

FOR IMMEDIATE RELEASE

Humboldt Made Launches Arcata Fire Relief Fund Following \$50,000 Commitment from The PG&E Corporation Foundation

Community partners unite to support businesses impacted by devastating Arcata fire

In response to the devastating fire that impacted several Arcata businesses, a powerful, community-driven recovery effort is taking shape across Humboldt County. What began as a moment of shock and loss has quickly transformed into an extraordinary example of regional collaboration, generosity, and shared commitment to ensuring that local businesses are not left to rebuild alone.

Humboldt Made, working in close partnership with the Arcata Chamber of Commerce, City of Arcata, Humboldt Lodging Alliance, Small Business Development Center, Pay It Forward Humboldt, and other regional leaders, has launched the Arcata Fire Relief Fund to provide direct financial support to the businesses affected by the fire. The fund will operate as a 100% pass-through donation, with no administrative fees taken, ensuring that every dollar raised goes directly to impacted businesses.

A defining moment in this effort came when local Pacific Gas and Electric Company leaders proactively reached out to Humboldt Made to identify the nonprofit and the partner to help distribute relief funds. Without being asked, The PG&E Corporation Foundation stepped forward with a commitment of \$50,000, recognizing both the urgency of the situation and the importance of acting quickly to support small businesses during a moment of crisis. The funds are expected to be distributed in April, and in the meantime, Humboldt Made has opened a dedicated bank account and begun accepting additional community donations to build a strong, collective relief pool.

“This kind of leadership matters,” said Rosa Dixon, Executive Director of Humboldt Made. “PG&E didn’t wait to be asked—they saw a need and stepped in with real, meaningful support. That generosity set the tone for what has become a much larger community effort. Our small businesses are the soul of our towns, and when they’re hurting, we all feel it. This response has been about listening first, working together, and making sure support gets to the people who need it most—quickly, transparently, and with care.”

The Arcata Chamber is leading a needs assessment survey to better understand the immediate and long-term challenges facing affected businesses and employees. Results from that survey will help guide a collaborative committee—made up of trusted community partners—in determining how relief funds are distributed.

“The Arcata Chamber is incredibly grateful for this collaboration with all the community partners, especially Humboldt Made,” said Meredith Maier, Executive Director of the Arcata Chamber. “The PG&E Corporation Foundation’s early commitment has given this effort momentum and

hope, and together we're making sure these funds are handled responsibly and reach businesses in a way that truly supports recovery."

Additional organizations have already pledged support, including Cal Poly Humboldt, Coast Central Credit Union, Redwood Capital Bank, and Vero, demonstrating the depth of commitment across sectors to help Arcata rebuild.

"As a board, it was important to us that this fund be handled with complete integrity," said Michael Kraft, Board President of Humboldt Made. "That's why we've committed to taking zero administrative fees. One hundred percent of donations will go directly to businesses impacted by the fire. PG&E's contribution made it possible to build this fund the right way—from the start—with transparency, accountability, and trust."

To help kick off fundraising efforts, Cal Poly Humboldt has donated 100 basketball game tickets, which Humboldt Made will sell at the Cal Poly men's basketball game this Thursday, with all proceeds benefiting the Arcata Fire Relief Fund. Humboldt Made volunteers will be on site starting at 4:30 PM, accepting donations and sharing information about the relief effort. A QR code will be available to make giving quick and easy.

"Hundreds of us at PG&E are proud to call Humboldt County home. We saw the destruction caused by the downtown Arcata fire firsthand, and the businesses impacted are important to us and our families. We're committed to supporting our neighbors, and we're proud to seed this fund alongside our partners. We hope that the recovery effort continues to grow through the support of other local organizations," said Brian Gerving, Regional Senior Manager for PG&E's Humboldt Division.

As Arcata businesses begin the long road to recovery, this collective effort reflects a shared belief that rebuilding is strongest when done together. Humboldt Made will continue working alongside its partners to ensure funds are distributed thoughtfully, equitably, and in a way that honors the resilience of the local business community.

Donation Link: <https://square.link/u/X8PIFEsk>

QR Code: *(attached)*



For updates, vetted fundraising opportunities, and relief resources, visit the **Arcata Chamber** website.

Media Contact:

Rosa Dixon

Executive Director, Humboldt Made

rosa @humboldtmade.com

707-601-1638







