



United Way's Project Warmth Expects Unprecedented Demand to Continue

HEAT OR EAT? The dilemma continues...

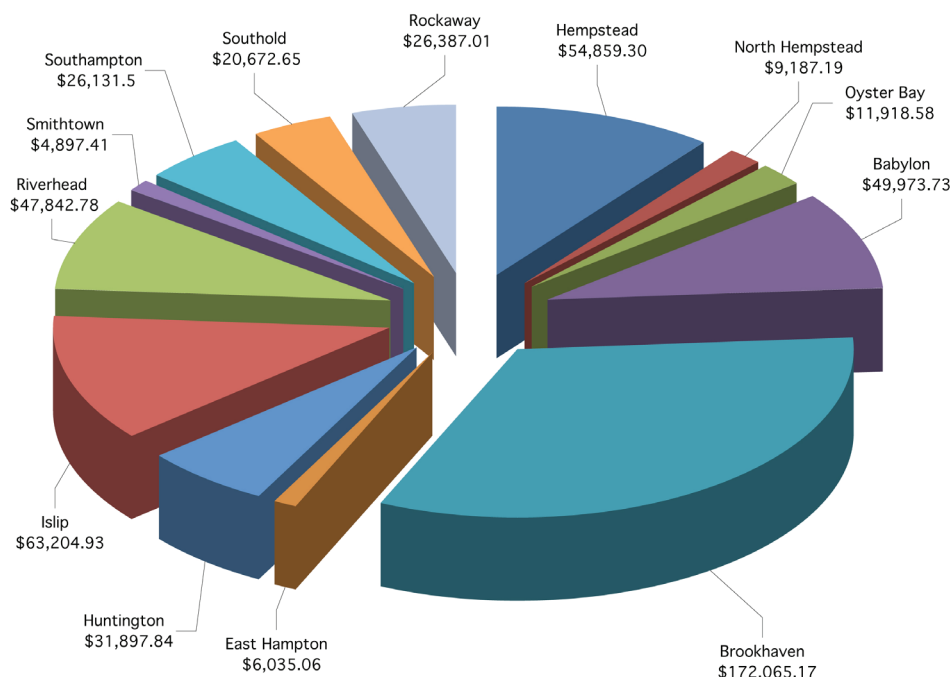
If there was any doubt about the need for a program like Project Warmth by struggling families on Long Island, it was proven last winter. For the first time in its 15-year history, United Way suspended the program in late February 2010 due to an unprecedented two-fold surge in requests for heating assistance which forced the early depletion of funds.

The face of people seeking help has shifted to include individuals and families who never imagined they would need assistance. With Long Island continuing to see the highest unemployment rates since 1992, those in need include the more than 40,000 middle-income Long Islanders who continue to remain unemployed since 2009. Job losses, coupled with increased living expenses have brought many working families to the breaking point, where having to choose between feeding their loved ones or heating their homes has become a devastating reality.

Project Warmth Makes A Difference

- Under its Income/Promoting Financial Stability platform, United Way works with nonprofit, community and corporate partners to administer Project Warmth, Long Island's only non-governmental emergency fuel fund that provides one-time heating assistance to struggling residents.
- Last winter, United Way received upwards of 150 calls daily for Project Warmth assistance.
- This year, \$525,073 in grants were distributed to utility companies on behalf of 1370 families, which included 1,866 children.
- Through United Way's network of partner agencies – such as Catholic Charities, Family & Children's Association and Family Service League, among others – case managers help connect families to local resources to find permanent solutions to their financial difficulties. As a result, 77% of recipient-families do not return for assistance the following year – proof of United Way's commitment of increasing the levels of financial stability among Project Warmth clients.
- Since its inception in 1995, Project Warmth has assisted 21,393 families – 68,900 Long Islanders – to avoid the heat or eat dilemma by providing \$4,886,429 in emergency aid.

PROJECT WARMTH GRANTS BY TOWNSHIP



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Special Thanks to the Project Warmth Program Committee

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Thank You to Our Donors, and Corporate, Government and Foundation Sponsors

United Way of Long Island extends its sincere gratitude to Project Warmth's leading sponsors and individual donors who demonstrate commitment to supporting those who are in economic crisis. Project Warmth sponsors support this program by providing financial and/or in-kind assistance.

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National Grid was Project Warmth's top sponsor last year, donating \$75,000.



Annual island-wide mailing to 1.2 million homes.



Northville Industries Corp., \$25,000.



Assemblyman Marc Alessi, 1st District, \$15,000.

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Foundation

National Grid Foundation, \$50,000 matching grant.



Assemblywoman Ginny Fields, 5th District, \$35,000.



Long Island Radio Group, 300 public service announcements.



Shell Gas & Power, \$25,000.

United Way of Long Island Needs Your Help

United Way needs your help to prevent a possible "epidemic in energy poverty" on Long Island this winter. Unlike past years, the individuals and families of middle socioeconomic backgrounds are feeling the financial pinch – not just those historically vulnerable and 'at risk.'

To donate to Project Warmth

Please return the bright yellow Project Warmth envelopes enclosed with your LIPA bill during the winter to United Way of Long Island. You can also visit www.unitedwayli.org to donate online.

Need Help?

If you or someone you know needs financial assistance call 2-1-1. Project Warmth opens December 1, 2010.

What You Can Do

There are simple actions you can take to weatherize your home to save energy. Visit these partner web sites for more information:

LIPA: www.lipa.com

Oil Heat Institute: www.ohili.org

National Grid: www.nationalgrid.com