



## Annual Keep Wisconsin Warm/Cool Fund (KWW/CF) Charity Golf Classic Comes of Age During 18th Year Raising More Than \$261,000 for Those Most Vulnerable

*Hundreds of golfers, contributors, volunteers, community stakeholders once again were “teeing up” for good*

This past August, some of the Keep Wisconsin Warm/Cool Fund’s biggest supporters gathered for what has become one of the state’s largest fund-raising events.

The 18th Annual KWW/CF Golf Classic and Silent Auction was another major success, with dozens of foursomes teeing it up on a pristine day at Geneva National Resort and Club in Lake Geneva.

“Literally thousands of individuals and corporate sponsors have donated to the event over the years, and it’s raised well over \$2 million,” ESI Executive Director, and KWW/CF Chief Spokesperson Tim Bruer said. “This is one of the most successful home-grown golf fundraisers in the state.”

The outing, which started in Spring Green on a much smaller level, has since grown so large that Bruer had to move the event to a larger venue. This past year marked the third year that the KWW/CF Charity Golf Classic was held at the premier Geneva National Resort in Lake Geneva, WI.

“It has grown from less than a dozen foursomes to over 50 with literally hundreds of

other supporters who donate to our highly successful silent auction. Everyone who attends has so much enthusiasm,” he said.

Madison-based Ideal Builders were early supporters of the golf outing, taking part in the event during its inaugural year. The company has been along for the ride every year since.

Ideal Builders President and CEO Dave Martin said he’s made an effort to raise awareness of the event on his own time, making sure that it is at capacity each year.

“It’s a terrific time and is a class event,” Martin said. “The people there all care so much and are givers.”

This year’s outing once again raised thousands of dollars to support Wisconsin’s at-risk population with life-saving assistance during the bitter cold of winter and the sweltering heat of summer. Donations raised go directly to help those most vulnerable including Veterans, working families with young children and the elderly many of whom struggle with fixed and limited incomes.

“The golf outing is the

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**1,956 senior citizens**

**3,008 people with disabilities**

**1,172 working families with young children**

Visit [www.kwwf.org](http://www.kwwf.org) or use the enclosed envelope to make a difference for those most in need!



**ABOVE:** Golfers at the 18th Annual KWW/CF Charity Golf Classic and Silent Auction shown here getting ready for a great day of golf in Lake Geneva, WI.



# Local Musicians Continue to Hit the Right Note at Annual Flannel Fest, Raising Funds and Awareness for Those Most in Need

*Flannel Fest, held at two locations again this year, featured performances of different Americana bands that raised more than \$16,000 for Wisconsin households with no place else to turn*

Music has always been a major part of Erik Kjelland's life. So, it should come as no surprise that he's been using his talent as a catalyst to raise thousands of dollars and awareness for the Keep Wisconsin Warm/Cool Fund.

Six years ago, Kjelland, who spends much of his time singing, playing guitar and harmonica for his Madison-based band, The Mascot Theory, was having a conversation with a friend about organizing an event that would give back to the community. He and fellow musician Beth Kille, of the Beth Kille Band, hatched a plan to bring together some of the best musical talent in Wisconsin - and beyond - to help out those in need.

Flannel Fest was born.

"We were looking around for something more home-grown, and we reached out to the Keep Wisconsin Warm/Cool Fund," Kjelland said of planning the inaugural event. "We really liked the fact that they are a Wisconsin nonprofit, and the feeling that we are directly helping out in Madison and other cities in Wisconsin."

Since 2014, when the first Flannel Fest took place, dozens of bands and thousands from the community have gathered to support both local artists and the KWW/CF.

"We have really enjoyed our relationship with Flannel Fest and the support we have received from the event year after year," ESI Executive Director and KWW/CF Chief Spokesperson Tim Bruer said.

In the years since its formation, Kjelland and Kille have seen Flannel Fest grow to two consecutive nights; one in Madison, and another in Appleton. This year's events took place Nov. 8 (in Madison) and Nov. 9 (in Appleton).

Kjelland said about \$5,400 was raised to be donated to the KWW/CF. Because of a 2-to-1 donation match this year, the total will triple to more than \$16,000 donated toward the organization, just in time to keep the homes of thousands of Wisconsinites warm through the frigid winter months.

"We really cannot believe the generosity of folks," Kjelland said. "The attendees who open up their wallets and help out their friends, and also the bands that we have been working with. It's really been incredible."

Kjelland's dedication toward the cause hasn't stopped there, though. The past three years, he once again called on his friends in the music industry to come through for the KWW/CF. They answered the call, and then some.

Through an annual album release, known as the "Wisconsin Vinyl Collective," musical artists with local ties contribute previously unreleased, original songs to be included on a vinyl album. It's released every spring and coincides with an event where even more dollars are raised to benefit the KWW/CF.

"The music industry has really been incredibly supportive through events and things like Flannel Fest and (the Wisconsin Vinyl Collective)," Bruer said. "With really no prodding at all, we have seen band member after band member take part in those things and come forth with unsolicited support and talking about their own personal experience."

Kjelland said he's really enjoyed the "partnership" that has been built with the KWW/CF, and is looking forward to many more Flannel Fest's in the years ahead.

"By the time Flannel Fest

**FLANNEL FEST** cont. pg. 4



**ABOVE:** Beth Kille, co-founder of Flannel Fest, singing with Brooke Billick and her band during the November 8th concert at High Noon Saloon in Madison, WI.

**BELOW:** The North Code with Brooke Billick playing at the November 8th Flannel Fest concert at High Noon Saloon in Madison, WI.



**BELOW:** KWW/CF staff members holding the Flannel Fest poster at the booth they had at the event. The booth included information about KWW/CF and how to help.





**GOLF** continued from cover main event that we sponsor,” Madison Gas and Electric (MGE) Chairman, President and CEO Jeff Keebler said. “Our company has participated in it for a long time, and a lot of our employees go to it. I participate in it every year, and we work with a couple of our business partners who have also become supporters of it, too.”

MGE, along with KS Energy Services, was a presenting sponsor of this year’s golf outing. It’s the continuous support from community-based companies that has led to the outing’s constant success, Bruer said.

“The grassroots involvement and support has really been a key to all of this,” he said. “Unlike other golf charities that often have ‘national flags,’ ours is homegrown and Wisconsin-based. It has really seen unprecedented support that has resulted in making a

difference for those most in need.

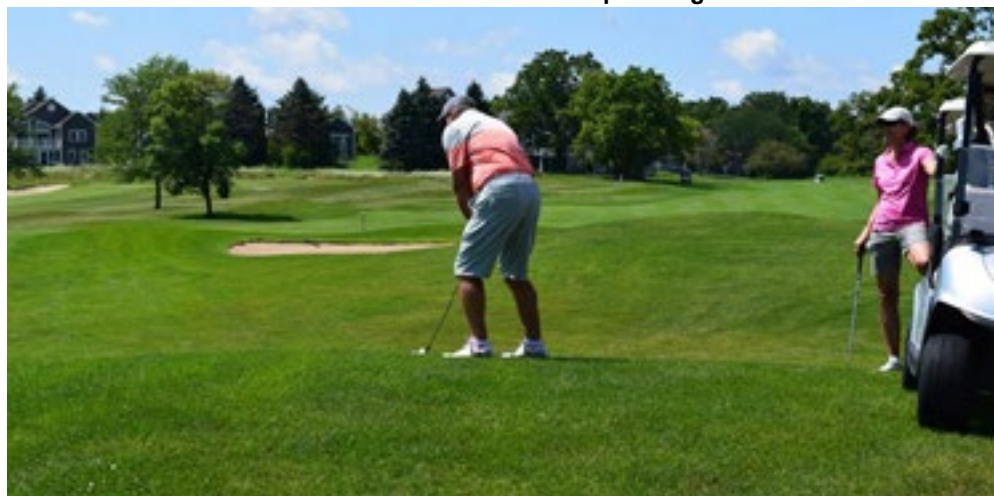
“Hundreds of military veterans and at-risk households are able to stay safely in their home and keep their heat and power on as a direct result of the overwhelming generosity and support of the many donors who attend our annual golf outing. Without these corporations, businesses, individuals, volunteers and others working together, those most in need in Wisconsin would face the winter cold alone.”

**The 19th Annual Charity Golf Classic and Silent Auction will be held once again at the Geneva National Resort in Lake Geneva, WI on August 4, 2020. To learn more about the event or to find out how you can make a difference, call 1-800-891-WARM or visit [www.kwwf.org](http://www.kwwf.org).**



**ABOVE:** Brian Brugger of WPS Military and Veterans Health, who is also a KWW/CF Golf Campaign Committee member, stops to pose for a picture with his foursome during golfer registration at the 18th Annual outing.

**BELOW:** Golfers enjoyed beautiful weather while golfing to keep the heat and power on for those most in need this past August.



**A special thank you to the 2019 Premier KWW/CF Charity Golf Sponsors!**

**A special thank you to our 2019 PRESENTING sponsors!**



**Thank you also to our the 2019 PREMIER sponsors!**



**THANK YOU ALSO** to all of our generous sponsors, golfers, the tireless volunteers, contributors to our golf bags, businesses and individuals who donated the fantastic silent auction items, golf ball donors, and our dedicated campaign committee!



**ABOVE:** A few of the many dedicated volunteers that make the annual KWW/CF golf outing possible with their dedication, hard work, and commitment to the cause. **3**



# Ideal Builders Continues to Lead Statewide Construction Industry Support for Keeping Those Most at Risk Safely in Their Homes

*Ideal Builders' support of the KWW/CF continues to mount*

Ideal Builders isn't only responsible for building commercial developments around Wisconsin. It's also built a strong reputation on supporting the community that surrounds it.

The Madison-based company has offered unprecedented support in ensuring thousands of low-income and at-risk Wisconsin households can keep their heat on during the bitter cold winters and their power on during the blistering summer heat.

"Ideal Builders have been major supporters of the Keep Wisconsin Warm/Cool Fund and the Heat for Heroes campaign," KWW/CF Tim Bruer said. "We truly wouldn't be where we are without supporters like them."

The relationship was built on a common belief of helping others, and it stretches more than two decades.

Bruer, an alderman representing Madison's south side

at the time, had been advocating for further development in his area. To do so, he rallied the support of neighbors, property owners, the city of Madison, developers, and many more for a project now known as the Arbor Gate Towers.

"I was in awe watching (Bruer) do his thing," Ideal Builders President and CEO Dave Martin, whose company was the general contractor on the development, said. "Tim's got an ability to bring people together, and it's second to none...he's really tremendously selfless. It's really something else."

Bruer's leadership and drive was a natural fit with the mission of Ideal Builders, and the two formed a strong bond that is now stronger than ever.

"(KWW/CF) goes out and finds people who may be too proud to ask for help and helps them," Martin said.

"One of the worst things

## FLANNEL FEST continued from pg. 2

comes around every November, people realize that they, themselves, are quite fortunate to be able to go home and crank up their heat," he said. "There are so many other folks out there who are less fortunate

and need a helping hand, and I think Flannel Fest has really been a great opportunity and reminder for people to help out their neighbors, all while having a great time at a really fun event."

**BELOW:** The North Code with Brooke Billick playing at the November 8th Flannel Fest concert at High Noon Saloon in Madison, WI.



**ABOVE:** Ideal Builders, a successful Madison construction company, has been supportive of KWW/CF and the Charity Golf Classic since the first annual event.

that can happen to someone is being in your home and not having the ability to heat it, or having mechanical systems that don't work and you can't afford to replace them."

The support of the company has aided the KWW/CF in raising more than \$30 million to assist over 100,000 Wisconsin households in crisis.

"It's truly remarkable what Ideal Builders have done for the KWW/CF," Bruer said. "They have been major supporters of many of our fundraising efforts and have been there every step of the way."

In February, Ideal Builders took part in Channel 3000's Day of Warmth telethon, an event benefiting the KWW/CF. In addition to its staff volunteering their time by answering phones and raising awareness, the company held a match challenge, where donations of up to \$5,000 were matched through a period of time.

It's the least the company can do to pay it forward to Wisconsinites in need, Martin said, crediting Bruer for leading by example.

"Tim really cares, he is absolutely shepherding this entire organization to really help people," Martin said. "He doesn't do it for press, or his own pocketbook. He does it because he cares, and he knows how important the need is better than anybody."

Not only has Ideal Builders provided financial support and helped raise awareness of the KWW/CF, the company has also leveraged its resources to take its aid to the next level. The company recently acted as a conduit to the KWW/CF and its Customer Care Center's move to a modern facility built by Ideal Builders.

"We're friends of ESI and KWW/CF, we take care of them and have for a long time," Martin said. "We're committed to the community and making sure that people with a good cause are supported by companies like mine."







WINTER 2019

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**ABOVE:** Golfers at the 18th Annual KWW/CF Charity Golf Classic and Silent Auction shown here getting ready for a great day of golf in Lake Geneva, WI.



# Steamfitters Local 601 Vital to Keeping the Heat on for Vulnerable Wisconsin Heroes in Need

*For decades, local Steamfitters, contractors and supply houses have come together to prevent life-threatening emergencies from occurring*



For the past 23 years, the Keep Wisconsin Warm/Cool Fund has relied on the countless partnerships it's built throughout the state to reach thousands of at-risk households.

Whether it be community-based businesses donating funds to the cause or large-scale corporations raising awareness, the KWW/CF can always depend on the incredible relationships it's built.

Among the KWW/CF's longest bonds has been with area trade organizations and steamfitters, who are responsible for helping identify at-risk

individuals in need of assistance.

Every fall, a group of volunteers from Steamfitters Local 601 and other area organizations choose a Saturday to visit the homes of military veterans in Dane County, ensuring their furnaces are functioning properly. The group graciously volunteers a day of labor to inspect and service heating systems in 60 veterans' homes.

"The steamfitters, with the support of their supply houses and participating contractors, make a difference on whether or not a veteran would be safe in their home, or

**STEAMFITTERS** cont. pg.4A

## COUNTY VETERANS continued from 1A

state, such as the ones the organization has with County Veterans Service Officers around the state, ESI Executive Director and KWW/CF Chief Spokesperson Tim Bruer said.

"Many people don't really recognize that on a grassroots, local level, county VSOs are really the advocate for that veteran with special needs, or those in need of information," Bruer said. "County VSOs are at the forefront of action taken to keep veterans safely in their homes and respond to other special needs that exist that would otherwise go unmet, especially those with physical disabilities, and especially those with mental health challenges brought on by their service to our country."

Erickson, a U.S. Marine Corps veteran and former U.S. Navy reservist, is one of 72 CVSOs in Wisconsin, in addition to 11 Tribal Veterans Service Officers. He said he found out about Heat for Heroes while working with Douglas County Energy Assistance. A veteran in the area was in need of assistance paying a utility bill, or

risk having his utilities shut off. Erickson connected the veteran with the organization, and the rest was history.

"Whether it be a one-time need to help keep a veteran in his or her home, or helping with the heat during the cold winter months, Heat for Heroes has worked extremely well in helping veterans in our area with assistance during critical times," Erickson said.

Bruer said CVSOs and TVSOs stationed across Wisconsin help Heat for Heroes by identifying veterans and families in need and referring them for assistance. It's a partnership that has so far accomplished its mission of serving those who served.

"We would never be able to establish the largest survival safety net for veterans in Wisconsin and in the country without the active support and involvement of County VSOs," Bruer said.

Since 2016, Heat for Heroes' claims assistance increased from 10 cases to 75 in 2018 in Douglas County alone, a number Erickson said he is



**ABOVE:** Booths such as the one pictured above staffed by Noel Ayala of Heat for Heroes, help get information on vital assistance out to those Veterans in need.

proud to play a role in boosting.

"It is extremely important to have a strong working relationship with the organizations and groups who are in your area," Erickson said. "We help each other out either by provid-

ing the necessary resources or passing the referral to another entity.

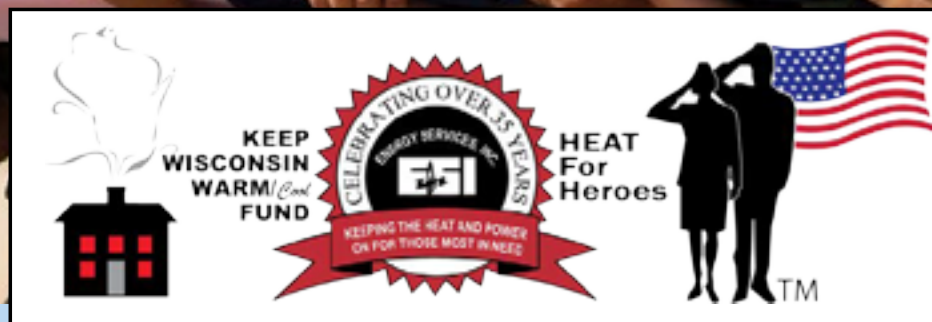
"Together, we solve problems by coming up with solutions."



# Heat for Heroes Events from Around Wisconsin!



**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](http://www.heat4heroes.org)      800-891-9276**



# CARING CRAFTERS cont. from 1A

Through the last three years, the Caring Crafters have gone above and beyond to support Heat for Heroes. Not only do members make custom blankets for veterans in need, but they also sell items and donate the proceeds to the organization.

“Saying the Caring Crafters are ‘amazing’ is an understatement,” Bruer said. “They give the most generous contribution of all: Themselves. Every one of those members put so much time and love and care into every one of their products.

“They spend an enormous amount of time making sure a hero stays warm during the bitter cold of winter.”

Since the group started supporting Heat for Heroes, more than \$15,000 has been raised, and 116 blankets have been donated to America’s

heroes.

“In the beginning, we just donated funds raised from selling handmade kitchen items in our area, and later we added donations of knit, crocheted, or quilted afghans, lap robes, and blankets,” Krueger said. “We are honored to help make a difference in a veterans’ life. It’s the least we can do for all they have done for us.”

The KWW/CF and its staff often visit the group when they meet at the local community/ senior center every other week, and have built many personal connections throughout the years.

“We have a great relationship with Tim and the rest of the staff,” Krueger said. “We love having them join us for special events and catching up with all that is new with their efforts to support our veterans.”



**ABOVE:** The Caring Crafters at last year’s holiday party, celebrating the work they have done to help those in need.

**BELOW:** Some of the beautiful blankets donated to give to households in need by the Caring Crafters this past year.



# STEAMFITTERS continued from 2A

facing homelessness,” ESI Executive Director and KWW/ CF Chief Spokesperson Tim Bruer said. “Through the rank-and-file steamfitters, they have not only ensured units are operating safely, but they have also identified units that were breathing carbon monoxide and have been found to be life-threatening.”

Bruer said through the annual initiative, the KWW/ CF’s Heat for Heroes organization has connected with at-risk veterans struggling with the choice of eating a meal, or heating their homes during the winter.

“They are all truly unsung heroes,” Bruer said. “It’s not uncommon to find steamfitters, who are veterans themselves, directly interfacing with our Heat for Heroes staff and helping them identify fellow veterans who would have never come forth.

“The steamfitter not only made that veteran aware of  
**4A**

Heat for Heroes, but in many cases they actually facilitate the connection between heat for Heroes and ensuring that the veteran is able to stay safely in their home.”





# Hutter, MIG Commercial Real Estate Builds on Past Support by Providing New Home for KWW/CF Customer Care Center

*KWW/CF and Heat for Heroes Customer Care Center now assisting over 200,000 calls statewide for emergencies and energy assistance statewide*

Brad Hutter had just made a career change from private practice to commercial real estate when he was approached by Tim Bruer.

Bruer, the alderman serving Hutter's district at the time, was aware of the fact that MIG, and Hutter, had historically supported a number of grassroots survival safety net efforts in the area. When informed of the growing unmet need that often lead to emergencies and homelessness, Hutter took a keen interest in getting MIG actively involved. Hutter's interest in supporting KWW/CF, an initiative to help at-risk, low-income individuals with their heating bills during the winter was the beginning of this longstanding relationship. It was a no-brainer for Hutter, the president and CEO of Madison-based MIG Commercial Real Estate. He was quick to jump on board and helped the Keep Wisconsin Warm/Cool Fund get off the ground.

More than two decades later, that support is as strong as ever.

"Keeping people in their homes was really something that resonated with me," Hutter

said of the first time he heard of the organization. "When Tim started talking about the fairly small amount of dollars per person that on average it takes to cover someone's necessary heating bills so they can get through winter, it was shocking. For literally just a few hundred dollars, you could keep someone in their home and keep them stable...the impact (the KWW/CF) has is tremendous."

Through the years, MIG Commercial Real Estate has aided the KWW/CF and Bruer in a variety of ways. From acting as communicators and liaisons with utility companies, to hosting fundraising events, the constant assistance of Hutter and the company is always just one call away.

MIG has also been an integral part of the annual Keep Wisconsin Warm/Cool Fund Charity Golf Classic and Silent Auction. Over the years Hutter and others from MIG have come to the event as golfers and as one of the premier sponsors. MIG's support has helped raise over \$2 million from the KWW/CF Charity Golf Classic in the 18 years that it has been held.

"They have been



**ABOVE:** Brad Hutter, President and CEO of MIG Commercial Real Estate in

Madison has been a longtime supporter of Heat for Heroes and KWW/CF. "Since its inception," Bruer, ESI Executive Director and KWW/CF Chief Spokesperson, said. "What Brad and MIG (Commercial Real Estate) have done for so many years has been simply incredible."

When Bruer was recently looking for a new facility in Madison to house the KWW/CF and Heat for Heroes Customer Care Center, Hutter and his company stepped in and made it happen at a heavily-discounted rate. Hutter's company MIG, with the support of Ideal Builders made the move of the care center possible.

"We're proud to be able to do that," Hutter said. "We

write down our margin that much and know it's going toward a great cause with a great leader that is doing great things. We believe in them."

Hutter said that Bruer's unique ability to leverage small contributions and multiply them through grants and company matches is a big reason why the KWW/CF has grown to cover the entire state of Wisconsin.

"It's just been such a great story, and we remain friends to this day," Hutter said. "(The KWW/CF) has really blossomed into this incredible program, and that is truly a testimony to Tim's determination to do good and give back to Wisconsin."



**ABOVE:** Charlie Harris singing the National Anthem at the KWW/CF 18th Annual Charity Golf Classic and Silent Auction.



**ABOVE:** The Kenosha Area Vietnam Veterans Honor Guard helped to kick off the golf outing, reminding attendees of those who have served.



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

*Thank You*  
IS SUCH A  
SIMPLE PHRASE

BUT THERE'S A  
WORLD OF MEANING  
AND APPRECIATION IN IT.

WE can't thank you enough for the  
more than generous \$400 payment  
made to WE Energies for our electric  
service. Our bill is now manageable  
and doesn't seem impossible to pay  
off or keep current on. We have  
a payment plan in place now & will  
have the remaining balance paid off in  
a year. THANK YOU!!

Dear Timothy Bruce  
or whoever it may  
concern!!

I thank you so  
much for the pay-  
ment to our heat bill  
Can't even say in words  
how awesome that was.  
Truly, Truly appreciated!  
Happy Holidays

Thank you...

Your thoughtfulness  
is appreciated!

I want to thank you all  
so much for my wonderful  
Energy service payment.

I don't know  
how else I can say

THANK U

oh yeah I'll be able to have  
a much better XMAS



**YES! I would like to make a contribution to keep a Veteran in crisis from becoming homeless and safely in their home!**

**Please accept my tax-deductible gift of HEAT and POWER for a hero in need!**

☐ \$25 ☐ \$50 ☐ \$100 ☐ OTHER\_\_\_\_\_

Checks may be made payable to Heat for Heroes and can be mailed to: **P.O. Box 68 Madison, WI 53701.**  
To donate by credit card, please visit our website at:  
**www.heat4heroes.org**  
or call us at: **1(800)891-WARM(9276)**

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

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

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**In contrast to many other National Veteran related charities' high costs, the KWW/CF's Heat for Heroes Campaign's administrative costs are limited to 10% or less to insure that those most in need receive the maximum benefit of your generosity.**



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



***Did you know?***

*Thousands of Wisconsin Veterans' household incomes fall well below the Federal poverty level, resulting in many finding themselves in a crisis situation or facing homelessness alone. Their plight is further compounded by delays in receiving their service related disability benefits and physical & mental health care that is necessary. This forces those most vulnerable to make the difficult choice between eating and heating or neglecting their basic survival needs.*

**This critical survival safety net's administrative costs are 10% or less, which ensures that those Veterans most in need receive the maximum benefit of all contributions.**

**800-891-9276**

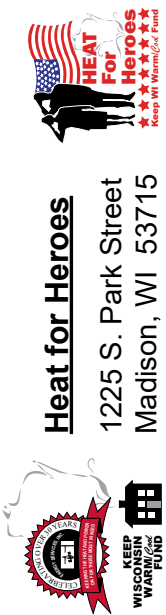




***Thank You for Helping a Veteran In Need!***

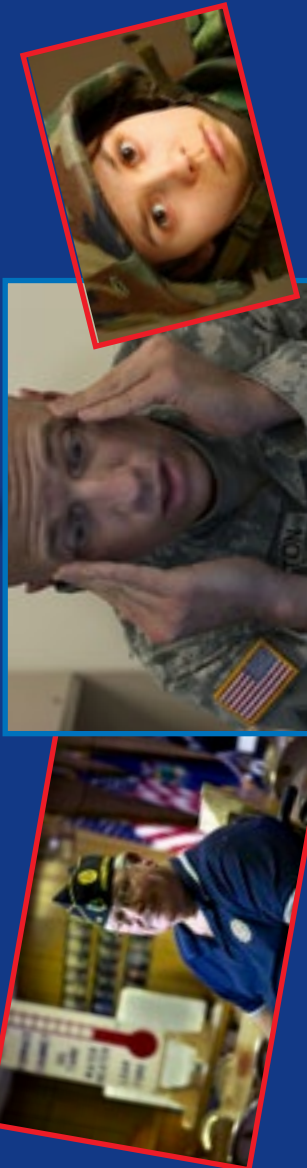


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***Heat and Housing for Heroes***



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HEAT and POWER!***  
**[www.kwwf.org](http://www.kwwf.org)**





# Longtime Partnership Between Madison Gas and Electric and KWW/CF Has Been Critical to Driving Success

## *Local Madison Utility, its generous customers and shareholders work with KWW/CF to keep the heat and power on for those most in need*

Nearly 25 years ago, Tim Bruer realized a need that was being unmet statewide, and worked to create a community organization to combat it. He just needed support to get it off the ground.

Through his many connections with the area's utility companies through Energy Services, Inc. (ESI), Bruer formed partnerships to aid some of those most vulnerable during Wisconsin's bitter-cold winters.

The Keep Wisconsin Warm/Cool Fund (KWW/CF) started in 1996 as a charitable arm of ESI, targeting those who are aging, military veterans, low-income and at-risk individuals, and more. Since its foundation, the organization has utilized unprecedented support from donors to more than 100,000 Wisconsin households keep their heat on.

The entire time, Madison Gas and Electric (MGE) has been at its side.

"MGE has probably done more for the community - in particular for struggling low-income or high-risk customers - than any utility in the country," Bruer, ESI Executive Director and KWW/CF Chief Spokesperson said. "Their commitment to making sure nobody is placed in a life-threatening situation, or having to make the difficult choice between eating and heating your house has been incredible."

It's a partnership that got a jumpstart because of a mutual mission to support those in need throughout the community. Bruer estimated that each year, in addition to MGE's and the MGE Foundation's contributions, MGE customers donate well over \$100,000 to the KWW/CF.

"We are your community

energy company," MGE Chairman, CEO and President Jeff Keebler said. "We believe passionately in our community. We provide energy needs, but we also believe we have a broader corporate objective to make sure our community is a good place to be for all people, all the members of our community."

As one of its founding supporters, MGE has partnered with the KWW/CF on many events, fundraisers, and more. The company also provides information on how people can contribute and receive assistance from KWW/CF.

"The Keep Wisconsin Warm/Cool Fund does a great job of looking out for the members of our community who are in need of support," Keebler said. "There would be a lot of people in more challenging positions if it weren't for the organization."

"We're proud to be a part of it, and we are proud to be longtime supporters. I cannot imagine a day where we're not supporters of it, because it's just a great program for our community."

Bruer said that MGE's drive to help those in need doesn't end by supporting the KWW/CF. The company also works on a case-by-case basis to provide budget plans and other financial considerations to households in the Madison area struggling to afford their bills.

"(MGE) personally exhausts every avenue possible to build on that survival safety net that they were instrumental in creating decades ago," Bruer said. "There is probably no utility in the country, big or small, that per capita has more involvement and generosity of their customers and their stockholders than MGE."



**ABOVE LEFT:** Madison Gas and Electric and KS Energy Services were the two Presenting Sponsors at the 18th Annual Charity Golf Classic and Silent Auction.



**ABOVE RIGHT:** Madison Gas and Electric's support has also helped secure active participation from other area energy-related industry leaders such as ATC.

**BELOW:** Kathy DeMets, Madison Gas and Electric Company Senior Director of Customer Service and longtime KWW/CF Campaign Committee member shown here at the registration table at this year's golf outing.



In 2013, when Bruer came calling again with another realization, MGE was more than willing to jump on board. By leveraging donations and grants, Heat for Heroes has since helped close to 20,000 of America's heroes keep their heat and power on. Not only that, but the nonprofit organization helps veterans in crisis obtain resources to get back to a sustainable lifestyle.

"It's very important to support members of our military who need assistance," Keebler said. "They have given a lot to us as a country, and we need to give back to them as much as we can. Through that partnership, we've been able to support veterans in need."

Without question, through the leadership of Gary Wolter, being carried on by Jeff Keebler along with committed stockholders, customers, and especially employees, thousands of MGE customers would be making the hard choice between keeping their heat and power on and neglecting their other basic survival needs. Because of MGE's tireless support, KWW/CF has also been able to mobilize other class A utilities and energy related interests including We Energies, WPS, Alliant Energy, Excel Energy, KS Energy Services and ATC to actively support KWW/CF, securing the future of the fund throughout Wisconsin for generations to come.



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

Notes  
8/23/19

Dear Timothy Bruer,  
Thank you so much  
much for the \$400 paid to  
Alliant Energy on our behalf.  
I cannot tell you how much  
this means to us. Your  
organization has truly blessed  
us at a time when we need it  
most.  
God bless you.

Dear KWWCF:

I thank you for your consideration and support towards funding my gas & electric bill. It is greatly appreciated. I will not have to worry about heat and light this Winter. A load off my mind. Again, thank you so much.  
gracias - merci - danke schon - ko-os-sem-me-da.

10-15-2019

Thank you

Your Assistance makes a  
World of Difference for me.  
I truly Appreciate  
Your Support &  
May your Winter Season  
be blissfully

Many thanks for the \$225 grant  
payment to my heating fuel supplier,  
Countryside Cooperative. I'd like to express  
my appreciation to you and the KWWCF  
for your program of such wonderful  
assistance, which is so significant and  
supportive, and a critical help here.  
All good wishes,

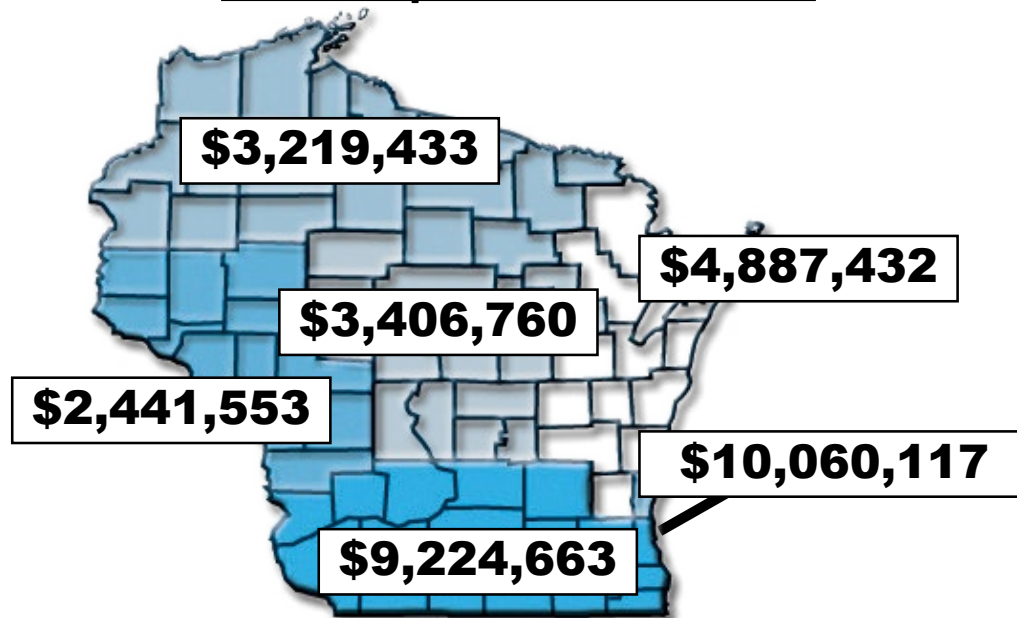
Dear Mr. Bruer,

I wish to thank you and your organization for the \$400 Energy Assistance payment toward my WE Energies utility bills. I do sincerely appreciate it. I have been unemployed for well over a year now and I do need the assistance as I have no income nor unemployment benefits. This is a good thing that you do for people like my family who are struggling just to put food on the table. Thank you again, your help is greatly appreciated.



# KWW/CF serving those most vulnerable throughout Wisconsin

As a result of the generosity of Wisconsinites, more than \$32.5 million has been provided to more than 111,300 households facing an energy-related crisis situation since the inception of the fund!



KWW/CF is supported in part by the State of Wisconsin, Department of Administration, Division of Energy Services.

***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.**
- ★ **111,300 households in crisis have been assisted by more than \$32.5 million. YOU are making a difference one dollar, one senior, and one family in crisis at a time.**
- ★ **NINETY-FIVE 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, Co-Chair  
*6AM Marketing*  
Mary Grunow, Co-Chair

Scott Bloedorn  
*Focus on Energy*

Brian Brugger  
*WPS Military and Veterans Health*

Chris Carper  
*WI Public Service Corp.*

Kathy DeMets  
*Madison Gas and Electric*

Mike Lawrence  
*Park Bank*

Shelly Liston  
*Driftless CPA & Consulting*

Randy Manning,  
*ESI Board Member & Community Volunteer*

Michael Mueller  
*We Energies*

Eric Peterson  
*Fly High Wisconsin*

Ron Phelps  
*The Phelps Group Morgan Stanley*

Ross Kuchenbecker  
*Third Coast Advisors*

Todd Stebbins  
*Madison College*

Ryan Markwald  
*NCG Hotels*







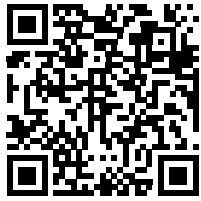
***Thank You for Making a Difference!***



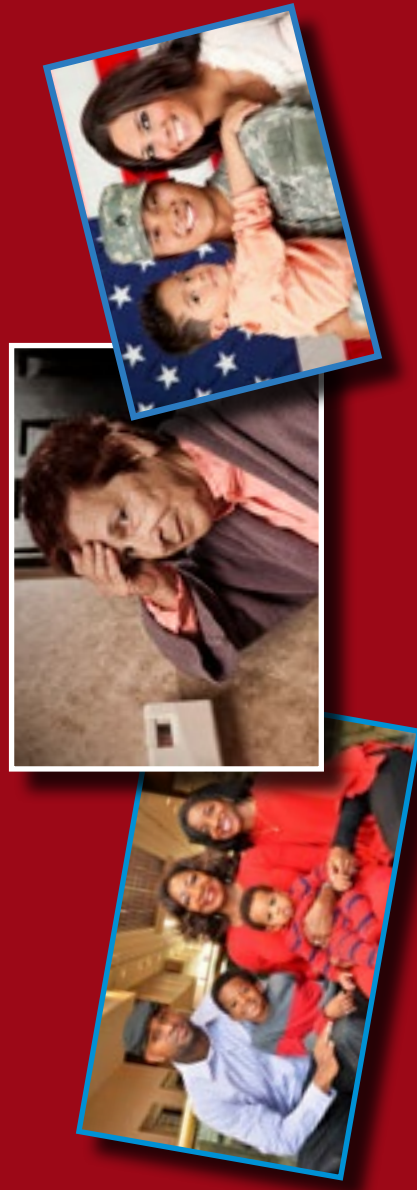
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***Keep Wisconsin Warm/Coal Fund***



***Thank you for giving the gift of  
HEAT and POWER!  
[www.kwwf.org](http://www.kwwf.org)***