

# OUR FIRST RESPONDERS



# FIRST TO RESPOND



# LAST TO ASK FOR HELP



PREPARE • EQUIP • SUPPORT

# ENDOWMENT PROPOSAL

**More First Responders die by suicide than are killed in the line of duty,** and suicide among First Responders is 38% higher than the general population.

**A key part of One805's mission is to support our First Responders with mental wellness counselling.** With your help, we can ensure this vital support is available to them in perpetuity.

**In the aftermath of the 2017 Thomas Fire and subsequent debris-flow, something powerful emerged—not just a desire to rebuild, but a deep need to care for those who carried us through the storm.**

From this need, One805 was born—not just as a symbol of unity, but as a commitment to healing. The deeper wounds—those carried silently by those who ran toward danger—needed more than gratitude. They needed real mental health support.

**Heroism comes at a cost, and it was time to care for our First Responders.**

**So, One805 built a bridge between a grateful community and the heroes who serve it.**

Together, we're changing the model—making mental wellness not an afterthought, but an intrinsic part of public service.

**For them.  
For their families.  
For all of us.**



*2017 Thomas Fire*



*A Sheriff's team removes a body from the debris-flow area.*



*Rocks and mud traveled at 30 mph, thirty feet deep.*

# TAKING CARE OF THOSE WHO TAKE CARE OF US

**Every one of us, at some point, will call 911. And when we do, First Responders come running—without hesitation—often putting themselves directly in harm’s way. They are the heart of our community.**

One805 exists to support all First Responders across Santa Barbara County—providing essential equipment and, increasingly, critical mental wellness services. One805 is proud to be the only organization of our kind, with the Sheriff and all the Fire and Police Chiefs of Santa Barbara County on our advisory council. These leaders direct how funds are allocated, ensuring that resources go exactly where they’re needed most.

Today, one of the most urgent needs is not gear—but care. The emotional toll of the job, the unrelenting exposure to trauma, and the expectation to remain stoic through it all have created a silent crisis. That’s why One805 funds confidential access to highly qualified clinicians—professionals who speak the language of

First Responders and understand their world, so healing can begin without needing translation.

Many ask why these services are not provided by First Responder agencies themselves. The primary reason is that there is only sporadic usage of workplace provided counseling due to concerns about the negative career impact of reporting a need.

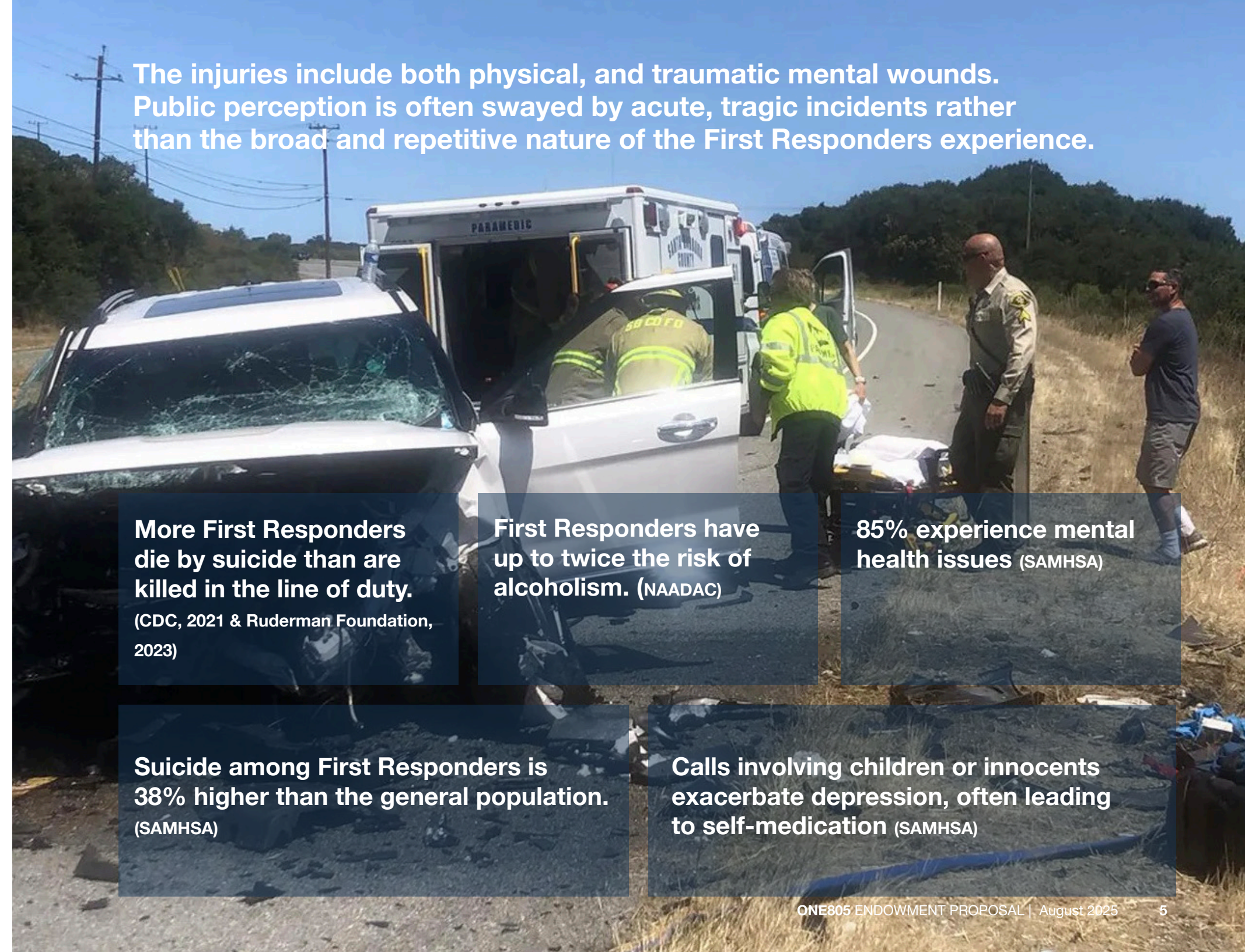
**50%** avoid treatment due to stigma, judgement, and fear of career impact.  
*Frontiers in Public Health, 2022*



**One805 funds independent, confidential access, entirely unconnected to agencies or government entities. The resulting program is so successful because it is trusted, and provides counseling that is available 24/7/365.**

**This is at the heart of why our First Responders need One805.**

The injuries include both physical, and traumatic mental wounds. Public perception is often swayed by acute, tragic incidents rather than the broad and repetitive nature of the First Responders experience.



**More First Responders die by suicide than are killed in the line of duty.**  
*(CDC, 2021 & Ruderman Foundation, 2023)*

**First Responders have up to twice the risk of alcoholism.** (NAADAC)

**85% experience mental health issues** (SAMHSA)

**Suicide among First Responders is 38% higher than the general population.** (SAMHSA)

**Calls involving children or innocents exacerbate depression, often leading to self-medication** (SAMHSA)

# POST TRAUMATIC STRESS IS NOT A DISORDER – IT’S AN INJURY

And like any injury, it can be treated—especially with early intervention. For First Responders, this kind of trauma isn’t the exception—it’s part of the job.

The One805 Mental Wellness Program ensures that First Responders are never alone—because taking care of the people who take care of us is not optional, it’s essential. The results speak for themselves. **Since launch, One805 has funded over 2,400 hours of counseling to Santa Barbara County First Responders. In the first five months of 2025, 544 hours of counseling were provided.**

And it’s not just the First Responders who carry the burden. **Families are deeply affected too. That’s why One805’s family-inclusive model is essential**—helping prevent the ripple effects of trauma, such as divorce, substance abuse, and burnout at home.

Since 2022, we’ve been ensuring that funds go where the need is greatest—and today, that means mental wellness.

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**Mental wellness isn’t just a line item—it’s a lifeline. And thanks to One805, that lifeline is finally in place.**

# 17–32%

of first responders experience post-traumatic stress, nationally.

Firefighters face even higher rates —  
**up to 57%**

NIOSH/CDC, 2021; SAMHSA).

**Santa Barbara County First Responders and their families now access an average of 109 hours of clinical support each month, reaching approximately 33 individuals.**

These numbers fluctuate based on need, but the trend is clear: when trauma strikes, our responders are turning to the resources we’ve made available. And that is exactly the outcome our Police Chiefs, Fire Chiefs, and Sheriff have long hoped for—personnel who feel empowered to seek help, stay healthy, and continue serving their communities with clarity, strength, and resilience.

This unsolicited letter was received from a First Responder in Santa Barbara County:

Hi 805!

Last month, myself and a few others were tasked with helping a critically injured child, who ended up passing despite our best efforts.

After that call, I was heartbroken - damaged emotionally, spiritually, all of it – even to a point where I was violently sick two days later from the stress. Then, I reached out to a peer-support member in the department. Through your organization I was able to network with a therapist, and I can honestly say it has aided in the rapid healing process that I desperately needed. Having a person who knows what I’m thinking, how I work, and the job terminology, helps me share my feelings without being paused or having to explain myself more. This man, this helper of helpers, has helped me in one of my toughest days in 26 years of firefighting.

I just wanted to say thank you for providing those services, so I can get back on the rig and continue for another 26 years.

Much love,

[A First Responder]

# OUR LEGACY – A \$10 MILLION ENDOWMENT

One805 has a powerful and unprecedented partnership with all fire and law enforcement agencies across Santa Barbara County. Together, we’ve built a comprehensive mental wellness initiative tailored specifically to the unique and often unspoken needs of our First Responders and their families.

This is not a symbolic effort—it has a daily, measurable impact. Importantly, this commitment to wellness has now become embedded in the culture of service itself. From recruit academies to family day orientations, mental health is no longer an afterthought—it is a foundation. But to sustain this progress—to ensure that no First Responder is ever turned away due to lack of funding—we must think long-term.

**That’s why we are seeking to create a \$10 million endowment to support this program for ALL First Responders in Santa Barbara County, in perpetuity.**

We have already received a major gift of \$1 million to start the endowment, and One805 has also put in a matching \$1 million from our reserve fund. Only with your support, can we reach our \$10 Million goal, and guarantee that the men and women who protect us—who rush toward danger when we call for help—will always have somewhere to turn when they need help of their own. This is our legacy, our gift to our current and future First Responders.

**We have lost too many good people to silent suffering.  
We cannot tell them “be strong” and then look away.  
Not anymore. Not in this community. Not on our watch.**

**THIS IS OUR MOMENT TO STAND WITH OUR HEROES —NOT JUST IN GRATITUDE, BUT IN ACTION.**

**LET’S ENSURE THAT THOSE WHO CARE FOR US ARE CARED FOR... ALWAYS!**

# ENDOWMENT ASSUMPTIONS

Thank you for considering a gift to help us reach this important goal.

All mental wellness endowment funds become restricted funds, held in a separate account, managed by Matt Yonally at Merrill Lynch. With a **\$10 million endowment fund**, the annual revenue yield depends on the **investment return** and **spending policy** applied.

## One805 Wellness Endowment Fund Assumptions

- **Annual Return:** 6.5% (conservative to moderate portfolio)
- **Spending Policy:** 4.5% per year (to preserve principal and account for inflation)
- **Annual Revenue:** \$490,000 (increasing annually)

This is the amount One805 could **spend each year indefinitely**, assuming the rest of the return is reinvested to protect against inflation.

## Projected Endowment Value Over 10 Years

Assuming:

- **Annual return:** 6.5% average
- **Annual spending:** 4.5%
- **Inflation-adjusted reinvestment:** 2% retained

YEAR	FUND VALUE (approximate, with compounding & 4.5% draw)
1	\$10,170,000
3	\$10,521,000
5	\$10,883,000
8	\$11,258,000
10	\$11,844,000

## Summary

- A \$10 million endowment would generate **\$400K–\$500K** annually for One805.
- If managed prudently, the principal grows modestly over time, preserving the fund’s purchasing power.
- Over 10 years, we would generate roughly **\$4.5–\$5 million in usable income**, while growing the endowment to nearly \$12 million.



# DONATION OPTIONS

## Check

If you prefer to donate via check, please make check out to One805, Inc. and mail to 2000 State Street, Santa Barbara, CA 93105.

## Stock Donations

This involves gifting shares from your investment portfolio, especially those you have held for some time and that may have appreciated considerably. This can allow you to release the full value of the shares. For example, if you have a chunk of Apple Stock you bought many years ago, and it is impossible to realize the full value of it due to the high taxable capital gains, you can donate it to One805 and release 100% of the value as a tax-deductible donation to a 501 (c)(3).

## For more information

If you have questions or would like more information, please contact

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CEO & Co-Founder of One805  
kirsten@one805.org +1805-689-3605

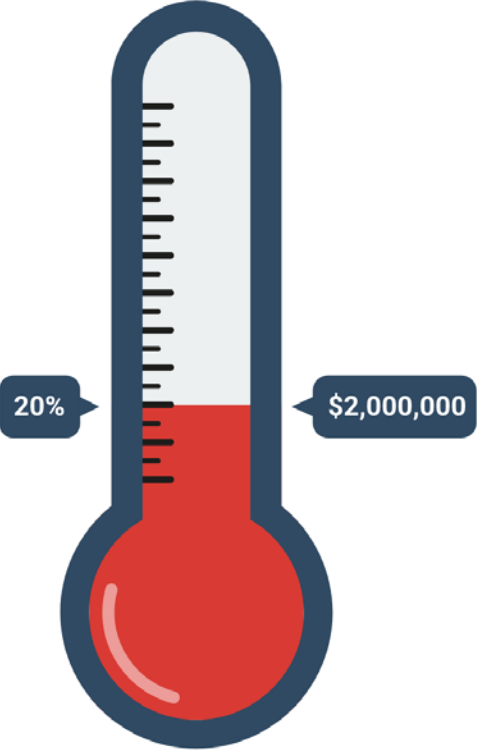
or

Matt Yonally  
Fund Manager, Merrill Lynch  
matt.yonally@ml.com

Merrill Lynch, 1424 State Street, Santa Barbara, CA

**Please consult your tax advisor as individual circumstances may vary.**

### Goal: \$10,000,000



One805 Inc. is a 501(c)(3) Public Charity.

Your contribution is tax deductible under Internal Revenue Code (IRC) Section 170.

Tax ID EIN: 83-2571437

# THANK YOU!



**The ability for us to care for our first responders equally beyond jurisdiction lines is a tribute to the One805 program.**

**Mental wellness is the key to success in overcoming the challenges that lie before them.**

**DAVID NEELS, Fire Chief, Montecito Fire Department**





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[ONE805.ORG](https://ONE805.ORG)