

# The Warmth Connection

**THAW** THE HEAT AND WARMTH FUND  
Neighbors Helping Neighbors In Need

CHIEF EXECUTIVE OFFICER  
Saunteel Jenkins

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## Keeping Michigan Families Warm

Dear THAW Friends and Supporters,

My resignation from Detroit City Council became effective on Friday, November 7, 2014 at 11:59pm. Less than 6 hours later I began my role as CEO of The Heat and Warmth Fund (THAW) with a television interview to kick off the "Week of Warmth".



Joining THAW at the beginning of the heating season was a bit like drinking water from a fire hose. But the timing enabled me to quickly connect with our mission, the THAW team, our key stakeholders and most importantly, the people we assist. I am thrilled to be part of such a well-respected organization that serves families all over Michigan.

During my first few weeks I learned that the THAW team is passionate about our mission and dedicated to delivering assistance in a respectful manner; and our key stakeholders are committed to partnering with THAW to tackle some of the challenges many Michigan families face. Finally, I was quickly able to confirm a fact I already knew in my heart – the families we serve are resilient people looking for a hand-up not a handout.

My entire professional career has been dedicated to serving vulnerable populations and improving the quality of life for all. THAW provides a rare opportunity to continue that work with Detroiters and families all over Michigan at a time of great need. I look forward to focusing my efforts around a single issue – keeping babies, senior citizens and other vulnerable members of our community, safe and warm this winter.

Michigan winters are cold and long. Living without heat and/or lights is dangerous. With your help we are making a difference for families in need. On behalf of our staff, board of directors and those we serve, thank you for your continued support of our mission.

Saunteel Jenkins  
Chief Executive Officer  
The Heat and Warmth Fund

## THAW MISSION

THAW is a leading provider of utility assistance for Michigan residents in need. We collaborate with our partners to deliver services that support long-term energy solutions.

## Ways to Support



Visit [www.thawfund.org](http://www.thawfund.org) to donate online



Call **1-800-866-THAW** to donate by phone



Enroll in **Cents for Energy** at [www.thawfund.org](http://www.thawfund.org)



Mail your gift to:  
The Heat And Warmth Fund  
Department Number 77650  
PO BOX 77000  
Detroit, MI 48277-9901



THAW awarded Four Star Charity Status by non-profit evaluator, Charity Navigator. Read more on page 3!

Follow us on:



@THAWFUND  
[thawfund.org](http://thawfund.org)

**WWJ • 950**  
**NEWSRADIO**

# WINTER SURVIVAL RADIOTHON™ for THAW

THE HEAT AND WARMTH FUND

**Call our Hotline at  
(888) 579-4950**

(starting at 5:00 am until 7:00 pm  
Friday, Feb. 6th)

## Tune into WWJ Newsradio 950 on Friday, February 6th for the 12th Annual Winter Survival Radiothon for THAW!



### 14-Hour Radiothon Aims to Raise \$1 Million in Emergency Energy Assistance Funding for Struggling Michigan Families

Winter can be a challenging time for our state's vulnerable citizens. For many, even their own home will not protect them from the harshness of winter. The Heat And Warmth Fund (THAW) has once again teamed up with WWJ Newsradio 950 to produce the 12th Annual Winter Survival Radiothon.



The radiothon, presented by DTE Energy and Kroger, takes place at WWJ Newsradio 950's studio in Southfield from 5 a.m. to 7 p.m. on Friday, February 6th.



Since 2004, WWJ's Winter Survival Radiothon for THAW has raised nearly \$11 million dollars in cash and utility match.



***"WWJ Newsradio 950 understands that heat and electricity are a necessity during Michigan winters and we are proud to offer our support to THAW in an effort to help more families keep their heat and lights on this winter."***

**Debbie Kenyon**  
Sr. Vice President/Market Manager  
CBS Radio Detroit

## How can you support the Radiothon?

**Call the Hotline:** (888) 579-4950  
Friday, Feb. 6th, 5:00 am - 7:00 pm

**Donate online:** [thawfund.org](http://thawfund.org)

**Online auction:**  
Opens: 6:00 am Tuesday, Feb. 2, 2015  
Closes: 6:00 pm Monday, Feb. 9, 2015

**ONLINE AUCTION**  
**Biddingforgood.com**

Access online auction via [thawfund.org](http://thawfund.org)

**Share with friends:**  
Follow THAW on Facebook and  
@thawfund on Twitter to stay up-to-date on event activities and help us spread the word!

**Your Donation Will Go  
Even Further:**

**DTE Energy will match  
every dollar donated!**

\*Up to \$400,000

Other sponsors include: Coldwell Banker Weir Manuel, Deloitte LLP, Detroit Shrine Circus, Family Heating Cooling Electrical, Faurecia, Gordon Chevrolet, Greenpath Debt Solutions, ITC Holdings Corp., Mechanical Heating Cooling and Electrical, and Sterling Heights Dodge Chrysler Jeep Ram.



## Help Keep Michigan Warm at Exciting Upcoming Events

**2.5.15**

### Celebrity Coney For a Cause



WHERE **American Coney Island**  
WHEN **Thursday, Feb. 5, 2015**  
**11:30 am – 1:30 pm**

Stop by American Coney Island in downtown Detroit for lunch with local celebrities! A portion of proceeds and all tips will help families stay warm this chilly winter.



**2.7.15**

### Hardcore THAW



WHERE **American Jewelry and Loan**  
WHEN **Saturday, Feb. 7, 2015**  
**8:00 pm - 11:00 pm**

The stars of truTV's hit show, **HARDCORE PAWN**, Les, Seth & Ashley from **American Jewelry and Loan**, are hosting this special evening to help Michigan families stay safe and warm. Portions of everything bought and sold will benefit THAW! VIP tickets are \$125. General Admission tickets are \$60.

Tickets available at [thawfund.org](http://thawfund.org).



**Awesome silent  
auction items!**

**Mingle with  
reality TV stars!**

**Tour behind the  
scenes!**

## Customer Story

Dear THAW Staff,



I'm writing to you to say thank you for helping me and my family in a time of need. This past summer I was diagnosed with breast cancer and although my husband and I do work full time, we are also taking care of our three children, one of them in college, and my mother-in-law. We fell behind on our bills when the medical bills starting coming in and without your help, we would be spending this winter in the dark and cold. Thank you for your help and kindness. We won't forget it!

Kindly,  
Denise  
Fenton, Michigan



## THAW Receives Top Rating From Charity Navigator

We have exciting news to share! Non-profit evaluator Charity Navigator has awarded THAW its highest rating, Four Stars! Charity Navigator bases its ratings on non-profits' financial health and commitment to accountability and transparency.

Thank you for trusting us with your donations, volunteer time, and good will. Visit our website and click on the Charity Navigator link for more information.

## Governor Rick Snyder proclaims February "Keep Michigan Warm Month"

With nearly 1.2 million households eligible for heating assistance, the State of Michigan recognizes the challenges faced by low-income families and individuals in meeting home energy needs. Heat is not a luxury, but a necessity during Michigan's cold winter months, and no one should ever have to choose between heating their home and feeding their family; Low income families and seniors spend a disproportionately high percentage of their income on home energy bills.

During February, citizens throughout the state are encouraged to show support for organizations and agencies that provide services and assistance that help keep Michigan residents warm.

# Thank You

## For Your Continued Support!



**WEEK OF WARMTH**

**Presented by  
DTE Energy and THAW**

The "Week of Warmth", presented by DTE Energy and THAW provided assistance, education and support to many families in need. Thank you to everyone who sponsored, participated, volunteered, and attended!



WDIV's "Force for Good" raised more than \$30,000 for THAW.



150 homes in a single neighborhood received home energy consultations and energy saving tips.



More than 80 sponsors supported our annual "Night of Warm Hearts" gala. THAW raised more than \$600,000 to support our mission.



THAW delivered energy assistance to more than 700 families in the Detroit, Pontiac and Muskegon areas.

## HOT TOPICS

*One considerable component of THAW's mission is to advocate and work with our partners to deliver long-term, affordable energy solutions. In support of this effort, THAW participated in the following collaborations, activities and events:*

### Consumer Energy Donates \$533,000 to THAW to Help Vulnerable Families Stay Warm

Consumers Energy pledged a gift of \$533,000 to THAW to help THAW provide additional energy assistance to Michigan residents in need.

*"We at Consumers Energy care for the Michigan communities we serve. This time of year, that includes helping individuals and families stay warm," said Garrick Rochow, Consumers Energy's vice president of customer operations and quality. "Our contribution provides real dollars that will help Michigan residents through another cold Michigan winter."*

### DTE Energy Donates \$5 million to THAW in Anticipation of Another Harsh Winter

DTE Energy donated a total of \$5 million to The Heat and Warmth Fund (THAW) to help vulnerable Michigan families stay warm this winter.

DTE is providing this funding in direct response to the recent cold snap, as well as in anticipation of another harsh winter. The donation is funded with shareholder dollars.

*"Last year was one of the coldest winters on record and we saw how critical the need was for families to try and keep warm," said Mark Stiers, President and Chief Operating Officer of DTE Gas Company. "This is why we are partnering with United Way and THAW to make sure that these funds get to the families that need them the most this winter."*



### WCSX 94.7 COLD AS ICE Ice Fishing Tournament Saturday, January 24th Lake St. Clair Metropark



Detroit's classic rock station 94.7 WCSX took over Lake St. Clair Metropark with the COLD AS ICE ice fishing tournament which benefited THAW! Thanks to all who braved the cold.

THAW would also like to thank our friends at American Jewelry & Loan, Blumz by JR Designs and Campus Martius for hosting holiday events benefiting THAW.