



Santa Clara County FireSafe Council Annual Report 2010

www.SCCFireSafe.org

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Message from the President

2010 was another great year for the FireSafe Council and a year of growth and accomplishment. The phrase "it takes a village" helps define the year as it applies to all areas of the FireSafe Council's work. Community members and homeowners, fire agencies, stakeholder organizations, elected officials, staff, volunteers - this is the village that works together coordinating chipping programs, educating the public, fundraising and grant writing, creating wildfire protection plans, and creating fuel breaks and evacuation routes.

In 2010, we witnessed a strong showing of support through local funding for our programs. Local funding is imperative to our sustainability and we're honored to have received grants this year from local companies and organizations, including the County of Santa Clara. Grant funding sustained our programs and helped start a South Santa Clara County FireSafe Council to address the specific wildfire risks in South San Jose, Morgan Hill, Gilroy, San Martin and surrounding areas.

Our Defensible Space Chipping Program again exceeded our goals through increased participation and results. In 2010, these programs helped protect **4,380 homes, 12,990 people, and \$4.3 Billion in property values** throughout Santa Clara County. In addition, our Outreach and Education programs provided education and materials to thousands of residents.

This is the village that works together to coordinate chipping programs, educate the public, fundraise and write grants, develop wildfire protection plans, and reach these goals and we thank the community, our members and participants, staff and volunteers, for helping the FireSafe Council continue its good work.

Sincerely,

A handwritten signature in red ink that reads "Jerry Serpa".

Jerry Serpa
Assistant Chief, Spring Valley Volunteer Fire Department
President, Santa Clara County FireSafe Council



Officers and Board of Directors

Jerry Serpa
Spring Valley Volunteer
Fire Department
President/Director

Michael Newburn
Midpeninsula Regional
Open Space District
First Vice President/Director

Rick Parfitt
Second Vice President/Director

John Tang
San Jose Water Company
Secretary/Director

Allan Thompson
Treasurer/Director

Nick Ciardella
CAL FIRE Santa Clara
Director

Steve Foreman
San Jose Fire Department
Director

Michael Hamer
Santa Clara Valley Water
District
Director

Chris Hughes
Pacific Gas and Electric
Company
Director

Dirk Mattern
Santa Clara County
Fire Department
Director

Jenn Viane Riese
Santa Clara County
FireSafe Council
Director

History, Mission and Programs

Dedicated to our mission

Founded in 2001 and incorporated as a 501(c)(3) public benefit corporation in 2002, the Santa Clara County FireSafe Council has grown to include participants from the major fire agencies, many volunteer fire organizations, local utility companies, parks and open space organizations, city and county government representatives, neighborhood associations, and concerned individuals; all with a shared vision to educate and mobilize residents to reduce the risks of wildfires in Santa Clara County.

The FireSafe Council accomplishes its mission of “*mobilizing the people of Santa Clara County to protect their homes, communities and environment from wildfires*” through three strategic areas:

Community Outreach and Education Programs

Volunteers distribute literature and other materials at community events and meetings. Community engagement is an essential part of these programs, which have also included Youth Education Programs for schools with students who live in Wildland Urban Interface areas.

Hazardous Fuel Assessment and Strategy Projects

Our member organizations and other stakeholders identify fire prone areas in Santa Clara County, propose appropriate treatments to reduce the risk of wildfires and develop Community Wildfire Protection Plans.

Hazardous Fuel Reduction Projects

These are typically clearing and chipping projects, which are based on Community Wildfire Protection Plans and designed to reduce hazardous fuel accumulations.

Through these activities, the FireSafe Council seeks to effectively engage and mobilize residents and other stakeholders to help protect homes and neighborhoods in the Wildland Urban Interface areas of Santa Clara County from wildfires.

Living in California means learning to live with wildfires.

The Santa Clara County FireSafe Council empowers individuals and communities to make our homes and neighborhoods “Fire Safe.”

Celebrating the Accomplishments of a Decade **The FireSafe Council's 10th Anniversary**

Originally a public outreach effort from CAL FIRE, the FireSafe Council concept eventually came to light when in 2001, local fire officials from CAL FIRE and Santa Clara County Fire Department came together with a small group of community members to discuss wildfire risks and protection for communities in Santa Clara County.

Key volunteers and dedicated participants stepped forward and over the next year, the Santa Clara County FireSafe Council became a non-profit organization and the only such organization in the area whose mission was “mobilizing the people of Santa Clara County to protect their homes, communities and environment from wildfires.”

Deputy Chief Dirk Mattern of the Santa Clara County Fire Department remembers, “A challenge was to get interest and participation from local residents. Without the buy-in and support by residents, the FireSafe Council would go nowhere. We are very fortunate that we have a number of very involved local residents who are the life blood of the Council and make things happen.”

The FireSafe Council applied for and received the first of several Federal grants in 2001, which led to incorporation in 2002 and recognition as a 501(c)(3) non-profit organization. In 2007, we received grants for fuel reduction programs and hired several part time Coordinators to manage projects, including Community Outreach and Education.

By 2010, our Defensible Space Chipping Programs helped protect 4,380 homes, 12,990 people, and \$4.3 Billion in property values. In addition, in 2010, we removed 180 trees affected by Sudden Oak Death and 75 other trees considered a fire hazard at no cost to homeowners and completed two major fuel break and evacuation route projects. We have also completed three fully approved Community Wildfire Protection Plans and provided wildfire education to thousands of residents, including youth and seniors.

We continue to manage collaborative fuel break projects with CAL FIRE and other stakeholders to protect the community.

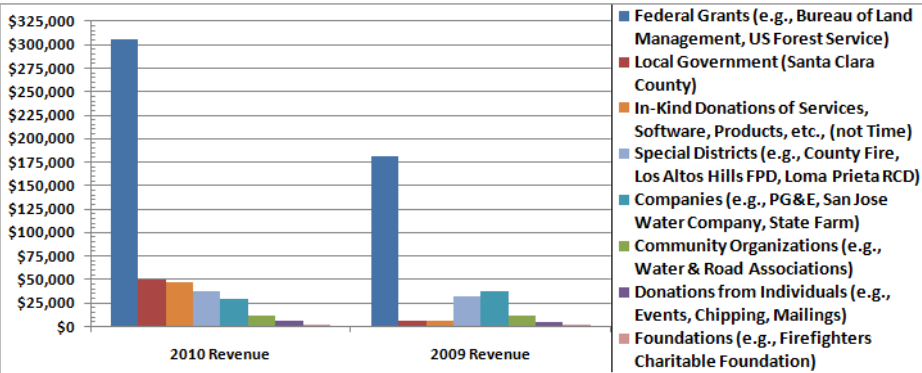
In 2011, we celebrate 2010 as our 10th Anniversary serving and protecting Santa Clara County!



Revenue, Expenses and Accomplishments

2010 Financial Review

The FireSafe Council now has six federal grants totaling \$425,794 from the USDA Forest Service and the USDI Bureau of Land Management. Three of these grants end in 2010 and three extend into early 2012. We are in the process of raising \$52,559 in matching funds for these grants.



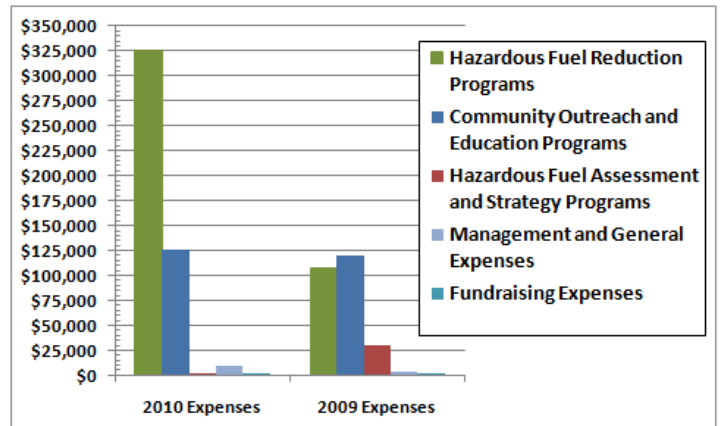
<< Source of Revenue in 2010

Revenues before interest increased 74% from \$280,669 in 2009 to \$488,970 in 2010

Distribution of Expenses in 2010 >>

Expenses increased 76% from \$261,940 in 2009 to \$461,528 in 2010.

Net Change in Net Assets (Surplus) increased 41% from \$20,750 in 2009 to \$29,310 in 2010. Our Surplus is matching funds for federal grants which will be used in future years and other donations which can be used to build our cash reserves.



Note that our Hazardous Fuel Reduction Programs exceeded our Community Outreach and Education Programs for the first time in 2010. We intend to reduce our dependence on Federal grants.

Hazardous Assessment and Strategy Programs include the Lexington Hills Community Wildfire Protection Plan (CWPP) which was completed in mid-2009. Hazardous Fuel Reduction Programs include our Defensible Space Chipping Programs and Sudden Oak Death Tree Removal Programs.



<< 2010 Accomplishments

4,380 Homes, 12,990 People and \$4.3 Billion in Property Values protected

180 dead or dying Sudden Oak Death trees and 75 other trees removed.

Community Outreach and Education

Bringing the messages to thousands of residents

In 2010, our Community Outreach and Education programs educated over 10,100 children and adults through participation in over 75 events, community festivals, meetings and Smokey Story times and classroom visits.

“With recent budget cuts, fire agencies and other public and private organizations are no longer able to fund education programs, especially those for children” states Jenn Viane Riese, Executive Director. “As a result, our education programs have become part wildfire prevention, part general fire safety, and part environmental education.”

Smokey and friends visited schools, libraries, and community events and festivals throughout the County. We welcomed over 70 volunteers and 160 volunteer hours to help with these events and programs.

“Smokey isn’t just for kids though,” explains Viane Riese. “I love seeing the twinkle in an adult’s eye when they see Smokey because he reminds them of so many happy memories. That helps create the personal connection and that’s what we need to empower people to make fire safe choices and pass this message onto their children.”

In addition to events, the FireSafe Council also increased our online visibility with a page on Facebook and updates to our website homepage. We also continued regular articles in the Mountain Network News, a publication for the Los Gatos Mountain communities. For 2011, our goal is to raise the profile of the Fire Safe Council so we’ve made it a priority to meet with our local elected officials to seek support for our organization and look at ways to collaborate to reach even greater numbers of residents and homeowners.



Chipping Project Success

Chipping helps protect communities and empower homeowners

Lexington Hills is an unincorporated area of Santa Clara County nestled in the Santa Cruz Mountains, above the town of Los Gatos, and is often identified with Lexington Reservoir.

In 1985, the Lexington Fire destroyed 14,000 acres and 42 structures. More recently, the 2008 Summit Fire caused the evacuation of thousands of area residents. Yet there are few resources to help and educate residents to protect their homes in preparation for another wildfire.

The Santa Clara County FireSafe Council, a non-profit organization dedicated to preventing wildfires in Santa Clara County, is the only organization that provides no-cost Hazardous Fuel Reduction (HFR) programs and Outreach and Education for the high fire risk areas around the Santa Cruz Mountains, including Los Gatos, Monte Sereno, Saratoga, and Lexington Hills.

Thanks to a \$69,830 grant from the USDA Forest Service through the California FireSafe Council, and generous matching funds donations, the FireSafe Council has been able to continue and expand our no-cost fuel reduction programs to help residents, including low income, disabled and elderly, create and maintain Defensible Space and protect their home and communities from wildfire.



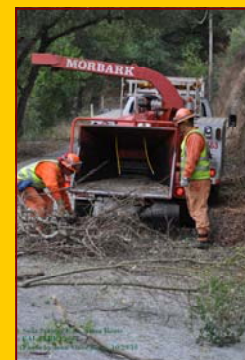
*Community volunteers help clear
Redwood Estates roads*

We greatly exceeded our grant objectives by leveraging our grant dollars and matching funds through efficient project management and community engagement. This grant funded programs that treated 603 acres of land, and helped protect 1,703 homes, 5,147 people and over \$1.7 Billion in property values.

This grant was used for several community-wide projects, including three chipping and one road clearing project for the community of Redwood Estates. Redwood Estates is made up of approximately 375 homes. These four projects resulted in the chipping of 465 piles of hazardous fuel and Defensible Space clearance for the community's only evacuation route.

"These projects could not have been completed without the support and participation of the community," states Area Manager, Kim Gardner. "Participation in our programs has doubled and as a result, the hundreds of residents are becoming more proactive and educated in protecting their homes."

*Defensible Space
is Sensible Space*



*"I'm very happy
that our SNAP
Program partici-
pation has in-
creased. Through
SNAP, we're able
to assist those in
greatest need"*

*~President Jerry
Serpa*

Strategic Partners and Contributors

Participating Organizations Include

- ◆ CAL FIRE
- ◆ Midpeninsula Regional Open Space District
- ◆ Pacific Gas and Electric Company
- ◆ San Jose Fire Department
- ◆ San Jose Parks, Recreation and Neighborhood Services
- ◆ San Jose Water Company
- ◆ Santa Clara County Fire Department
- ◆ Santa Clara County Hazardous Vegetation Program
- ◆ Santa Clara County Parks and Recreation Department
- ◆ Santa Clara Valley Water District
- ◆ Spring Valley Volunteer Fire Department
- ◆ Homeowners Associations

“We are grateful for the participation and support of local companies, community groups and other stakeholder organizations to help the FireSafe Council become a locally sustainable organization.”

~Allan Thompson, Treasurer/Director

Major Grants and Donors

(revenues of \$5,000 and above)

- ◆ USDA Forest Service
- ◆ County of Santa Clara
- ◆ CAL FIRE
- ◆ USDI Bureau of Land Management
- ◆ Santa Clara Valley Water District
- ◆ Santa Clara County Fire Department
- ◆ Aldercroft Heights County Water District
- ◆ Los Altos Hills County Fire District
- ◆ Pacific Gas and Electric Company
- ◆ Redwood Estates Services Association
- ◆ S. P. McClenahan Co.
- ◆ Asplundh Tree Expert Co.
- ◆ North Aldercroft Association
- ◆ State Farm Insurance

Major Grants and Donors

(revenues of \$1,000-\$4,999)

- ◆ The Allstate Foundation
- ◆ Adobe
- ◆ Microsoft
- ◆ San Jose Water Company
- ◆ Union Bank Foundation
- ◆ Union Pacific Railroad
- ◆ Rotary Club of San Jose
- ◆ Build-A-Bear Workshop Foundation
- ◆ Loma Prieta Resource Conservation District
- ◆ Individual donors

Thank you to our individual and corporate donors.

I certify that the following 2010 statements were prepared from the unaudited books and records of the Santa Clara Fire Safe Council, Inc. Copies of IRS Form 990s signed by our CPA are available on request. Allan Thompson, Treasurer

Statement of Financial Position	2009	2010
Assets		
Cash and Cash Equivalents	\$283,529	\$340,326
Accounts Receivable	0	0
Other Current Assets	0	0
Fixed Assets	<u>975</u>	<u>75</u>
Total Assets	284,504	340,401
Liabilities and Net Assets		
Accounts Payable	7,517	7,685
Deferred Federal Grant Revenue (Notes 1, 3)	179,267	205,562
Other Deferred Revenue (Notes 1, 3)	<u>3,932</u>	<u>4,056</u>
Total Liabilities	190,716	217,303
Net Assets		
Unrestricted	55,786	71,005
Temporarily Restricted (Notes 2, 3)	<u>38,002</u>	<u>52,093</u>
Total Net Assets	<u>93,788</u>	<u>123,098</u>
Total Liabilities and Net Assets	\$284,504	\$340,401

Statement of Activities	2009		2010		2010	
Revenues, Gains and Other Support	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
Contributions (Notes 2, 3)	\$19,147	\$53,421	\$72,568	\$22,748	\$109,935	\$132,684
Federal Grant Revenue (Notes 1, 3)		180,664	180,664		306,286	306,286
Other Deferred Revenue (Notes 1, 3)		<u>27,437</u>	<u>27,437</u>		<u>50,000</u>	<u>50,000</u>
Total Revenues Before Interest	\$19,147	\$261,522	\$280,669	\$22,748	\$466,222	\$488,970
Interest Earned	2,021		2,021	1,868		1,868
Net Assets Released from Restrictions						
Satisfaction of Program Restrictions (Note 4)	48,672	(48,672)		95,845	(95,845)	
Deferred Federal Grant Revenue (Note 4)	180,664	(180,664)		306,286	(306,286)	
Other Deferred Revenue (Note 4)	<u>27,437</u>	<u>(27,437)</u>		<u>50,000</u>	<u>(50,000)</u>	
Total Revenues, Gains and Other Support	277,941	4,749	282,690	476,747	14,091	490,838
Expenses						
Community Outreach and Education Programs	120,427		120,427	125,444		125,444
Hazardous Fuel Assessment and Strategy Programs	29,311		29,311	384		384
Hazardous Fuel Reduction Programs	107,035		107,035	326,303		326,303
Management and General (Note 5)	4,049		4,049	8,789		8,789
Fundraising (Note 5)	<u>1,118</u>		<u>1,118</u>	<u>608</u>		<u>608</u>
Total Expenses	<u>261,940</u>		<u>261,940</u>	<u>461,528</u>		<u>461,528</u>
Change in Net Assets	16,001	4,749	20,750	15,219	14,091	29,310
Net Assets at Beginning of Year	<u>39,785</u>	<u>33,253</u>	<u>73,038</u>	<u>55,786</u>	<u>38,002</u>	<u>93,788</u>
Net Assets at End of Year	\$55,786	\$38,002	\$93,788	\$71,005	\$52,093	\$123,098

Statement of Cash Flows	2009	2010
Change in Total Net Assets	\$20,750	\$29,310
Adjustments to Reconcile Net Assets to Cash and Equivalents		
Decrease in Accounts Receivable	0	0
Decrease in Other Current and Fixed Assets	900	900
Increase in Accounts Payable	(154)	168
Increase in Deferred Revenues and Grant Returns	<u>100,862</u>	<u>26,419</u>
Net Increase in Cash and Equivalents	<u>122,358</u>	<u>56,797</u>
Cash at Beginning of Year	<u>161,171</u>	<u>283,529</u>
Cash at End of Year	\$283,529	\$340,326

Note 1: SCFSC reports federal grant payments and certain other contributions as deferred revenue and restricted support because they may have to be returned and are received with stipulations that limit their use. Deferred revenue includes grant funds or interest to be returned.

Note 2: SCFSC reports gifts of cash and other assets as restricted support if they are received with donor stipulations that limit the use of the donated assets or if they are used as matching funds for a federal grant.

Note 3: When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the Statement of Activities as net assets released from restrictions.

Note 4: Net assets were released from donor restrictions by incurring expenses satisfying the restricted purposes or by occurrence of other events specified by donors. SCFSC does not have any permanently restricted net assets.

Note 5: Management and General and Fundraising are also done by volunteers. SCFSC does not have any facilities or related expenses. Participants facilities are used for meetings.