



POWERFUL PARTNERS

POWERFUL PARTNERSHIPS GRANT YEAR 2024

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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 energy sustainability.

Grant recipients will be non-profits — not limited to specific sectors — interested in learning about energy related sustainability opportunities within their organization and with a desire to share energy related information to 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 (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 80 local organizations and invested \$830,000 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 energy related sustainability goals both internally and within their communities through education and advocacy.

KEY REQUIREMENTS

COMMUNICATIONS CONTENT

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

ENGAGEMENT OPPORTUNITIES

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

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 8, 2023.

All applicants will be notified of their status in January 2024.



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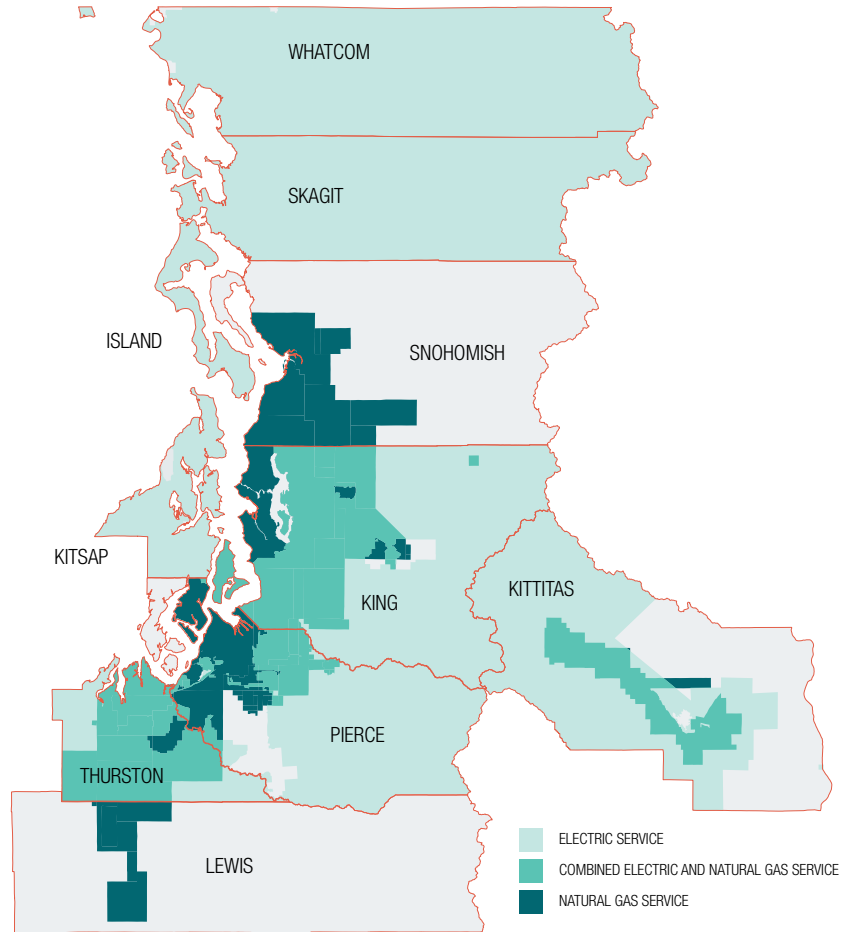
GENERAL REQUIREMENTS

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 energy related 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 or political 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 communities and customers to provide useful information about energy 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 those who make decisions about their home energy use.

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've provided both in-person and virtual engagement opportunities to engage your audience.

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 of your facility. 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.

INVITE PSE TO TABLE AT YOUR EVENT

Invite PSE to table at your community event or resource fair to share program information with your membership/clients.

STAFF TRAINING OR CLIENT WORKSHOPS

Host an training on energy related topics with PSE as the keynote speaker. Presentation topics can include how to decrease your bill through efficiency, bill assistance programs, renewable energy options for renters to homeowners, and basics of electric vehicles. This training can be done either virtually or in-person.

SMALL BUSINESS ENGAGEMENT OPPORTUNITIES

This year, the Powerful Partnership program is setting aside part of the grant funds for organizations that serve the small business community (eg. Downtown Associations, Chambers, etc.).

Our goal with each engagement is to reach our business partners or shared customers to provide useful information regarding their energy-related needs. 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've provided virtual and in-person opportunities to engage your audiences.

Please connect with your local PSE Outreach representative if you have further questions or need clarification.

EXAMPLES

ENERGY ASSESSMENT

Share information with your membership about the benefits of PSE's Small Business Energy Assessments. Depending on the size of the organization, PSE representatives will provide you with either an energy assessment or energy audit and recommend improvement opportunities for energy efficiency.

SHARE SMALL BUSINESS FOCUSED PSE REBATES

Leverage your existing social platforms and communication channels to share programs that may benefit your membership base such as limited time offers, rebates on more efficient equipment, and other programs to increase renewable energy.

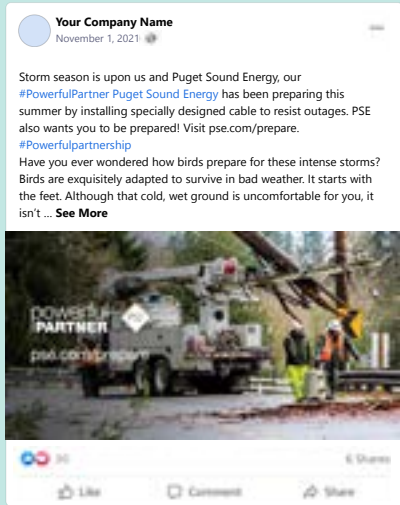
MEMBER TRAINING

Host a small business member training on energy related topics with PSE as the keynote speaker. Presentation topics can include renewables, electric vehicles and commercial energy efficiency. This member training can be done either virtually or in person.

COMMUNICATIONS CONTENT EXAMPLES

Below are a few examples of Powerful Partnerships 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.

SOCIAL MEDIA POSTS AND METRICS



ORGANIZATIONAL E-BLASTS



HAVE QUESTIONS? READY TO APPLY?

✉ powerfulpartnerships@pse.com

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



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