



## Helping Others Get Back on Their Feet

**Meet Brandy...**a hard-working “Supermom” of four children, weakened by an unanticipated cut in her income. Needing a boost to help her get back on track, she turned to Plus-1. All it takes is giving one dollar a month to help “Super-moms” like Brandy. Visit [plus1memphis.org](http://plus1memphis.org) to find out more.

### How Does Plus-1 Work?

- The Plus-1 program provides utility assistance to individuals and families who have suffered sudden loss of income because of illness, catastrophe, or unemployment.
- The assistance is limited to once every two years.
- MLGW customers fund the program by adding \$1 or more to their monthly MLGW bills or through one-time donations.
- MIFA screens clients for eligibility, authorizes payments from the Plus-1 fund to their accounts, and then refers them to MLGW to arrange payment plans for their remaining balances.

### How Can I Help?

- Fill out and return the enclosed postage-paid envelope with your pledge to donate on a monthly basis or enclose a one-time check.

**OR**

- Sign up online at [www.plus1memphis.org](http://www.plus1memphis.org)

**Join the thousands of Memphians that choose to help and donate to Plus-1!**

# CustomerCONNECTION

PRODUCED MONTHLY BY MEMPHIS LIGHT, GAS AND WATER DIVISION



## Memphis Grizzlies Power Memphis

The Memphis Grizzlies have teamed up with Kroger to support Mid-South non-profits. Join us on February 29 at 7 p.m. as the Grizzlies take on the Dallas Mavericks, and a portion of the evening’s ticket sales will benefit MIFA and the Plus-1 program. To purchase tickets, visit: <http://bit.ly/xtgnnp> and use special offer code MEMPHIS.



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Customer Reference Number: 02/12





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About Plus-1

- Plus-1 is a program administered by the Metropolitan Inter-Faith Association (MIFA) to pay utility services for people in need. Memphis Light, Gas and Water customers fund the program through one-time donations or by adding one dollar or more to their utility bill each month.
- Since its inception in 1982, Plus-1 has provided millions of dollars in assistance to families in crisis in Memphis and Shelby County.
- Plus-1 recipients come from all walks of life, yet due to genuine hardships such as debilitating illness or recent unemployment, their financial resources are thoroughly exhausted.
- Each month, MIFA receives more than 800 requests for utility assistance, but because of the program’s limited funds, only about 140 of these families will receive Plus-1 assistance.
- To those who do receive aid, the tax deductible Plus-1 gift makes the difference between being able to heat their home and cook their meals, and living in a cold, hungry world.
- MLGW acts as a collection agency for Plus-1, and forwards all money received directly to MIFA each month. In turn, MIFA administers the funds and cooperates with other agencies to see that assistance reaches those with the greatest need.
- The Plus-1 program offers one-time assistance. It serves as a “stop gap” measure to those in need, it is not an on-going source of assistance.
- Customer pledges appear on the monthly MLGW bill under “Cost of Other Items” and will be included in the amount due.
- \$1 is hardly missed from one’s budget, but collectively those single dollars do an incredible amount of good.






# Every Point Counts

## 1 Point Can Win the Game

Every dollar donated to Plus-1 counts, too. If every MLGW customer gave \$1 a month to Plus-1, more than 20,000 families could be helped.


Through Plus-1, the utility payment assistance program run by MIFA, the community wins when we sacrifice, even a little, to help those in need.



For more information, visit [www.Plus1memphis.org](http://www.Plus1memphis.org).

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