

Tis the Season for Helping Others

Author: dbertola

Tis the season for supporting small businesses and people in need. In the last few weeks, National Grid got into the holiday spirit as we do every year around the holidays by supporting various western New York initiatives to help others. Among the initiatives include:

Shop 716 eGift card program

National Grid supported the Shop 716 eGift card program, an initiative to encourage holiday shopping at local retailers. The Shop 716 eGift card program used a buy one get one promotion: when a gift card was purchased, the buyer received a free one in the same amount. Cards could only be redeemed at Erie County small businesses and not at big box retailers or supermarket chains. Cards need to be used by Dec. 30.

In addition to supporting the program, which was launched on Nov. 10, National Grid purchased 200 \$25 gift cards that were donated to workers and staff at Sisters of Charity Hospital in Buffalo. Earlier this year, [we thanked the Hospital](#) for their work during the pandemic by delivering meals to workers there and installing a 30-foot sign along the fence that separates their property from ours.

Deputy Erie County Executive Maria Whyte was among the speakers at an event to launch the Shop 716 eGift Card campaign on Nov. 10.

Food 2 Families Fund Drive

National Grid donated \$10,000 to support the annual Food 2 Families food drive, which assists area families in need. The food drive is made possible through a partnership among WGRZ-TV, Tops Friendly Markets, FeedMore WNY and Townsquare Media.

Through Dec. 26, Tops shoppers could purchase full bags of groceries in store or make online donations. As part of our sponsorship, National Grid Regional Director Ken Kujawa filmed a video in his home, which aired during a WGRZ-TV newscast.

As part of that video, he explained why we're proud to support the initiative:

“We want to recognize the great work that’s being done every day by FM WNY in WNY to help the less fortunate in our community,” he said. “The need to support Feed More and help those who have been impacted financially by the COVID pandemic has never been greater than it is this year. On behalf of our employees in Western New York National Grid is pleased to provide a donation of \$10,000 to FeedMore Western New York.”

News Neediest Fund

National Grid provided its support of the Buffalo News’ annual News Neediest Fund, which collects donations and new toys to be distributed to needy families. The Buffalo News estimated that last year’s toy drive raised \$165,000 and donated toys to more than 8,900 children.

National Grid Regional Director Ken Kujawa was part of the COVID-safe festivities to kick off the 39th annual program on Nov. 12. New to this year is that National Grid will donate \$50 – and up to \$10,000 total – for every social media photo that features an item bought by a local business with the #ItsOurJobWNY hashtag.

Date: 17-12-2020

:field_56f15f5d05e83

Author: David Bertola