HEAT
Heating Energy Assistance Team, Inc.

THE HEAT Factor

A NEWSLETTER OF THE HEATING ENERGY ASSISTANCE TEAM, INC.

Fall/Winter 2018

STARTING OVER AT 82

Losing a loved one, though always devastating, is especially difficult when you've spent a lifetime with someone. After more than a half-century of marriage, Mary C.'s husband died suddenly of a heart attack. His death was particularly shocking since he appeared to be in good health and his mind was sharp. Mary's world immediately came to a screeching halt. Her husband was her soulmate, best friend and sole provider. At 82, she was forced to fend for herself. Mary quickly depleted her savings, and the bills started to pile up.

Mary's three daughters, though still reeling from their father's passing, helped as much as they could. But the strain of paying their mother's bills, in addition to their own, quickly became too much to bear. Unable to pay her heating bill, Mary was facing having her service disconnected. Being a prideful, hardworking family, the women didn't know where to turn. After learning about HEAT, they applied and received the aid their mother critically needed to keep her heat from being disconnected.

Mary's daughters expressed their deep gratitude to HEAT's donors: "Your contributions have been a blessing to our mother. Words cannot express how grateful we are for your generosity and compassion for those going through life's struggles."

HEAT Kicks Off Faith-Based Initiative

HEAT is working hard to build awareness about our work throughout the community with the goal of developing new partnerships, cultivating donors and reaching those who need energy assistance. During the summer, HEAT launched a campaign aimed at faith-based organizations. Our organization has been warmly welcomed by churches, mosques and synagogues around metro Atlanta, some of whom have become donors. We are proud to announce two new partnerships – one with Ben Hill United Methodist Church in Atlanta and the second with Hindu Temple of Atlanta in Riverdale. We look forward to growing our list of partners in the future as we introduce HEAT to other audiences in Georgia.

HEAT Inspires Anonymous Donation to Atlanta Church

In June, HEAT had the pleasure of visiting Cascade United Methodist Church (CUMC) to share information about our heating assistance and monthly giving programs as part of our new faith-based initiative. During the visit, CUMC's Outreach Coordinator, Allene McCollum, told HEAT staff about the church's Smart Lunch Smart Kids program. Twice a week, CUMC serves bag lunches to nearly 500 children in 10 southwest Atlanta neighborhoods. At the time, the program was hosting a shoe drive to give each child a pair of flip-flops for the summer. A friend of HEAT, touched by the program and its efforts to support children in the community, donated 100 pairs of flip-flops for the drive. HEAT was delighted to surprise CUMC with the anonymous donation a week later. We wish CUMC and the Smart Lunch Smart Kids program all the best.

Welcome Our New Board Members

A nonprofit's board of directors is essential to its success. Members of the board of directors are responsible for overseeing the organization's activities, advancing its mission, serving as an ethical and legal governing body, fundraising and supervising financial management. Their responsibilities are endless and so is their dedication. HEAT'S board members volunteer their time to make a real impact in communities throughout Georgia. We are grateful to have such talented, creative and resourceful leaders. Join us in welcoming our newest members!

DON BRAZIL, VP of Client Services, Macquarium

Don has more than 34 years of experience in the field of digital delivery systems. In his role as VP of client services with Macquarium, Don is responsible for building relationships with clients at all levels, determining their needs and ensuring they receive high-quality service. Macquarium's clients include: Wells Fargo, Bank of America, Merrill Lynch, Chevron, Enterprise Rent-A-Car, Krispy Kreme Doughnuts, Cinnabon and Georgia Natural Gas, among others.

Throughout his career, Don has worked across a wide variety of industries, including financial services, commodities, food service, travel and hospitality, entertainment, manufacturing and utilities.

Don is a graduate of the University of Texas at Austin.

MICHELLE RATLIFF, Office Manager, Austell Natural Gas System

Michelle has worked with Austell Natural Gas System for 19 years and has served in her current role since 2014.

As office manager, Michelle oversees operations at the utility's main office. Her responsibilities include establishing new policies and practices to enhance the quality of service to the public. She is an advocate for customers in need of financial assistance and works closely with agencies and organizations to build camaraderie between Austell Natural Gas System and the community. Michelle also serves on the Employee Give-Back Committee, a program that allows staff to make contributions for customers who need assistance with their heating bills.

Michelle is married to Trexlar Ratliff and together they have a daughter named Canady. After losing their eldest daughter, Haleigh, in 2013 to sickle cell anemia, Michelle began working with the Sickle Cell Foundation of Georgia to educate others about the disease. She hopes to see a cure soon.

Welcome to the Team!

Violette L. Meier recently joined HEAT as the communications development coordinator.

5 Heating Tips to Help You Stay Warm and Save Money This Winter

1. Clean or replace filters on furnaces once a month or as recommended.
2. Clean warm-air registers and baseboard heaters. Ensure they aren't blocked by furniture, carpeting or drapes.
3. Set your thermostat at 68 degrees. Every degree above 68 increases energy usage by 3 to 5%.
4. If you have a fireplace that's not in use, close the damper to prevent heat loss through the chimney.
5. Open drapes and shades on your south-facing windows during the day to allow the sunlight to enter your home. Close them at night to reduce the chill from cold windows.

2018 HEAT Award Winners Announced at MGAG Annual Meeting

Congratulations to this year's winners of the Municipal Gas Authority of Georgia's (MGAG) HEAT Award! These MGAG member cities prove that small gifts can add up to make a big difference. Results are based on total dollars raised per utility customer in three categories.

Less than 1,000 customers – Claxton

1,000-5,000 customers – Madison

More than 5,000 customers – Winder

Thanks to all the cities that partner with us and to their citizens whose donations help HEAT provide warm homes for those in need during the winter months.

Donate to HEAT
Many less fortunate families need your help today. Donate online at heatga.org/donate or mail donations to HEAT, Inc. P.O. Box 451008 Atlanta, GA 31145

Reliable Heating & Air Partners With HEAT

"As a part of the HVAC industry, we understand how important it is for families to have a warm home," said Daniel, president of Reliable Heating & Air. "Donating to HEAT was a no brainer after talking with the organization's executive director – Jeffrey Joseph. We saw the need and wanted to help meet it."

The Last Word

Psychologist Abraham Maslow founded a simple yet profound theory that came to be known as Maslow's hierarchy of needs. The theory states that each human being has needs in several areas, and all must be met for them to live a full and complete life. Underpinning all other needs are the physiological – food, water, shelter and warmth. These are the most basic requirements for human survival and must be met first.

All human beings are endowed with the right to have their basic needs met. No one should have to worry about sleeping in a cold home, getting a warm meal or being able to take a hot bath. At HEAT, we understand that heat is not a privilege or a luxury; it is a human necessity. That has been the driving force behind our work for the last 35 years and will continue to guide our efforts far into the future. We thank you for joining us on this journey to ease suffering by helping Georgia families keep their homes warm and safe.

Jeffrey Joseph

Executive Director of HEAT

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

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

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.

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Helping low-income Georgians meet their energy needs

SEAL OF TRANSPARENCY 2018 GOLD GuideStar

MANY THANKS TO OUR GENEROUS SUPPORTERS!

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Take Comfort In Blossman Propane Gas, Appliance & Service
Constellation An Exelon Company
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Flint Energies
DHS Georgia Department of Human Services
The Natives Atlanta Realty Group

Ben Hill United Methodist Church, Atlanta; Christian Faith Church, Thomson; Hindu Temple of Atlanta, Riverdale; House of God – Church of God in Christ, Thomson; Immaculate Conception Catholic Church, Dublin; Nu-Hope Baptist Church of Laurens County, Dublin; Peace Lutheran Church, Tifton; Ridge Avenue Church of Christ, Tifton.

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City of Waynesboro
City of Winder

Municipal Gas Authority of Georgia