

Making Contributions Painless: Innovative Customer Donation Programs

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BGE
*We're on it.*SM

Innovative Customer Donation Programs

- Brief History of BGE
- Importance of giving back to those we serve
- BGE's partnership with the Fuel Fund of Maryland
 - Envelope Campaign
 - Penny Round Up Program
- BGE's Community Assistance Fund at the Baltimore Community Foundation
- BGE Gift of Energy

BGE – Who We Are

- BGE is nearly 200 years old
- Serve more than 1.2 million electric customers and more than 630,000 gas customers
- Service area is economically diverse covering 2,300 square miles including Baltimore City and 10 Central Maryland counties
- In May 1999, Constellation Energy Group became holding company of BGE and its affiliates
- In July 2000, the company moved from one that produces and delivers electricity to a sole delivery company
- BGE has strategy of remaining a premier utility service provider in Maryland

Giving Back to Those We Serve

- BGE and its employees have formed powerful partnerships for positive change in our communities
- BGE's corporate contributions, community service and environmental programs are based on recognition that our vitality depends on well being of communities we serve
- Company strives to enhance the health, welfare, financial strength and quality of life for our customers
- Committed to serving customers, supporting the community, and preserving environment for future generations

BGE's Partnership with the Fuel Fund of Maryland

- In 1979, BGE was founding sponsor of precursor Fuel Fund of Maryland--founded by late Baltimore City Councilwoman Victorine Q. Adams
- First private fuel fund in the nation
- BGE on Board of Directors, provides operating grants, in-kind support, BGE bill insert appeals, donation envelopes and provides matching credits
- Provides \$200,000 yearly in grants to support Fuel Fund's operations
- BGE, through its shareholders and customers, provides up to \$2M yearly in matching bill credits

BGE's Partnership with the Fuel Fund of Maryland (continued)

- The *Envelope* Campaign
 - BGE prints and mails Fuel Fund donation envelopes to all residential customers
 - In past 10 years, the *Envelope* campaign has averaged nearly \$290,000 a year/more than \$7M since its inception
- The *Penny Round-Up* Program
 - Allows customers to add up to a dollar toward their bill
 - Monies are forwarded to the Fuel Fund averaging \$7,850 a year/over \$60,000 since program initiated in 2002
- In past 26 years, BGE, its customers and Constellation Energy have contributed more than \$31M to the Fuel Fund of Maryland
- Tens of thousands of Fuel Fund clients have been helped

BGE's Community Assistance Fund at the Baltimore Community Foundation

- In September 2004, BGE partnered with Baltimore Community Foundation and has contributed over \$17M for limited income programs
- Fund allows non-profit assisting agencies to apply for grants to assist limited income households
- Grants awarded annually to authorized sub-grantees to help certified “limited income” customers according to Office of Home Energy Programs guidelines
- 20,645 households received benefits from 2004 through Feb. 2010
- Philanthropic Activities
 - Local 501(c3) agencies have received funding for equipment, furniture and appliances to sustain level of services provided to community

BGE's Community Assistance Fund at the Baltimore Community Foundation (continued)

- Technology Enhancements
 - Local assistance agencies have received computers, printers, and software to improve quality of service delivered to customers
- Senior Weatherization Program
 - Targeted senior homeowners for energy efficiency assistance
 - Program launched November 2004 and sunset in June 2009
 - BGE supplemented weatherization initiatives by replacing aged refrigerators, window a/c's, and storm windows/doors

BGE *Gift of Energy*



BGE Gift of Energy

- A perfect holiday gift for a family member, friend or neighbor
- Allows individuals to help someone anonymously or via notification
- It's a “one-size-fits-all” gift that anyone will appreciate
- Customer completes a *Gift of Energy* form on BGE's website
- Make check or money order payable to BGE and accompany the form to appropriate P.O. Box
- Payment will apply to the recipient's future bill as a credit
- Total Number of Accounts and Dollars
 - Since program was initiated in September 2009, 154 customers have received over \$30,000 in gifts
 - In 2009, the average gift amount was \$312
 - Year-to-date average gift amount has been \$282

Give the Gift of Energy

Complete this form to make payment toward a designated customer's utility bill. It's a wonderful, practical, and convenient gift for any occasion. Send us the completed form with your payment for the amount of your gift. Your gift will be applied to the recipient's gas and/or electric bill. BGE will send a notice of the gift to the recipient, but you can also print a blank notification card to send a personal notice to the recipient.

Giver/Purchaser Information

Name: _____

Address: _____

City: _____

State/Zip: _____

Daytime Phone #: _____

Gift Amount: \$ _____

Please keep my gift anonymous

Your Signature: _____

Date: _____

Recipient Information

Name: _____

Address: _____

City: _____

State/Zip: _____

Account Number (if known): _____

Make check or money order payable to BGE and mail with this form to:

P.O. Box 1475
Baltimore, MD 21203



We're on it.™

Thank You!