PRESS RELEASE
FOR IMMEDIATE RELEASE
January 7, 2010

MEDIA CONTACTS
Jessica Higdon
Press Secretary
Office of the Mayor
E-mail: jhigdon@indy.gov
Office: 317-327-3649
Cell: 317-281-5817

Mary Kinney
Public/Media Relations Manager
317.921.1224 (business hours)
317.984.2727 (after hours)
Fax 317.921.1355
mary.kinney@uwci.org

MAYOR’S OFFICE, UNITED WAY KICK OFF WINTER ASSISTANCE FUND
Area funders step up to make sure local residents stay warm

January 7, 2010 — Indianapolis Mayor Greg Ballard and United Way of Central Indiana (UWCI) President and CEO Ellen K. Annala today kicked off the Winter Assistance Fund drive by accepting $355,000 from five local funders.

Bracing for a large number of requests for help from people still affected by the economic downturn, United Way and Mayor Ballard have set a goal to raise $500,000 for the fund.

Start-up contributions, which put the fund within $145,000 of that goal, include $100,000 from Citizens Energy Group; $50,000 from Indianapolis Power & Light; $100,000 from Nina Mason Pulliam Charitable Trust; $10,000 from The Indianapolis Foundation, a CICF affiliate; and $45,000 from James Proctor Fund for Aged Men and Women, a CICF Fund.

Citizens Energy Group also pledged to match, dollar-for-dollar, donations its customers make to the fund, up to $50,000.

“I can’t say enough about how our community is pulling together to help others in this time of great hardship for so many of our neighbors,” said Ballard.

-more-
“No one should have to endure brutal winters like this without being able to keep their family safe and warm,” said Annala. “While funders have united to assist with basic needs during these difficult economic times, this is also an opportunity for the general public to help their neighbors. Every gift of any size is appreciated,” she added.

The Winter Assistance Fund is for Marion County residents whose income exceeds guidelines for government energy assistance, yet still have difficulty keeping up with high winter heating bills.

Last year, the fund helped 2,082 households, including seniors and families with children, by raising $717,040 in assistance.

Customers of Citizens Energy Group and IPL will receive Winter Assistance Fund contribution envelopes in their gas and electric bills, making it easier for individuals to give to the fund.

Contributions are tax deductible and can also be made online at www.uwci.org, or by mailing a check to: United Way of Central Indiana, Winter Assistance Fund, Post Office Box 660054, Indianapolis, IN, 46266-0054

Residents can dial 2-1-1 to find the nearest neighborhood community center or township trustee office to apply for help through the Winter Assistance Fund.

###