

## Donation Fund Pointers

- Quickly set up donation mechanism for families
  - Concerns over scams
  - Only one “official” fund; some unofficial
  - Chamber named as initial clearinghouse
  - Create trust, oversight, rules (who benefits?)
  - Umbrella for other fundraisers (“Cut-a-thon,” etc.)
  - Created spreadsheets to track



## PRESS RELEASE

October 15, 2011

FOR IMMEDIATE RELEASE

Contact: Mark Persico  
(562) 431-2527 ext 1313  
(562) 343-8415 (cell)  
Email: mpersico@sealbeachca.gov

### **“Seal Beach Victims’ Fund” Established To Support Families of Seal Beach Shootings Victims of Salon Meritage**

The City of Seal Beach, the Seal Beach Chamber of Commerce and Watson & Associates (shopping center owner at site of the incident) announced the establishment of a fund to benefit the families of the victims of the shooting which took place in Seal Beach on Oct. 12, 2011.

"This tragedy has touched the community of Seal Beach in many ways, one of which is the outpouring of sympathy and support for the families of the victims of this senseless act of violence," commented Gary Miller, mayor pro tem of the city of Seal Beach. "I'm pleased to announce that the city and the business community have come together to establish a fund which will benefit the immediate families of the victims of this crime," he said.

The key focus of the fund is to be used for the benefit of the victims and their immediate family members. It is the intent of the fund and the organizational leaders to be transparent and supportive to all of those who may wish to contribute.

The “Seal Beach Victims’ Fund” account is being established at the Bank of America, at 208 Main Street, Seal Beach. Donations may be mailed or delivered to the Seal Beach Chamber of Commerce or the Bank of America with checks made payable to the “Seal Beach Victims’ Fund”; credit cards will also be accepted. Additionally, those wishing to host a fundraiser, special event or related activity are encouraged to do so in

coordination with the Chamber of Commerce which is functioning as a clearinghouse for all such events.

Nat Ferguson, president of the Seal Beach Chamber of Commerce, said, "I'm so proud of how this community has united in the face of such a tragedy." He added, "This fund provides yet another way for the community to help the immediate families who are also victims."

The Seal Beach Police Department strongly urges anyone who wishes to make a donation to the victims of the tragedy to evaluate the source of the person or entity who is soliciting the donation. As there are many who may use the tragedy for fraudulent purposes, please check the validity of the donation source. The "Seal Beach Victims' Fund" is endorsed and supported by the City, Chamber and Watson & Associates.

###