

Rebuilding with Resiliency: The Los Angeles Urban Wildfires

The Role of Business

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In January 2025 two large urban wildfires swept through Los Angeles County simultaneously. This type of natural disaster is unprecedented based on both location and time of year. Thousands of homes, businesses, schools, houses of worship, and other structures were destroyed. Emergency response was challenging, the infrastructure was strained and, in some cases, sub-standard. Countless people's lives have been disrupted either directly or indirectly by the fires. Along with other forms of philanthropy, companies step in with general relief support, and companies also stepped in to help their own employees impacted by the fires. Complicating this disaster, and different from so many wildfires, is that it occurred in a densely populated severely housing constrained region, the largest County and the 2nd. largest City in the United States by population. While debris removal is happening, utilities repaired or rebuilt, and some rebuilding has begun to take place, this is a complex situation with many stakeholders coming together, some with opposing thoughts on what the future should be in the rebuilt areas. What will be both the near term and long-term economic impact to the region? With more frequent and stronger natural disasters, how can companies best help Los Angeles and also better prepare for large scale urban disasters?

Los Angeles Corporate Convening

Tuesday, August 26, 2025. 9:00 AM to Noon

Hosted at Snap Inc.

Meeting objectives

- Update on the current situation of the Palisades and Eaton Fires
- Vision for the next 3 to five years.
- How can business play a role in establishing these communities?
- Practical and actionable steps

Good Morning

- Welcome
 - Agenda review
- Deidre Lind, CEO, A Better Impact, Governance & Sustainability Fellow, The Conference Board**

Why The Conference Board?

The mission of The Conference Board (TCB) is to help leaders navigate globally the biggest issues impacting business and better serve society by providing trusted insights and fostering connections among senior executives.

-Jeff Hoffman, Institute Leader, Corporate Citizenship & Philanthropy, **The Conference Board**. *Interim Leader, Governance & Sustainability Center, The Conference Board*

TCB Corporate Citizenship Leadership Council Member Reflections

-Scott Heimlich, President, Amgen Foundation & Executive Director, Philanthropy, **Amgen**

-Lisa Haines Heppleman, Senior Vice President, Corporate Social Responsibility, **The Walt Disney Company**

Seeing the Need, Building a Coalition

-Brandon Levin, Director, Office of the CEO, **Snap Inc.**

Just the facts, please. Where are we today?

The Department of Angels was born out of hundreds of conversations with community members, disaster experts, and survivors of the megafires. Since January 7, we've talked to individuals directly impacted by the Eaton and Palisades fires and to leaders who have guided other communities through megafire recovery. We learned that success or failure often turns on the capacity of community members to design and lead their own recovery. We will learn the latest statistics regarding those displaced as well as rebuilding updates.

- Andrew King, Department of Angels

Fireside Chat

The Vision for the Next Three to Five Years

What is the potential role of corporations and private philanthropy as we look towards rebuilt communities.

-Raul Anaya, Head of Business Banking at Bank of America, President, **Bank of America** - Greater Los Angeles

-Miguel Santana, President & Chief Executive Officer, **California Community Foundation**

Break

Building Blocks - Many hands, many minds

Many organizations (governments, community groups, nonprofits, businesses) are and will come together to rebuild. While perspectives may differ, it is important for companies to have the best information when making decisions about how, when, and where to invest.

-Insights from Leaders

Round Robin – Group Discussion

What questions do you have of your peers? What do you have to share with the group that could be helpful? What would you have done differently in January if you know what you know now?

Close

Stay Tuned!

September - National Disaster Preparedness Month

TCB Disaster Philanthropy Report published

“Rebuilding with Resiliency: The Los Angeles Urban Wildfires”

Corporate Citizenship Watch Webcast

[Rebuilding with Resiliency: Lessons from the Los Angeles Fires](#)

Tuesday, September 23

8:00 AM Pacific Time, 11:00 AM Eastern

Registration is open to all and is complimentary