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RELEASE

FOR IMMEDIATE RELEASE

Increased Funding for the 2025 HEAT Fund Aims to Support More Households Struggling with Heating Costs

HALIFAX, Jan. 20, 2025 – Nova Scotians in urgent need of help with home heating costs can now apply for financial assistance through the 2025 Home Energy Assistance Top-up (HEAT) Fund.

The HEAT Fund, supported by Nova Scotia Power in partnership with the Government of Nova Scotia, has been a lifeline for those experiencing heat insecurity. The province contributes \$800,000 annually and, this year, Nova Scotia Power has significantly increased its contribution to \$300,000, ensuring that even more Nova Scotians will have a warm home during the cold winter months.

“We know these are challenging times for many of our customers, and we’re proud to continue supporting this important program in partnership with the Province of Nova Scotia and The Salvation Army,” says Jennifer Parker, vice president of external engagement and communications for Nova Scotia Power. “Nova Scotians are struggling to afford the basics these days; our additional support for the HEAT fund will ensure more individuals and families have the support they need to keep their homes warm and safe this winter.”

The Salvation Army administers the HEAT Fund, which has been providing support to low-income Nova Scotians since 1997. The program runs annually starting in January, with a maximum assistance amount of \$400 per applicant every 24 months.

“The HEAT Fund is essential for helping Nova Scotians across our communities faced with emergency home heating situations,” says Major Terence Hale, executive director for The Salvation Army Halifax Centre of Hope. “We have more people asking for our help every day, and this generous support will make an impact for thousands.”

A new digital application is now available for eligible Nova Scotians to apply for assistance more easily. For more information about the HEAT Fund and the online application please visit salvationarmy.ca/Atlantic/heat/.

About The Salvation Army:

The Salvation Army is an international Christian organization that began its work in Canada in 1882 and has grown to become one of the largest direct providers of social services in the country. The Salvation Army gives hope and support to vulnerable people in 400 communities across Canada and in more than 130 countries around the world. Its community and social service activities include: hunger relief for individuals and families through food banks and feeding programs; shelter for people experiencing homelessness and support for those needing housing; rehabilitation for those struggling with substance-use recovery; long-term care and palliative care; Christmas assistance such as food hampers and toys; after-school programs, camps and school nutrition programs for children and youth; and life-skills classes, such as budgeting, cooking for a family, and anger management. When you give to The Salvation Army, you are investing in the future of marginalized and overlooked people in your community.

For more information, contact:

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