

Community Gives to Isla Vista Tribute Fund

Garrett Gerstenberger and Jose Cardoso are the managing partners of Isla Vista Screen Printing, a business located in the heart of the UCSB community and blocks from where a gunman opened fire one year ago and claimed six lives on May 23, 2014.

To support the community in the aftermath of the tragedy, Garrett and Jose created a line of apparel called "[Isla Vista United](#)." More than 2,200 tanktops, t-shirts, sweaters and stickers were sold and shipped to 37 different states. All proceeds, totaling \$20,065, were donated to the Isla Vista Victims Tribute Fund at the Santa Barbara Foundation – the single largest contribution to the fund.

"The local community has been the active and indispensable ingredient to our business, so we wanted to do everything we could to give back to them," said Garrett, who co-founded the business while a student at UCSB.

Within the first three days of launching the Isla Vista United website, the company received more than 1,000 orders. Garrett and Jose's team worked around the clock to ship the orders out in just three days.

"It was amazing to see how many people wanted to show their support," said Garrett. "There is so much life, strength and hope in this community. Those who have come and gone all know how special this place is."

Donations to the Isla Vista Victims Tribute Fund poured in from all around the country. Every dollar contributed, totaling \$92,736.49, went to those who were physically injured and the families of those who were slain. The Santa Barbara Foundation entrusted Direct Relief to manage the distribution of the funds, and neither organization withheld any funding or charged any fee in connection with this activity.

In his outreach letter to those afflicted, Direct Relief's President & CEO Thomas Tighe wrote, "The members of the community who were moved to make a contribution to assist you and others did so spontaneously, simply wishing to help you and others, and recognizing that no amount of money could possibly compensate anyone adequately for the profound tragedies that occurred. I believe all share the hope that the funds will help alleviate at least some of the financial burden caused by this tragedy."



Garrett Gerstenberger and Jose Cardoso, managing partners of Isla Vista Screen Printing.

Posted: May 13, 2015

[News](#)
[Events](#)
[Quarterly Reports](#)
[Stories of Philanthropy](#)
[Media Resources](#)