Three Phases in Response

We had three phases in our response.

1. In first 24 hours, we took all funds raised in cash/credit card and gave out $500 prepaid cards to those present at the time of the shooting. This was because people were left without their cars, keys, purses, wallets, shoes, clothing, baby supplies, drivers licenses, money, etc.

2. On week 2, we awarded $20,000 per family (splitting where divorced in half) who had a loved one taken from them for memorial costs.

3. We then moved to the final phase, which was a tiered funding schedule based on severity of injury with 70% going to families with a loved one taken from them, 20% to those physically injured (divided into categories based on injury severity), and 10% for those present. Our response was not needs based, which is recommended best practice.

The final protocol is the document we used to determine awarding funds.

Lessons Learned

1. We learned the hard way that law enforcement cannot share victims data, no matter what. It is vital that any foundation have a booth at the victims center where people go in the first few days to gather information as finding people after the fact is incredibly expensive, labor intensive, and extremely difficult. It took us a huge amount of time and effort to find people in the weeks that followed.

2. Also, please alert your colleagues that fraud is a big deal in mass shooting relief responses. We actually had an organization pretend to be us and they even successfully convinced a major basketball team and community groups to raise funds for them – all the time it was a scam. We had a number of instances, as did Florida, and others. This is why law enforcement should put a notice out with the information for the your foundation naming you as the authorized and recommended agency to provide support to.

Executive Order

The Executive Order was required in order for the contributions to the fund to be tax deductible and to protect our foundation’s 501c3 status. The Boston One Fund has an excellent paper on the topic and our legal counsel agreed with the importance as well.

Give An Hour
We had an agreement with Give An Hour, which is a national organization that we contracted with that offers no cost trauma informed care. They were vital in helping us field calls and work with families and victims in crisis. They also helped victims, their families, and survivors with the application for funding and with gathering the required documentation. They are now doing support group work with various groupings of those impacted.

**Assistance Application**

We created an application on our website for the Conejo Valley Victims Fund for victims to fill out to determine assistance level.