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Mid-Michigan Campaign Warms Hearts AND Homes!

Okemos, Michigan—Michigan Community Action helped launch the fifth annual Warm Hearts, Warm Homes campaign on #GivingTuesday with WCMU Public Radio. The Warm Hearts, Warm Homes campaign fuels home-heating assistance across central and northern Michigan for low income families and senior citizens.

This important collaboration continues with Consumers Energy, Isabella Bank and WCMU Public Radio listeners. Through this season of giving, WCMU listeners will be able to support their community two-fold with access to quality public radio programming, while triggering home-heating assistance through the matching funds from Consumers Energy and Isabella Bank. Matching funds will be distributed back to the listener's community through their local Community Action Agency.

“As winter weather settles in across Michigan, the generosity and compassion of WCMU Public Radio listeners, combined with the financial support of Consumers Energy and Isabella Bank, will allow us to address a critical need facing the people living in the communities we serve,” said Kate White, Executive Director of Michigan Community Action.

“It’s sobering to think of having to choose between having heat or buying groceries. Any one of us could find ourselves in need of assistance through a series of unfortunate events. MCA is grateful that WCMU listeners have eased the plight of thousands of families through the first four years of Warm Hearts, Warm Homes,” White said.

Listener donations supporting the programming on WCMU Public Radio will be matched dollar for dollar beginning on Giving Tuesday, Nov. 27 by Consumers Energy and Isabella Bank. The matching funds will help to meet the growing need for home-heating assistance across central and northern Michigan. The drive will continue while matching funds remain.

“Michigan Community Action deeply appreciates the commitment by Consumers Energy and Isabella Bank to help families and seniors stay safe and warm in their homes this winter,” Kate White, Michigan Community Action’s executive director, said. “The Warm Hearts, Warm Homes Campaign has been a wonderful and effective community collaboration.”

Warm Hearts, Warm Homes has provided over \$200,000 in matching funds to assist with winter heating bills in its first four years, and is on track this year to crest a quarter of a million dollars in matching support for some of the most vulnerable members of our communities. WCMU Public Radio received the 2017 Community Service Award from MCA for the December 2016 campaign.

Those wishing to contribute to Warm Hearts, Warm Homes may call 800-999-5656 or visit WCMU.org/WarmHearts beginning November 27 and continuing until the matching funds have been claimed.

Founded in 1975, MCA serves its 28 member agencies throughout Michigan by strengthening their capacity to alleviate the causes and circumstances of poverty in all 83 counties.

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