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# BUTTE STRONG

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## FUND



AARON RODGERS  
NORCAL  
FIRE RECOVERY  
FUND at NVCF



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### **FOR IMMEDIATE RELEASE: July 13, 2022**

North Valley Community Foundation has now deployed nearly \$56 million for community recovery since the Camp Fire after four new Butte Strong Fund grants were approved this month.

The latest grants include support for a community wellness center through the nonprofit Paradise Stronger and funding for the "Rediscover the Ridge" public relations campaign.

The grant to Paradise Stronger will allow it to create the Equilibrium Wellness Center.

Paradise Stronger launched after the fire with its focus on four connected areas of focus: fitness, community participation, wellness education and recovery. The Equilibrium Center will provide support for those still suffering from the Camp Fire's traumatic effects.

Jess Mercer, an expert in trauma therapy, will oversee the project, which will be located in the back half of the Paradise Stronger center on the Skyway.

The Butte Strong Fund is a partnership of fundraising efforts led by North Valley Community Foundation, Sierra Nevada Brewing Co. and NFL quarterback Aaron Rodgers.

With this month's grants, NVCF has awarded \$55,889,987 through grants and projects since the Camp Fire on Nov. 8, 2018.

Other recent Butte Strong Fund grants awarded include:

- \$30,000 to Youth on the Ridge Community Foundation for the continuation of the “Rediscover the Ridge” video and social media campaign. The campaign showcases and promotes the various amenities and opportunities for recreation in the Paradise and Magalia areas. In an effort to provide economic stimulus to events and the business community, the two-year multimedia project and public relations campaign will deliver one video approximately every other month to communicate the recreational and cultural value of the ridge.
- \$30,000 to Children’s Community Charter School in Paradise to fund a counselor for an additional two years. A properly trained counselor can support students with healthy strategies to cope with trauma.
- \$50,000 to Blue Oak Collective to continue its Camp Fire Restoration Project, which empowers fire survivors with solutions to regenerate the land. The project promotes ecological stewardship through education, collaborative community action and resource sharing. The grant will fund personnel, website design, workshop support, video production and equipment.

Organizations interested in applying for Butte Strong Fund grants can visit [nvcf.org/buttestrongfund](http://nvcf.org/buttestrongfund) to determine if they qualify for funding. Donations to the fund can also be made on the web page.