



News Release

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For Immediate Release

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KUB Communications

KUB's Project Help Provides Critical Support During Cold Winter Months

The 2025 Fundraising Campaign is Underway, Runs through Feb. 4

Knoxville, TN – With colder weather bringing higher utility costs, the need for emergency heating assistance tends to rise during the winter months.

Through Project Help, community donations provide emergency heating assistance to elderly or disabled customers on fixed incomes, and income-constrained families experiencing a crisis due to the limitations of income.

"Project Help relies entirely on the generosity of the community and individual donors," said Tiffany Martin, KUB Senior Vice President and Chief Customer Officer. "With the support of our generous donors, Project Help was able to assist more than 270 income-constrained families in staying safe and warm last year."

The 2025 Project Help campaign is underway and runs through Feb. 4. Partnering with Food City, WVLT-TV, WIVK, the Knoxville News Sentinel and Home Federal Bank, there are multiple easy ways to donate to Project Help:

- Purchase a donation coupon when shopping at Food City
- Make a donation at any Knoxville area Home Federal Bank drive-through
- Donate to Project Help online at www.kub.org/projecthelp
- Send a check to: Project Help, P.O. Box 59017, Knoxville, TN 37950

Project Help is administered by the Knoxville-Knox County Community Action Committee (CAC). KUB collects donations, and 100 percent of the funds go to CAC. The money goes directly toward the purchase of electricity, natural gas, propane, heating oil, wood, or coal for those in need. Project Help of East Tennessee is a 501(c)(3) organization, and all donations are tax deductible.

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KUB provides more than 501,000 customers in Knox and parts of seven surrounding counties with safe and reliable electric, fiber, natural gas, wastewater treatment, and water services.