



Jackson Neighbors in Need Celebrates Successful Charlie's Challenge Fundraiser



Jackson Neighbors in Need raised \$8,700 at the Charlie's Challenge fundraiser on January 31. All money raised at the event will go towards the organization's heating assistance program, weatherization services, and emergency shelter.

Cherokee, N.C., February 12, 2015

Jackson Neighbors in Need (JNIN) raised more than \$8,700 at the second annual Charlie's Challenge fundraiser on Saturday, January 31.

More than 200 people gathered in the Sylva First Baptist Mission Hall for the event to remember JNIN Founder Charlie McConnell and raise money for the organization's heating assistance program, an emergency shelter, and weatherization services. All

money raised came from generous donations from local residents, community organizations and businesses from the surrounding area.

"The programs and services Jackson County Neighbors in Need provides are more important than ever in today's economic climate, and Harrah's Cherokee is proud to partner with such a worthy organization," Craig Day, Harrah's Cherokee Casino Resort Community Relations Manager and JNIN board member, said. "One of the focuses of Harrah's Cherokee's code of commitment is to the communities in which our employees live and work; to support organizations that assist with health and overall well-being."

Harrah's Cherokee Casino Resort sponsored the event by providing the meal and volunteers from the property's Harrah's Employees Reaching Out (HERO) program donated cupcakes to raise extra funds during the event.

Jackson Neighbors in Need's heating assistance program works to ensure that area residents are able to afford heating their homes during the winter. Over the past several years, prices for electricity, fuel oil, and natural gas have risen sharply. At the same time, unemployment has risen and government assistance has fallen. The heating assistance program provides up to \$400 worth of assistance per household, per cold weather season.

The organization's weatherization program is another way local residents in need can get help with heating costs. Weatherization assistance includes minor improvements like installing insulating film to windows, to major projects like replacing rotten floor joists and repairing failing ceilings.

Jackson Neighbors in Need also operates an emergency shelter each year from November 1 - March 31. The shelter provides a safe, warm place to sleep, as well as case management services to help clients successfully transition to independent living.

For more information about Jackson County Neighbors in Need and its programs, visit www.jacksonneighborsinneed.org.