

Selfless Community Servant Turns to HEAT for Help

For most of his life, Willie Kelley, 67, has selflessly served others. A disabled veteran, Kelley helped keep his country safe by serving in the U.S. military. When his grandson, now four, was just 6 months old, Kelley took him in, and he and his wife have been raising him ever since. And for years, Kelley has volunteered at Enrichment Services Program (ESP), a local community action agency, to help neighbors in need. Once a month, volunteers like Kelley gather to distribute boxes of canned goods, peanut butter, meat, fruit and other food to community members who cannot afford to purchase groceries for themselves and their families. Accustomed to serving others, Kelley never thought he would need help himself. "I've never had to ask anybody for help," he said. "But I had to swallow my pride."

Kelley supports his grandson and wife, who's unable to work due to health problems, on his meager monthly disability income. Unfortunately, his check is insufficient to cover food, medicine, rent and the family's utility bills.

When he received a disconnection notice for the heat, he panicked. One of ESP's many community services is accepting applications for energy assistance, which includes the distribution of Heating Energy Assistance Team (HEAT) funds for those who qualify. Kelley told us afterward that he was surprised that the application and approval process was so efficient and, just as important, that he never felt disrespected at any time. "I was able to get the money I needed to keep my heat on without feeling like I lost my dignity," he said. "Please tell the people who support you that their donations are a blessing to so many. I'm grateful that I was able to receive such kindness. Organizations like HEAT truly make America a wonderful place." 🔥



Willie Kelley

A Heartfelt Thank You to Our Supporters

HEAT wishes to express our deep gratitude to the many donors who make our work possible. For more than three decades, we have been fortunate to have a village of faithful supporters whose unwavering compassion for their fellow neighbors has helped us serve more than 100,000 families and counting.

On behalf of all those we serve, we would like to thank our corporate supporters, energy providers and agencies across the state, and the many caring individuals who give online, through the mail, donate via your monthly energy bills, or participate in employee contribution programs.

Coming Soon! Lights! Camera! Action!

HEAT is excited to announce that David Goehring, talented independent filmmaker and winner of Best Short Film at the Attic Film Festival, is producing a documentary about our organization. The film, which will emphasize the transformative effects of providing emergency energy assistance to those in need, will highlight one of our clients. In addition to producing independent films, Goehring has directed commercials for major corporations, including Porsche, Lowe's and Green Giant. Stay tuned for updates! 🔥



TEAMWORK **Makes the Dream Work**



Violette Meier of HEAT (center) and Lauren Chambers (right) of Amerigroup appearing on WTVM with news anchor, Cheryl Renee

At HEAT, “Teamwork makes the dream work” is more than an inspirational quote: it’s the bedrock of our mission and vision. The Heating Energy Assistance Team is a dedicated group of staff, board of directors and community partners working together to help families across Georgia. Part of that work is expanding awareness of the organization to Georgians who need help paying their heating bills, as well as to future supporters whose contributions will enable us to increase our impact across the state. HEAT’s presence in the community has grown thanks to local television appearances and radio spots highlighting our organization and recipients. We would like to extend special thanks to SCANA Energy, Georgia Natural Gas, Amerigroup and Reliable Heating & Air for making these opportunities possible, as well as to local channels WSB-TV and WXIA 11Alive in Atlanta and WTVM in Columbus for featuring us on their stations.

HEAT and WagiLabs Prepare to Launch Innovative New Curriculum

HEAT and WagiLabs Founder, Charles “Chic” Thompson, have partnered to inspire and educate a new generation by designing an afterschool curriculum to teach children about energy conservation, emergency heating assistance and community service. Our goal is to help children become creative problem solvers while also having compassion for others and helping those in need. Wagi stands for “What a Great Idea!” “Kidpreneurs” ages 8-11 come together in



WagiLabs to brainstorm creative new ideas and solutions that are good for people, animals, and the environment. Visit wagikids.org to learn more. The program is scheduled to launch in the fall.

Getting Social on Social Media

According to Pew Research Center, 68 percent of American adults now use social media. That’s **two-thirds of the adult population** tweeting, liking and sharing their thoughts with the world. Social media is where we get our news, share photos with our loved ones and connect with the organizations we believe in. HEAT is working hard to build our social media presence so we can deepen our relationship with our donors, share important news and helpful information, gain more supporters and expand our outreach. You can help! How?

- Follow us on social media
- Share our content
- Engage with our posts (like or comment)
- Tell others where to find us

Together, we can show how HEAT is helping families in need across the state.



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Instagram

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10 Easy Ways to Reduce Your Energy Usage and Save Money

A few simple changes around the house can reduce your energy consumption and help you save money on your utility bill. Here are 10 actions you can take to keep your energy costs down.

1. SET your thermostat to 78 degrees Fahrenheit or higher in the summer. You can reduce cooling costs by 3 to 5 percent for each degree above 78. If you still have a manually operated thermostat, consider replacing it with an electronic one. By automatically raising and lowering the temperature at strategic times throughout the day (for example, just before you arrive home from work), you'll be able to cool your house without wasting energy.
2. SEAL any cracks around windows and doors. (Yes, even in the summer.)
3. CLOSE your chimney damper to stop cool air from escaping.
4. CLOSE shades during the day to keep rooms cool.
5. CHECK your drapes and furniture. Make sure they aren't covering your floor vents.
6. CLEAN or replace air conditioning filters monthly.
7. REPLACE incandescent light bulbs with energy-efficient fluorescent bulbs.
8. LOWER the thermostat on your water heater to 120 degrees.
9. USE the cold water setting when doing laundry. It takes a tremendous amount of energy (and money) to turn cold water into hot water.
10. INSTALL a low-flow shower head to reduce hot water usage.

Become a Sustainer and Make Your Help Go Farther

There's no shortage of good families experiencing hard times. By becoming a sustainer through recurring donations, you can help multiply the good you do and bring peace of mind to more of your neighbors across Georgia. Log on to heatga.org/donate to sign up.



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*Helping low-income
Georgians meet their energy needs*



Did You Know?

- If you receive Temporary Assistance to Needy Families (TANF), Supplemental Security Income (SSI), Food Stamps, Medicaid or a senior citizen discount offered by your local gas or power company, you may be eligible to receive up to a \$9.25 credit on your local monthly telephone bill. The credit is provided through the "Lifeline Assistance Program."
- Natural gas customers served on Atlanta Gas Light pipeline system with a total household income of \$24,980 or less per year and are 65 years of age or older qualify to receive up to a \$14.00 monthly credit to their bill. The bill must be in the name of the senior who applies for the discount. The credit is applied to the Atlanta Gas Light Company base charge portion of the bill.
- Customers of Georgia Power Company with a total household income of \$24,980 or less per year and are 65 years of age or older may qualify to receive a monthly discount of up to \$24. The electric service must be individually metered and in the senior's name.

Source: Georgia Public Service Commission

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

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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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Heating Energy Assistance Team (HEAT), Inc.



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