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Temple Mount Sinai Makes Generous Donation to The Bright Hearts Fund
Gift to be matched 100% by El Paso Electric doubling the assistance of those in need

EL PASO, TX – One month since the relaunch and transformation of The Bright Hearts Fund (Fund), Temple Mount Sinai – one of the founders of the Fund – makes a sizeable donation to the effort that will look to help keep over 200 families in power. The full donation by the congregation will be matched 100% by EPE.

“This region we all call home is unlike any other. We look after each other. We are here for one another,” shared Rabbi Ben Zeidman on behalf of Temple Mount Sinai. “We recognize that what is happening for some of us is happening for all of us. One family’s struggle is everyone’s struggle. Your gift of support to The Bright Hearts Fund is more than just charity. It is an investment in us all. Together we make our community and El Paso strong.”

Early in the pandemic, several faith communities in El Paso formed a partnership to establish the Fund alongside the El Paso Community Foundation and EPE to assist families struggling with the electric bill. In 2021, the Fund assisted over 900 families within the city of El Paso and was relaunched earlier this year to now assist all customers throughout EPE’s service region. As of today, over 35,000 customers are still behind on their electric bills.

“Not only did Temple Mount Sinai help establish this remarkable fund, but they pulled together the support of their congregation to assist hundreds of families across our region keep their lights on,” says EPE Vice President of Customer Care and Corporate Communications Cheryl Mele. “Electricity is essential to our daily lives and advocating for customer affordability is one of our main goals, so having partnerships with community champions like Temple Mount Sinai strengthen our ability to reach that goal.”

Donations to The Bright Hearts Fund can easily be made by visiting epcf.org/brighthouse. All donations made to the Fund will be matched dollar-for-dollar by El Paso Electric.

“We are humbled to know that our congregation’s gift will join with many other contributions from our community that will serve to make our region stronger and more vibrant. Please join us and give to The Bright Hearts Fund,” adds Rabbi Zeidman.

Customers seeking assistance on their electric bill should contact EPE’s Customer Care Team via email at CustomerCare@epelectric.com, by visiting epelectric.com for online chat or by phone at (800) 351-1621, or visit www.epelectric.com/assistance for additional resources.

About El Paso Electric

El Paso Electric is a regional electric utility providing generation, transmission, and distribution service to approximately 450,000 retail and wholesale customers in a 10,000-square mile area of the Rio Grande valley in west Texas and southern New Mexico. To learn more, visit epelectric.com.

About Temple Mount Sinai

Temple Mount Sinai began as a Benevolent Society in 1887 to provide support to the ill and the needy in El Paso and became a Reform Jewish congregation in 1898. To learn more, visit templemountsinai.com.

About the El Paso Community Foundation

Established in 1977, the El Paso Community Foundation is a charitable resource to donors, nonprofit organizations and the community at-large, and is the region's most trusted philanthropic advisor. To learn more, visit epcf.org.

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