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HeartShare Human Services and National Grid Launch Mobile Donation Campaign to Support Annual Heating Fund

Text **WARM** to **27722** to Donate and Support Families That Need Help Staying Warm

(Brooklyn, NY)— As the need for heating assistance grows, HeartShare Human Services of New York and National Grid have created a new and more efficient way for New Yorkers to help their neighbors by launching a mobile donation campaign supporting the Neighborhood Heating Fund.

National Grid created the Neighborhood Heating Fund, now in its third decade, to assist customers in need. HeartShare Human Services of New York administers the program serving Brooklyn, Queens and Staten Island. The program runs from December through March, as long as funding is available.

Interested donors can contribute by simply texting **WARM** to **27722** to make a \$5 tax-deductible contribution to help families in need stay warm this winter and replying with the word **YES** when prompted to confirm the donation. Standard carrier rates may apply.

“In the current economic climate, donations from individuals, corporations and foundations are down,” said William R. Guarinello, President and CEO of HeartShare. “We wanted an easy way for people to make donations and help their neighbors in need. This gives donors the ability to give directly through their phones.”

"During a time when the economy is still challenging for many of our customers, we are encouraged by our recent forecast of a 6 to 10 percent gas bill reduction for the coming winter season," said Ken Daly, President of National Grid, New York. "Some New Yorkers find themselves in financial need for the first time. As a leader of the Greater New York civic and business community, it is critical for National Grid to help neighbors in need keep their homes warm and secure with a reliable source of energy this winter."

Every dollar contributed to the Neighborhood Heating Fund goes directly toward paying heating bills. National Grid covers the administrative costs. The Neighborhood Heating Fund provides heating assistance funds to qualified applicants in National Grid's service area.

Eligibility for assistance is based on New York State HEAP income guidelines. For additional information about the Neighborhood Heating Fund, including application locations, and the mobile giving campaign, call the Neighborhood Heating Fund at (718) 422-4207 or visit www.heartshare.org/nhf.

The mobile donation service is offered through mGive, the leading provider for mobile donations in the United States. Established in 2005, mGive works closely with U.S. wireless operators and The mGive Foundation to process donations.

HEARTSHARE

Celebrating its 97th year, HeartShare is a nonprofit organization that assists more than 25,000 New Yorkers. Its wide array of services assist individuals with autism spectrum disorders and other developmental disabilities through numerous programs including education services, adult day programs, residential services, case management, recreation programs, family support services, and health services. It also provides counseling, after-school programs and assistance with foster care and adoption to children and families, supports people affected by HIV/AIDS, and administers low-income energy assistance programs. HeartShare is proud that 90% of all revenue goes directly to its programs and services. HeartShare is accredited by the Council on Accreditation of Services for Families and Children and is a BBB Accredited Charity. For more information, visit www.heartshare.org and find HeartShare on Facebook, Twitter and YouTube.

NATIONAL GRID

National Grid (LSE: NG; NYSE:NGG) is an electricity and gas company that connects consumers to energy sources through its networks. The company is at the heart of one of the greatest challenges facing our society - to create new, sustainable energy solutions for the future and developing an energy system that underpins economic prosperity in the 21st century. National Grid holds a vital position at the center of the energy system and it 'joins everything up'. For more information please visit our website: www.nationalgridus.com. Follow us on [Twitter](#), watch us on [YouTube](#), friend us on [Facebook](#), find our photos on [Flickr](#).

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