya tiene un caso de Helene ignore este mensaje.

### ¿Qué sigue ahora?

- Llámenos al 1-800-RED CROSS (1-800-733-2767) para solicitar al programa.
- Su número de referencia al hablar con un agente es 1234567.

### Fecha de cierre del programa

No podrá participar en este programa después que cierre el 13 de noviembre de 2024.

### Acerca de esta invitación

- **Detalles de la invitación:** Esta invitación por correo electrónico es solo para usted. Un destinatario por hogar. El enlace de la aplicación no funcionará para otras personas si se lo reenvía.
- **Sin reembolso:** La ayuda financiera de la Cruz Roja no es un préstamo y no necesita devolverla.
- **Privacidad:** La Cruz Roja no le pedirá su cuenta bancaria ni su número de seguro social.

### Apoyo Adicional

Puede haber otras organizaciones en su comunidad que puedan ayudar con su recuperación.

### Línea telefónica 211

[211](#) es un número de teléfono para encontrar recursos, servicios y ayudas locales. Llame al [2-1-1](#) o envíe un mensaje de texto para hablar con alguien en cualquier momento. Las llamadas al [211](#) son confidenciales.

### Directorio de Recursos de la Cruz Roja

Visite el sitio web del [Directorio de Recursos de la Cruz Roja](#) para encontrar servicios y programas en su área.

### ¡Estamos aquí para ayudar!

Por favor, llámenos para hablar con un representante de la Cruz Roja. Estamos disponibles las 24 horas del día, los 7 días de la semana.

### Cruz Roja Americana

The American National Red Cross  
431 18th Street NW  
Washington, D.C. 20006

redcross.org  
CruzRojaAmericana.org  
1-800-RED CROSS  
1-800-733-2767