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Power to Care in Urgent Need of Money

PINE BLUFF— A hot summer in a struggling economy has left more elderly and disabled customers than normal unable to pay their energy bills, nearly depleting the funds available to low-income Arkansans through Entergy Arkansas's Power to Care program.

Formerly known as Project Deserve, Power to Care is a program funded by contributions from Entergy Arkansas customers, employees, retirees, and shareholders to help our less fortunate customers pay their energy bill during times of financial crisis. The fund is administered by Southern Good Faith Fund (SGFF) of Pine Bluff.

In Arkansas, the need has been about \$30,000 a week this summer, while the contributions are about \$26,000 a month. The Power to Care program has assisted 1,901 customers and granted \$328,747 in assistance so far in 2008. Qualifying customers can apply and be assisted with up to \$200 one time per year.

Entergy customers can contribute by checking a box to add a dollar to their monthly bill; making a one time donation through a direct mail solicitation; or online through Entergy's secure Web site: go to www.entergy-arkansas.com, select Our Community, and click Make a Donation. Checks can be made payable to the Power to Care and mailed to SGFF at 2304 West 29th Avenue, Pine Bluff, AR 71603. All donations are matched dollar-for-dollar by Entergy, up to a maximum total of \$500,000.

Southern Good Faith Fund is a 501(c)(3) non-profit organization committed to increasing incomes and assets of low-income and low-skilled residents in rural communities. Southern Good Faith Fund, Southern Financial Partners, and Southern Property Corporation are affiliates of Southern Bancorp, a \$575 million rural development bank with banking operations in Arkansas and Mississippi.