

The Warmth Connection

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Bracing For The Cold

The relentless cold and record-breaking snowfall of last winter proved difficult on everyone, but for families struggling to make ends meet, it was devastating. The Heat and Warmth Fund (THAW) felt the impact of those frigid temperatures. THAW experienced a swift uptick in calls for help.



This past year THAW assisted more than 26,000 Michigan households in need, which is a 90% increase over the year prior. THAW also made significant strides in collaborating with its partners to find sustainable solutions for those in need:

- THAW enrolled 12,000 customers into DTE Energy, Consumers Energy and SEMCO Energy's affordable payment programs.
- THAW partnered with DHS and distributed \$2.5 million of energy assistance through schools in some of our state's most vulnerable communities.
- THAW collaborated with Consumers Energy on a behavioral pilot to better understand our customers' capacity to improve payment performance and reduce energy consumption.

While we don't know what this winter will bring, we do know there are still many families struggling to get their utility bills back on track from last winter. We ask for your support as we provide relief to families in need while developing programs and tools that will help stabilize households.

Your donation is greatly appreciated. Together we can make a difference.

Jerry Carlson
Executive Officer
THAW Board of Directors

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 to donate online



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



Mail your gift using the enclosed **envelope**



Enroll in **Cents for Energy** at www.thawfund.org

risedetroit

100,000 TO GO TO AMAZING DETROIT CHARITIES

POWER
the
POWERLESS

Help THAW win the RiseDetroit Charity Challenge! The charity that raises the most will be

awarded \$50,000! Until October 30th, 2014 we have the opportunity to raise funds to 'Power the Powerless'. To become a challenge team member, donate, and advocate, visit:

crowdrise.com/thaw-risedetroit

Follow us on:



@THAWFUND
thawfund.org



WEEK OF WARMTH

**Presented by
DTE Energy and THAW**

Each November, THAW and DTE Energy partner for the Week of Warmth: a series of events that bring together community partners to raise awareness and funds for those struggling to meet their energy needs.

Presenting Sponsor



Benefitting



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Exclusive Magazine Sponsor



Help us spread the word to keep families across Michigan safe and warm this winter. Visit our website: weekofwarmth.org or follow [#weekofwarmth](https://twitter.com/weekofwarmth) on social media to join the conversation, view photos and show others your support of this worthy cause.

WEEKOFWARMTH.ORG



PURCHASE TICKETS TODAY

THE HEAT AND WARMTH FUND & DTE ENERGY

• PRESENT •

NIGHT OF WARM HEART'S ROARING 20's GALA

WEDNESDAY, NOVEMBER 12TH, 2014

Join us for the 2014 Night of Warm Hearts at the historic Fillmore Detroit to help us keep families in Michigan warm this winter. All proceeds benefit The Heat and Warmth Fund.

LIVE MUSIC • ENTERTAINMENT • STROLLING DINNER FROM ANDIAMO

TICKETS: WEEKOFWARMTH.ORG

6:00PM - 10:00PM
COCKTAIL ATTIRE

For more information contact
Melissa at mtardiff@thawfund.org

TICKETS
\$150
PER PERSON

WEEK OF WARMTH EVENTS

November 8th, 2014

Neighborhood Energy Efficiency Day 125 homes in a select metro Detroit neighborhood will receive home energy consultations and/or weatherization.



Week of November 10th, 2014

Customer Assistance Day Distribution of up to \$1 million of energy assistance to Michigan residents in need at various area locations.



November 12th, 2014

Night of Warm Hearts Roaring 20's themed fundraising gala from 6:00PM-10:00PM at the Fillmore Detroit. Tickets are available online at www.weekofwarmth.org.



November 15th, 2014

Hallelujah For Heat Spirit-lifting reception celebrating local faith-based leaders and recognizing 'Heroes For Heat' in the community.



Customer Story

Dear THAW,

I am writing this to thank you from my heart for all of your help in getting my power turned back on. I cannot tell you how deeply grateful I am. You were so kind and friendly and hopeful when I called to talk about my payment plan. God bless you for all of your hard work, I hope someday I'll be able to donate to this wonderful and very worthy organization. Keep up the good work, I'll never forget you.

Sincerely,
Darlene in Saginaw

THAW and Fifth Third Partner to Reach Communities in Need



This summer THAW participated in the Fifth Third eBus community outreach program. The eBus is a full-size retrofitted commercial bus that serves as a mobile community resource center. THAW delivered more than \$505,000 in energy assistance through the eBus stops in Detroit, Flint, Grand Rapids and Saginaw.



"Our partnership with THAW helps us directly address quality of life issues in a meaningful way,"

- Loretta Humphrey-Cruz, Community Development, Fifth Third Bank

THAW Assistance Distributed Through Select Schools

In partnership with the Department of Human Services (DHS), THAW established a presence in select "Pathways to Potential" designated schools across the state. Through this collaboration, THAW provided energy assistance to more than 2,500 families in need.

"Delivering THAW assistance through schools made it easier for parents to get the help they needed,"

- Lisa Jones, Customer Advocacy Director, THAW

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:

More Ways to Serve Customers in Need: Affordable Payment Plans

THAW collaborated with DTE Energy, Consumers Energy and SEMCO Energy on enrolling eligible, limited income customers into affordable payment programs. THAW successfully enrolled over 12,000 customers between the three new programs by holding statewide mobile processing events, implementing an online application, and activating a call center.



DTE Energy



Consumers Energy and THAW continue to support social enterprises that are making a difference in the community by awarding Welding Artisan Center the Community Transformation Prize as part of Michigan Corps "Michigan Social Entrepreneurship Challenge". Welding Artisan Center aims to train veterans, job-shifting adults, former inmates, and at-risk teens in the art and science of welding.



(L-R) Joe Eckert, Consumers Energy; Gary Hendrickson, Welding Artisan Center; Don Martin, Welding Artisan Center; Jill Brunett, THAW

QUICK FACTS

HOUSEHOLDS SERVED*

2013 2014

91%↑

14,000+ 26,000+



Over 30,000 children and 5,000 seniors lived in households that received energy assistance last year.



72 partner agencies distributed over
\$20 million of energy assistance in
67 Michigan counties.

Last winter, calls to THAW's assistance hotline increased by

40%



80% of the customers who received THAW assistance last year were first time assistance seekers.



On average, limited-income households spend one-third of their monthly income paying for energy.**

THAW THE HEAT AND WARMTH FUND

Neighbors Helping Neighbors In Need

thawfund.org

1.800.866.THAW

*Data comparing FY12/13 - FY13/14 **Source: Center for American Progress

Thanks For Your Support

We would like to thank the hosts, sponsors and participants for making the 2014 golf outings benefitting THAW such huge successes.



Barton Malow Foundation's hosted:
1st Annual Building Communities Golf Outing

June 23, 2014

Meadowbrook Country Club

Donated: \$25,000



UWUA Local 223 Gas Division and DTE Energy hosted:
17th Annual Birdie Fore Warmth Outing

July 25, 2014

Stonebridge Golf Club in Ann Arbor

Raised: \$54,000



SEMCO hosted:

6th Annual Energy Drive Golf Outing "Luau On The Links"

August 15th, 2014

Fore Lakes Golf Club in Kimball



Check Your DTE Bill

Look for the THAW insert in your October DTE Energy bill. Help us keep more families warm this winter. Every dollar donated makes a difference.

We've Partnered with Erebus For a Screaming Good-Time Fundraiser!

When Michiganders think of Halloween, they think of Erebus, the 4-story Haunted Attraction in Pontiac. Now for many charities, Erebus is known as "The Haunt with a Heart"™. Purchase your tickets in advance online at www.hauntwithaheart.com and receive **\$3.00 off admission** to the "largest walk through haunted attraction" and **THAW will earn \$5.00 for every ticket sold using the promo code!**

www.thehauntwithaheart.com

Promo Code: THAW

