

## When the Unexpected Happened...HEAT Was There to Help



*Shavon Kemp and her children. L-R: Somaya and Nakaya*

**Shavon Kemp** never imagined that what she thought was an enlarged milk gland during her pregnancy would reveal itself two years later as cancer. The diagnosis was a hard pill to swallow for her and her three children, especially for her oldest child who was just around 15-years-old at the time. Shavon fought hard for three years through the grueling

treatment process, eventually needing to leave her job in October 2014. The good news was that there was enough money in savings to fall back on. The bad news was that she learned the true colors of family members who she thought would support her during such a painful time. However, the struggles brought Shavon and her children even closer as they dealt with this obstacle together.

Over time, handling the growing costs of cancer treatment took a significant toll on her family's finances. Shavon was fortunate to have a social worker from the hospital suggest calling United Way's 2-1-1 Referral Program. When the program referred her to HEAT, she was able to apply and receive the money needed to keep her home warm. She is thankful to the donors of HEAT for contributing to people in need.

Shavon is currently in remission from stage 2 breast cancer and has returned to work. She hopes to one day start her own cleaning business and write a book to share her testimony. Despite the challenges of living with cancer, she believes the experience was beneficial to bring about positive changes in her life. She gives less energy toward being upset over stressful situations and is more attentive to her eating habits as well as taking walks regularly. Shavon is a first-hand witness that what doesn't kill you, can make you stronger. 🔥

## Spirit of Giving: Karen & Ben

Karen and her husband Ben have been faithful donors for more than 10 years. HEAT had the pleasure of talking with Karen about why they are long-time supporters of our mission.

### **Q. When did you first learn about HEAT?**

A. Through my job. I met Janet Joseph in person and had the opportunity to discuss HEAT on the way to a group meeting. My office works with the cities in Georgia and quite a few of our member cities participate in giving to the program.


It really made a difference meeting Janet and learning from her how applicants are evaluated. Applicants really do have to show that they have a need. I feel the program protects better than average against people who may try a scam to get help they really don't need.

### **Q. Why is HEAT a valuable cause for Georgia communities?**

A. There are people out there who are in need and I like that the program focuses on people in my home state. There are less administrative expenses compared to

# Supporter Spotlight: McDonnell Group

McDonnell Group, Inc. is proud to support HEAT for the eleventh consecutive year. As the leading, integrated marketing firm of the energy industry, the company has provided strategy, research and public relations services to clients since 2005. Like HEAT, McDonnell Group believes in giving its time, talents and energy to serve others. In addition to direct donations to HEAT, the firm looks to provide ways for the energy industry organizations it serves to share in supporting the valuable work HEAT does. One way McDonnell Group does this is through research-based contributions. Instead of sending research participants prizes, the firm contributes in its name to HEAT at the end of the study. In this way, McDonnell Group is able to engage the broader energy community in contributing to a worthy cause. The firm also provides pro bono publicity to HEAT and this year helped a recipient's story get featured in the


Atlanta Journal-Constitution. McDonnell Group worked with HEAT's executive director, Janet Joseph, to set up an interview between a reporter and Thelma Baker, a New Orleans native who used HEAT funds to help pay her bills after a year of devastating events. Dedicated to giving back to the community, McDonnell Group has also partnered with local and nonprofit leaders like Goshen Valley Classic, an annual golf tournament that is the primary fundraiser for Goshen Valley, an accredited foster home community in Waleska, Ga. 



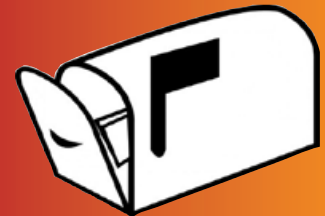
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nationwide nonprofits, so you know a good portion of your donations are going to households that need assistance. I know someone who's been on the board. I feel better giving to organizations where I have more of a personal connection and not just because someone sent me something in the mail. HEAT is not high profile, so it feels like we're needed more to make a difference in the lives of our community.

**Q. Why do you feel it's important to have a spirit of giving for those in need?**

A. My husband and I believe, from a Christian perspective and a good-citizen perspective, that there are people out there needing help, so we need to do our part to help them. Everyone should share resources to the best of their ability for people in need. That's just the mentality I was raised with by my parents and growing up in church. I've always tried to live that out. My family has more than we need, so I feel that's what you're supposed to do. I don't think about it. It's just part of my life. 

## Mail HEAT Donations to New P.O. Box



HEAT has a new P.O. box! Please make note of it and start sending contributions to:

**HEAT, Inc.  
P.O. Box 451008  
Atlanta, GA 31145**



**Donate to HEAT. Many less fortunate families need your help today.**

Donate online at [heatga.org](http://heatga.org) or complete this form and mail it with your check to the address below.

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# Simple Ways to Stay Warm and Save Money

## ■ Adjust your thermostat.

You can save between *1 and 3 percent* on energy bills for every degree you lower the thermostat. Set the temperature at 68 degrees while you're home for the day and lower it to 55 – 58 degrees during the night or when you're not home.

## ■ Run fans in reverse.

Fans not only help cool your home, but can make it warmer by switching them to run clockwise at a low speed. Air pooled near the ceiling is circulated back into the living space, *cutting your heating costs as much as 10 percent*.

## ■ Close fireplace damper.

Warm air can escape through your chimney when the damper is left open. Unless a fire is burning, always remember to keep it closed.

## ■ Use flannel sheets.

Flannel is made by a process called napping, which raises the fabric fibers to create a fuzzy surface. Heat is trapped in the fibers' air pockets, keeping you nice and toasty. (source: *Perfect Linens*)

## ■ Install more efficient curtains.

Thicker curtains with thermal lining make a noticeable difference in losing heat through your windows, which *can cut heating costs by up to 25 percent*. (source: *Better Homes & Gardens*)



Make sure to use curtains that hang closer to the window and reach the floor to reduce heat loss. Using pelmets – or window cornices – above the curtain rail can further insulate your windows. (source: *Sustainability Victoria*) ♡

## Quality Service: A Thank You to Kellen Company



For five years, Kellen Company has provided HEAT with exceptional

website and branding services as a pro bono contribution. The partnership began through our search to revamp the look and functionality of our then 11-year-old website. Kellen stepped in and got to work creating a plan to redevelop the site.

Through its dedicated service, the company went on to enhance HEAT's brand with the following work:

- Redesign of HEAT's website with an attractive layout and easy-to-use navigation
- Website functionality changes needed to facilitate online donations

- Website hosting service
- Template to integrate logo and color palette into website design

Kellen's final project was the design of the new HEAT logo. The creative services team worked tirelessly with the HEAT staff and board marketing committee to develop a logo that would best represent the organization's brand. Kellen also redesigned the HEAT newsletter, stationery and business cards to incorporate the new visual identity.

We are very grateful for Kellen's top-notch work that has tremendously enhanced our brand. ♡

## Partnering with Macquarium



The torch has been passed to Macquarium, an internet services company offering assistance such as web development and content

management. The company officially came on board to support HEAT in August.

Our partnership is off to a great start and the HEAT website is now hosted by Macquarium. We look forward to a great partnership moving forward. ♡

*The HEAT Factor is a newsletter published for friends and supporters of HEAT, Inc.*

### Contributors

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Shelley-Ann Williams and Janet H. Joseph, HEAT Staff



HEAT, 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.

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



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*Helping low-income  
Georgians meet their energy needs*

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