

## **2017 Walk for Warmth Fact Sheet – Branch County**

Community Action's Walk for Warmth is a community event which raises funds to help low-income, elderly and disabled residents keep their utilities on when they fall on hard times. We're excited to celebrate the 31<sup>st</sup> anniversary of our Walk for Warmth campaign. **In 2016, Community Action's Walk for Warmth Campaign helped 15 Branch County households that faced heat related emergencies. On February 25, 2017, the Walk aims to raise \$10,000 in the Branch County Area.**

### ***Frequently Asked Questions***

#### **Does the money I raise really help my neighbors?**

Yes! Funds raised in Branch County are only used to help residents of Branch County.

#### **Where/when is my Walk for Warmth?**

Walk for Warmth is **Saturday, February 25, 2017**. The Coldwater Walk for Warmth will start at the United Methodist Church, **26 Marshall St., Coldwater** and the Union City Walk for Warmth will begin at the First Congregational United Church of Christ, **410 N. Broadway St, Union City**. The Walk registration begins at 9:00 am, opening ceremonies will begin at approximately 9:30 am, and the one-mile outdoor Walk begins at 10:00 am.

#### **How can I participate in the Walk for Warmth?**

Participate in your local Walk by picking up a pledge sheet, collecting pledges, recruiting friends and family, and forming a team! If you are unable to participate in the Walk but would like to help, please mail us your donation or bring it to the Community Action office (**175 Main St., Battle Creek, MI 49014**). Pledge sheets can be picked up at participating local businesses, downloaded from our website ([www.caascsm.org](http://www.caascsm.org)), or by contacting the Community Action office at **269-965-7766**.

#### **How can I make sure Community Action receives my contribution?**

To ensure Community Action receives your contribution, make checks payable to "Community Action Walk for Warmth" and designate the community to which you would like your donation credited. You can mail your contribution check directly to the Community Action office (175 Main St., Battle Creek, MI 49014) or use it to sponsor a participant.

#### **Whom do the funds assist?**

Branch County assisted 15 households, totaling 32 family members, with their utility bills through the generous Walk for Warmth donations Community Action received during the 2016 campaign. Community Action paid an average household bill of \$235.29.. Of the families Community Action assisted in the Branch County area:

- 40% of households had children
- 20% of households had seniors
- Average annual household income: \$3,341.32.

**If you would like more information on the Branch County Walk for Warmth, please contact Mackenzie Scholte, Community Action Marketing Communications Specialist, (269) 441-1399, or by email at [mackenzies@caascsm.org](mailto:mackenzies@caascsm.org).**