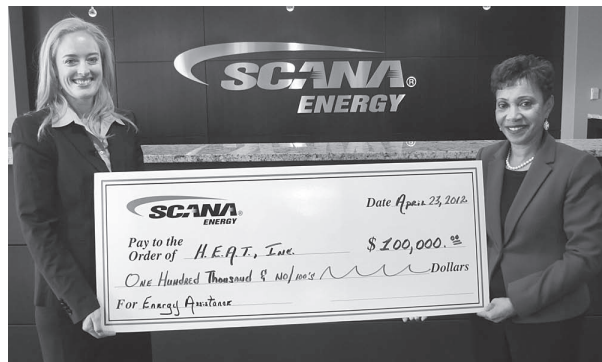


Spring/Summer
2012



It's All About Helping Others

At H.E.A.T., we are continually grateful for the ongoing support from our partners. Without their support and commitment to helping others, it would be difficult to provide the assistance to those in our state who truly have a need. We are especially appreciative for the recent efforts of SCANA Energy along with WSB-TV, the City of Winder and Flint Energies.



Janet Joseph (right), H.E.A.T. director, accepts contribution from Simone McKinney, SCANA Energy's media and community relations manager. The \$100,000 contribution includes the company's \$85,000 corporate donation and \$15,000 match for the recent fundraising campaign with WSB-TV.

Fundraising Initiative with SCANA Energy and WSB-TV Channel 2 – During the winter months, H.E.A.T. collaborated with SCANA Energy and WSB-TV's Family 2 Family Project to sponsor a H.E.A.T. public awareness and fundraising campaign. Running from February 16, 2012, through the end of March, the campaign included a segment on WSB's *People 2 People*, development of an informational card distributed through the five Family 2 Family underwriters, production of a H.E.A.T. public service announcement with WSB-TV Meteorologist Karen Minton as spokesperson and distribution of a news release on the Atlanta Daybook Network. As an added incentive, SCANA Energy agreed to match individual donations up to \$15,000. The campaign not only resulted in more than \$32,000 in donations, but it also greatly increased local awareness about H.E.A.T.

implement a bill "round-up" program. Over the past several years, Winder has been an innovative leader in helping to raise funds for H.E.A.T., including sponsoring a booth and featuring various activities at the city's annual Jug Tavern Festival.

Flint Energies Company Implements Magazine Wrap Initiative

– Powerful words and images wrapped the November issue of *Georgia Magazine*, the official publication of Georgia Electric Membership Corporation, that was mailed to approximately 65,000 Flint Energies member-owners (customers) located in Middle Georgia. More than \$3,000 was donated as a result of this electric cooperative's advertising campaign. Designed as a magazine wrap, a plea urging Flint Energies members to donate to the energy assistance fund was the first step in partnering with H.E.A.T. Flint is planning on a repeat performance in 2012 and will be adding a bill insert and an e-newsletter to the campaign mix.

H.E.A.T. extends a huge "thank you" to our above partners for their efforts and for remembering that it's all about helping others.



City of Winder Implements Bill "Round-Up" Program

– Always with an eye for finding new ways to raise funds to help families facing energy emergencies, the City of Winder has implemented a bill "round-up" program. Customers can make donations to H.E.A.T. by rounding up their utility bill to the next full dollar. In a short period of time, City of Winder customers have donated more than \$2,000 to H.E.A.T. through the program. Winder is the first of H.E.A.T.'s partners to

Kellen Interactive Donates Website Re-Design to H.E.A.T.

This winter, the H.E.A.T. website, www.heatga.org, got a whole new look and feel with the help of Kellen Interactive, a full-service Internet, digital marketing and Interactive media solutions agency in Atlanta.

The site also allows users to easily donate online, offer to volunteer their time, find tips on conserving energy and how to get heating assistance. The site's redesign and launch was a pro-bono effort from Kellen Interactive as part of Kellen's commitment to the Atlanta community.

The H.E.A.T. Factor



A NEWSLETTER OF THE HEATING ENERGY ASSISTANCE TEAM, INC. www.heatga.org

From the Executive Director

The Masters, sweet tea and azaleas are in full bloom. One thing is clear: another Georgia spring is here! And just like the beautiful foliage, H.E.A.T.'s website (www.heatga.org) has a fresh new look, courtesy of Kellen Interactive (Page 1). Donors can now conveniently schedule one-time or recurring gifts, learn about volunteer opportunities, read about our work and more.

Spring is synonymous with growth, and H.E.A.T. has been busy expanding its presence through unique initiatives (Page 1) like the collaboration with SCANA Energy and WSB-TV. The campaign included an appearance on

the *People 2 People* show and a public service announcement that featured Meteorologist Karen Minton. H.E.A.T. raised more than \$32,000 and greatly increased its exposure.

Though the weather has changed, the need for help remains the same. Despite a mild winter, requests for aid were almost unchanged. In fact, one in five Georgia households struggled to keep warm last season. And many families still have past-due heating bills to pay. One of the most disturbing facts I recently read was that an inability to pay utilities is second only to an inability to pay rent as a cause of homelessness.

Thanks to the generosity of our wonderful donors and business supporters, H.E.A.T. was able to distribute \$540,000 to nearly 1,600 people in need – many of whom were self-sufficient and stable until unexpected challenges arose.

As always, we thank you for your continued support and encouragement. In turn, we pledge to continue serving those in need with compassion and integrity.



Janet H. Joseph

Janet H. Joseph
Executive Director

Making a Difference - One Family at a Time



H.E.A.T. Recipient
Kathy Grantz

Kathy Grantz, 46, had found her dream job. A self-employed landscaper, Kathy made her living doing something she was passionate about. But when the housing bubble burst, her once thriving business began to falter as homeowners could no longer afford mortgages, much less landscaping. Although she was able to keep a few clients, she didn't make nearly enough to cover her expenses. Eventually Kathy found part-time work at K-Mart. But when the store closed, she was out of work – and money – again. She hadn't been with the company long enough to qualify for unemployment, and there was no job on the horizon.

Kathy's situation went from bad to critical when she was diagnosed with Raynaud's disease, a

circulatory disorder that causes blood vessels to overreact to temperatures. The extremities go cold and numb, similar to frostbite.

With no income, Kathy's household bills began to mount. Now she also had medical bills to pay. When she received a disconnect notice for her heat, she became frantic; Raynaud's patients need warmth to combat the disease. Desperate for help, Kathy immediately applied for aid when she heard about H.E.A.T. on television.

"Knowing that I would be able to stay warm during the winter was a huge relief," said Kathy. "To the donors, thank you. I truly appreciate your help. It's great that people care enough to help someone they've never even met."



Donate to H.E.A.T. Many less fortunate families need your help today.

Donate online at www.heatga.org or complete this form and mail it with your check to the address below.

Name _____

Address _____

City, State, Zip _____

Phone (____) _____ Email _____

H.E.A.T.
Wells Fargo
P.O. Box 930112
Atlanta, GA 31193



Passing the Gavel

Chris Strippelhoff, H.E.A.T.'s board chair for the past three years, has graciously passed the gavel to David Godfrey. Before Chris' election as chair, he served as vice chair for the H.E.A.T. board. H.E.A.T. has benefitted tremendously from Chris' compassionate and great leadership. Before and during his tenure as board chair, he implemented several initiatives that helped raise H.E.A.T. to new levels. Those initiatives included the implementation of an employee payroll contribution program for H.E.A.T. donations at the Municipal Gas Authority of Georgia (MGAG) where employees have contributed nearly \$25,000 since the program began in 2005. Also, Chris implemented the MGAG H.E.A.T. Award recognizing cities for their hard work in raising funds to help neighbors in need with their heating costs. We are forever grateful for Chris' leadership and thankful that he will continue to serve on H.E.A.T.'s board. Chris Strippelhoff is vice president of member services at MGAG.



David Godfrey

The H.E.A.T. board is delighted that David Godfrey accepted the role of board chair in January. David is no stranger to H.E.A.T. and has come full circle in his work with the organization. During the early 1980s, he was instrumental in implementing H.E.A.T. when it was a program of Atlanta Gas Light. As the Georgia Environmental Finance Authority's state utilities program manager, David brings to H.E.A.T. not only a wealth of knowledge about energy usage and efficiency, but also experience working with community leaders in addressing low-income issues. He has served on the board for four years, three of those years as vice chair. We look forward to David's leadership as we continue to advance H.E.A.T.'s mission.



Cool Ways to
GO GREEN
and **SAVE GREEN**

Every family can make a dent in energy costs with little up-front effort. And over time, making small changes to conserve energy helps the environment – a huge benefit for all of us. Here are some tips to help reduce energy bills and greenhouse emissions:

1. Set thermostats at 78 degrees in the summer.
2. Keep shades closed during the day to keep rooms cooler during warm months.
3. Clean or replace appliance air filters monthly.
4. Reduce the number of vehicle trips. Run errands in one trip rather than multiple trips.
5. Replace incandescent light bulbs with energy-efficient, fluorescent bulbs.
6. Lower thermostat on your water heater to 120 degrees.
7. Wash full loads in the dishwasher and washing machine. Opt for the cold water setting when doing laundry.
8. Install a low-flow shower head to reduce your hot-water usage.
9. Turn computers and monitors off at night and whenever they are not in use.
10. Replace or repair energy-draining household appliances with more energy-efficient products. Look for the ENERGY STAR label on products and appliances.

Opt to Receive Your Newsletter Via Email

Signing up is easy! Simply email or call us.

- Email the following information to info@heatga.org:
 - ✓ Email Address
 - ✓ Your Name
 - ✓ Mailing Address (to ensure that we accurately match your information with our records)
- Call us at 678-406-0212

Note: We do not, and will not sell or share your information with third parties.

H.E.A.T. Needs You. **VOLUNTEER!**



H.E.A.T. is in need of volunteers willing to share their grant writing, fund development or sales expertise. Also, other volunteer opportunities are available.

Please call our office at **678-406-0212**, or visit **www.heatga.org** to join our team!

**Georgians meet their energy needs
Helping low-income**

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Website Re-Design to H.E.A.T.

Continued from Front Page

“This was a great opportunity for Kellen to not only give to our community, but also show support for an organization that helps Georgians across the state,” said Keith Keeney, vice president of Kellen Interactive. “Our team truly enjoyed helping H.E.A.T. with this website and we plan to continue to our assistance as needed.”

Kellen Interactive is committed to – and excited about – continuing to assist H.E.A.T. in the coming year, with videos and social media (including a H.E.A.T. YouTube channel). These are excellent vehicles for spreading the word about H.E.A.T.’s important role serving Georgians in need.

Kellen Interactive has been providing custom website design and development since 1997. With offices in Atlanta, New York and Washington, D.C., Kellen serves as a virtual “one-stop shop,” providing a wide range of interactive services within one firm including original website design, custom website development, website application development, mobile websites and mobile apps, search engine optimization (SEO), Internet marketing and social media integration and marketing.

KELLEN
— interactive



The H.E.A.T. Factor is a newsletter published for friends and supporters of H.E.A.T., Inc.

Contributors

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Katherine Bows Taylor, Georgia Institute of
Technology

Our mission is to provide energy assistance for Georgians in need.

H.E.A.T., Inc. is a 501 (c) (3) statewide nonprofit organization that raises funds to help Georgians who need temporary financial assistance with energy bills. Thousands of households need help, but only limited funding is available.



www.heatga.org