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**IN-KIND AND CASH DONATION, VALUED AT \$75,000+, FURTHERS  
MISSION TO ELIMINATE DOMESTIC VIOLENCE IN PIATT COUNTY**

*Dubson Heating, Air Conditioning & Refrigeration, Trane<sup>®</sup>,  
the Ameren Illinois Energy Efficiency Program & Willow Tree Missions  
Announce Partnership During National Domestic Violence Awareness Month*

**[MONTICELLO, IL, September 26, 2022]** — **Dubson Heating, Air Conditioning & Refrigeration, Inc.**, the Trane Comfort Specialist™ in Monticello, **Trane<sup>®</sup>**, America’s Most Trusted<sup>®</sup> HVAC Brand (2014-2022), and the **Ameren Illinois Energy Efficiency Program** are announcing their partnership during National Domestic Violence Awareness Month in October to provide and install three furnaces and three air conditioners for **Willow Tree Missions**—a total value of more than \$75,000.

**Willow Tree Missions**—a nonprofit organization dedicated to eliminating violence in Piatt County and building stronger families by providing victims temporary shelter, advocacy, legal assistance, and counseling—needs three new heating and cooling systems to condition the first floor of its new 26,000+ square-foot space at 100 E Washington St in Monticello.

In 2021, **Willow Tree Missions** purchased the former dance studio, which was vacant for more than three years, in the downtown business district for its growing Resale Shop.

“**Willow Tree Missions** is grateful to be able to invest in our community by purchasing this 140-year-old building and contributing to the economic vitality of the City of Monticello—from generating tax revenue through an occupied building on the square to attracting additional visitors to not only the Resale Shop but surrounding businesses,” says Jill Maxey, Executive Director of **Willow Tree Missions**”

The current location, which has 6,000 square feet, is at 351 W Monroe St in Monticello. Proceeds from sales of donated items, such as clothing, home goods, and furniture, at the Resale Shop help fight domestic violence in Piatt County.

“Resale shoppers will benefit by having a larger store to peruse for more deals,” says Maxey. “And our Piatt County neighbors in need will benefit by having safe and supportive spaces to seek care.”

The new **Willow Tree Missions** space includes three large rooms totaling 10,000+ square feet on the first floor, as well as a basement. On the second floor, there is room for future program space and two apartments for transitional housing for individuals leaving abusive relationships.

“After touring the space, the need for new heating and cooling equipment at **Willow Tree Missions** was apparent—and it was an opportunity for our family business, along with **Trane** and the **Ameren Illinois Energy Efficiency Program**, to make a positive and lasting difference for our neighbors,” says Bryce Dubson, Owner of **Dubson Heating, Air Conditioning & Refrigeration, Inc.** “Currently, the first floor of the building only has one aging air conditioner, which is not working properly due to a refrigerant leak, and two aging furnaces—not nearly enough equipment to condition the space efficiently and effectively.”

**Trane** is donating three S9X1 (120,000 BTU) single-stage, ECM blower motor furnaces with an AFUE of 95% and three XR13 (5 ton) single-stage air conditioners with a SEER of 13. The **Ameren Illinois Energy Efficiency Program** is covering significant material costs for the installation. **Dubson Heating, Air Conditioning & Refrigeration**, an Ameren Illinois Program Ally, is donating their labor and expertise—installing the three heating and cooling systems.

“This heating and cooling combination from **Trane** will help not only provide optimal comfort for resale shoppers, but also peace of mind for **Willow Tree Missions** as it looks to save on energy bills throughout all seasons,” says Dubson. “We are pleased to install equipment from the leader in heating and cooling, at no charge, and with assistance from the **Ameren Illinois Energy Efficiency Program** to help further the mission of **Willow Tree** to eliminate violence among our Piatt County neighbors—it’s The Dubson Difference”

“The assistance from **Dubson Heating, Air Conditioning & Refrigeration**, the Dubson family, **Trane** and the **Ameren Illinois Energy Efficiency Program** is outstanding and our largest gift to date! It is just the boost we need mentally for ourselves and physically for the building to keep going,” says Maxey. “We hope this selfless gift will inspire others in our community to invest and partner with us as we strive to make this project a reality.”

Even with the generosity of **Dubson Heating, Air Conditioning & Refrigeration**, **Trane** and the **Ameren Illinois Energy Efficiency Program**, **Willow Tree Missions** still needs community assistance to complete the project—financially for remaining material costs, such as sheet metal and ductwork, and labor from additional contractors, like electricians, plumbers and roofers. To further complicate the project, **Willow Tree Missions** must complete a lead abatement project with a price tag of more than \$40,000 before the installation of two of the heating and cooling systems.

The replacement of the furnaces and air conditioners is among several projects underway for **Willow Tree Missions**. The nonprofit is also remodeling its new space—from replacing flooring to installing a new fire alarm system, which is required before the transitional housing is available for violence victims.

“We have helped 50 people and their children in crisis this year alone,” says Maxey. “Normally, the Resale Shop supports 80% of the mission! However, this is a year of transition where we are relying heavily on our community to continue to support our mission with one-time renovation improvement funds and operational costs as well as applying for numerous grants until we can open the Resale Shop.”

To learn about and donate to **Willow Tree Missions**, visit <https://willowtreemissions.org/>. The Resale Shop can be reached at 217.762.2350. For Piatt County residents, the Domestic Violence or Family Service Center can be reached at 217.631.1018.

First observed in October 1981 as a national “Day of Unity,” Domestic Violence Awareness Month is held each October to unite advocates across the nation in their efforts to end domestic violence. To learn more, visit <https://www.thehotline.org/stakeholders/domestic-violence-awareness-month/>.

**ABOUT DUBSON HEATING, AIR CONDITIONING & REFRIGERATION:** *Established in 1980 in Monticello, **Dubson Heating, Air Conditioning & Refrigeration, Inc.** is a second-generation family-owned business serving the heating, cooling and electrical needs of their Piatt County neighbors solely. As the Trane Comfort Specialist™ in Monticello, **Dubson Heating, Air Conditioning & Refrigeration, Inc.** installs Trane® heating and cooling systems and provides superior service of all brands of furnaces and air conditioners. With this superior designation from Trane®, **Dubson Heating, Air Conditioning & Refrigeration, Inc.** is committed to being the best. To experience #TheDubsonDifference, call 217.762.8151, message us on [Facebook](#) (@DubsonHVAC), [Instagram](#) (@DubsonHVAC) or [DubsonHVAC.com](http://DubsonHVAC.com), or email [Info@DubsonHVAC.com](mailto:Info@DubsonHVAC.com) today.*

**ABOUT TRANE:** *Trane – by Trane Technologies (NYSE: TT), a global climate innovator – creates comfortable, energy efficient indoor environments for commercial and residential applications. For more information, please visit [www.trane.com](http://www.trane.com) or [www.tranetechnologies.com](http://www.tranetechnologies.com).*

**ABOUT WILLOW TREE MISSIONS:** *Established in 2007 first in Cisco and now in located in Monticello, **Willow Tree Missions** is a Christian based non-profit corporation that operates a resale shop that funds services for victims of domestic abuse. Family Service Center staff assist clients determined to escape abusive situations and create healthier, safer environments for themselves and their children. For victims in imminent situations, we provide emergency shelter and assistance with food, clothing, transportation, and household needs. We partner with law enforcement officials and community advocates to obtain orders of protection, safety planning, and legal referrals. To help clients in moving forward, we also provide ongoing crisis and spiritual counseling. But we don't stop there. Recognizing the interaction between education, substance abuse, and emotional/physical trauma, we have instituted Christian-based support programs and proactive educational outreach initiatives. **Willow Tree Missions** is renovating a 140-year-old building in downtown Monticello and greatly expanding its services to include two transitional housing apartments and a multi-purpose space for educational and support programs. The completed renovations will also allow our resale shop to double its footprint, thus increasing its revenue to increase its services. One-time capital funding is essential to meet life safety requirements as we re-purpose the building to meet **Willow Tree Missions'***

*programming needs. To learn more: [Facebook](#) (@PiattCountyDV), [Facebook](#) (@WillowTreeMissions), [Instagram](#) (@WTMissions) or [www.willowtreemissions.org](http://www.willowtreemissions.org), or email [Info@willowtreemissions.org](mailto:Info@willowtreemissions.org) today.*

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