

# Primerus members encouraged to send aid to LA wildfire victims

By Tom Kirvan

With fires continuing to ravage Pacific Palisades and other parts of Los Angeles, members of the Primerus international community are being urged to support a host of charitable organizations providing relief to residents impacted by the blazes in the nation's second-largest city.

Primerus President Jack Buchanan issued the call for help this week as the fires, fueled by wind gusts approaching 100 miles per hour, charred thousands of acres across Los Angeles County, leaving an unfathomable trail of destruction that has claimed at least 25 lives, destroyed countless homes and businesses, and displaced more than 150,000 residents.

"We ask each member of Primerus to consider making a donation to some of the various organizations that are providing much-needed relief to residents of Los Angeles who have been severely affected by the fires," said Buchanan. "In this time of crisis, which tragically shows no signs of abating, we need to step up and help out in any way possible."

The Los Angeles area is home to several Primerus law firms and members, including Greenberg Glusker, a firm now in its 65th year. Attorney Brian Davidoff, chair of the firm's Bankruptcy and Capital Recovery Practice Group, reported Monday afternoon that the fires have taken a heavy toll on certain members of the firm. At least one Primerus member has been reported to have lost their home.

"Although I live in an area which has been evacuated, very fortunately my house is still standing," Davidoff wrote in an e-mail. "Unfortunately, the community next to us – Pacific Palisades – has been decimated. At least two people in the firm have lost their homes, and many of our clients have been affected."

While the White House has made clear that federal assistance is available to aid in the recovery efforts, the Los Angeles disaster also has prompted an outpouring of donations from around the world, particularly to such well-known relief agencies as the American Red Cross and The Salvation Army.

Those two organizations, of course, are just some of many worthwhile charitable programs involved in providing assistance. Others include:

1. [Los Angeles Fire Department Foundation](#)
2. [Baby2Baby](#)

3. [California Fire Foundation](#)
4. [Direct Relief](#)
5. [Los Angeles Regional Food Bank](#)
6. [Pasadena Community Foundation](#)
7. [World Central Kitchen](#)

Davidoff noted that the Los Angeles community will need help far beyond the immediate aftermath of the fires.

"Many residents of the fire burn areas are going to need legal help, but I suspect that this will all be based on California law, although there may be some overall concepts applicable to insurance coverage," Davidoff said by e-mail.

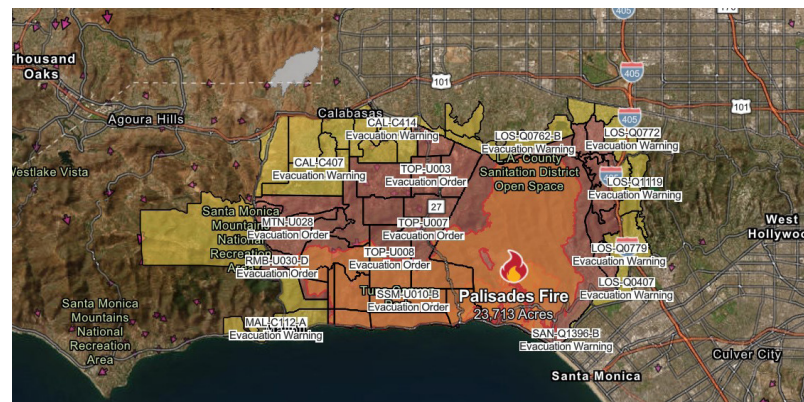
Sheenika Gandhi, chief marketing officer at Greenberg Glusker, added: "We are still internally putting together pro bono opportunities and as soon as I have more information, I can share. I have this thus far from the State Bar of California:

<https://www.calbar.ca.gov/Access-to-Justice/Pro-Bono/Volunteer-After-a-Disaster>."

CAL FIRE Map Legend

Icon	Description
	Active Incident
	Contained Incident
	Fires Less than 10 Acres
	Prescribed Fire
	Mudslide
	Flood
	Earthquake
	Lightning Activity
	Incident Perimeter 1
	Evacuation Order 1
	Evacuation Order 2
	Evacuation Warning 1
	Red Flag Warning 1
	Smoke and Haze Forecast 0-3 PPM
	Smoke and Haze Forecast 3-25 PPM
	Smoke and Haze Forecast 25-63 PPM
	Smoke and Haze Forecast 63-158 PPM
	Smoke and Haze Forecast >158 PPM

1. Incident Perimeter: Perimeters are generalized and do not necessarily indicate structures within the boundaries have been damaged or destroyed.
2. Evacuation Order: An immediate threat to life. This is an order by law enforcement to leave immediately. The area is lawfully closed to public access.
3. Evacuation Warning: A potential threat to life and/or property. Those who require additional time to evacuate and those with pets and livestock should leave immediately.
4. Red Flag Warning: National Weather Service Red Flag Warnings indicate warm temperatures, very low humidities, and stronger winds that can combine to produce an increased risk of fire danger.



\*Palisades Fire (2025). Cal Fire, State of California. Retrieved January 14, 2025 from <https://www.fire.ca.gov/incidents/2025/1/17/palisades-fire>