

# COVID-19 Community Recharge Funds



Committed to community service, locally owned, not-for-profit public power utilities have a rich history of giving back to the people they serve through a range of community support programs. Now – more than ever – community members and organizations in WPPI communities need additional support due to the current COVID-19 public health emergency.

Through the Community Recharge Funds, increased funding is available for members to help lessen the health, community and economic impacts of the COVID-19 pandemic. The funding outlined below is specifically intended for your local utility to help individuals, organizations, businesses, and the community as a whole get through the challenging days that remain ahead.

## Details

The Community Recharge Funds are specifically intended to be used in connection with the COVID-19 public health emergency to provide charitable donations and other acts of goodwill in your community.

- » Funds are allocated on a one-time basis in 2020 and based on each member's revenue to WPPI and total number of meters.
- » The Community Recharge Funds will be administered as a separate category under the existing Value of Local Utility Program.

## Guidelines and Examples

Members should follow the general guidelines of the Community Contributions Funds, focusing on specific COVID-19 relief needs in their local communities.

Examples include, but are not limited to:

- » Donations to non-profit and charitable organizations including food banks, Meals on Wheels, Big Brothers Big Sisters, United Way, community action groups, senior centers, etc.
- » Sponsor a blood drive with the local American Red Cross.
- » Partner with local schools to provide meals for families, special recognition opportunities for high school seniors, and other unmet needs while school facilities are closed.
- » Support local restaurants by ordering and donating food to essential employees who are hard at work at the local hospital/ fire station / police station / grocery store / etc.
- » Alleviate loneliness at nursing homes/assisted living facilities by sending cards or flowers from the local florist.
- » Check in with local clinics and hospitals for ways to support healthcare workers.

## Value Of Local Utility Program

**Community Contributions**  
**\$1,500**

**School & Education Outreach**  
**\$2,000**

**Economic Development Partnership**  
**\$1,000**

**Customer Services & Branding**  
**\$1,500 + \$3/meter**



**COVID-19 Community Recharge Funds Special 2020 funding**

- » Provide additional low-income energy assistance to local families.
- » Connect with the local Chamber of Commerce to help stimulate the local business economy through sponsorships/partnerships.
- » Check with your city/village government on planned grant programs or partnerships established to help residents and businesses in the community.

# COVID-19 Community Recharge Program

## Community Examples

### Kaukauna Utilities

In response to COVID-19, Kaukauna Utilities recently purchased Girl Scout cookies from a local troop and donated the boxes to essential workers in the community to show their appreciation and support.



### Sturgeon Bay Utilities

Sturgeon Bay Utilities is supporting the local high school by providing funds to help recognize the Class of 2020. The donation helped decorate the downtown with pictures and bios of the senior class on the streetlights downtown Sturgeon Bay, just in time for their boat graduation processional.



## Communicating to Your Customers

The Community Recharge Funds also help carry-out the Value of Local Utility Program objectives in building a positive utility image and earning customer trust and loyalty.

If interested in sharing your community support efforts, customizable communication materials and resources are available on WPPI's website including news release, website article, social media content, and more.

- » Consider branding the Community Recharge Funds in your community by utilizing the program graphic
- » Use hashtags while posting on social media  
**#recharge[communityname], #rechargeitogether, #communitypowered, #wepoweron**

## Fund Transfers

The Community Recharge Funds are specifically intended to be used in connection with the public health emergency and cannot be transferred to other Value of Local Utility Program fund categories. However, other allocations within the Value of Local Utility Program, such as Community Contributions Funds or Customer Service and Branding Funds, may be used to support the objectives of the Community Recharge Funds.

## Request for Reimbursement

Members can request reimbursement for the Community Recharge Funds by submitting a reimbursement request form with corresponding documentation. Visit [wppienergy.org](http://wppienergy.org) for documentation details and to download the reimbursement form.



## CONTACT



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