

# Answers To... The Most Frequently Asked Questions

## WHO AND WHAT IS SHARE THE WARMTH?

Share the Warmth is a registered, not-for-profit charity that purchases heat and energy on behalf of families, seniors, terminally ill and disabled persons living at or near the poverty level. Share the Warmth is a cashless charity which does not give money directly to applicants. Share the Warmth converts 100% of all public donations to heat and energy for households. Share the Warmth was founded in 1995 and has provided emergency energy assistance to over 30,000 people since 2000.

## WHO BENEFITS FROM SHARE THE WARMTH ASSISTANCE?

People in crisis who simply don't have the money to pay all of their energy bills. Share the Warmth assists single parents, families whose parents have lost their jobs, people who can no longer earn a living because illness prevents them from working, and seniors living alone on small pensions which leave them with limited income. They are people just like YOU with one difference... they are unable to maintain heat, and in some cases shelter, in the winter.

## HOW DOES SHARE THE WARMTH PREVENT HOMELESSNESS?

Share the Warmth provides energy assistance to households vulnerable to becoming homeless during the winter season.

Families unable to provide heat and energy for their homes in winter become vulnerable to homelessness, as the intense cold makes it impossible for families to cook and preserve food, or even to remain in their homes.

All applicants in need of energy assistance whether they qualify for STW assistance or not, are case managed in order to determine whether alternative funders or existing community-based resources can assist in alleviating the particular crisis.

## Message from the Executive Director

Ten years ago, as I was about to begin my first year at Osgoode Hall Law School, my mother died leaving me disoriented, frustrated and alone. Desperate to feel something but unable to feel anything, I threw myself into an idea I had that would bring warmth to families in need, almost at the expense of a successful first year of school. Students, far too young and naïve to realize the complexities and time involved in incorporating, funding and building a new type of charity, committed themselves for more than three years to the creation and maintenance of a grassroots emergency response program designed to keep vulnerable families housed, particularly in winter.

For the last decade, STW has distinguished itself as a pioneering change agent. Innovating the first use of web-based technology in charitable service delivery in 1999 and forming Canada's first and only provincial energy assistance program in 2000. In 2003, STW developed the only non-government funded emergency furnace repair program with Climate Care; because energy assistance without working heating equipment is no assistance at all. Over the last five years, STW secured unprecedented five and six figure donations from utility companies across the province while delivering a program in which administrative costs were, until 2003, paid for exclusively by the private sector. In 2003, STW received its first government funding for administrative costs.

In February 2004, STW met with and submitted a proposal to the Minister of Community and Social Services calling for the creation of an Emergency Energy Fund. A month later STW approached the Toronto Disaster Relief Committee to form the Low Income Energy Network (LIEN) in support of STW's call for a provincial emergency energy fund. Culminating in April 2004, the provincial government announced the creation of an unprecedented 2 million dollar emergency energy fund, the first of its kind in Canada.

Along with LIEN members, provincial gas and hydro utilities, Green Communities and a broad range of provincial stakeholders, STW assisted in the design of a provincial low-income energy conservation program. In 2005, STW launched the first low-income energy conservation program in Ontario in the City of Brantford.

'A little warmth goes a long way'. Ten years ago I added this last minute phrase at the urging of our printer who felt the front of our donation pamphlet needed something more to communicate our new charity's purpose. Over 400,000 of Share the Warmth's first donation pamphlets, paid for out of the generosity of the employees of Levis Strauss & Co, were inserted by utilities from across the GTA in their customer bill envelopes. Assisting only 58 at risk Torontonians and 12 community-based Toronto agencies in its first year, STW's concept of reflecting community based generosity back to those in need in their community had its first modest triumph. By giving heat and hope to low-income families at risk of homelessness instead of money. STW grew in 5 years to serve the entire province. Since 2000 STW has brought warmth to over 30, 000 at risk Ontarians.

I think my mother would be proud.



[www.sharethewarmth.org](http://www.sharethewarmth.org)  
[info@sharethewarmth.org](mailto:info@sharethewarmth.org)

## TO DONATE

### A little warmth goes a long way...

We believe Share the Warmth encourages a charitable response that is common to all those who have endured a Canadian winter.

### Here's How to... "Share the Warmth"

You can "Share the Warmth" by directing your donation in one of the following ways:

- Make your cheque payable to "Share the Warmth" and place your cheque inside sealable portion of this insert. (Please do not mail cash.)
- You may call our automated donation line at 1-900-565-WARM (9276). By calling the line a \$35 donation will appear on your telephone bill. Please note that upon calling our donation line you will only hear a recording and no live person will be able to answer.
- To make a secure donation online, visit us at [www.sharethewarmth.org](http://www.sharethewarmth.org)

As Share the Warmth does not use public donations for administrative costs, we are only able to issue tax receipts for donations of \$30.00 or more.



[www.sharethewarmth.org](http://www.sharethewarmth.org)  
[info@sharethewarmth.org](mailto:info@sharethewarmth.org)

Please print clearly

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone ( ): \_\_\_\_\_

### I would like to donate:

- Warmth for two days \*(\$18.00)
- Warmth for one week \*(\$65.00)
- Warmth for two weeks \*(\$130.00)
- Other amount \$ \_\_\_\_\_

\*Estimate based on a household of 4, heating with hydro only (2000).

### Note:

Please make your cheque payable to "Share the Warmth" and place your cheque inside sealable portion of this insert. (Please do not mail cash.)

### Please direct my donation to:

- My Community
- Where the Need is Greatest

Place  
Stamp  
Here

Share the Warmth  
P.O. Box 30037  
1027 Finch Ave. West  
Downsview, Ontario  
M3J 3L6

HF

#### HOW DOES YOUR DONATION HELP THOSE WHO NEED IT MOST?

Share the Warmth does not give money nor does it cover the entire cost of an applicant's heating needs. All applications undergo a thorough review by trained local community relief agencies following strict criteria. Need is determined on a case-by-case basis. Share the Warmth covers only a portion of the overall energy needs of a successful applicant sufficient to ensure warmth in winter.

*"As a community partner with Share the Warmth, Horizon Utilities Corporation is committed to improving the quality of life for people in the communities we serve", says Eileen Campbell, Director of Customer Services, Horizon Utilities Corporation.*

#### IF I NEED ASSISTANCE TO STAY WARM THIS WINTER, HOW DO I APPLY?

Applications for families, seniors, disabled or terminally ill persons in emergency circumstances or facing service termination will be available beginning mid-December at designated agency application centres in communities across Ontario. Contact your local participating utility at that time, for the nearest application centre.

#### WHAT IS THE CONSERVING HOMES PROGRAM?

Brantford Power and Share the Warmth are responding to the impact of rising energy costs for low-income consumers by making 100 homes in Brantford more energy efficient. Brantford Power is contributing more than \$100,000 toward energy-saving measures at no cost to low-income households. Conserving Homes, the first true low-income energy conservation program in Ontario, is a critical first step in reducing the disproportionate energy burden that falls on low-income households while demonstrating to all utility companies that true low-income energy conservation can and should be a fundamental part of their conservation planning.

Share the Warmth is a division of Warmth for All Charitable Corporation #89069 5745 RR0001

[www.sharethewarmth.org](http://www.sharethewarmth.org)

## Our Corporate Partners



Petro-Canada  
Ontario Wholesale Marketers



[www.sharethewarmth.org](http://www.sharethewarmth.org)

[info@sharethewarmth.org](mailto:info@sharethewarmth.org)

The 6th Annual Ball Hockey Challenge  
presented by Petro-Canada

2005 Winners - RBC Investments  
Second Place - McCarthy Tétrault

10TH ANNIVERSARY

## SHARE THE WARMTH



Because ...

A home without heat  
Is a home on the street

- Emergency Energy Assistance
- Energy Conservation
- Emergency Furnace Repair

To donate visit [www.sharethewarmth.org](http://www.sharethewarmth.org)  
or call Our automated donation line  
1-900-565-WARM (9276)

Printed as a community service by Horizon Utilities Corporation.

Horizon Utilities Corporation

Conceived in memory of Cynthia Rose Seignoret de Gale