

Value of Local Utility Program Funding at a Glance



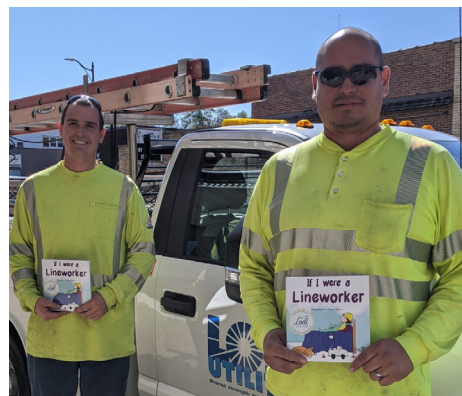
The Value of Local Utility Program provides members opportunities to build a positive utility image, establish and maintain relationships, and earn customer trust and loyalty. To help guide members with program utilization, the following summarizes available category funding and examples.

Category	Funds Available Per Year	Purpose	Examples of Usage
Community Contributions	\$1,500	Contribute to a good cause in the community while building relationships and the utility's image.	<ul style="list-style-type: none"> • Donations to local causes and non-profit organizations
School & Education Outreach	\$2,000	Engage school district, teachers, students and parents on importance of energy awareness, efficiency and safety.	<ul style="list-style-type: none"> • High school scholarships • National Theatre for Children program • K-12 Energy Education Program (KEEP) scholarships
Economic Development	\$1,000	Strengthen relationships with local economic development organizations and communicate the local utility's interest in making the community a better place to live, work and play.	<ul style="list-style-type: none"> • Local economic development organization membership dues • Contributions directly to an economic development project
Customer Services & Branding	\$1,500 + \$3 per meter	Elevate local utility brand presence and educate customers on the benefits locally owned, not-for-profit utilities bring to their community – through brand positioning, energy efficiency and/or renewable energy programs, and customer services promotion.	<ul style="list-style-type: none"> • Special campaigns & events • Customer communications • Local sponsorships • Marketing & program promotion • Local residential and business programs • Customer services promotion • Technical education

There is flexibility within funds with advance approval. For details, please check with your Energy Services Manager. Reimbursement forms and additional details are available on wppienergy.org



Alger Delta, Mich.



Lodi, Wis.



Menasha, Wis.