



SUSTAINABILITY-FOCUSED POWERFUL PARTNERS

POWERFUL PARTNERSHIPS GRANT YEAR 2022

powerful
PARTNER





OVERVIEW

For more than a century Puget Sound Energy (PSE) has prided itself in serving our communities. Keeping the lights on and gas flowing—safely and reliably—is at the center of everything we do. This standard is part of what makes the Pacific Northwest a great place to live, work and play. We realize there are local non-profits working toward a similar goal, and we want to help you in your efforts. One way we do that is through PSE Powerful Partnerships.

The goal of this grant is to develop strong community partnerships with organizations that share our passion for sustainability.

Grant recipients will be non-profits—not limited to specific sectors—interested in learning about sustainability opportunities within their organization and with a desire to pioneer sustainability throughout their communities.

Powerful Partnerships is a select group of non-profits also serving within our 6,000-mile service area. It is a year-long collaboration that includes:

- A financial contribution which varies by county.
- Six or more engagement opportunities
- Informative and educational communications content

We're proud to say that since 2016, we've partnered with 59 local organizations and invested \$578,000 to help them achieve their strategic goals.

HOW IT WORKS

Through this year-long collaboration, PSE is looking to partner with the organizations to help achieve their sustainability goals both internally and within their communities through education and advocacy.

KEY REQUIREMENTS

COMMUNICATIONS CONTENT

Monthly content sent to you that can be shared on your organization's social channels. Focused communications will be related to sustainability, energy efficiency, renewables, carbon reduction, etc.

ENGAGEMENT OPPORTUNITIES

Six predetermined virtual or in-person engagements that help educate and promote sustainability internally or externally.

QUARTERLY SURVEYS

Send in metrics around the PSE content shared to your network via a PSE-provided survey. We look for the total number of customers reached through each of your channels.

APPLICATION DEADLINE AND SELECTION PROCESS

We have a set pool of funds for each county within our service area; therefore, the application process is competitive. Completed applications must be submitted via email to powerfulpartnerships@pse.com no later than 5 p.m. on November 30, 2021.

All applicants will be notified of their status in January 2022.



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GRANT FULFILLMENT BONUS

PSE would like to recognize grant recipients that fulfill the requirements within their grant year. As such, there will be an opportunity to receive an additional end-of-year incentive of 15 percent of the grant award for achieving the following commitments:

- Six engagement obligations met
- Monthly shareable content obligations met
- Completed four quarterly media surveys

AND one of the following:

- Created a volunteer sustainability committee
- Hosted community-oriented sustainability event/campaign
- Participate in a PSE energy efficiency assessment by inviting PSE partners to walk through facilities. Depending on the size of your organization, PSE representatives will provide you with either an energy assessment or energy audit and recommend improvement opportunities for energy efficiency.

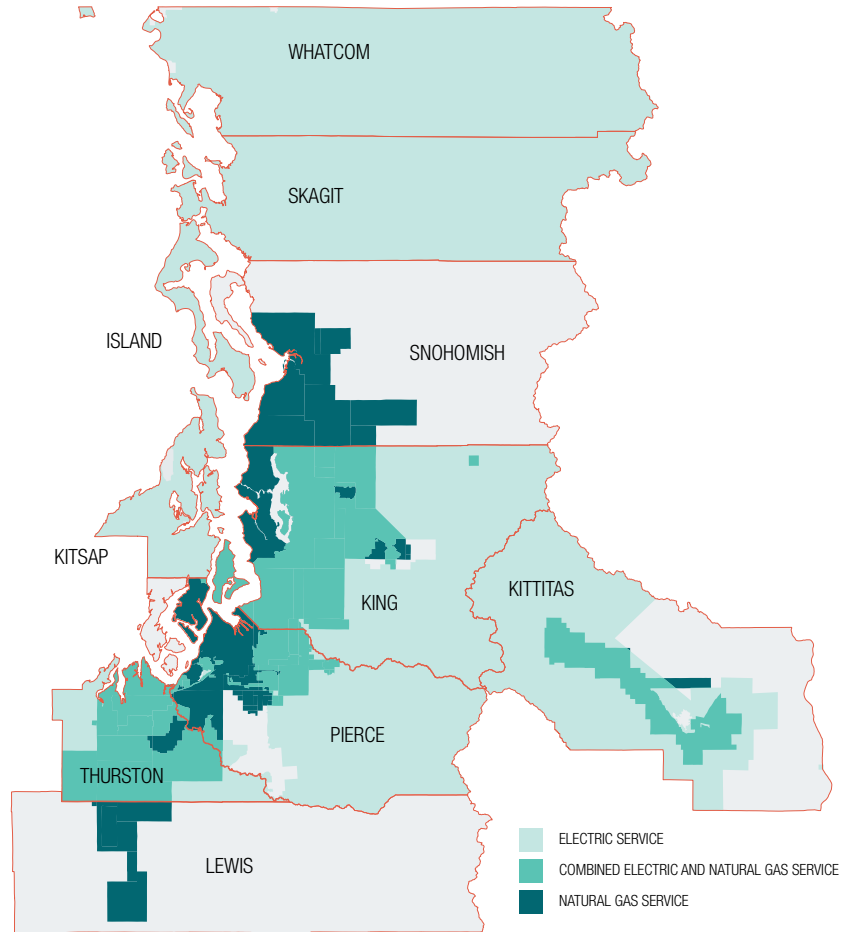
GENERAL REQUIREMENTS

Powerful Partnerships is designed to collaborate with selected partners to bring valuable and educational energy-related programs to all your stakeholders—employees, volunteers, target constituents—while providing your organization funding to continue its good work.

In order to be eligible, your organization must be a 501(c)3 or 501(c)6 nonprofit with an interest in exploring sustainability both within your organization and community.

Organizations based outside our service area but serving PSE customers (see map) are also eligible. Preference will be given to organizations who have not received Powerful Partnerships funding in the past. However, all organizations will be eligible to re-apply year after year.

Please note that receipt of previous funding from PSE, Powerful Partnerships, PSE Foundation, sponsorships, grants, etc., will not be factored into all charitable contribution decisions.



Powerful Partnerships does not sponsor fundraising events such as galas, breakfasts, auctions etc.

Nor does it fund:

- Individual K-12 schools, youth groups or clubs.
- Tuition or membership dues made to service clubs, social or fraternal organizations.
- Grants that benefit an individual or specific family or group.
- Religious organizations of any kind.
- Organizations that discriminate (see discrimination policy below)

NON-DISCRIMINATION POLICY

PSE will not fund organizations that, in their by-laws, policies or practices, discriminate on the basis of race, color, religion, age, sex, national origin, ancestry, physical or mental disability, medical condition, veteran status, marital status, pregnancy, sexual orientation, gender identity or any basis prohibited by applicable law.

ENGAGEMENT OPPORTUNITIES

Our goal with each engagement is to reach our community partners or shared customers and provide useful information to help with their daily lives. While we don't have set parameters for how many individuals must be present at each engagement, it is important that engagements include decision makers.

In order to reduce administrative burden for your organization during the grant application process, we've developed a menu of engagement opportunities from which you can choose. We understand that the COVID-19 pandemic has changed the way we all conduct business, so we have also provided examples of virtual engagement opportunities to engage your stakeholders in a new way. Please connect with your local PSE Outreach representative if you have further questions or need clarification.

EXAMPLES

ENERGY ASSESSMENT

Participate in a PSE energy efficiency assessment by inviting PSE partners to walk through facilities. Depending on the size of your organization, PSE representatives will provide you with either an energy assessment or energy audit and recommend improvement opportunities for energy efficiency.

SUSTAINABILITY-FOCUSED COMMUNITY BOOTH

In partnership with PSE, staff a booth focused on sustainability education and advocacy at a local community event.

PRESENTATION TO ORGANIZATIONAL PARTNERS

Organize a PSE presentation with partner organization(s) by leveraging your network. Presentation topics can include residential or commercial energy efficiency, renewables, bill assistance and weatherization.

EMPLOYEE TRAINING

Host an employee training on sustainability with PSE as the keynote speaker. Presentation topics can include renewables, electric vehicles and residential energy management. This employee training can be done either virtually or in-person.

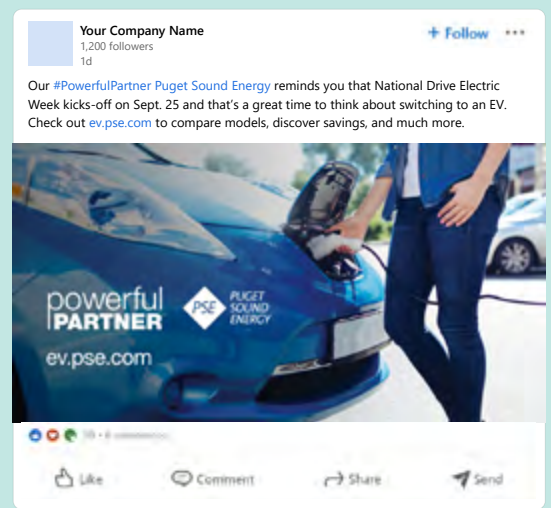
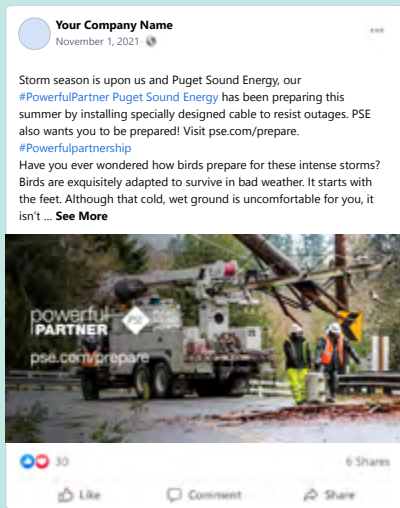
PSE GREEN POWER SIGN-UPS CAMPAIGN

Participate in a potential PSE Green Power Sign-up campaign. The campaign runs for 2 months and provides an additional grant opportunity. Promotion of the campaign involves advocating for sign-ups to PSE's green power voluntary renewables program to customers for as little as \$4 a month.

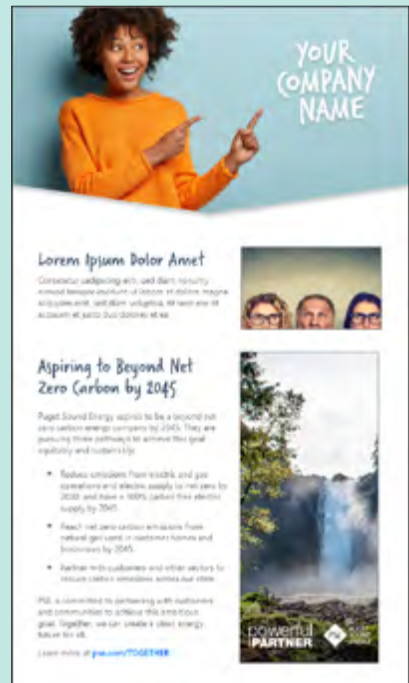
COMMUNICATIONS CONTENT EXAMPLES

Below are a few examples of Powerful Partnerships monthly communications content. This can include social media content—distributed across platforms such as Twitter, Facebook, LinkedIn, Instagram, etc.—as well as e-blasts, on your website, on your reception area tv screen, and even hardcopy printed materials such as newsletters, fliers, posters, etc. As part of the grant agreement, we ask for quarterly content metric updates from your organization’s communication channels.

SOCIAL MEDIA POSTS AND METRICS



ORGANIZATIONAL E-BLASTS



HAVE QUESTIONS? READY TO APPLY?

✉ powerfulpartnerships@pse.com

📞 425-398-6169

🖥 pse.com/pages/in-your-community/powerful-partnerships



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