

The Warmth Connection

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Cold Snap Triggers Energy Crisis

The recent bitter cold temperatures have made this a challenging winter for everyone, but it hits those in need especially hard. The bitter cold temperatures we have experienced will result in larger heating bills and for those struggling to get by, that bill will be unaffordable. THAW is collaborating with its partners to help these vulnerable families before they reach crisis.



We ask that you keep a watchful eye out for those who may be in need of assistance. Encourage them to contact THAW if they are having difficulty paying their utility bill. Over the next few months we expect to see many people who are desperate for help. Your support will help us stabilize these households during this very challenging Michigan winter.

On behalf of those we serve, "Thank You" for keeping Michigan families safe and warm.

Susan Sherer, CEO, THAW

Largest Gift in THAW History

On January 21, 2014, DTE Energy announced a \$4 million gift to THAW in an effort to help vulnerable Michigan families stay warm this winter.

"We want to ensure our most vulnerable low-income customers have timely access to the assistance they require." said Mark Stiers, President and Chief Operating Officer, DTE Gas Company.



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.

Did you know?

We are seeing a **28% increase** in calls for help compared to this time last year.

Ways to Support



Visit www.thawfund.org to donate online



Call **1-800-866-8429** to donate by phone



Mail your gift using the enclosed **envelope**



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

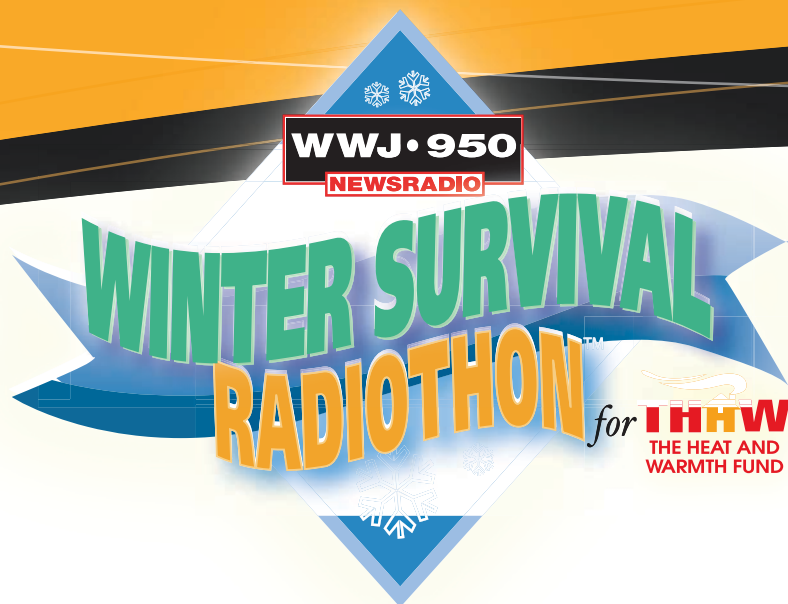
Scan code with your smartphone to donate via mobile device



Follow us on:



@THAWFUND
thawfund.org



Coldest Winter in 20 Years!

Tune into WWJ Newsradio 950's 11th Annual Winter Survival Radiothon for THAW on February 7, 2014



The 14 Hour Radiothon Aims to Raise \$750,000 in Emergency Energy Assistance Funding for Struggling Michigan Families.

To help our neighbors in need keep the lights and heat on this winter, WWJ Newsradio 950 has once again teamed up with THAW to produce the 11th Annual Winter Survival Radiothon on February 7, 2014. Your gift will go even further this year - DTE Energy will match every dollar donated.



"WWJ Newsradio 950 understands that heat and electricity are a necessity and we are proud to offer our support to THAW with the Winter Survival Radiothon and help them assist our vulnerable neighbors keep the heat and lights on this winter."

-Debbie Kenyon, Sr. Vice President/Market Manager of CBS Radio Detroit



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

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

**How can you
support the
Radiothon?**



Call the Hotline:

(888) 579-4950
Friday - 5:00 am - 7:00 pm

Donate online:

thawfund.org

Online auction:

Tuesday, February 4, 2014 at 6:00 am
through Monday, February 10, 2014
at 6:00 pm

**WWJ 950
NEWSRADIO**

Biddingforgood.com

Access online auction via thawfund.org or
biddingforgood.com

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!

**Did
you
know?**

**Every year
130 days
in Michigan
will fall below
freezing.**

THAW is Partnering With State

THAW is partnering with the Michigan Department of Human Services (DHS) to provide energy assistance to eligible families within a select number of 'Pathways to Potential' schools, making it easier to get help.

"Being in schools is important because it is convenient for the families who do not have transportation. It also makes it easier to assist customers and meet their needs in a timely manner."

- Terri Reed, THAW Intake Specialist

Staff Story: Terri Reed Helping Neighbors In Need

Tell Us About Yourself:

My name is Terri Reed, I am a 24 year old mother of 6 with a professional background in health-care. I now work with customers as a THAW Intake Specialist at a Pathways to Potential school.



What Does Working For THAW Mean To You?

This job means everything to me: I am working and living out my passion of helping others in need. I empathize with my clients and let them know it will be all right.

What's The Most Rewarding Aspect Of Your Work?

Having the ability to create a sense of relief means so much because I've been in their situation before.



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:

Innovative Assistance: Affordable Payment Plans Stabilize Families

THAW has been busy enrolling income-eligible residents into the DTE Energy, Consumers Energy and SEMCO's affordable payment programs. These programs reduce the monthly financial burden while encouraging customers to make consistent and timely payments.



Keep an eye out for those in need.

1-800-866-8429

Keep a watchful eye on those in your community who may be in need of help this winter, especially households with senior citizens or young children.

Coneys for a Cause



Upcoming Events

2.6.14



Celebrity Coneys For a Cause @American Coney Island:

Thursday, February 6, 2014 11:30am – 2:00pm

Stop by Coney's for a Cause and you could be served lunch by a local personality such as Charlie Langton from WWJ Newsradio 950, Dave Rexroth from WXYZ or even Paws. A portion of your bill and all tips will help families stay warm this chilly winter.



HARDCORE THAW

2.8.14

AMERICAN JEWELRY and LOAN

HARDCORE THAW

@American Jewelry and Loan:

Saturday, February 8, 2014 8pm - 11pm

The stars of truTV's hit show, HARDCORE PAWN – Les, Seth, and Ashley Gold – 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. Attendees will enjoy food & cocktails, and a live auction. Tickets available at thawfund.org.

"Many who come in our shop are pawning items in order to pay bills. The partnership with THAW allows us to help those families in our community who are struggling to stay safe and warm. It's an opportunity to give back."



-Seth Gold
American Jewelry and Loan

Why Does March Matter?

Cry for Help will Spike in March

The polar vortex that has gripped our state will result in higher heating bills. THAW expects calls for energy assistance to spike in March as these larger bills come due. A \$75 donation will help a family who cannot afford the increases cost to heat their home this winter.



DTE Energy

It's cold.

Help us keep Michigan families warm this winter.

THAW THE HEAT AND WARMTH FUND
Neighbors Helping Neighbors In Need

Check Your DTE Bill

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

2013 Week of Warmth



WEEK OF WARMTH

Presented by
DTE Energy and THAW

Thank You!

The annual Week of Warmth presented by DTE Energy and THAW held this past November brought awareness and support to families living in Michigan in need of utility assistance. This event raised over \$600,000 to assist those in need of energy help. Thank you to everyone who participated, volunteered, and attended!