

REACH OUT WORLDWIDE

IMPACT REPORT

FY 2025



REACH OUT WORLDWIDE

SUBSCRIBE TO OUR
NEWSLETTER AT
WWW.ROWW.ORG

MESSAGE FROM FELICIA

A YEAR OF IMPACT | 2025



FELICIA WALKER
ROWW COO

"In 2025 we were continuously reminded that ROWW is powered by the heart of the volunteer"

2025 was a year of expanding boundaries for Reach Out WorldWide. We reached major milestones, including our longest-running deployment in California and multiple simultaneous disaster responses. This year, ROWW spent 358 days with boots on the ground, impacting more than 13,000 lives, with ripple effects felt by families and entire communities.

The tone for the year was set early when, for the first time in ROWW's history, we responded in our own backyard. Cody and I lived in Altadena until 2021, and when the fire broke out, we immediately headed to California. One call during that drive would change the course of ROWW in 2025.

Longtime friends John and Alison Brotherton reached out asking how they could help. Our answer was simple: *"We don't know yet. But you can pick up some radios in Burbank and meet us at the Red Cross shelter. We'll figure it out together".*

THAT MOMENT SPARKED SOMETHING EXTRAORDINARY.

One year later, ROWW secured the largest partnership in our history with the American Red Cross. By the end of the program, we will have spent nearly 600 consecutive days deployed in response to the Eaton Fire. Proof of what's possible when goodwill is met with action, adaptability, and trust.

While sustaining that response, ROWW completed eight additional missions across multiple regions, including a back-to-back response in Jamaica, where we helped restore a school after Hurricane Melissa. These efforts reflect our growing ability to respond at scale without losing focus on the people we serve.

At the core of every mission are our volunteers, partners, and donors. Your dedication, belief, and generosity allow ROWW to show up quickly, adapt, and help people when they need it most. As we look ahead, the work continues. The impact of 2025 has laid the foundation for a stronger, more resilient 2026.

Thank you for being part of this journey.

Felicia Walker
COO, Reach Out WorldWide

OUR MISSION



“FULFILL THE UNMET NEED”

Reach Out WorldWide was founded on the principle of **fulfilling the unmet need**. In **2010, Paul Walker founded Reach Out WorldWide** in response to a massive earthquake that struck Haiti. He and a team of volunteers deployed to the area to provide aid in any way possible. While there, he noticed a lack of availability of skilled volunteers and the need for such personnel. For the next 15 years, ROWW would strive to bridge this gap.

Our mission at Reach Out WorldWide remains to **provide relief to people in communities struck by natural disasters**. We respond to all types of natural disasters, both domestically and internationally. ROWW provides all types of services, continuously adapting our responses to meet the **greatest needs** of the affected community. Our services include, but are not limited to, muck-outs, supply distribution, rebuild projects, debris removal, and more.

2025 | A YEAR IN REVIEW

1

JANUARY



EATON FIRE | PHASE 1

ROWW set up **supply distribution** for those affected by the fire: essential items, toiletries, water, etc.

FEBRUARY

2



EATON FIRE | PHASE 2

ROWW partnered with the Langham Hotel to **distribute furniture** to those affected. Our team also **curated care packages** of essential household items tailored to each family's needs.

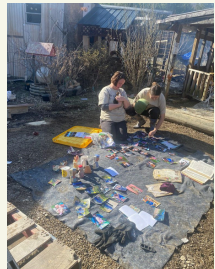


EAST NC | REBUILD

Together with **Lowe's**, ROWW had a mission to **rebuild homes** in Madison County that were affected by Hurricane Helene. **Over 2 dozen families** received aid.

4

APRIL



FLOODS | KY & TN

Immediate deployment to Pikeville, KY following the **flash floods**. Coordinated essential **supply distribution, debris clearing, and finding temporary housing** for the community.



BOSTON, KY | FLOOD

ROWW deployed a team for a flood response. Our team conducted multiple **muck-outs, mold remediations, and rebuilds**.

JULY

7

RED CROSS

Partnering with the Red Cross, ROWW is adapting to the evolving needs of disaster survivors. Our **tailored recovery kits** now prioritize home essentials to **support families** as they transition into the rebuilding phase.



9

SEPTEMBER

RENTLY SUMMIT

In Partnership with Rently at their annual summit, attendees **created 100 care packages to distribute** to those affected by the LA Fires. All items were purchased and donated by the Rently team.



11

FLOOD | TEXAS

Responding to the floods, we sourced heavy machinery for **debris removal**. ROWW also joined local fire teams and NGOs in **search & rescue operations**.

**FLOOD | NC**

We deployed a team for a flood response. The team worked in **saw teams** to remove fallen trees and debris from roadways. They also conducted numerous **muck-outs and built a handicap ramp** for a homeowner.



12

DECEMBER

**HURRICANE MELISSA
JAMAICA**

ROWW deployed a team in response to **Hurricane Melissa**. Our team travelled to various remote mountain communities to **distribute essential supplies, food, Starlinks and tarped roofs**. With music artist Tyrese Gibson we were able to supply water tanks for water distribution.



2026

JANUARY

HOUSING BUILD JAMAICA

Planning for a 3rd trip to aid Jamaica with a **housing build & repair project**. Look for more information to come as this mission progresses in 2026.

**SCHOOL ROOF REBUILD
JAMAICA**

Returning to Jamaica, Hurricane Melissa, with the support of music artist **Busta Rhymes**. The team **rebuilt the roof** of Norwood Basic School in Montego Bay, Jamaica, along with more **supply & food distribution**.

RELIEF BY NUMBERS

TRANSFORMING LIVES THROUGH IMPACT

This number is more than a metric, it represents **over 13,000** lives impacted, families strengthened, and paths to recovery.

Delivering **rapid**, effective relief, ensuring that hard-to-reach communities receive the help they desperately need. This **incredible milestone** reflects an unwavering commitment to accelerating relief efforts worldwide.



PEOPLE IMPACTED
13,093+



Total Charitable
Donations

\$2.83 MILLION

Our Total Charitable Donations for the year represent the combined power of **monetary contributions, essential in-kind donations & labor savings**. This year, our total impact was significantly amplified by the extraordinary generosity of our partners providing in-kind goods (such as tools, supplies, and building materials).

By leveraging these non-monetary gifts, we ensure that the cash donations received are stretched further, maximizing the material aid and resources we can **deliver directly to communities** recovering from disaster

2025 showcased our **agility and readiness** to respond to a variety of disasters, including floods, fires, and hurricanes.

Our response was broad and comprehensive; teams executed **essential services** like muck outs, debris clearing, major supply distribution efforts, while also committing to long-term rebuild efforts. This robust operational flexibility ensures ROWW provides **immediate support to communities** recovering.

11



DEPLOYMENTS

2025 VOLUNTEERS



VOLUNTEERS
738+

The dedication of our volunteers are the engine of our impact. We are incredibly proud to celebrate the individuals who donated their time and expertise this year to make our mission possible. These exceptional and selfless responders is the reason we can reach so many vulnerable communities, and successfully provide aid to thousands.

Volunteers are a direct and powerful way we maximize the impact of every donor dollar. By relying on a large force of skilled and caring volunteers instead of paid contract labor for tasks like mucking out, debris clearing, and rebuilding, we create a substantial labor cost savings. This financial efficiency means a far greater percentage of your donation goes directly to funding material, supplies, equipment necessary to help disaster-affected communities recover.



Volunteer
Labor Savings
\$225,275+

FUELFEST

VOLUNTEER STATS

324

VOLUNTEERS

2,210

VOLUNTEER HOURS

FuelFest provides a vital way for ROWW volunteers to contribute meaningfully, helping generate funds and share our mission. As our official charity partner, ROWW relies on these selfless individuals to staff events, raise crucial awareness for our mission, and engage with thousands of fans, across 8 events.

Their donated time at the various FuelFest locations is crucial for sharing the story of how their service accelerates disaster relief efforts around the world.

2025 VOLUNTEERS



CA FIRES | SUPPLY DISTRIBUTION

PASADENA, CA



Phase 1: In January 2025, a series of fires swept through the Eaton Canyon. These fires scorched more than 14,000 acres across the Altadena and Pasadena foothills, leaving nearly 16,000 structures damaged or destroyed.

Within 72 hours, ROWW deployed a team to support victims of the fires. In our initial response, ROWW set up Incident Command for the Eaton Fire Supply Distribution. From this, ROWW received, stored, and distributed dozens of truckloads of essential supplies directly into the hands of fire survivors.



Phase 2: A few months into the deployment, ROWW secured a partnership through the Eaton Fire Collaborative with the Langham Hotel. In this partnership, the Langham donated furniture from 100+ hotel rooms for ROWW to distribute to survivors. In combination with this, ROWW continued to curate custom care packages for survivors. Each of these care packages was filled with essential supplies donated by our sponsors

Phase 3: Following six months of continuous Eaton Fire recovery efforts, ROWW received funding through the American Red Cross 2025 California Wildfire Long-Term Recovery Program.

This grant has allowed ROWW to continue its supply distribution efforts through the end of the year, deep into 2026, broadening our impact in the community.



HURRICANE MELISSA

JAMAICA

In October 2025, Hurricane Melissa made landfall in Southwestern Jamaica. This Category 5 Hurricane was not only the strongest hurricane to make landfall in Jamaica but also one of the strongest hurricanes recorded in history, with sustained winds of 185 mph.

In its wake, Melissa left much of Jamaica without power and electricity. The storm also damaged or destroyed many residential, commercial buildings, and hospitals.

On November 5, the ROWW team had boots on the ground in Jamaica. Over the next 10 days, our team worked day in and out gathering essential supplies and distributing them to locals in need.



PHASE 2: NORWOOD BASIC SCHOOL ROOF REBUILD

December 2025, A month after our initial deployment, ROWW returned to Jamaica to further aid communities recovering from Hurricane Melissa. This second deployment's focus was a meaningful rebuild project at Norwood Basic School—a local school whose roof was torn off and destroyed during the storm.

Thanks to the generous support of (World-Renowned Rapper, Producer, & Actor) Busta Rhymes, ROWW was able to start reconstruction of the school, bringing stability back to the students and teachers who rely on this space. While on the ground, our team of volunteers worked alongside the community and other NGO's to rebuild the school's roof and ensured that children could return to the classroom as soon as possible.



ROWW is returning the first week of January 2026 to Jamaica to continue relief efforts.

LOOKING BACK WITH CODY

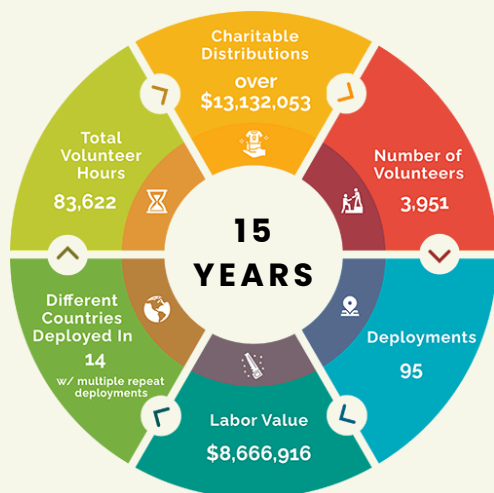
LAST 15 YEARS OF IMPACT

Reflecting on the previous pages of statistics and stories from 2025, I'm reminded of just how far we've come over the past decade and a half. This journey is about far more than numbers—it represents **15 years of grit, 15 years of answering the call, and 15 years of a promise kept.**

When Reach Out Worldwide was founded by my brother Paul in 2010, the vision was clear: **cut through red tape and fulfill the unmet need.** As we reflect on 2025, that boots-on-the-ground philosophy Paul instilled in ROWW remains our North Star. What began as a small, passionate group has grown into a global network, deploying to 14 countries and continuing to grow in both reach and impact year after year.

From an operational standpoint, the growth we've achieved together is inspiring. Since our inception, ROWW has successfully led **95 deployments**—each one a complex logistical effort driven by urgency, compassion, and integrity. Through those missions, we've distributed **more than \$13 million in aid** to communities facing their most difficult times.

Yet the metric that best captures the **heart of ROWW** is our labor value, which has surpassed \$8.6 million. This number reflects something far greater than dollars: it represents **4,000 volunteers** who chose to step away from their own lives to serve others. I've stood shoulder to shoulder with many of you, shoveling mud and clearing debris, and I'm continually humbled by your willingness to show up, often for complete strangers. You are the reason this organization can exist.



As we look back on the last 15 years, one truth remains constant: while disasters are unpredictable, the human spirit is resilient. We saw that resilience in the more than 13,000 people impacted in 2025 alone, and in the countless lives touched since our very first response.

As we close this 2025 impact report, please know that **your support**, whether through a donation, a partnership, or your own sweat equity, **is the lifeblood of ROWW.** Together, you have helped build a legacy of action rooted in compassion and service, one that I know would have made Paul proud.

We don't just reflect on where we've been—we look ahead to where we're needed next. Thank you for being a vital part of this story and I look forward to the impact we make together in 2026.



CODY WALKER
ROWW CEO

**"YOU ARE
THE REASON
ROWW CAN
EXIST!"**

Cody Walker
CEO, Reach Out WorldWide

15 YEAR RECAP



2010 | CHILE



2010 | HAITI



2011 | PHILIPPINES



2014 | NEPAL



2015 | VANUATU



2016 | FIJI



2018 | INDONESIA



2019 | BAHAMAS



2020 | COVID



2021 | OREGON



2021 | TENNESSEE



2023 | TURKEY



2024 | NORTH CAROLINA



2025 | CALIFORNIA



2025 | JAMAICA

THANK YOU

PARTNERS, SPONSORS & AFFILIATES



**American
Red Cross**



FUEL FEST

DRVN
SOCIETY



IKEA®



GEM
GLOBAL EMPOWERMENT MISSION

Rails

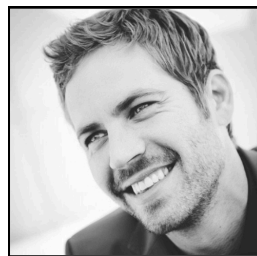


DECKERS
— BRANDS —

**als
angels**



**CANDACE
CAMERON
BURE**



When you put good will out there, it's
amazing what can be accomplished.

PAUL WALKER
ROWW FOUNDER



Shoes. Style. Selection.®



THE LANGHAM

HUNTINGTON
Pasadena



THE **NOISE** ACADEMY

WRTEKNICA



RW
RALLYWAY



Rotary
Club of Pasadena



wer
worldemergencyrelief
giving children a living chance®



monami
PRODUCTIONS



AI INNOVISION



All Hands and Hearts

OUR TEAM



PAUL WALKER
FOUNDER



CODY WALKER
CEO



FELICIA WALKER
COO



RON DORFMAN
BOARD DIRECTOR



GARY MARGOLIS
BOARD DIRECTOR



SHAWN COSTA
DIRECTOR OF
OPERATIONS



RANDAL SMOTHERS
BUSINESS
DEVELOPMENT



JILL ASHLOCK
DEPLOYMENT
OPERATIONS LEAD



MACY MCDADE
ADMIN & MARKETING
ASSISTANT



ALISON BROTHERTON
OPERATIONS
MANAGER



JOHN BROTHERTON
OUTREACH &
PARTNERSHIP
MANAGER

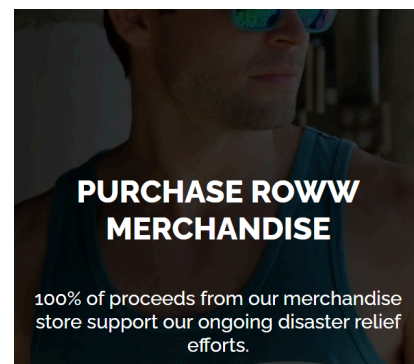
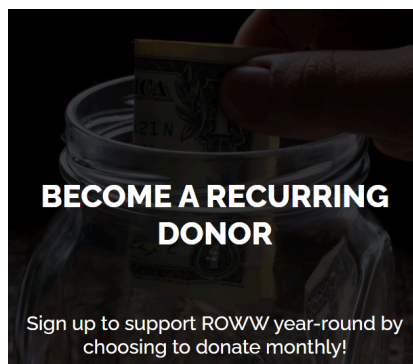
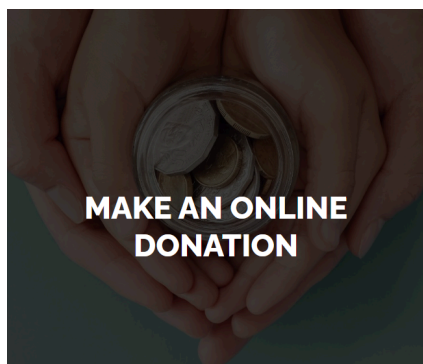
CONNECT WITH US!

WWW.ROWW.ORG

WWW.SHOPROWW.ORG

IG: @REACHOUTWW

WAYS TO SUPPORT



REACH OUT WORLDWIDE



National
Voluntary Organizations
Active in Disaster