

Group helps keep the heat on

Keep Wisconsin Warm/Cool Fund

Connection

The Generosity of Wisconsin's Utilities and their Customers, Keeps Elderly, Veterans and Families Safely in their Homes Together, they provide the support necessary so that families do not have to choose between heating or eating.

"Where government has failed or fallen short, Keep Wisconsin Warm/Cool Fund has literally made the difference for those people that have fallen through the cracks to stay safely in their homes," says Energy Services Inc. Founder and Executive Director Tim Bruer.

The Keep Wisconsin Warm/Cool Fund is a statewide non-profit charitable effort that was established in 1996 to keep the heat and power on for thousands of Wisconsinites most vulnerable in crisis. Amazingly, Keep Wisconsin Warm/Cool Fund has provided more than \$29 million to more than 102,700 households facing an energy-related crisis situation since the inception of the fund.

"Twenty years ago, when there was a major move in Washington to eliminate the home energy services block grant program, the argument was that Wisconsin was not a cold-weather state – ketchup was a vegetable – and that there was no need for a survival safety net like the local energy assistance programs," Bruer says.

"There was also a big

push to eliminate the first block grant initiated then by President Reagan. In spite of the tremendous success of averting hypothermia deaths, low administration costs and over \$400 million dollars nationally from leveraging efforts like KWW/CF the upcoming President's budget calls for elimination of this proven critical survival safety net for millions of victims of poverty" says Bruer.

"With government support being literally frozen in time since 1982 and the growing uncertainties of continued support from Washington, now more than ever, the basic survival of Wisconsin's truly most needy, continues to depend upon the generosity brought forth by all sectors throughout Wisconsin" Bruer adds.

"Without question, over the decades the overwhelming response from utilities, their leadership, stockholders, and most importantly their customers with other Wisconsinites has made the difference between staying safely in their home, being homeless or forced needlessly into nursing homes. Not a day goes by when

GENEROSITY cont. pg. 4



A group of Veterans whose foursome on August 1, 2017 was generously sponsored by MIG Commercial Real Estate. From left: SGT Scott Walder, SGT Taylor Hewitt, SSG Angel Powell, SGT Mike Sentkowski.

The KWW/CF 16th Annual Charity Golf at their New Premiere Location at Geneva National Resort in Lake Geneva a Huge Success!

Sponsors, golfers, and volunteers come together for a great day of golf at the Geneva National Resort that helped raise \$277,469 that directly helped keep the heat and power on for 823 at risk households.

The annual Keep Wisconsin Warm/Cool Funds Golf Classic & Silent Auction at the Geneva National Golf Club on Tuesday, Aug. 1, was a huge success this year.

The annual event, with the unique matching funds netted \$277,469. Along with the amazing financial success and the great time had by many, the event had a tremendous impact on increasing the public awareness of the mounting struggles of Wisconsin's most vulnerable, struggling to survive the bitter cold and blistering heat.

Tim Bruer, Executive Director and Founder of KWW/CF states "to make a major

change in location or framework of such a successful event did not come easy for all those involved in planning or participating in our event. Obviously, there was so much riding on making any changes. Literally, the survival of veterans, seniors, and young at risk families' lifeline was dependent on it," he said. "In spite of our fears, we went forward because of the tremendous amount of supportive feedback we received from our long standing event participation. Without question that historical and new support generated by the change and expansion of our

Golf cont. pg. 8

Heat for Heroes Campaign Continues to Help Veterans Facing Life Threatening Energy Related Crisis Situations

Heat for Heroes staff and supporters work together to avert homelessness and keep Veterans safe during Wisconsin's bitter cold winters and blistering hot summers

The Heat for Heroes Campaign, with support of the Wisconsin Home Energy Plus, Utilities, their customers and a cross section of Wisconsinites, helps veterans to alleviate life-threatening energy related emergencies through the use of energy assistance grants/services. Whether a veteran is facing a no heat, life-threatening emergency (out of fuel, disconnection of services, broken furnace) or just has fallen behind on paying their utility bills, the Heat for Heroes Campaign has been able to help.

"It's all about helping our veterans survive. We've just completed our third full season at Heat for Heroes and we are beginning our fourth,"

says Noel Ayala, a caseworker for Heat for Heroes in Madison. "While in the beginning, just about every case was a referral from a hospital, clinic, or vets organization, today predominantly the majority of calls are coming from vets in need or a fellow vet concerned. This past campaign year ending in September, we saw unprecedented increases throughout Wisconsin from calls for vets homeless, facing homelessness, or without heat or power".

Ayala says that his Heat for Heroes caseload was incredible this past season. "We experienced an increase of over 30% from the previous year in 2016. It was much greater than anyone ever imagined" he

added.

"While it was originally imagined that our unique public, private and utility support would be able to keep pace with the growing demand, the success and effectiveness of the Keep Wisconsin Warm/Cool Fund and Heat for Heroes outreach and collaboration with others has resulted in requests for crisis related assistance, not expected for a couple more years. One of the greatest gaps in services or assistance available was found to be financial assistance to bridge the unmet need of those veterans facing homelessness or those who are actually living on the streets". Ayala adds.

"As a direct result of the

generosity of Wisconsinites, Heat for Heroes in collaboration with other government and private veteran organizations were able to provide limited funding necessary to impact on this growing crisis area. Additionally, those veterans surviving on incomes far less than the federal poverty level, who are also paying as much as 60% of their income toward energy or housing costs were able to receive supplemental funds from Heat for Heroes/KWW/CF and other charitable energy funds" Ayala states. "Through the KWW/CF and Heat for Heroes, resources were mobilized seamlessly to significantly lessen the cost burden of vets experiencing an

HEAT FOR HEROES cont. pg. 10

Chalmers Jewelers Owners Scott and Ruth

Give Back to the Community by Supporting KWW/CF

Local Middleton, WI business owners make a difference for households in need by supporting the Keep Wisconsin Warm/Cool Fund Charity Golf Classic and Silent Auction each year.

Scott Chalmers knows the jewelry business. In fact, he has been perfecting his craft since 1979. Nowadays, you mention the name Chalmers, and people in the Madison area see it as synonymous with the highest quality diamond and gemstone jewelry sold by knowledgeable, service-oriented staff. The Chalmers store, located on University Avenue in Middleton, Wisconsin opened in 1992, and represented many years of working together with wife Ruth to grow their business.

"Many people don't remember this, but this store used to be an old Country Kitchen. Ruth and I gutted the restaurant to open this store," Scott remembers. "Before that, we had been located in a store front just up the road from here. We just kept growing and we didn't fit there anymore."

Hard work and perseverance brought the couple success over the years, eventually doubling their business in just one year. Now, Chalmers employs around 20 staff members, including five full-time custom jewelers. The custom experience at Chalmers is one of the factors that makes the store so distinctive and special.

"We create truly unique and individual pieces for people here. We manufacture every piece from start to finish right here in our store," Chalmers says. "We care about every step of the process. "Customers are sometimes intimidated by the process, but employees at Chalmers work together to make jewelry buyers feel comfortable and welcome. The six step custom jewelry process, starting with "Dream and Design" and ending with



KWW/CF longtime supporters **Scott and Ruth Chalmers** standing in their store, **Chalmers Jewelers**, in front of their Custom Jewelry Design Studio.

"Oohs and Aahs" takes only approximately three weeks, and it is what makes customers come back again and again.

With their success, came many requests from the community to donate to various causes. Ruth remembers "Everybody wanted us to donate. There are many caring people in this community, and many

great causes."

Asked why they continue to support the Keep Wisconsin Warm/Cool Fund/Heat for Heroes Campaign, the couple both agreed that they like to donate to organizations that are helping members of their own community.

"We like donating to KWW because it stays local,

CHALMERS cont. pg. 5

4th Year of Americana Music Festival Raises Funds and Awareness for KWW/CF

Flannel Fest held at the High Noon Saloon featured bands that played November 4, 2017 to again raise money to help those most in need in Wisconsin.

The annual Flannel Fest, a celebration of the local and national Americana music scene that raises money for Keep Wisconsin Warm/Cool Fund, expanded this fall. Now in its 4th year, Flannel Fest has become an annual celebration of local, regional and national Americana music in Madison. New in 2017, the festival was expanded to Appleton, as well. Flannel Fest North was held at Gibson Music Hall on Friday, November 3 in partnership with Mile of Music Productions. Flannel Fest South was held at the High Noon Saloon on Saturday, November 4.

“Our expansion to Appleton is very exciting,” says Flannel Fest organizer and co-founder Beth Kille. “[Flannel Fest organizer and co-founder] Eric Kjeiland and I have played up at Mile of Music in Appleton and that event brings tons of artists and there’s so much support for local-level original music in the Appleton area. By expanding up there, it also helps us bring more awareness to the cause and more money to the cause. It’s a natural progression of the event to bring it to a city that has such a passion for the type of music that

we are playing.”

At Flannel Fest, people are encouraged to wear their favorite flannel attire and to join in the fall-inspired party with some of Wisconsin’s most talented and decorated Wisco-Americana artists. The evening ends with a bang as we welcome our honorary “Cheesehead” special headliner Lillie Mae, who’s latest album was produced by mega-producer Jack White of The White Stripes. Other artists appearing at both locations were The Mascot Theory, Beth Kille Band, Lost Lakes, and Queen Hilma (featuring Andi and Alex of The Voice fame). Weep and Willow (Miles Nielsen and Kelly Steward) opened up the Madison fest and Christopher Gold opened up the Appleton fest. “Flannel Fest is a festival that brings musicians together both local and regional. It’s a good excuse to get together and wear flannel and listen to great music at the start of winter and also to raise money for a great cause,” Kille says.

Keep Wisconsin Warm/Cool Fund is the non-profit benefactor of Flannel Fest. Proceeds from Flannel Fest will

MUSIC FESTIVAL cont. pg. 4



FACT: Due to the downturn of the economy and record unemployment, more and more of Wisconsin’s elderly, disabled, and working families with young children, applied to keep their heat and power on.

FACT: The record breaking heat wave this summer caused an unprecedented need this year.

FACT: Because of their limited incomes and skyrocketing increases in energy costs, these households are paying 40-60% of their monthly income towards keeping their heat and power on.

FACT: For your neighbors, family, and friends, heating, a basic necessity, has become an **UNAFFORDABLE LUXURY.**

FACT: Through no fault of their own, many of these households are forced to make the choice between eating and heating, or to neglect their other basic survival needs in order to stay safely in their homes.

FACT: *WITH YOUR GENEROSITY AND SUPPORT, YOU CAN MAKE A DIFFERENCE FOR THOSE MOST VULNERABLE, AND KEEP THE HEAT AND POWER ON DURING THIS WINTER’S BITTER COLD!*



KWW/CF set up a table at Flannel Fest, November 4, 2017 at the High Noon Saloon to raise money for those most in need facing high energy bills with limited incomes.



GENEROSITY continued from cover

the generosity of others doesn't impact on those victims of poverty in crisis with no other place to turn."

"Along with providing financial assistance, a major focus is reaching out to those with the highest risks and providing the additional services necessary that result in the long term economic stability of those served", Bruer says "the

greatest growth in unmet needs identified, has been with veterans, and the elderly living well below the poverty level. For them, heat and power, a basic necessity has clearly become an unaffordable luxury. Fortunately, the KWW/CF with the generosity of others has provided them with their only survival safety net".



KWW/CF Golf Campaign Committee Works Tirelessly to Keep the Heat and Power on for Those Most in Need Each August

Local business and non-profit leaders work together to plan the Annual KWW/CF Charity Golf Classic that has been held the first Tuesday in August for the past 16 years.

Wayne Harris has been the co-chairman of the Keep Wisconsin Warm Fund's Golf Classic & Silent Auction for 13 years of the event's 17 years of existence. It's one of his favorite events. "It's something I really love to do. I'll be back again next year, for sure," Harris says. "It's a lot of fun and it's a great cause. The people on the committee are just great. They all dig in and help out. There isn't anybody on the Golf Campaign Committee that doesn't provide something that is helping us out."

The Keep Wisconsin Warm/Cool Fund hosts numerous event throughout the state of Wisconsin to raise awareness and further support Wisconsinites in need of emergency energy-related assistance. Perhaps its most popular event is the annual Keep Wisconsin Warm/Cool Funds Golf Classic & Silent Auction which this year was held for the first time at the

Geneva National Golf Club on Tuesday, Aug. 7. It was organized by a committee of 12-15 volunteers, Harris says, who make up the Golf Campaign Committee.

"The Golf Classic went great this year. We were at a new venue out in Lake Geneva and it was just beautiful. Gorgeous day. I think everybody had a really good time," says Harris, president of 6AM Marketing.

"Oh, yes. The Golf Outing was very successful. I think the new venue was a great idea," adds Mary Grunow, of the First Weber Group Foundation and co-chair of the annual Keep Wisconsin Warm Fund's Golf Classic & Silent Auction. "I think that you will be seeing a lot of positive things coming from the Golf Committee and the Golf Outing in the coming years."

Traditionally, the annual Keep Wisconsin Warm/Cool Funds

MUSIC FESTIVAL cont. from page 3

once again go towards keeping the heat and power on for thousands of elderly, people with disabilities, veterans and working families with young children in crisis.

"Keep Wisconsin Warm/Cool Fund is such a wonderful organization and I love the grassroots feel that they have and

how they really help people who need that support the most – veterans and the elderly and people with disabilities. It's nice to see that we're giving that kind of support to people and it's fun to be a part of it while doing something that I love – making music."



KWW/CF Staff from left Stephanie Lipke and Kathryn Anderson, at the 4th Annual Flannel Fest held at the High Noon Saloon in Madison, WI.



Wayne Harris (on right) pictured here with Phil Woodman, registering at the 16th Annual Charity Golf Classic held for the first time in Lake Geneva, WI.

Golf Classic & Silent Auction was held every year at the beautiful House on the Rock Resort in Spring Green, Wisconsin.

"I think people really liked our new golfing venue this year. The course was in such great shape and [Energy Services Inc. President] Tim [Bruer's] staff did such a great job checking everybody in,"

Harris said. "Everybody got their goodie bag, which is a lot of fun. People weren't noticing too much difference from our prior golf outings - maybe the drive was a little longer to Lake Geneva. One or two people mentioned that to me. But the majority of feedback I got was very positive. They loved the course.

CAMPAIGN COMMITTEE cont. pg.7

CHALMERS cont. from pg. 2

and helps people here,” Ruth replies. “We always look for causes that stay in Wisconsin, and especially those that help people where we live and work.”

Scott and Ruth have been supporting the Keep Wisconsin Warm/Cool Fund Annual Charity Golf Outing and Silent Auction for many years. In years past, they have traveled with friends and family to golf at the House on the Rock Resort in Spring Green, Wisconsin. This past year, KWW moved their golf outing to Lake Geneva, holding the 300 plus person event at the Geneva National Golf Club. The move was seen as a huge plus for Chalmers.

“We really liked the new location. It was a great place to hold the golf event, and we were glad to see that so many people came again this year,” Ruth said. “What I find at this event is that the staff is very

personable and outgoing, and they really want people to feel comfortable and welcome. It is why we keep coming back year after year.”

Proceeds from the golf event help many Wisconsin households in need keep their heat and power on during Wisconsin’s bitter cold winter and blistering hot summers. Longtime donors like Chalmers are the reason that the event has been such a success for 16 years. Without the support of community business leaders, such as Chalmers, there would be many families that would face the cold alone.

Scott and Ruth are busy this fall preparing for the opening of their second location in Madison, on the corner of East Washington Ave and Blair. The second location will bring another area where the discerning jewelry customers in Madison can take part in the custom



The Chalmers Jewelers store in Middleton, WI. Customers are treated to a “custom jewelry” experience when they enter the store on University Avenue.

jewelry experience. Even with the added time a second store will demand, both are excited to take part in the 17th Annual Keep Wisconsin Warm/Cool Fund Charity Golf Classic and Silent Auction that will be held on August 7, 2018 again at Geneva National Resort in Lake

Geneva, WI.

“We are glad to help those in need in our community,” Ruth and Scott agree. “We look forward to being a part of the golf outing again.”

Compassionate Quilters Use Their Passion and Skill to Warm Hearts in Adams County Wisconsin

Quilters of all ages meet every Tuesday to create beautiful quilts that are given to households in need, including energy assistant recipients in Adams County.

In Adams County, there is a group of quilters that think about what it means to be cold in Winter. Joann of the Adams County Community Quilters, has been happy to share her passion and skill as a quilter to help those most in need in her community.

“Getting together to sew a quilt for someone else, who really needs it just makes you feel good,” says Joann. “Mostly we make lap robes and baby quilts, and people are really excited to get them.”

The Adams County Community Quilters is a group of twelve to fifteen mostly retired quilters who meet at the Adams UW-Community Center in Adams, Wisconsin to work together to create handmade quilts to give away through various local charities. The quilters meet once a week, and sew between

120 and 130 quilt a year. The group has been meeting for more than 20 years, and has created and donated thousands of quilts over the years.

“We started out meeting in each other’s homes, but as the group grew, we realized we had to move to the Community Center,” Joann recalls. “We didn’t want to stop what we were doing because we ran out of space!”

Fabric and supplies for the quilts are donated to the Community Quilters by people from the area. Some fabric comes from the members themselves, but much of it comes from word of mouth donations. Grateful recipients of the quilts often share with others, and community members who want to help out give fabric and thread needed for the quilts. Each quilt is given a tag that



An example of one of the beautiful quilts made by the members of the Adams County Community Quilters from fabric donated by caring people from the community.

explains where the quilts were made and states at the bottom “Your new quilt is sent to you with our best wishes that it will warm your body and your heart!”

No matter the skill level, you are welcome to meet and help with the quilts. “Some

members are expert ironers,” laughs Joann.

The Community Quilters have been distributing their quilts through various non-profits for many years. One of these non-profits is Energy Services for Adams County. Jennifer

Television Advertisements Help KWW/CF and Heat for Heroes Campaign Raise Awareness and Support

Sara Investments, the trade unions and others work together to use television advertisements that help make a difference for those most in need.

“One of the biggest challenges that organizations have, particularly in those reaching out to the most vulnerable, is that our pride barrier is big,” says Energy Services Executive Director Tim Bruer. “For them, heat which is a basic necessity, has become an unaffordable luxury. When you look at housing responsibility, 40-70 percent of these same households find themselves in a situation where they’ve neglected basic survival needs or they are forced prematurely into nursing homes or young families to crisis shelters.”

The Keep Wisconsin Warm/Cool Fund relies upon the generosity of the general population of Wisconsin to raise money to help the most vulnerable amongst us. Besides providing immediate

relief from energy crises, KWW/CF is also committed to providing long-term solutions that can lead to self-sufficiency, such as weatherization, furnace replacement and budget counseling. During 2014 KWW/CF allocated over \$1.3 million to help over 3,455 Wisconsin households keep their heat and power on. Television advertisements for Keep Wisconsin Warm/Cool Fund help a great deal with raising all of that money for those who are hit the hardest.

“The greatest number of households with unmet needs have been recognized as veterans- heroes who have often faced the bitter cold or the threat of being homeless alone. With pride being such a major factor, we worked very closely with 6 AM [Marketing] and a number of veterans throughout

Wisconsin to produce a 30-second commercial spot that does a pretty effective job of reaching out not only to Wisconsin-ites but also to veterans,” Bruer says.

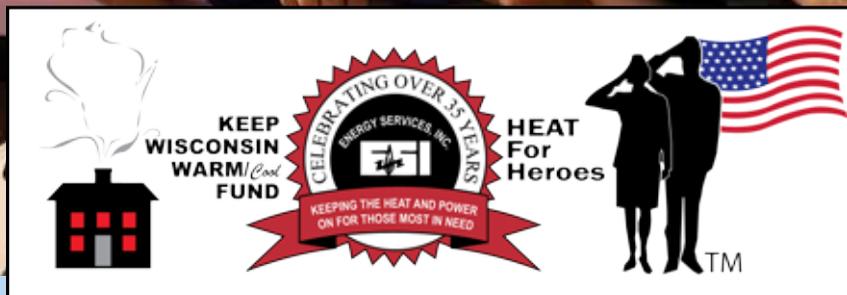
Wisconsin alone has 62,000 veterans who, on a regular basis have to choose between eating and heating. During this difficult time, now more than ever, KWW/CF is committed to expanding its efforts to raise public awareness of the energy crises that are being faced by thousands of Wisconsin-ites through the use of a television campaign.

“There’s absolutely no question that the support that we’ve received from Sarah Investments, the Pipefitters, the plumbers and more individual sponsors along with the television stations themselves has

been tremendous,” Bruer says. “These television ads – that are on at all times of the day – have been very successful and effective in raising awareness and mobilizing Wisconsin-ites who are contributing to a hero in crisis. They’ve been instrumental in bringing veterans in need forward, too.”

The TV campaigns have been focusing on the Fourth of July, Memorial Day, and Veteran’s Day. “We’re hoping that we will continue to secure sponsorships and support, especially among the trades,” Bruer says. “They have been at the forefront of progressive action and have supported our veterans including with employment and training through their incredible apprenticeship programs.”

62,000 WISCONSIN VETERANS HAVE TO CHOOSE BETWEEN EATING AND HEATING OR BEING HOMELESS.



They swore to protect you...now you can protect them.

Give the gift of warmth, make a donation today!

www.heat4heroes.org 800-891-9276



PROUDLY SPONSORED BY:



Eric Peterson's Flying High in Wisconsin Once Again to Help Veterans in Need Keep the Heat and Power On

Peterson with his copilot lends a hand keeping Veterans warm in winter and cool in summer by participating in the 3rd Annual Charity Golf Ball Drop

The 16th Keep Wisconsin Warm/Cool Funds Annual Golf Classic & Silent Auction was held the first Tuesday in August in Lake Geneva this year. It was a big change for a lot of the golfers who were used to the event being held every year at the beautiful House on the Rock Resort.

It was also a big change for pilot Eric Peterson of Fly High Helicopters whose job it is to drop balls out of the sky for the 50/50 raffle to raise money for

veterans. Golfers buy balls for a chance to win the big prize that is split with the Heat for Heroes fund and a ton of money gets raised.

Or was it even a big change?

"Not too much of an adjustment. Not too bad," laughs Peterson. "We go where they are."

This is the fourth year in a row that Peterson, a professional FAA Certified Commercial Rotorcraft pilot, did the helicopter ball drop at the Annual Golf

Classic and Silent Auction.

"Everybody at the golf outing buys a ball for a certain price and then they put their name and number on. We take them up in the sky and drop them and the winner gets half the pot," Peterson says. "And the other half of the pot goes to Heat for Heroes. I remember last year, the guy that won donated it right back to KWW/CF."

"We actually strap on the outside and stand on the skid now when I'm doing my drop,"

Peterson adds. "So we're a lot more accurate that way." The money raised at the ball drop is a big help to our veterans. To date, Wisconsin houses over 413,000 veterans; of which, over 58,000 of those veterans have returned home with service related physical and mental disabilities. Unfortunately, thousands of these disabled veterans wait through the backlog for several months or even years to receive their much needed, and well deserved

FLYING HIGH cont. pg. 10

CAMPAIGN COMMITTEE cont. from pg. 4

"I'll be honest with you, there wasn't even that much difference in the drive," Harris adds, smiling. "I know when I went home after the event, it wasn't that much longer than coming back from Spring Green."

The event itself is a great networking day for a great cause. "I believe there were 53 four-somes of golfers at this year's Keep Wisconsin Warm/Cool Funds Annual Golf Classic," said Harris. The players hit the links to play a scramble-style golf tournament where there were team prizes and individual prizes for separate contests like longest drive and longest putt along with fun stuff throughout the course and opportunities for people to win things while they were golfing.

What's Harris's favorite part of the Golf Outing?

"I love the networking that takes place at an event like this and I really love the silent auction - lots of great items being auctioned off," Harris says. "I'm always going through and finding something unique that I can purchase. There are always some treasures involved with the silent auction."

"I love the actual golfing at the event although I'm a crappy

golfer," Harris adds, laughing.

"I love the companionship and the camaraderie and golfing with good friends. In fact, my friend Phil Woodman missed a hole in one by six inches. That was really cool."

What's Grunow's favorite part of the Golf Outing?

"My favorite part is when we end up with lots of good bids on our silent auction and we sell a lot, we have a lot of great deals for people and, the bottom line, we raise a lot of money for the Keep Wisconsin Warm Fund so we can really make a bigger difference," Grunow says.

Grunow has been on the Golf Campaign Committee for five years now and she enjoys helping to coordinate the annual golf outing, reaching out for donations and recruiting new members to the board.

"I love being part of the committee and how we're always changing and getting new members and having new thought processes and new technology that comes from having fresh blood in the group all the time," Grunow says. "We actually just gained a few new members because they loved the [Lake Geneva Golf] venue so much and felt it was such



Campaign Committee Co-Chair Mary Grunow at the Putting Contest during the 15th Annual Charity Golf Classic and Silent Auction that was held in Spring Green.

a well-run organization. Three people wanted to join our team to help us create an even bigger event next year."

The event is already pretty big and is one of the main reasons Keep Wisconsin Warm/Cool Fund has been able to raise money for some of the most vulnerable households in Wisconsin with energy assistance grants.

"I love working for Keep Wisconsin Warm Fund and I am so happy that we are able to help our veterans more. My daughter, my son-in-law, and my father are all military [people.] Just knowing that they are able to help veterans stay off the street and get an actual good, heated home just makes it so much better to know that we are raising money to help a lot of very needy people," Grunow says.

"I love that the Annual Golf Outing and the Keep Wisconsin Warm Fund helps people in need. I grew up in Chicago and can remember every winter we had stories about people who froze to death," Harris says. "We just don't see that here in Wisconsin because there is this safety net that all of us here in Wisconsin provide. So many people donate to KWW/CF whether its through the golf outing or direct mail from their utility. The utilities get involved, the state gets involved. It's a team effort to make sure that we don't have people who are freezing or can't get air conditioning. I love it. I think it's great."

For more information about KWW/CF Annual Golf Classic, please contact Kathryn Anderson at (608) 333-0809 or kanderson@esiwi.com.

QUILTERS cont. from page 5

Price works for Energy Services as an Eligibility Intake Specialist, and helps distribute the quilts in the Adams office.

"The quilts are for any client who is in need. There are many elderly households, or Veterans who are in need and really need the blankets we give out," Jennifer said. "The clients we see are very appreciative of the work that the Community Quilters put into the blankets."

One of the things that Joann likes about giving the quilts to Energy Services, Inc./ Keep Wisconsin Warm/Cool Fund/Heat for Heroes is that the quilts are going to help those in their local community. "We like to know that they are helping

families in our own neighborhoods," Joann says, "everyone in our group just wants to help."

Keep Wisconsin Warm/Cool Fund and Heat for Heroes is a personal cause for many people. Literally thousands of our Wisconsin veterans, seniors and families are forced to choose between eating or heating each and every day. Many of the quilters in the group know of families in need, or have Veterans in their families.

Joann does not plan to stop with the quilting any time soon. "If we can do a little something to help, it is worth it. We love to share our quilting with the community."

Two more examples of the quilts made by the Adams County Community Quilters. Most of the quilts made are lap and baby quilts.



GOLF cont. from cover

events venue resulted in raising the bar beyond most of our expectations. We believe, along with the tireless dedication and commitment of our organizers and participants, that the personal interest in our event's mission by literally everyone at Geneva National was key to all of the high remarks and achieved success" he adds.

"When we first met with Keep Wisconsin Warm Fund, they were looking for other venues to expand upon their success of their highly successful annual charity golf outing," says Kerry Brahm, the group sales manager for Geneva

National Resort. "I'm a veteran myself, so I was more than honored and thankful for them to choose Geneva National for their fundraiser. The Golf Classic went very well".

Traditionally, the annual Keep Wisconsin Warm/Cool Fund's Golf Classic & Silent Auction was held every year at the beautiful House on the Rock Resort in Spring Green, Wisconsin. The golfers had to make a little bit of an adaption going to the Geneva National Resort.

"After being at a certain venue for so many years, there's always a little angst making a switch," Brahm says.

GOLF cont. pg. 9

Keep the HEAT and POWER on for those most in need in your community! For questions, please contact KWW/CF at:

1-800-891-WARM (9276)

or visit our website at

www.kwwf.org

Give the Critical Gift of Warmth

To ensure proper acknowledgement of your tax-deductible gift, please return this form with your donation.

Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Email _____

I would like to contribute:

\$500 \$250 \$100 \$75

\$50 Other

MasterCard Visa

Cardholder _____
Card # _____

Exp.Date ____/____/____

Signature _____

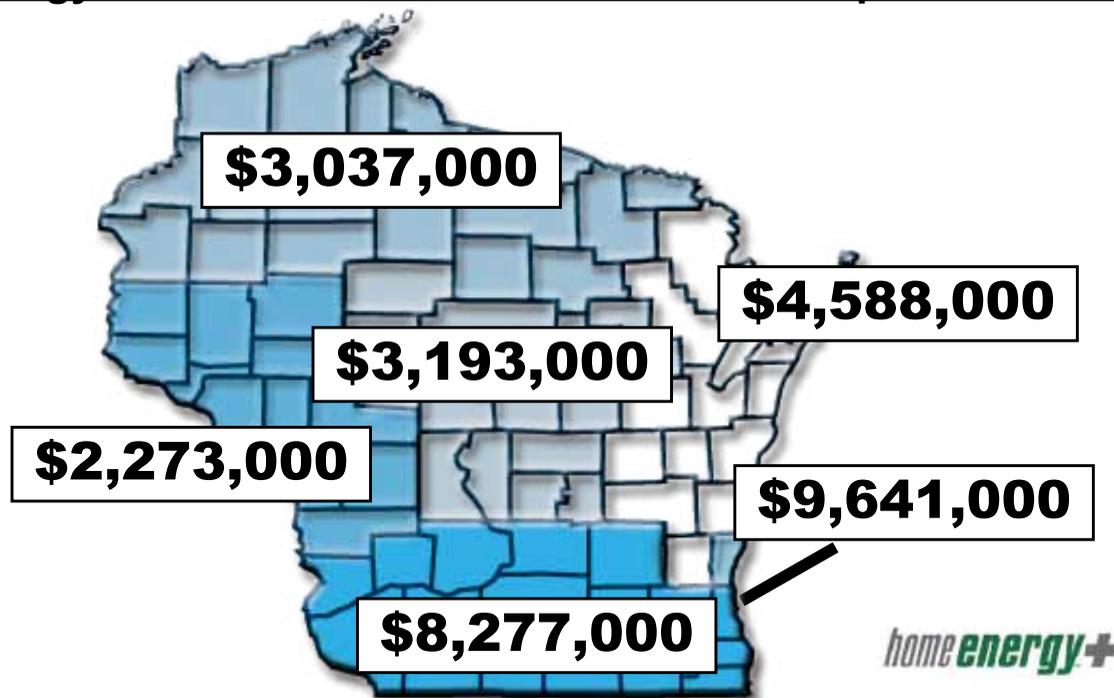
You may also visit our website to make a secure online contribution at: www.kwwf.org

Send your contribution to:
The Keep Wisconsin Warm/Cool Fund
P.O. Box 68
Madison, WI 53701



KWW/CF Serving Record Numbers of Those Most Vulnerable Throughout WI

As a result of the generosity of Wisconsinites, more than \$31 million has been provided to more than 104,800 households facing an energy-related crisis situation since the inception of the fund!



The Keep Wisconsin Warm/Cool Fund is a not-for-profit organization recognized as tax-exempt under Internal Revenue Code section 501(c)(3). All contributions to the KWW/CF are tax-deductible. Keep Wisconsin Warm/Cool Fund-Energy Services Tax Exempt #ES24839 Federal ID #39-1443614 KWW/CF is supported in part by the State of Wisconsin, Division of Energy, Housing and Community Resources.

GOLF cont. from cover

“But we wanted to give them a level of assurance that we are here to take care of you and we want this fundraiser to be successful for you and we definitely want to - moving forward - help Keep Wisconsin Warm Fund to grow this event.”

Carved out of the rolling countryside, all of Geneva National’s Wisconsin golf courses take full advantage of the natural surroundings. Geneva National Golf Club features 54 holes of Legendary Golf designed by the masters, Arnold Palmer, Gary Player and Lee Trevino. Geneva National offers the chance to experience three of the best golf courses in Wisconsin at one club

“All three courses have a little bit something different to offer - the most popular course is the Player Course. It is very scenic with the water and the rolling hills,” says Brahm. “The Palmer Course is definitely our most challenging course and that’s because the greens are very quick. The Trevino Course has a lot of longer holes versus



Golf carts lined up for the 53 foursomes that registered for the 16th Annual KWW/CF Charity Golf Classic held for the first time in Lake Geneva, WI.

the other two courses and can be more challenging for some players. All three courses are very different and very challenging in their own ways.

“All in all, we got a lot of positive feedback to the Golf Outing and that has made us really happy,” Brahm says.

At the KWW/CF Funds 16th Annual Golf Classic & Silent Auction, 53 foursomes of golfers hit the links to play a scramble-style golf tournament. There were team prizes and individual prizes for separate contests like longest drive and longest putt along with fun stuff throughout

the course and opportunities for people to win things while they were golfing.

It was a new experience for Brahm and the people at Geneva National Resort to host the Golf Classic, and they really liked being involved.

“It’s a very good thing what KWW/CF does the way that they support veterans and their families. It’s real,” Brahm says. “This doesn’t just happen in California or Arizona or Alaska ... this happens in our very own state, right in our own communities, and there is very much a need for it and the

GOLF cont. pg. 14

KWW/CF Campaign Committee

Timothy Bruer
Founder and
Executive Director
KWW/CF-Energy Services

Wayne Harris
Co-Chair
6AM Marketing
Mary Grunow
Co-Chair
First Weber Foundation

Tom Bertz
Alliant Energy
Jonathan Bogatay
North Central Group
Brian Bruggner
WPS Insurance Corporation
Chris Carper
Wisconsin Public Service
Kathy Demets
Madison Gas and Electric
Company
Bryan Kleinmaier
Stafford and Rosenbaum,LLP
Greg Levesque
American Transmission
Company, LLC
Shelly Liston
MK Accounting & Tax
Randy Manning
Community Volunteer
Michael Mueller
We Energies
Eric Peterson
Fly High Wisconsin
Ron Phelps
The Phelps Group at
Morgan Stanley
Trent Sveom
Park Bank
Catherine Wittenwyler
Capitol Bank



HEAT FOR HEROES cont. from pg. 2

emergency situation. We are particularly proud that we have a 97% success rate of those participating in Heat for Heroes case management or payment plans over the past two years. None of this would have been possible, but for the outpouring of support for neighbors and heroes in need”.

“While we’ve come a long ways in such a short period of time, in reality we are just scratching the surface with the number of veterans with special needs with high medical/mental health issues”, he said. Over the past year, we have been actively participating throughout the state in a large number of events associated directly with veterans, service providers, hospitals, clinics, and others. These opportunities along with our sponsored veteran awareness campaigns have and will

continue to play a major role in removing those artificial barriers that have placed so many heroes at risk. Hopefully, during the next year we will be able to make even greater strides forward in reaching out to those who are even more at risk” Ayala says.

“We just wish our donors could see firsthand the tremendous impact their support has made on the lives of a hero in crisis. In most cases that really makes a difference whether or not they stay safely in their homes or are forced to live on the streets homeless”. Noel concludes.



FLYING HIGH cont. from pg. 7

Federal disability benefits. Heat Wisconsin gives to our veterans. Heat Wisconsin comes to the rescue in those situations.

“I love our veterans,” Peterson says. “They have given us sacrifices beyond people’s imaginations. They come back with some of these disabilities – both mental and physical. You think about somebody giving their life and limbs for our country – or giving their minds for our country. That, to me, is the ultimate sacrifice by our veterans and I really appreciate that. Whatever they need, we should be there for them.

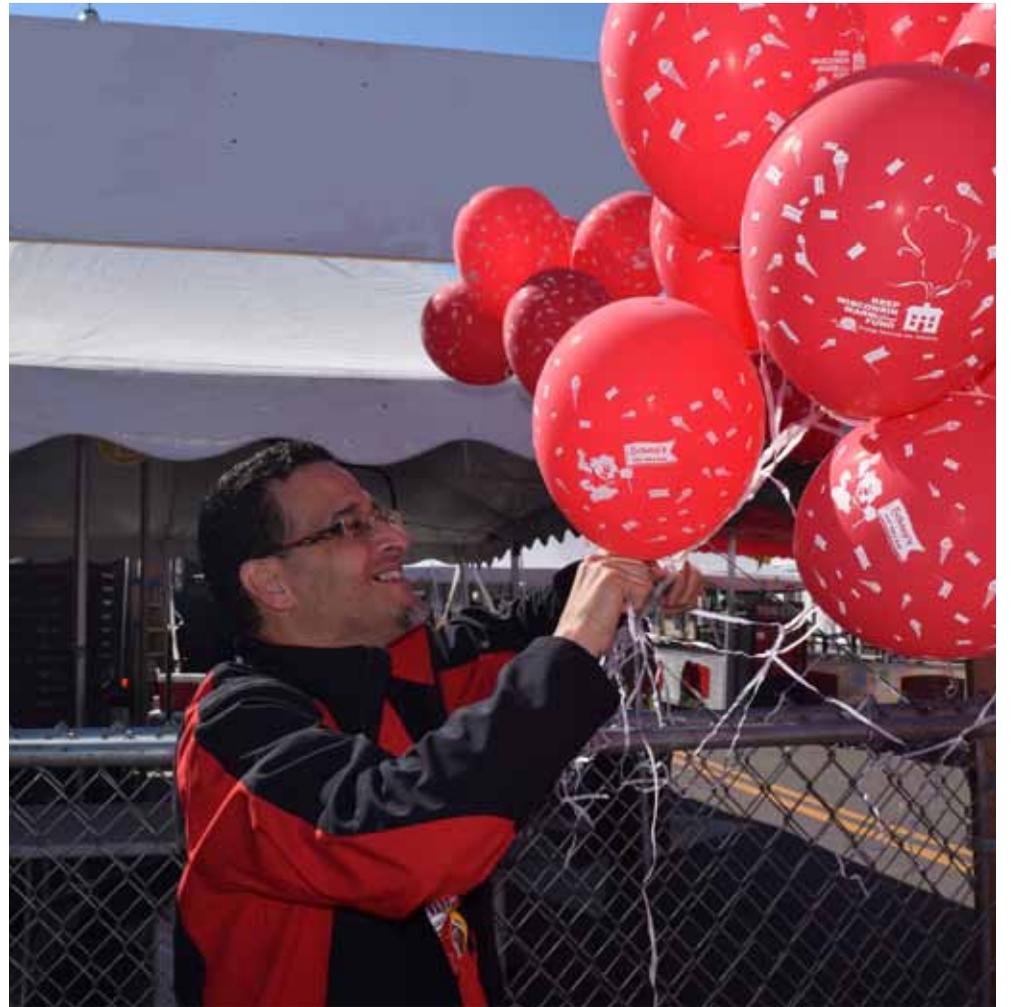
Peterson’s father was in the military and he, himself, has always been a strong supporter of the military and its veterans, so this is an event that he loves. “Yeah, my dad was a Korean War vet. This is an event I’m always happy to do. I always have fun there and they always treat me well,” he says. “It’s a good group of guys at the golf outing. I know they are not all veterans that are playing, but it shows the support that

“I don’t even know if some of the players even know how much that means to our veterans who need to have their houses heated and they can’t do it because they might have some kind of disability or a veteran can’t find a job,” he adds. “Like I said, it means a lot to me.”

Peterson’s Fly High Helicopter Tours are a fun way to see things from the sky. All tours are narrated by the pilots to point out places of interest and best photo angles. “We’re having a veteran’s day on Nov. 11 where all veterans fly free on any of our tours with a paid passenger,” Peterson says, “and then we have chili and drinks after we get done riding. That’s at the Baraboo/Dells Airport.”



Heat for Heroes staffer Noel Ayala volunteering his time to blow up balloons at an Ice Cream social in the Wisconsin Dells this past September.



ABOVE: Eric Peterson, from Fly High Helicopter Tours getting ready to fly his helicopter over the Geneva National Golf Resort on August 7, 2017.

BELOW: Eric getting ready to drop the golf balls from the helicopter for the annual “ball drop” at the 16th Annual KWW/CF Charity Golf Classic.



Schmidt's Auto, Green Cab, and Schmidt's Towing Continue to Support KWW/CF with Maintenance of Donated Ice Cream Truck and Vet Mobile

Mike and John Schmidt continue their dedication to KWW/CF with their donated time and supplies to maintain the two popular vehicles they donated to the fund.

"With the growing demand on Keep Wisconsin Warm Fund to reach out to individual communities and respond to their event requests, we were very fortunate that Schmidt's Auto, Green Cab and Schmidt's Towing generously contributed and continued to support a 1937 Ice Cream Truck," says Energy Services Inc. President Tim Bruer. Schmidt's Auto has continued to support Keep Wisconsin Warm/Cool Fund and Heat for Heroes with both the ice cream truck and the vet mobile van on the road for everybody to enjoy. Both vehicles are enjoyed by the public and were featured in the Wo Za Wah Days parade in Wisconsin Dells on Sept. 16.

The ice cream truck has a 1937-1945 body that they set it on top of a 2007-2010 Chevy one-ton van, according to Mike Schmidt, co-owner of Schmidt's Auto Incorporated, a leading

Dane County towing company. The people at Schmidt's Auto replaced the floor boards and a number of other improvements including wheels and tires and then trailered it to the Maaco Body Shop on Madison's east side.

"The ice cream truck has been an incredible magnet for conversation and interaction with Wisconsinites and has mobilized financial support for Keep Wisconsin Warm/Cool Fund," Bruer says.

"They've also made a generous contribution of a vet mobile that is being used for transporting and exposure for a number of our growing requests for vet activities," Bruer adds. "Hundreds of vets come forward with special needs and this is an opportunity for the various resources available to them to respond to each and every veteran that is com-

ing forth.

The Keep Wisconsin Warm/Cool Fund and the Heat for Heroes campaign unquestionably has been the principle organization and resource in which vets in need are coming forward and interacting with our initiatives."

The vehicles are similar to the Oscar Mayer Weinermobiles, Bruer says, and they have become quite popular with the trades and veterans events.

"There is a growing interest in opportunity for various festivals that Wisconsin is known for and there's no question that both vehicles are quite popular and are reflective of our growing brand," Bruer says. "We are thankful to the Schmidt family and their various businesses for securing, maintaining and preserving these vehicles."



ABOVE: Mike Schmidt stands with KWW/CF Founder and Executive Director Timothy Bruer in front of the Vet Mobile that Schmidt generously donated and continues to maintain for KWW/CF

BELOW: Cody and Jim Bratton from Vern's Auto Body Shop in Middleton, who donated their time and supplies to refurbish the outside of the Vet Mobile.



BELOW: From left, Jodie, John and Amanda Schmidt from Schmidt's Auto Inc. standing with the other side of the popular Vet Mobile.



Did you know....

KWW/CF Quick Facts

- ★ The Keep Wisconsin Warm/Cool Fund (KWW/CF), founded in 1996, is a statewide nonprofit charity that assists those most vulnerable households in need that cannot afford to survive Wisconsin's bitter cold or blistering heat.
- ★ 104,800 households in crisis have been assisted by more than \$31 million. YOU are making a difference one dollar, one senior, one Veteran, and one family in crisis at a time.
- ★ NINETY CENTS OF EVERY DOLLAR CONTRIBUTED GOES DIRECTLY TOWARDS HELPING THOSE MOST IN NEED.
- ★ KWW/CF leverages resources through a unique state challenge to Wisconsinites that matches donations from private donors and businesses two to one.
- ★ KWW/CF partners with local county agencies that assist low-income households by arranging more affordable payment plans, offering budget counseling, and teaching ways to conserve energy.

Pipe Trades – Steamfitters Local 601 are Wisconsin’s Unsung Heroes Making a Difference in the Lives of WI Veterans

Local Steamfitters, Pipefitters, and Plumbers Unions work together raising awareness through ad campaigns and more to help veterans in need.

“Without question our major unsung heroes really of the year have been the trades and, in particular, the Pipe Trades,” says Tim Bruer, Energy Services Inc. – Keep Wisconsin Warm/Cool Fund Founder and Executive director. “Not only have they aggressively recruited veterans into the trades for employment, but they have, with their membership, been a major player in providing a basic survival safety net for struggling veterans in crisis. With their many veterans they know firsthand the challenges of reaching out and removing artificial barriers that prohibit our heroes from receiving much needed help. Sadly, those most vulnerable and in need are the least likely to come forward because of pride. Recognizing this historically the pipe trades with the generosity of their

membership have been in the forefront of a number of cutting edge initiatives to reach out to prevent life threatening crisis situations and effective outreach efforts.”

Spots have been running on Channel 3 here in Madison, stations in La Crosse, Wausau, Milwaukee, and Green Bay areas. “We actually have FOX news on the other stations co-sponsoring our campaign to raise public awareness and mobilize public support for vets in crisis,” Bruer says. “Literally, during that week-to-ten-day campaign we have dominated prime time with ads supported by the membership of the pipe trades.”

Bruer says that Keep Wisconsin Warm/Cool Fund has seen the doubling of calls for weeks at a time after the air of those marketing efforts.

“It’s all about getting the word out that we support what Tim and Keep Wisconsin Warm Fund is doing and supporting our veterans - the people that protect our rights every day,” says Steve Breitlow, business manager for the Plumbers Local 75.

“Many have made the ultimate sacrifice for us so I think it’s more than appropriate for us to express our appreciation and to give back to that group of honorable folks. We’ve been helping to fund a lot of these ads because we know how important they are. Hopefully, those commercial spots, to heighten awareness, are getting a lot more funding for Keep Wisconsin Warm Fund to help veterans and everybody else who might need a hand up here and there.”

Breitlow estimates that

he’s been working with Keep Wisconsin Warm/Cool Fund for about 15 years. “I just think that Tim and his whole group there does such a great job. Their heart is really in it,” Breitlow says. “They put the customer first with their funds and their resources to take care of people. Their overhead is very low. They are a sincere, good-hearted bunch and they do a really good job at what they do.”

The Wisconsin Pipe Trades Association does a Veterans Piping where they go out and recruit and provide training to returning United States military veterans to try and get them in the pipe trades industry. “That’s a program we have going through our international and our state organization trying to get veterans back into the workforce,” Breitlow says.

PIPE TRADES cont. pg. 14

Thank you for helping a Hero in Crisis!

The 30th Annual “Heats On” Event for Veterans in need.



Thank you to the **Steamfitters Local 601** and the **Madison Area Mechanical and Sheet Metal Contractors Association**, for keeping Veterans safely in their homes. Together, they worked to inspect tune, and service 97 aging furnaces that were found to be operating dangerously in need of repairs or replacement of furnaces that were bleeding carbon monoxide. **Special appreciation to General Heating and Air Conditioning, H&H Industries and Temperature systems for going the extra mile by installing or contributing three new heating units for Veterans in crisis.**

2017 HEATS ON Participating Contractors, Supply Houses and Collaborating Organizations

Contractors:

| | |
|--------------------------|---------------------------|
| Air Temperature Services | Grunau Co |
| All Comfort Services | H&H Industries |
| Bassett Mechanical | Honeywell |
| Butters-Fetting Co. | Ideal Mechanical |
| Commercial Air | Illingworth-Kilgust Mech. |
| General Heating & AC | J.M. Brennan |

Total Mechanical
Trane
Zien

Supply Houses:

Design Air
First Supply
Gustave A. Larson
Industrial Controls
Johnstone Supply
Temperature Systems

Collaborating Organizations

Dane Co. Veterans Affairs Office
Veterans Health Administration
US Department of Veterans Affairs
ESI/Heat for Heroes

Heat for Heroes/KWW/CF Partnership with Veterans Service Offices Across WI Keeps the Heat and Power on for Struggling Veterans in Need

Heat for Heroes staff members work directly with County VSO's to identify and help Veterans in need, where pride is often a barrier to seeking much needed assistance.

Today, there are over 62,000 disabled veterans in Wisconsin, many waiting over 125 days after duty to receive federal disability benefits and who have to choose between food and heat. Wisconsin is home to over 413,000 Veterans and thousands of them fall below the federal and state poverty line.

It's through great communication, collaboration and partnership that Heat for Heroes works with numerous Veterans Services Offices (VSOs) throughout the state to get these many veterans the important help that they need.

"I'm very happy with the Heat for Heroes program. I think they're doing a pretty good job and they are expanding their program to help veterans in other area for utility calls and things of that sort," says Kenosha Veterans Services Officer Ali Nelson.

"They are doing a lot of work behind the scenes. Heat for Heroes is one of those resources that I reach out to for veterans who are in financial need and we don't have money to help them," Nelson adds.

"We check with Heat for Heroes and I've always been a big believer in Heat for Heroes. Here in Kenosha County, we think that Heat for Heroes are doing a five-star job taking care of our veterans!"

Wisconsin County Veterans Service Officers are whom veterans contact to find out if they or their family are qualified for local, state and federal veterans' benefits. CVSOs work with the United States Department of Veterans Affairs, the Wisconsin Department of Veterans Affairs and other Veterans Service Organizations to make sure that veterans get all the veteran

benefits they are eligible for.

"Heat for Heroes has helped us so much. They've done a lot. And it's not even just for heat. They've helped with rent [for] veterans. I can't tell you how many people we have referred to Heat for Heroes," says Charles Weaver of the Monroe County Veterans Service Office. "I mean, we get \$5,000 to help needy veterans, but if we have somebody who comes in here with a \$1,000 or \$1,500 bill, that money goes quick! The nice thing about Heat for Heroes is that I've never heard a story of them NOT helping somebody.

"One way or another, Noel [Ayala, a caseworker for Heat for Heroes in Madison], that guy goes above and beyond to try and help people from what I've seen," Weaver adds.

Ayala has a great relationship with all of the VSOs throughout the state. "We've been doing a lot of networking as we communicate with the different agencies. They are the central agency and everything with the veteran should start at the VSO office," Ayala says. "We have been able to establish good communication with them."

In fact, Ayala received an invitation from the VSOs this past September and spoke at their fall state conference in Oshkosh. "It was very well received. It was all of the VSOs around the state and office personell," Ayala says. "They have really received the Heat for Heroes program with open arms. We have been able to establish a great working relationship with them. We're joining forces with them and at the end of the day, it's all about the veterans.

"We have to keep in mind

that some VSOs in smaller counties have limited funds so a program like Heat for Heroes we not only work with them on the energy side but also the housing side," he adds. "That has been a great asset to the VSOs because they know that if they can put a little bit of funding towards something, we can put extra funding in and stop evictions, get homeless veterans into apartments, and other things. Our connection to the VSOs around the state really help us help our veterans."

Veterans took the oath swearing to protect our country and our values. Yet, for too many veterans—especially those with service-related disabilities—coming home means facing an uncertain future. To further compound the growing energy plight faced by thousands of Wisconsin veterans, particularly those with service related disabilities, the soaring increases in energy costs in recent years have also resulted in those veterans with limited incomes facing a life threatening energy-related crisis situation. At no fault of their own, these American heroes are struggling with the daily challenge of paying for basic necessities such as food and medication, while fighting to pay for escalating costs of heating their homes. That's where Heat for Heroes comes in.

Weaver says that he sees between 5 or 6 people a day for his caseload. "It's not [as much as] Dane County, but it's significant," he says. "Especially when we have veterans dealing with mental health issues, Heat for Heroes helps. I don't care what anybody says, if you feel like you can't provide for your family and you can't help them with that ... that's a key thing for

these guys.

"And gals ... because it's not just men; it's women who use this, too," he adds. "And when you think that you can't provide for your family or keep them warm, that creates a mental health issue."

When you donate to Heat for Heroes, 90 cents of every dollar goes to veterans in need. "In all honesty, Heat for Heroes is a wonderful program," Weaver says. "We really need it in this area, especially. Whenever, you call Noel and them you know that THAT day, you are getting an answer and somebody is trying to help."

Adam Flood, Veterans Service Office for La Crosse, says they don't see as much need for Heat for Heroes assistance as other counties, but he is still very thankful for their existence. "We have our own commission here and the county puts forth about \$20,000 to help veterans with housing, electric, and heating," he says.

"Our numbers are probably smaller than other counties in the assistance we need, but I will admit that whenever I've need Heat for Heroes to assist, I've had no glitches. They were able to immediately step up and assist the veterans who are in need."

Flood says that his commission does not assist with the security deposits for veterans. "So, we get a lot of homeless veterans who are trying to be housed and what we do is work in partnership with Heat for Heroes and they can pay for the security deposit and our commission pays for the first month's rent," Flood says.

"You have a veteran that's able to walk out much better off than

VSO's cont. pg. 14

VSO's cont. from pg. 13 GOLF cont. from pg. 9

where they were. We're able to get veterans off the street. It's really been great. Heat for Heroes is very quick to respond which is very beneficial compared to other bureaucratic aspects you have to deal with." "Heat for Heroes is one of the faster-acting agencies that I've seen, which is great," Flood adds. "It's not like these other programs where veterans have to jump through all of these hoops to get assistance. So we really appreciate that."



support. "Especially for people who have served their country like myself. It's one of the most honorable things any person can do and when you serve your country like that I think it's nice when your fellow citizens and organizations like KWW/CF show that they care about you with their support and thank you for your service." Brahm says that they are trying to grow the support for KWW/CF in Walworth County and that part of the state. "I think that this Golf Outing will help with that," Brahm says. "The first Golf Outing here was a success and we are definitely looking forward to future years. We can't wait for the 2018 event. We are already talking about it."

PIPE TRADES cont. from pg. 12

"They can have good lifelong careers once they finish their service to our country. That's another link between Keep Wisconsin Warm Fund and the Wisconsin pipe trades, plumbers union, and steamfitters."

The Steamfitters started the Heats On Program about 30 years ago with the idea that once a year the guys would volunteer their time on a Saturday in autumn during the start of the heating season to check out furnaces in the community. "We make sure that they are in proper shape. Some were found to be deficient or needed repairs or to replace the whole furnace," says Joel Zielke, Business Manager of Steamfitters Local 601. "Over the years, a lot of problems have been identified through this program. This is done with our 601 members who volunteer their Saturdays and their employers who allow the guys to use the company vehicles and tools."

"We just celebrated our 20th anniversary with the steamfitters where they went out and cleaned, serviced,

tuned and repaired at no charge over 97 furnaces. These vets were predominantly below the poverty level and were provided by us and other veteran organizations. Vets with service-related disabilities were given priority," Bruer adds. "In addition to that, they identified three furnaces that were leaking carbon monoxide and are working with the supply houses and manufacturers to replace those heating units for free for those vets that are in crisis."

Zielke says that the Heats on Program just celebrated 30 years in the Madison area. "The guys are very happy to do it ... especially when you find a furnace that's in bad shape. You can save somebody's live by red-tagging it and getting that furnace replaced," he says. "Another great thing about the program is that sometimes its elderly people who don't get much contact with people and it's really nice to socialize and have coffee with them on a Saturday morning."

Zielke says that the Steamfitters really enjoy working with KWW/CF.

A Special Thank You to KWW/CF's 2017 Presenting and Premier Golf Sponsors!

2017 Presenting Sponsor: Madison Gas & Electric Company



Wisconsin Public Service



Wegner CPAs
→ Guiding you. Beyond the numbers.



The Genuine. The Original.



Overhead Door Company of Madison, Inc.



Television advertisements, like the one shown above, have been sponsored by the Trades and others to raise awareness and donations for Vets in need.

"We've been involved with that organization for a long time," says Zielke. "What I really like about them is that they are truly serving people in need. We used an agency a couple years back that found us homes to service, and to be honest, we just kept coming back to the same houses. That's not the point of it. You're really trying to help people who haven't had their furnaces looked at for a number of years."

"Going out this year, we found a number of furnaces that had to be taken out because they were in truly bad shape and that's the point of the program," he adds. "The fact that KWW/CF works with veterans and that we're helping

them is all the more meaningful to our guys."

In one of the four crisis cases where the Heats On Program was helping a veteran in need with their heating unit, a veteran was taken to the hospital suffering from carbon monoxide poisoning. "They have really demonstrated well beyond the norm not only their financial, but their personal commitment towards vets and that is also displayed with their very aggressive outreach initiatives to bring in as many veterans as possible through their apprenticeship program and hire them to good-paying jobs throughout Wisconsin," Bruer says. "They are really probably our greatest unsung heroes for 2017."

Just a few notes from many of the people who were helped by KWW/CF!

On behalf of my family and I - we would sincerely like to thank you for your donation to our utility costs. This grant is gratefully accepted by us.

The Keep Wisconsin Warm/Cool Fund did a lot to meet our energy needs this winter.

I also appreciate the timely manner in which my account was handled.

Thank you,
once again.

I am sending this to you to say THANK YOU - I don't know who was responsible for submitting our name or account but I am truly grateful.

My husband is on oxygen 24/7 and I know that the concentrator takes its share of electricity to keep him breathing, but he doesn't have a choice.

Again thank you.

Dear Energy Asst.,

I just wanted to thank you for all the help you have given me. I am on SSI and my 20yr. old son still lives at home and has no income of his own. So money is extremely tight to say the least. So every dollar you give me for my gas & electricity is extremely helpful.

There are not enough words for me to use to tell you what your help means to me.

Thank you so much!!!

Thank you so much for your generosity. I waited to thank you, till I got my electric bill, because I thought it could be a scam. Nothing so nice, ever happened to me.

I really am so appreciative as the hot weather really upped the air conditioning.

Don't know how you picked me, to give to, but thank you again & again



Keeping the Heat and Power on for those most in need!

Mr. Bar,

Please pass along our thanks to all that helped with this. Thank you so very much for your time & effort.

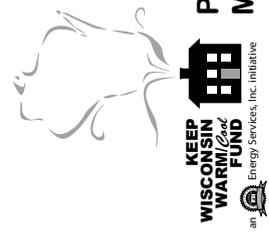
God bless,



Thank You for Making a Difference!



NON-PROFIT ORGANIZATION
 U.S. POSTAGE PAID
 MADISON, WI
 PERMIT NO. 49



P.O. BOX 68
 MADISON, WI 53701-0068



Keep Wisconsin Warm/Coal Fund



Thank you for giving the gift of
HEAT and POWER!
www.kwwf.org