



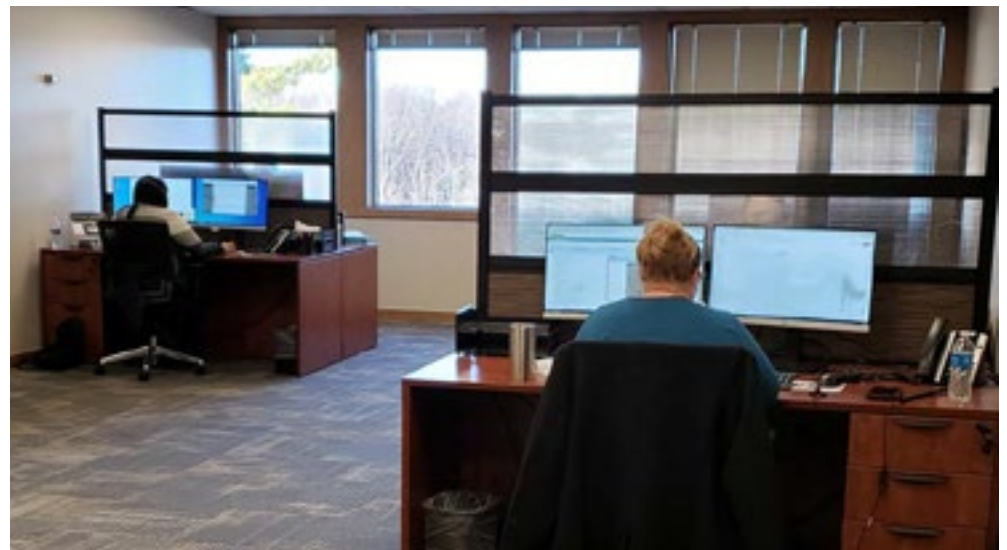
Keep Wisconsin Warm/Cool Fund donors provide a critical survival safety net for those economically impacted by the COVID-19 pandemic

High unemployment or being under employed creates serious challenges for Wisconsinites trying to stay safely in their homes and keep their heat and power on

The COVID-19 pandemic has impacted just about every part of our daily lives. Tens of thousands of businesses across the nation have closed their doors -- some permanently. Longtime traditions and celebrations have been canceled or postponed. Traveling out in public now comes with an added health risk, and proper precautions must be taken. Households have transformed into temporary work stations and classrooms.

Thousands of Wisconsinites who once felt financially secure now find themselves unemployed and in crisis. More than a million unemployment claims have been filed by Wisconsinites to the Wisconsin Department of Workforce Development since the outbreak started in mid-March. The DWD reported that regular weekly unemployment claims increased from 29,636 in a given week during April 2019 to 320,952 in the same week in April 2020 -- a year-

COVID continued pg. 2



ABOVE: Customer Care Specialists at the expanded Customer Care Center for ESI and KWW/CF take 1000's of calls each day from those in need.

Energy Services, Inc., KWW/CF Opens Expanded Customer Care Center to Address Growing need for Energy Assistance
1,000's of calls per day are taken at the expanded location that has increased the capacity to help those in need

In early 2020, Energy Services Inc. (ESI)/ Keep Wisconsin Warm/Cool Fund (KWW/CF) opened an expanded Customer Care Center in Madison, Wi. The expanded space allows us to continue to be the primary place to turn for individuals that struggle to keep the heat and power on in crisis.

ESI was created in 1982 as a result of the

unfortunate hypothermia deaths of two seniors during a harsh Wisconsin winter, followed by another death in Dane County of a fragile elderly person from heat stroke during the summer. In 1996 the KWW/CF was established as a nine-county regional fund. Based on its amazing success and its mission, the fund was expanded to assist those

Customer Care continued pg. 7



Flannel Fest 2020 Virtual Music Event Celebrates 7 Years of Keeping Wisconsin Warm

Virtual format during COVID-19 pandemic successfully raises funds and awareness

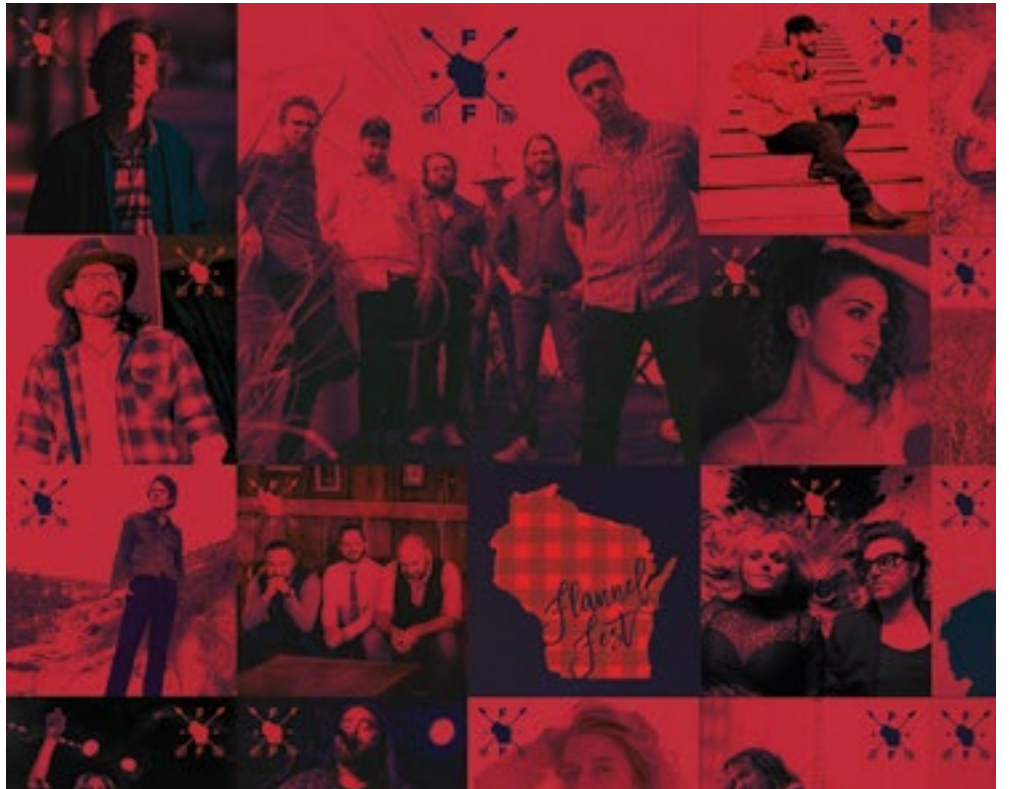
Now in its 7th year, Flannel Fest has become an annual celebration of local, regional and national Americana music benefitting the Keep Wisconsin Warm/Cool Fund (KWW/CF). Due to the COVID-19 pandemic of 2020, most live music events have had to postpone until 2021, or they have created virtual events on the internet. Flannel Fest 2020 did the latter, with a successful online and virtual Facebook Live music event held on November 21 that raised over \$15,000 for KWW/CF thanks to a 2 to 1 match challenge. While the event was free for anyone

to attend, donations were strongly encouraged via virtual tip jars.

The 2020 event featured many Flannel Fest alumni artists like American Aquarium, Miles Nielsen & Kelly Steward, Trapper Schoepp, Beth Kille Band, and The Mascot Theory, along with Flannel Fest newbies like Adam Greuel of Horseshoes & Hand Grenades and Eric Earley of the successful Portland-based band Blitzen Trapper.

The move to an online event did offer some perks

FLANNEL FEST continued pg. 3



ABOVE: A screenshot from this year's virtual "Flannel Fest" now in its 7th year, showing the many talented musicians that came together to raise funds for KWW/CF.

COVID continued from cover

to 13.6% at its peak in April.

With the help of thousands of donors, the Keep Wisconsin Warm/Cool Fund has leveraged its many public and private partnerships to meet the needs of those facing unprecedented crisis situations caused by the ongoing public health emergency.

"We are committed to doing everything humanly possible to provide a lifeline to those who have been hit the hardest," Keep Wisconsin Warm/Cool Fund Founder/Chief Spokesperson Tim Bruer said. "Pride has always been a barrier and issue for those who have never been or exposed or involved in any way to this social safety net. It's even more difficult for them to come forward.

"It's only because of the incredible support we have

received from a cross section of sectors throughout Wisconsin that our organization has been able to achieve the success it has had."

Applying for life-sustaining assistance through other organizations isn't always easy. But, with the Keep Wisconsin Warm/Cool Fund's user-friendly interface, the process has never been more simplified when responding to those affected by the COVID19 pandemic.

By visiting HEAT.help, those who are experiencing a significant energy burden where other available resources are inadequate can get immediate help from the organization. The Keep Wisconsin Warm/Cool Fund works with applicants on a case-by-case basis, with staff responding immediately and helping them through the process

to ensure they obtain the documentation required for expedited eligibility, and to qualify for supplemental support normally within just one week.

During the past 2 decades, the Keep Wisconsin Warm/Cool Fund has provided emergency energy assistance grants and services to Wisconsinites in situations where government funds fall short in meeting their individual needs, or when there are simply no other options.

Since its inception, the Keep Wisconsin Warm/Cool Fund has leveraged \$38.8 million to come to the aid of more than 132,344 Wisconsin households in emergency situations.

Once again the generous support from public, utilities, labors, private groups and

individuals across Wisconsin have allowed the Keep Wisconsin Warm/Cool Fund team to answer the immediate desperate call of those who are most in need since the COVID-19 pandemic began taking its toll.

Not only does the Keep Wisconsin Warm/Cool Fund provide financial assistance, the organization also relies on its close relationship with Wisconsin's utility companies to facilitate payment plans on energy bills. The dedicated team also provides budget counseling, and other financial services to those who are struggling.



FLANNEL FEST continued from pg. 2

compared to the standard in-person Flannel Fest events of the past.

“Online shows present something uniquely different than in-person events,” said Flannel Fest co-founder Beth Kille. “Attendance isn’t limited to folks who live in the area. Literally anyone with internet access can participate. We had viewers from all across the country tuning in to Flannel Fest to enjoy music while donating to this great cause. And there was still a great sense of community as flannel-clothed friends, family and fans were able to chat with each from the comfort and safety of their own homes.”

The online event also allowed Flannel Fest to draw from a greater number of artists who could participate in the virtual charity event.

“Along with a bunch of talented Wisconsin artists, we were able to bring in a handful of artists with Wisconsin roots who are now sharing their talents and furthering their music careers in other areas of the country, from North Carolina to Nashville to Los Angeles,” said Flannel Fest co-founder Erik Kjelland.

Flannel Fest organizers are optimistic that next year’s Flannel Fest event will return to an in-person event format

FLANNEL FEST continued pg. 13



ABOVE: Miles Nielsen and Kelly Steward performing during “Flannel Fest” raising funds and awareness for those struggling to keep their heat and power on.

BELOW: American Aquarium performing during “Flannel Fest” during the virtual event. This was the 7th Annual event of its kind.



FACT: Due to the drastic downturn in the economy due to the COVID-19 pandemic which caused record unemployment, business closings, layoffs, and reductions in wages, an unprecedented number of Wisconsin’s Veterans, elderly, those with disabilities, and working families with young children, applied to keep their heat and power on since April of last year.

FACT: The number of people not in the labor force who want a job spiked by 4.5 million nationally in April and that number has remained elevated. These households are struggling to pay their bills on their limited unemployment benefits, and many are facing the end of their benefits and are unable to find work.

FACT: Because of their limited incomes, 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!*

Madison-Area Couple Struggles to Run Businesses, Take Care of Family During COVID-19 Pandemic

Extra planning, safety measures along with revenue losses impact local businesses

Matt and Tori Gerding have a lot on their plates. Along with raising two small children, each of them is navigating a business through an industry upended by the Covid-19 pandemic.

“We’re both as busy as ever with work – everything we do takes so much more planning and work that it ever has before,” said Matt. “We just take life one day at a time, stay as focused as possible and try to extend each other a lot of grace. And our kids help ground us and remind us every day what is truly important in life, so I’m thankful for that perspective.”

As president of FPC Live, Madison’s principal concert promotion event company, Matt Gerding has seen firsthand the toll the Covid-19 pandemic has taken on the live music industry in 2020. Music events across the country were cancelled or postponed until 2021 as indoor spaces and mass outdoor gatherings were deemed unsafe due to the potential virus spread.

Facing the reality of a completely wiped out 2020 show calendar, FPC Live announced significant layoffs and pay reductions in their organization in the fall. In early December, FPC Live was awarded a share of a \$15 million Live Music venue Covid-19 relief package from the state, an expansion of Governor Tony Evers’ CARES Act. FPC Live is also hopeful that they will see

further financial support from national relief efforts like the proposed Save Our Stages Act, which has received bipartisan support and is currently under congressional review as part of the Heroes Act.

Tori Gerding, owner of Madison’s Ancora Coffee Roaster, also knows what it’s like to have the pandemic alter her business.

“We are just barely squeaking by, like I think so many restaurants are, and really holding out hope that our leaders will provide relief to our industry and similar ones that have been hit so hard,” said Tori. “When the pandemic hit, we did embrace the 21st century in terms of our POS equipment, and can now offer online ordering, touchless payment etc. which has been very important to maintaining sales, especially since we do not accept cash currently.”

Participating in local programs like “Cook it Forward” and “Soup’s On” has been an important way for some local businesses like Ancora to raise additional funds to help keep their staff members employed and their businesses going through the pandemic.

Tori recognizes that local businesses will continue to need support from the community early in the new year. “A lot of these businesses have put every last dollar, and ounce of love and sweat equity into these businesses. Show them your love.”

As the unexpected year of 2020 comes to an end and we look forward to what 2021 might bring our way, a glimmer of hope seems to be appearing with the arrival of a vaccine and an eventual return to normalcy.

“We are absolutely optimistic about 2021, but more towards the second half of the year,” said Matt of live music’s eventual return. “It’s so deeply ingrained into the fabric of our culture, especially in Madison.”

Matt says that FPC Live has a detailed strategy ready to bring live music back to Mad-

Like Many Others, Local Musician’s Career Affected by Covid-19 Pandemic

Shutdown and restrictions to businesses keep musicians from performing, making a living

Since its inception the KWW/CF has enjoyed a close supporting relationship with a number of sectors including labor, hospitality industry, restaurants, and especially those from the music industry. Like others, hit hardest have been those associated with the entertainment industry. Recognizing this KWW/CF has reached out to them with most having lost their primary source of income due to the COVID19 pandemic. “While artists and musicians historically have struggled balancing traditional jobs also in pursuit of their musical interests the pandemic has in most cases eliminated both their secured employment and has severely limited their

ison when the time comes. “We’ll be able to execute a safe plan that both artists, fans, and our staff will feel really good about. People will be ready to come out and celebrate!”

Tori has some great advice for the Madison community and beyond. “Remember to be kind and compassionate to everyone you encounter. 2020 hasn’t been kind to many of us, but we can still choose to be kind to each other.”

music venues, said Tim Bruer, Founder/Chief Spokesperson. One of the many examples is singer/songwriter, Derek Ramnarace. In a normal calendar year, Baraboo, WI based singer/songwriter Derek Ramnarace would play around 200 shows across the midwest, either solo or with his band Old Soul Society. As a full-time musician and a single father of three children, Derek relied on those performances to provide for his family. Without warning, his 2020 show calendar became a fragment of what it was supposed to be when the Covid-19 pandemic reached the United States.

The entertainment industry

Musician continued pg. 5

MUSICIAN continued from pg. 4

came to a screeching halt as performance opportunities were drastically reduced. Indoor music venues faced capacity limitations, making it impossible to remain open, while outdoor music festivals with large gatherings of people were cancelled across the country in an effort to curb the spread of the infectious disease. Many of those entertainers work day jobs in other service industries, so they have been doubly impacted.

Many musicians like Ramnarace were able to play a handful of outdoor shows where wide open spaces allowed for proper social distancing by attendees. In mid-October, while dining outside at the Tumbled Rock Brewery in Baraboo, WI, Tim Bruer happened to catch a Ramnarace solo performance.

“I was impressed by Derek’s music, and by how gracious he was to be playing in front of a supportive crowd,” said Bruer. “He radiated positivity, even as he shared the dire nature of his 2020 performance calendar with the crowd.”

Ramnarace had to step outside of his comfort zone to find new musical revenue streams and expand his skill set.

“My anxiety levels went through the roof as I scrambled to figure out how I was going to generate income to keep a roof over my kids’ heads and food in their bellies,” said Ramnarace. “Being from Wisconsin and losing opportunities to tour meant that we had to look for ways to diversify, and I feel

very fortunate to have such a strong home base here in Wisconsin to help us or else we would not have been able to pay our bills this past spring.”

Like many musicians, Ramnarace went online to offer guitar lessons and to perform Live Stream shows as a way to connect to his audience and to provide for his family.

“I learned how to do multi camera live streams with high definition audio and

Musician continued pg. 12



ABOVE: Derek Ramnarace, performing with his band, *Old Soul Society*.
Photo credit: Dylan Overhouse

DID YOU KNOW

132,344 WISCONSINITES
HAVE BEEN ASSISTED BY

**KEEP
WISCONSIN
WARM/Cool
FUND**

The Keep Wisconsin Warm/Cool Fund (KWW/CF), founded in 1996, is a statewide nonprofit charity that assists low-income households who cannot afford to pay their energy bills.

Ninety cents of every dollar contributed goes directly towards helping those most in need.

Your donations make a difference one dollar, one senior, and one family in crisis at a time.

FOR MORE INFO:

www.kwwf.org

1-800-891-9276

19th Annual Keep Wisconsin Warm/Cool Fund Charity Golf Classic Once Again an Overwhelming Success Despite of Pandemic

Hundreds of golfers, contributors, volunteers, community stakeholders once again safely came together for a modified event that raised money for more than 400 Wisconsin households in need

The Keep Wisconsin Warm/Cool Fund Golf Classic has been a major fundraising event for the Keep Wisconsin Warm/Cool Fund. The 19th Annual Golf Classic event held this past August was no exception. Even in a year when many events across the state were postponed or cancelled due to the Covid-19 pandemic, sprawling and well-manicured greens provided plenty of wide-open space for the event to move forward in a safe and socially distant manner.

This year's event raised \$143,334, which will provide 478 Wisconsin households life-saving energy and housing assistance during the bitter cold of winter, the sweltering heat of summer, and

the Covid-19 pandemic. Over 125 golfers participated in this year's outing, playing on courses designed by legendary golfers Arnold Palmer, Gary Player and Lee Trevino at the Geneva National Resort in Lake Geneva, WI. The event kicked off in the morning with a presentation of the Colors followed by a powerful rendition of the National Anthem from award-winning singer-songwriter Shawndell Marks from Baraboo, WI.

The success of the Golf Classic can be attributed to a host of generous sponsors including MG&E, the 2020 Presenting Sponsor. The Grand Slam level sponsors included Morgan Murphy Media, Ideal Builders, Park Bank, Tri-North Builders,



ABOVE: Golfers at the 19th Annual KWW/CF Charity Golf Classic and Silent Auction shown here getting ready for a great day of golf in Lake Geneva, WI.

Wisconsin Public Service, KS Energy Services, Alliant Energy, First Weber Foundation, We Energies, Wisconsin Pipe Trades, and American Transmission Co. (ATC).

Special appreciation goes to ATC for sponsoring the popular golf bags that included a significant number of items contributed.

Golf continued pg. 11

A special thank you to our
2020 PRESENTING sponsor!



Thank you also to our the 2020 PREMIER sponsors!



Wisconsin Public Service



KWW/CF is supported in part by the State of Wisconsin, Division of Energy, Housing, and Community Resources.

CUSTOMER CARE continued from cover

with unmet needs in all communities throughout Wisconsin.

In its first few years, KWW/CF assisted on average around one thousand households per year out of a small office space that was donated by a generous sponsor. As the years passed, the number of elderly, disabled Veterans, and young working families in Wisconsin facing energy-related crises escalated at an unprecedented level, by no fault of their own. For many people on a fixed income keeping the power on became an unaffordable luxury due to rising energy and housing costs. Even today, low income households often spend up to five times their total income on energy costs. In 2008 alone, the United States had its largest depression since the Great Depression, and the number of households in crisis increased tenfold.

As demand increased exponentially, KWW/CF had an acute need to expand its Customer Care Center. A long term and generous supporter of KWW/CF stepped forward by contributing a significant amount of support towards our expanded facility. Most importantly, we were able to seamlessly relocate without any gaps in our essential crisis assistance efforts.

A special thanks goes out to the continued generosity of MIG Commercial Real Estate and Ideal Builders, who together quickly mobilized their staff with a number of construction subcontractors to significantly enhance our expanded customer services center's ability to respond to over 3000 calls a day from the most at risk households throughout Wisconsin. We also want to thank our generous Information Technology donors and other stakeholders who engineered our new technology with a greatly improved, state-of-the-art

tech capacity. This allows us to now expand our focus on prevention and long term

economic solutions that stabilize households in need.

BELOW: Customer Care Specialists are trained to help clients in need find the resources and support they need in their own counties, while also scheduling energy assistance appointments and sharing resources.



For a hand up, visit heat.help



KEEP
WISCONSIN
WARM/*Cool*
FUND

CELEBRATING OVER 35 YEARS
ENERGY SERVICES, INC.
KEEPING THE HEAT AND POWER
ON FOR THOSE MOST IN NEED

HEAT
For
Heroes



TM

**River 2 Ridge Disaster Resilience
Group Energy Assistance
Partnership with KWW/CF**

*Local Non-profit provides \$30,000 in assistance for
those in need in a four county area*

The River 2 Ridge Disaster Resilience Group (R2R) partnered with the Keep Wisconsin Warm/Cool Fund in October to provide \$30,000 of energy assistance relief to residents in Vernon, Monroe, Crawford, and LaCrosse counties in Wisconsin.

While the R2R mission is to provide flood recovery relief for individuals and businesses, the pandemic of 2020 caused them to expand their crisis relief efforts.

“When you look at our mission in a broader sense, it speaks to helping people recover from a natural disaster or community crisis,” said R2R board member chair Julie Nelson, who is also the Community Engagement Coordinator for the Great Rivers United Way.

The Covid-19 pandemic fit their definition of a community crisis, as its effect was felt by nearly everyone in their service area. A moratorium that blocked the shutting down of electrical power was set to expire on October 1, creating a gap of time before the winter shut off rule would go into effect. This gap concerned R2R, so they set out to find a partner that could

help them provide energy assistance to individuals who faced getting their power cut off.

“This (pandemic) has left many in our area without the needed income to meet their needs,” said Michele Engh, board vice chair of R2R. “We continue to raise funds, knowing that the reality of disasters in our areas leaves many people with a lack of resources.”

The Keep Wisconsin Warm/Cool Fund’s ability to target and process the needs of individuals in crisis made for a perfect partnership with R2R.

“The Keep Wisconsin Warm/Cool Fund was a dream to work with, making it very easy for us to make payments for the people who would benefit from it,” said Nelson.

For more information about River 2 Ridge Disaster Resilience Group please visit www.r2rdr.org.

**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.

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State _____ Zip _____
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I would like to contribute:
\$500 \$250 \$100 \$75
\$50 Other

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Cardholder _____
Card # _____
Exp.Date ____/____
Signature _____

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

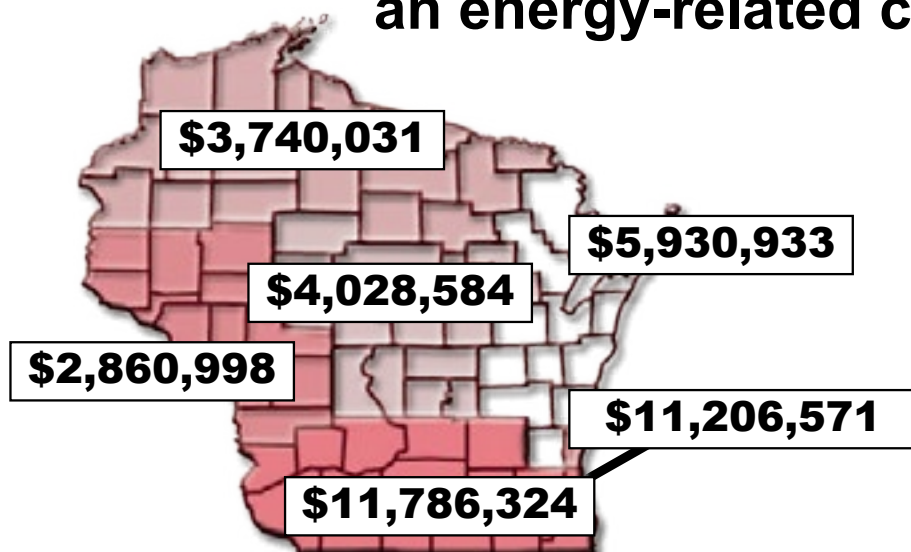


Send your contribution to:
**The Keep Wisconsin
Warm/Cool Fund
P.O. Box 68
Madison, WI 53701**



KWW/CF serving those most vulnerable throughout Wisconsin

Because of YOUR generosity, over \$38.8 million has been contributed to assist more than 132,344 households facing an energy-related crisis!



KWW/CF is sponsored in part by the State of Wisconsin, Division of Energy, Housing and Community Resources.

90 CENTS OF EVERY DOLLAR GENEROUSLY DONATED BY YOU GOES DIRECTLY TO GIVING THE GIFT OF WARMTH TO YOUR NEIGHBORS IN NEED!

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.**
- ★ **132,344 households in crisis have been assisted by more than \$38.8 million. YOU are making a difference one dollar, one senior, 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.**

KWW/CF Campaign Committee

Tim Bruer,
Chief Spokesperson,
Energy Services Inc.

Wayne Harris, Chair
6AM Marketing

Mike Adler
State Bank of Cross Plains

Brian Brugger
WPS Military and Veterans Health

Chris Carper
WI Public Service Corp.

Kathy DeMets
Madison Gas and Electric

Brenda Homeister
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Veterans Hit Hard During COVID-19 Pandemic Supported With Online Resources

Many Wisconsin Veterans, many of which are suffering from service-related injuries, are struggling with changes due to pandemic and in need of services

While the COVID19 pandemic has impacted on all of us, especially hit hard have been our Veterans. Many who were already suffering from service related injuries or being challenged with mental health issues, and limited incomes.

During the fall season of 2020 the Covid-19 pandemic flared up across the United States with an increased wave of new cases and deaths throughout the civilian and Veteran communities.

ESI's through its Keep Wisconsin Warm Cool Fund Heat for Heroes campaign initiative has been called upon to help an unprecedented increase in struggling Veterans during this COVID crisis by providing emergency energy and housing assistance. This past year alone, the Heat and Housing for Heroes assisted over 4,207 number of households. Together with the generosity of the KWWCF – HFH donors and other funds being leverage \$811,631 in cri-

According to the Department of Veteran's Affairs (VA) website, as of mid-November, there had been over 86,000 cases of Covid-19 in the Veteran community throughout the United States, with over 4,200 of those cases resulting in death. Wisconsin saw over 2,300 cases of Covid-19 with over 45 of those cases resulting in death.

Based on a 2019 U.S. Bureau of Labor Statistics report, approximately 61% of all Veterans are over the age of 65. That means over 11.7 million Veterans are considered high risk when it comes to Covid-19 infection, in fact a staggering 80% of all total Covid-19 deaths are those of people aged 65 and over.

The William S. Middleton Memorial Veterans Hospital in Madison, WI adheres to the suggested VA Covid-19 guidelines set forth by the Centers For Disease



Control and Prevention (CDC), including wearing masks when around other people, practicing social distancing of at least six feet, and frequent hand washing. Veterans should also pay close attention to their daily health, being alert for possible Covid-19 symptoms including but not limited to fever, cough, shortness of breath, fatigue, muscle or body aches, headache, new loss of taste or smell, sore throat, and congestion or runny nose.

It is recommended that Veterans contact their local VA facility immediately should they experience any of these symptoms. VA medical centers are being cautious as to who is allowed to enter their facilities, as they require pre-screening for all visitors. While many area VA centers do not allow walk-in or face-to-face services at this time, they are able to provide

online and telephone services. Check with the Wisconsin Department of Veterans Affairs for the latest information on your local VA center offerings.

Along with health concerns, Veterans in the U.S. are facing a relatively high unemployment rate of 6.8% as of October 2020. While there has been a steady, monthly decline since the April 2020 peak of 14.8% unemployment rate for veterans, it is still high when compared to the 4% average rate during the October months of the past four years. Many industries in Wisconsin and throughout the nation have struggled during the pandemic, resulting in business closures and workers looking for new jobs, and having troubles with paying their rent and energy bills.

Paul Rickert, Chief of
Veterans continued pg. 12



GOLF cont. from page 6

The Tournament level sponsors included Capitol Bank, TDS, Wegner CPAs, WPS, 6AM Marketing, and Kayser Automotive Group.

“It’s the continuous support from community-based companies that has led to the outing’s constant success,” said ESI Executive Director, and KWW/CF Founder/Chief Spokesperson Tim Bruer. “This is one of the most successful homegrown golf fundraisers in the state, with over \$2 million raised over the years.”

The Extra Mile Award was given to Dave and Audrey Martin of Ideal Builders for their continued efforts in promoting the KWW/CF Golf Classic, including rounding up 18 foursomes of golfers for the event. Tim McCaffrey, Multimedia Account Executive for Channel3000

attended this year’s golf outing with a group of colleagues. He initially felt hesitant to attend any large events during the pandemic, only venturing out from his home for essential store visits. But knowing the significance of the event he decided to attend.

“I was extremely happy to see how precautions everyone was, the detailed steps taken to make everyone feel comfortable were not overlooked,” said McCaffrey. “The golf outing was easily one of my highlights this summer!”

Organizers of the Golf Classic event were particularly proud of the active support from veterans and a number of veteran advocates who actively participated in the day’s event, shining a spotlight on efforts to address

the growing needs of veterans who face the loss of power and heat, or even the risk of potential homelessness. A number of veterans were able to participate in golf foursomes at the event, thanks to the generous sponsor support from Ideal Builders, Alliant Energy, and MG&E.

Donations raised at the KWW/CF Golf Classic and other fundraising efforts

throughout the year help our most vulnerable Wisconsin neighbors including Veterans, working families with young children and the elderly many of whom struggle with fixed and limited incomes.

To learn more about this event or to find out how you can make a difference, call 1-800-891-WARM or visit www.kwwf.org.



ABOVE: Ideal Builders Dave and Aubrey Martin were integral to making this year’s outing a success, and made numerous calls for donations to the fund.

BELOW: The color guard shown here honors the many Veterans that have served and who have benefited from the Heat for Heroes Program.



ABOVE: Dave and Audrey Martin of Ideal Builders accepting the Corporate Extra Mile Award for their overwhelming support of this year’s outing.

BELOW: Longtime supporters of the KWW/CF Charity Golf Classic, including Tri-North, ATC and We Energies continued their support during this challenging year.



MUSICIAN continued from pg. 5

video,” said Ramnarace. “Online tips and donations have been a huge help to me so I would definitely encourage people to donate whatever they can to their favorite artists because every little bit helps.”

Live stream shows and a handful of socially-distant in-person performances weren’t enough for Ramnarace to make ends meet. He was forced to tap into savings that had been set aside for a future family vacation, as well as money previously earmarked for recording a new album. He was also given a financial contribution from the Madison Area Music Association’s MAMA Cares program.

The descension of winter upon Wisconsin brings new challenges to entertainers as the constant threat of Covid-19 infections create safety concerns for indoor shows,

and as outdoor performances are no longer an option.

“We are all losing our gigs again as the temperatures drop,” said Ramnarace. “I may have to travel south to find opportunities to generate income for my family.”

“We live in an old house and even with every possible weatherproofing measure we take, the heat bill will be huge,” said Ramnarace. “That was not something I had to deal with when the first shut down happened, because it was consistently getting warmer at that time.”

Even though Ramnarace has had his share of struggles this year, he does recognize some positive takeaways from 2020.

“I spent more time with my kids,” said Ramnarace. “Overall, I am just much more appreciative of the many things that I some-



ABOVE: Derek Ramnarace, performing with his band, *Old Soul Society*. Photo credit: Kyle Hilker, Shatter Imagery

times took for granted. I was reminded of the inherent goodness that exists inside of people, individually and as a community,” said Ramnarace.

“I have personally benefited from the kindness of others and I have an overwhelming need to pay it forward. Please be kind to each other and we will get through this together!”

To show support for Derek Ramnarace and his band Old Society please visit www.OldSoulSociety.com

Since being founded in 1996, the Keep Wisconsin Warm/Cool fund has helped over 13,100 musicians in need, and that number is certain to increase through the 2020-2021 winter months.

VETERANS cont. from page 10

Community Relations/PAO at William S. Middleton Memorial Veterans Hospital said that their hospital’s employees have provided Covid-19 related care to over one thousand Veterans.

Area Veterans also have access to Telephone care 24 hours a day, 7 days a week, by calling the Nurse Triage line at 888-598-7793. Additionally, the hospital’s Suicide Prevention Team has been reaching out to all patients who either screen or test positive for Covid-19 to assess adjustment and coping during these difficult times. Veterans struggling with mental health can also

call the 24/7 Veterans crisis line at 1-800-273-8255 and press 1.



FLANNEL FEST continued from pg. 3

in the Madison and Appleton areas of the state of Wisconsin. However, the success of the virtual 2020 event gives them confidence that they could once again shift online if needed, if public gatherings in 2021 are as limited as they were in 2020. “We’ll always figure out a way to make it work and make it special. It’s too good of an event and too important of a purpose,” said Kjelland.

Flannel Fest has proven to be a successful americana music event year after year, whether in-person or virtual. Musicians, fans, sponsors, and charity all joining together to help ensure their fellow Wisconsinites are taken care of when they need energy or housing assistance.

“We’ve seen the impact that KWW/CF has had in the music community thanks to efforts like Flannel Fest,” said Tim Bruer, Founder, Chief Spokesperson of the Keep Wisconsin Warm/Cool Fund. “It is not uncommon to hear a Flannel Fest artist share with the crowd a story of how they have been helped by the fund, or to have event attendees come up to us and thank us for our efforts. This whole event is the essence of feel-good americana.”

The 2020 online and virtual event is available to watch in its entirety at flannelfest.com and donations are still



Consider Donating Today

Consider changing a life during this challenging year by making a donation to the Keep Wisconsin Warm/Cool Fund.

Visit www.kwwf.org or use the enclosed envelope to make a difference for those most in need!

Just a few notes of thanks...

Dear Mr. Brner-

04/2020

Our family recently received the letter informing us of the generous payment KWUEF made on our behalf toward our MG&E account. To say a simple "thank you" is truly an understatement. We are overwhelmed and humbled by such substantial support.

Our family income has changed drastically since March-I work for a non-profit and my husband is a self-employed contractor- so this gift will go a long way toward easing our financial stress. Please extend our deepest gratitude to everyone at your organization.

Just a note to let you know I appreciate what you have done for me the last year. Your help was greatly needed and appreciated.

CAN'T SAY IT ENOUGH.

We say "thank you" to Energy Services for the \$300.00 recently paid to our account at the Rickland Center Utilities. It was a pleasant surprise when Alan went in to pay the bill. It helped us so much and we appreciate you to know how much we appreciate it. Thank you again and may God bless those who make it possible.

...from the many people who were
helped by KWW/CF!

Dear Mr. Bruer
Thank you for your kind note!
and for the paid amount of \$120.
on my Alliant Energy account.
being on social security it helped
on high summer and high winter
amounts to get help to pay my
bill. when its 90-99 temps. as
I had an air conditioner and 3 fans
on to withstand the heat and
able to breath with my inhaler.
Some of my January thru February
are my highest bills and June and
July. Us older people really thank
you; (70s thru 90s ^{years old} folk) Some
times its hard to pay Alliant or
pay for our meds, which do we
do; get our meds or pay heat &
cool air bills? Thank you!

Thank you
Very much
for all
you do?

Thank You for
your good work
+ generosity!!
I thank You especially
for spreading the Light.

Dear Energy Service Team,
How radiant the day
that is touched by your kindness.

May God Bless
you all...

WOW!



Thank You for Making a Difference!



*Thank you
Capitol Bank!*



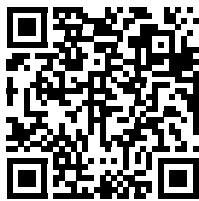
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Keep Wisconsin Warm/Cool Fund



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