

Fall/Winter
2013



The H.E.A.T. Factor



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

From the Executive Director

Recently, a friend asked why I accepted the executive director position at H.E.A.T.

I was already familiar with the program, having managed it for 12 years at Atlanta Gas Light Company. When the natural gas industry in Georgia was deregulated, H.E.A.T. was reorganized as a nonprofit, and I was hired as the first executive director, a position I've held for 12 years.

I took the position because I was inspired by H.E.A.T.'s founder, Frances F. Pauley, and by advisory committee members who truly cared about those less fortunate. I wanted to do what I could to make a difference in the lives of families who struggle to meet their day-to-day needs.

Although well established, H.E.A.T. isn't a high-profile nonprofit. My team is small—just two people—because there is no choice between spending more money on staff and giving less money to families in need. So the two of us work harder and longer.

"Why have you stayed?" my friend asked, perplexed.

I paused to think. Why HAVE I stayed? H.E.A.T. is celebrating a milestone anniversary this year—30 years. This is a good time, I thought, to reassess why I do what I do.

I have stayed because I believe in H.E.A.T.'s mission. I have stayed because I know firsthand how hard it can be to live on a limited income. I have stayed because the amount of federal funds allocated to help poor Georgians pay their energy bills has been cut by 36 percent—in just three years.

Yes, it's challenging. Yet, despite it all, we've distributed more than \$21 million to nearly 92,000 families since inception.

I'm deeply grateful to be part of H.E.A.T.'s past, but I'm even more grateful to be part of its future. Won't you join me on this journey?

Janet H. Joseph
Executive Director

H.E.A.T. Included in State Charitable Contributions Program

It's official! After successfully passing the vetting process, the Personnel Board for the State of Georgia and University System has voted to include H.E.A.T. in the 2013-2014 State Charitable Contributions Program (SCCP) campaign. All state and university employees now have the option to donate to H.E.A.T. through payroll deduction. For more than 15 years, the state and university system employees have generously contributed to charitable causes of their choice. If you are a state or university employee and not currently a H.E.A.T. donor, please consider supporting H.E.A.T. through SCCP. The program code for H.E.A.T. is 101405. Working together, we can help more families statewide stay warm during the cold winter months.



H.E.A.T.'s director, Janet Joseph shares information about the organization with Laynea Allen, HR program coordinator and Wendy Brown, pension reporting supervisor at the recent SCCP kick-off campaign.

Spotlight on Partnerships

Featuring businesses, cities or individuals who are making a difference in the lives of others

Take Comfort In



Blossman and H.E.A.T. – A Shared Philosophy to Keep Families Warm

In 1951, Woodrow Blossman created Blossman Gas in Ocean Springs, Miss. In the beginning, all Blossman employees were on call 24/7 in support of “Mr. B’s” philosophy – “don’t leave ’em cold.”

It is for that reason that Blossman decided to start supporting H.E.A.T. in 2006.

With 67 locations throughout the Southeast, and 12 of those in Georgia, Blossman has been committed to bringing the comforts associated with propane gas to individuals for more

than 60 years. The family-and employee-owned company sells more than 76 million gallons per year and offers a wide variety of propane products including ranges, cooktops, water heaters, generators, gas fireplaces and gas grills.

Leading the industry in technician training, Blossman is a full-service company that provides everything from propane delivery to appliance sales, installation and service. It provides education on propane, explaining that it is a safe energy source and provides many benefits that ensure worry-free comfort. In addition, propane also has an enviable safety record and history due to the strict regulations and stringent codes developed by the propane industry in association with the National Fire Protection Association.

Blossman Gas appreciates all that H.E.A.T. does and thanks the organization for its years of dedicated service to providing comfort and warmth to so many families in need throughout Georgia.

Making a Difference – One Family at a Time

When Donald James, a 63-year-old husband and father of five, began experiencing severe dizzy spells and migraines, he thought he was having a heart attack. He was rushed to the hospital where he learned that his blood pressure was 200/100 mm Hg. The American Heart Association considers a reading this high to be a “hypertensive crisis” requiring immediate care. The emergency room attendant prescribed medicine for Mr. James’ blood pressure and migraines. Unfortunately, this relief came at a high price – just six blood pressure pills cost him \$85.

Mr. James went home, but got no relief from the migraines. He returned to the emergency room and was prescribed a

new drug for this blood pressure – one almost twice as expensive as the first. Now he was paying \$160 for six pills.

In total, Mr. James spends \$250 per month on medicine alone. This expense is in addition to necessities such as food, housing and utilities. “I live on a fixed income,” said Mr. James, who sometimes does not have enough money to cover all of this bills.

About five years ago, Mr. James heard about H.E.A.T., but had never needed any help. Not now. However, with the drastic increase in the cost of this medicine, Mr. James could no longer afford to pay his energy bill. After applying for assistance with H.E.A.T., he was given enough money



The James Family

to help with his bill. Mr. James said, “This is the first time I’ve ever received any aid. H.E.A.T. really helped me out of a bind. Once I get back on my feet, I’m going to donate and help others, too.”



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



Celebrating 30 Years

For 30 years H.E.A.T. has kept Georgia families warm. From 1983 until 2013, the organization has served nearly 92,000 families and provided more than \$21 million to assist low-income families with their energy needs. We sincerely thank all of our partners and donors for your continued support and generosity throughout the years.

1983 - H.E.A.T. begins as a program of Atlanta Gas Light Company.

Key Players – *Atlanta Gas Light Company and Ms. Frances F. Pauley*

Major Participants –

- *Atlanta Gas Light Company*
- *First Georgia Bank*
- *Georgia Department of Human Resources*
- *A citizens advisory committee*

1984 – H.E.A.T. receives the American Gas Association Communications Achievement Award.

1986 – H.E.A.T. receives “Best of Show” Phoenix Award for “H.E.A.T. Warm All Over” public service campaign.

2000 – H.E.A.T. becomes a separate 501(c)(3) nonprofit tax-exempt entity. Georgia Natural Gas is the first marketer to partner with H.E.A.T. with a donation.

2001 – SCANA Energy follows as the second natural gas marketer to partner with H.E.A.T. with a sizable donation. In addition, the company implements the capability for its customers to contribute through their monthly bill. H.E.A.T. presents its first contribution as a nonprofit organization to the Georgia Department of Human Resources in the amount of \$368,000.

2004 – H.E.A.T. receives the following awards sponsored by the National Fuel Funds Network:

First Place: In-House Bill Insert

Second Place: In-House Produced Direct Mail Letter

Third Place: Professionally Produced Newsletter

2005 – H.E.A.T. provides first \$1 million to help Georgians pay heating bills since becoming a nonprofit.

2007 – First Municipal Gas Authority of Georgia H.E.A.T. Award is presented to the city of Tifton.

2008 – H.E.A.T. celebrates its 25th anniversary.

2013 – H.E.A.T. creates and launches the “Neighbors Helping Neighbors Keep Warm” campaign in recognition of its 30th year of providing energy assistance to Georgians in need.



Announcing the 2013 Municipal Gas Authority of Georgia (MGAG) H.E.A.T. Award Winners



We are pleased to announce the winners of this year’s MGAG H.E.A.T. Award for the cities that raised the most funds based on the number of active meters.

The city of Claxton won for the fifth straight year representing the under-1,000 active meters category. No stranger to the winners’ circle is the city of Tifton which won for the 1,000 to 5,000

active meters category and the city of Winder, a previous winner, won for the 5,000-and-over active meters category. This year, MGAG also presented an award to the city that raised the most funds during H.E.A.T.’s “Neighbors Helping Neighbors Keep Warm” campaign. The honors went to the city of Covington.

We thank not only our winners, but also all the cities that partner with H.E.A.T. to help those in our communities who are less fortunate.

Things to do before the first chill gets in the air!

- Have your furnace professionally serviced.
- Check caulking and weather stripping around windows and doors.
- Change your furnace filter.
- Install a programmable thermostat that automatically adjusts the temperature when you’re not at home.



www.heatga.org

CONTRIBUTORS

Katherine Bows Taylor - *Marketing, Communications & Brand Consultant* and
Barbra Buoy - *Volunteer Freelance Writer*

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.



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

MANY THANKS TO OUR GENEROUS SUPPORTERS!



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City of Cochran
City of Covington
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