



Southern California Edison **Energy Assistance Fund (EAF)**

National Energy and Utility Affordability Conference
June 14, 2010

Southern California Edison



- One of nation's largest investor owned electric utilities for over 120 years
- Service territory of 50,000 square miles within Central, Coastal and Southern California
- Industry leader in alternative and renewable energy (16%)
- Serves almost 14 million people
- Ethnically and culturally diverse customer base
- More than 15,500 employees
- Employees annually donate more than 700,000 hours to community and non-profit organizations



Energy Assistance Fund (EAF)

History

- Established in 1982
- SCE's direct payment assistance program
- Funded by donations from SCE employees, shareholders, and customers
- Began as winter assistance program from February through March

Overview

- Provides up to \$100 to income-qualified residential customers
- Administered by United Way of Greater Los Angeles through over 80 community-based organizations



EAF Annual Funding

Contributions	2001	2000 - 2007	2008	2009
Customers	\$210,400	<i>Decreased Steadily</i>	\$116,600	\$140,000 (+20%)
Employees	\$7,000	<i>Increased Steadily</i>	\$77,700	\$139,700 (+80%)
Shareholders	\$221,000	Varied	\$300,000	\$630,000 (+110%)

Increased Donations – Key Drivers

Customer Donations

- 2008: New look and feel for annual solicitation envelope in 2008



Employee Donations

- Senior executive approval and support which resulted in:
 - Extensive internal communication plan to increase EAF awareness
 - Posters, flyers, articles, executive emails, publicity at meetings
 - Company wide EAF fundraisers: Denim Days; Division Softball Game; bake sales; candy sales; grassroots efforts
 - Opportunity drawings for tickets to Staples and Angels suite provided by executives

Key Drivers (Cont'd)

- **Shareholder Funding:** Because it was now a company wide program with senior executive support, Community Involvement took a more active role
 - Matching gift program for employees

**ENERGY ASSISTANCE FUND
MATCHING GIFT PROGRAM**

During the Employee Contributions Campaign, the 2009 Matching Gift Program will include a match for gifts designated to the Energy Assistance Fund (EAF) up to \$2,000 annually per employee. Accredited educational institutions remain eligible for this program throughout the year.

For more details, go to Portal (About Me > Work-Life > Community Involvement)

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Leading the Way in Electricity™

- Press releases
- Employee Contributions Campaign – Year round fundraising; One fundraiser had to be for EAF; Dollars for EAF at rallies



EAF 2010

Customer Donation Program

**JOIN US
In Helping The
Less Fortunate**

Donate to EAF using the "round-up" option where your monthly bill is rounded up to the next whole dollar.



Give now >>

- Donations via the customer's monthly electric bill
- One time or monthly
 - Specified amount
 - Round up
- Enrollment:
 - On back of bill stub
 - On-line
 - Flyers at events
- Customer Awareness campaign underway