

Fund Raising for Fuel Funds

VQA Institute
September 16, 2008



A Brief History of Fuel Funds

- LIHEAP funding, although a vital resource has never been adequate to address the energy crisis facing our neighbors.
- The first fuel funds began operating in 1979.
- Our communities support fuel funds.



Benefits of Fuel Funds

- *Reduce risk during extreme weather periods (fires, injuries and fatalities).*
- *Serve consumers that may not be eligible for any government sponsored assistance.*
- *Provide an incentive to consumers to respond to collection initiatives before termination of service creating a road to resolution.*
- *Encourages participation from all stakeholders (advocates, energy providers, community organizations, etc).*
- *Provides a community based solution for energy and other service providers.*
- *Simplifies eligibility requirements, outreach efforts and provides easy access for clients.*

Benefits of a Statewide Program

- *Encourages participation from all stakeholders (advocates, energy providers, community organizations, etc).*
- *Provides a community based solution for energy and other service providers.*
- *Simplifies eligibility requirements, outreach efforts and provides easy access for clients.*
- *Provides consistent review and grant determination.*
- *Allows for the integration of various assistance programs.*
- *Synergy savings.*



New Jersey SHARES

- Created in 1998 through the collaboration of advocates, utilities, community based organizations, and involved private citizens.
- 160 partner agencies with 220 intake sites throughout New Jersey.
- New Jersey SHARES has assisted 136,000 households with grants in excess of \$47,000,000 .

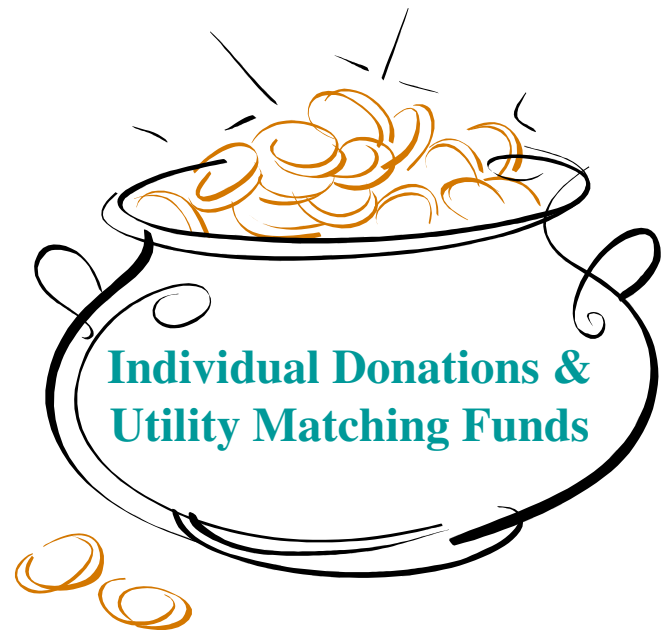


New Jersey SHARES Programs

- NJS assists natural gas and electric customers throughout NJ, partnering with all of the regulated energy utilities.
- NJS assists United Water Company residential customers experiencing a temporary financial crisis in nine states.
- NJS provides statewide outreach and client services for the Verizon NJ Communications Lifeline Program.



New Jersey SHARES Funding Sources



New Jersey SHARES Fund Raising Initiatives

- Utility bill inserts
- Utility bill check off- designates monthly contribution
- NJS web-site PSA and donation portal
- Direct mail solicitation
- Media interviews – print, radio
- Cable TV interviews – Public Affairs
- Community awareness events
- Minor league baseball games
 - NJ SHARES night
 - Table on concourse
- NHL games- NJ SHARES night at NJ Devils
- Cultural events – plays

- **Entrepreneurial opportunities**
- **Legislative initiatives**



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