



## Direct Energy Corporate Donations Application Form



Simple. Friendly. Direct.

# About Direct Energy

Direct Energy is one of North America's largest energy and energy-related services providers with over 5 million residential and commercial customer relationships. Direct Energy provides customers with choice and support in managing their energy costs through a portfolio of innovative products and services. A subsidiary of Centrica plc (LSE: CNA), one of the world's leading integrated energy companies, Direct Energy operates in 22 states plus DC and 10 provinces in Canada.

To learn more about Direct Energy, visit [www.directenergy.com](http://www.directenergy.com).



## Our approach and objectives for community investments

Direct Energy believes that we have a responsibility to support the communities in which we live and work. By investing our resources, sharing our skills, knowledge and volunteering our time, we believe that we can create valuable **inter-connections** and develop lasting corporate-community partnerships. Our approach to community investment is built on the following three philosophies:

- To be **strategic** in our approach to community investment, viewed as an enabler of social change and community engagement across North America.
- To be **philanthropic** in our approach to corporate giving, striving to ensure our charitable partners achieve their mandates and community objectives.
- To be **business minded** in our approach to community investment, working to ensure that our partnerships yield tangible returns for the communities in which we live and work.

## Our commitment and areas of focus

In 2008, Direct Energy committed over CAD \$1.8 Million in cash, product and service donations to charitable organizations across North America, raising an additional \$160,000 for charitable causes through employee led fundraisers. We also donated thousands of hours of skill based volunteering with our charitable partners aligning within the following areas of focus:

### FINDING SOLUTIONS TO HOMELESSNESS

Direct Energy believes in finding solutions to homelessness and supporting those less fortunate. By creating innovative partnerships with charitable organizations and engaging our employees and our lines of business, we understand that solving complex social issues such as homelessness requires a long-term and consolidated commitment.

### VULNERABLE CUSTOMERS

Direct Energy is committed to supporting vulnerable households in an effort to help families secure the basic energy they need to maintain safe and healthy living conditions. By providing opportunities that support energy efficiency, debt management and financial assistance, Direct Energy believes in a grassroots approach to helping those most in need.

### CLIMATE CHANGE AND THE ENVIRONMENT

Direct Energy believes that there will continue to be a demand for energy derived from fossil fuels, which cause disturbances to the climate and the natural environment. We look to enable our customers and our communities to participate in the transition towards a low-carbon future.

### SUPPORTING EMPLOYEE CHARITABLE ENDEAVORS

- Direct Energy is committed to supporting our employees through employee volunteer grants, matching contributions for charitable fundraising, and by fostering an environment that encourages our employees to share their
- knowledge with the community.



Thank you for your interest in applying for a Direct Energy corporate donation.

Enclosed you will find an organizational eligibility list, application form, and checklist to fill out prior to sending us your application.

## Frequently Asked Questions:

### What is an appropriate amount to request?

Direct Energy recommends asking for no more than 1% of the value of your operating expenses, or no more than 10% of the cost of running your project.

### How will my application be evaluated?

Direct Energy evaluates all applications based on their appropriateness of fit within our focus areas and eligibility criteria.

### How long will it take before I get a response?

Please allow up to 3 months for Direct Energy to respond to your application.

### Where do I get more information on Direct Energy and their approach to community investment?

Please visit our website:  
<http://www.directenergy.com/donations>

### If I have more questions, who do I contact?

Please contact us via email:  
[directinthecommunity@directenergy.com](mailto:directinthecommunity@directenergy.com)

## Eligibility

To be eligible for a Direct Energy corporate donation, organizations must meet the following criteria:

1. Charitable organizations that have a **current and active registered charitable number** (Canada) or 501(c)3 status (United States)
2. Charities **must be located in North America** and provide services within communities where Direct Energy does business
3. Charitable organizations **must be applying for programs and services that fall in line with one of Direct Energy's areas of focus:** finding solutions to homelessness, vulnerable customers, or climate change and the environment.
4. Charitable organizations **must have strong fiscal management** based on information gathered from the most recent copy of their audited financial statements
5. Charitable organizations **must have an operating Board of Directors** and be able to illustrate (upon request) the strength of their governance practices.

Direct Energy does not provide corporate donations to the following types of requests or organizations:

- Projects taking place outside of North America
- Capital (bricks and mortar) or equipment campaigns
- Political, Fraternal, or Advocacy Organizations
- Third Party Fundraisers or Service Clubs
- Private foundations and private (i.e. fee-based) schools
- Religious organizations - unless the project benefits the entire community
- Endowment funds, memorial, or advertising campaigns
- Individual initiatives (ex. fundraiser walks, trips, or tours)
- Golf Tournaments, Conferences, or Travel related events