

# THE WARMTH CONNECTION

## THAW GIVING BACK ENERGY TO ESSENTIAL WORKERS

The Heat and Warmth Fund (THAW) recently announced that it has developed and launched a dedicated utility assistance relief program for essential workers. This program is in addition to THAW's ongoing day-to-day activities that help Michigan families with utility assistance.

Our goal with this new program is to raise and distribute \$1 million in this matching fund program and we need your help.

Our front-line workers are our lifeblood and are giving us every bit of their energy. They are selflessly putting themselves in harm's way each and every day. We want them to know that we see them. We appreciate them. We support them. And that we are fighting for them. This program is focused on giving some of that energy back.

Thousands of brave Michiganders are still going to work and putting themselves at risk in service of the State's massive shelter-in-place population, yet many of them are struggling to make ends meet. THAW's Front Line Energy program is focused on helping those individuals and families.

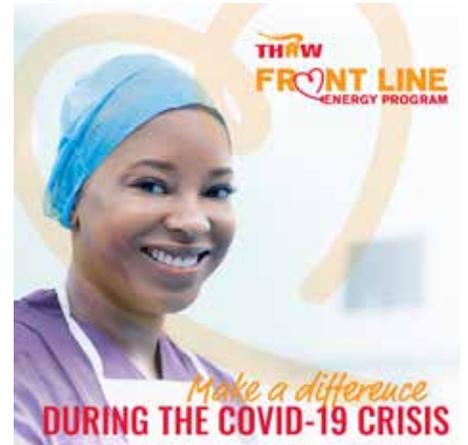
As we shelter in place with children home from school and most adults home from work, households are using more energy than ever before. Household incomes are declining and energy usage is increasing.



Essential workers across the state of Michigan with household incomes up to 250% of the Federal Poverty Level guidelines may qualify for up to \$500 in utility assistance.

THAW is following the U.S. Department of Homeland Security's definition of essential worker. Examples include hospital cleaning, maintenance and support staff, grocery and food service workers, transportation employees and many, many others. It also includes front-line workers who have lost income due to them or a household member contracting the virus and/or quarantine requirements. The bill payments will be made directly to the utility vendor by THAW.

While many of these workers do not qualify for traditional assistance programs such as Michigan Energy Assistance Program, they may not earn enough to bridge the gap between their monthly income



and the basic cost of living. These heroes need our help now more than ever. They are giving their energy in the fight against COVID-19 – let's return the favor by making sure their families have the energy they need at home.

The program is being launched with a combination of mission-specific fundraising, a generous matching \$40,000 donation from Enbridge Inc. and a portion of a \$300,000

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## CEO LETTER

# Helping Everyday for 35 Years

Dear Friend,

As soon as we launched our Front Line Energy Program, THAW received emails and social media posts, “Why are you helping people who have a job? What about all the people who are unemployed and need assistance?”

At THAW, our mission is to stabilize and empower Michigan families, keeping them healthy, safe and warm. We offer year-round assistance programs to families needing utility assistance. We’ll never waiver from our commitment to helping anyone who needs a hand. We’ve been here for you for 35 years and have distributed over \$250 million in assistance to more than 260,000 Michigan households. That will never change.

About 50% of the families we assist every year are working families that struggle to afford basic needs. Front-line workers are no different.

This new Front Line Energy program just goes one step further. We saw that front line heroes were giving everything they have to keep us fed, healthy and alive with essential services while risking their lives during this COVID-19 crisis. Their families are home and are using more utilities such as electricity, water and heat and they have big bills too. This new program allows us to help with up to \$500 in their utility costs through new funds available from Enbridge, Consumers Energy and donors who wanted to do something good for front line workers.

I hope you find it in your heart to help our front line workers with this new initiative. They are giving their energy to help us stay safe. Please consider returning the favor by giving.

Stay safe. Stay healthy.

Keep helping one another,

Saunteel Jenkins  
Chief Executive Officer  
The Heat and Warmth Fund

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Consumers Energy donation secured through a settlement by Michigan Attorney General Dana Nessel.

“I can think of no better way to help those on the front lines of COVID--19 than relieving some of the stress in their lives,” said Attorney General Nessel. “It is wonderful of THAW to find a way to use their energy, creativity and financial support to help those who are the saints among us.”

“Michigan families, neighbors and communities are facing extraordinary circumstances and unprecedented challenges, said Candice Braddock, senior community engagement advisor, Enbridge Inc. “Southeast Michigan is one of the hardest hit regions in the state as it comes to COVID--19 cases. We are inspired by the contributions of workers in essential services whose selfless efforts are helping ensure that residents are cared for and their most basic needs are met. Enbridge is incredibly grateful to those essential front line workers who put their lives on the line during this pandemic, and we are proud to support THAW’s work in Michigan.”

### HOW TO APPLY:

Individuals can download an application at [www.thawfund.org](http://www.thawfund.org) and return via mail. A signed complete application as well as ID, proof of income, proof of household/family members, and a copy of the utility bill/bills to be paid will be required. Upon approval, THAW will make the payment directly to the utility vendor. Qualifying utilities include electric, heat and water.

### HOW TO DONATE:

Every dollar raised for this program will be matched by our generous corporate sponsors and settlement dollars. This is a great opportunity for philanthropic donations to go further. Donations will be accepted at [www.thawfund.org](http://www.thawfund.org).

## WWJ Radiothon Raises \$1.5 Million to Help Families Stay Safe and Warm

WWJ Newsradio 950 and THAW partnered together in February for the annual Winter Survival Radiothon. A big thank you to everyone who donated during the 14-hour telethon to raise \$1.5 million in much-needed funds for THAW. The money will go directly to the families who need help paying their utility bills.

The event featured interviews with families that THAW has helped, on-air check presentations from sponsors, on-site reporting and so much more.

The heart of the Winter Survival Radiothon is the on-site donation call center, where volunteers take phone pledges and auction bids. A big thank you to all the companies who helped make the Radiothon great!



Mark Winter of Identity PR presented the \$14,000 check from the THAW board of directors.



The Detroit Fire Department had a great team on the WWJ phones.



Lone Pine Elementary annually hosts "Pennies for Power" and this year they collected \$1610.75 for THAW.



Every year, ITC Holdings kicks off the radiothon by answering the phones for the 5 a.m. shift.



Deloitte raised \$6,500 and donated its time and talents to validate all the pledges.



Waffles for Warmth is an annual employee fundraiser DTE hosts to raise money for THAW.

## Michigan Organizations Advocate for LIHEAP in Washington D.C.

On February 26, a coalition of Michigan energy organizations make visits to Michigan's legislators in Washington D.C. to advocate for the Low Income Energy Assistance Program (LIHEAP).

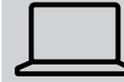


Curtis Doster of Congressman Brenda Lawrence's office welcomed the delegation.



The group met with Casey Denoyer of Congresswoman Haley Stevens' office.

## Ways to Support



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



Call **(313) 963-2681** to donate by phone.



Mail your gift to:  
The Heat and Warmth Fund  
Department Number 77650  
P.O. Box 77000  
Detroit, MI 48277-9901



We welcome your gift of appreciated stock. Please ask your broker to transfer the stock to The Heat and Warmth Fund's account with Charles Schwab. Or call **(313) 963-2681**.

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