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REACH OUT WORLDWIDE ANNOUNCES PARTNERSHIP WITH THE AMERICAN RED CROSS

ROWW Receives Red Cross Grant to Support Long-Term Los Angeles Wildfire Recovery Efforts

Altadena, CA— Following six months of continuous Eaton Fire recovery efforts in Los Angeles County, CA, Reach Out WorldWide (ROWW) has received funding through the American Red Cross 2025 California Wildfire Long-Term Recovery Program. The grant will support ROWW's long-term wildfire recovery efforts, including broader community outreach and referrals, household needs assessments, and targeted distributions of furniture, appliances, clothing, and more. ROWW's emphasis on recognizing and helping the underserved, displaced, and rent-burdened residents dates back to founder Paul Walker's original mission when starting the organization of "fulfilling the unmet need" following a disaster.

The Eaton Fire broke out in early January 2025, scorching more than 14,000 acres across the Altadena and Pasadena foothills. Nearly 16,000 structures were damaged or destroyed and dozens of families were forced to evacuate. Six months later, many affected residents are still displaced, living with relatives, or in temporary housing. Widespread needs remain for basic household goods, transportation assistance, and housing rental support.

Within 72 hours of the fire, ROWW deployed volunteers to support evacuation shelters and deliver urgent supplies for what has now become the longest-standing active deployment in ROWW's history since Paul Walker originally founded the organization in 2010. For the past six months, ROWW has been facilitating ongoing material distributions of essential supplies, household goods, and furniture to fire victims. This funding from the Red Cross enables targeted support for fire survivors over the next 6 months.

"This partnership strengthens our ability to meet residents where they are and deliver help that reflects their specific needs. Community members can access support by attending ROWW events, connecting through partner organizations, or visiting our new local hub. ROWW has been an active member of the Eaton Fire Collaborative since its inception, working closely with other organizations in the area, combining and utilizing resources to collectively support the community," says ROWW CEO Cody Walker, brother of Paul Walker.

“We are proud to be partnering with ROWW to support the ongoing recovery of the families affected by the Eaton Fire,” said Amanda Ree, Wildfire Long-Term Recovery Director for the American Red Cross. “Since the early days of this recovery, the local team at ROWW has been working directly with survivors to accommodate their unique needs, delivering assistance with dignity.”

About Reach Out WorldWide:

Reach Out WorldWide (ROWW) was founded in 2010 by the late actor/producer, Paul Walker. After a massive earthquake devastated Haiti, Paul spontaneously organized a relief team that responded to the disaster. On the trip, Paul saw a gap between the availability of skilled resources and the requirement for such personnel in post-disaster situations. Upon returning from Haiti, Paul established ROWW to fulfill this unmet need. Since Paul’s passing, ROWW continues to be a platform for like-minded individuals to make a difference in other people’s lives. It started as an idea and has transformed into a culture equally benefiting the volunteers as much as the people they are assisting. It’s turning the “I generation” into a “goodwill generation.” It’s giving good people not just a voice but a chance to act. To learn more about ROWW, donate, and get involved at roww.org

About American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation’s blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or cruzrojaamericana.org, or visit us on social media