Community Connectors: Why Focus on Volunteering?
Our Mission

We exist to operate a world-class energy business that creates sustainable value for our four stakeholders.

- **Owners**: provide top-quartile returns through the relentless pursuit of opportunities to optimize our business
- **Customers**: constantly striving for reasonable costs and providing safe, reliable products and services
- **Employees**: provide a safe, rewarding, engaging, diverse and inclusive work environment, fair compensation and benefits, and opportunities to advance their careers
- **Communities**: create value through economic development, philanthropy, volunteerism and advocacy, and by operating our business safely and in a socially and environmentally responsible way
Volunteer Strategy

• **Goal:** Execute Entergy’s mission to create value for our communities through the power of Entergy volunteers

• **Objectives:**
  – Leverage employee volunteerism to strengthen communities and stakeholder relationships
  – Advance Entergy’s philanthropic focus areas
  – Enhance Entergy’s corporate reputation

What’s Volunteering Got to Do with It?
Dow Jones Sustainability Index and CR Top 100
Positive customer perceptions
Creating an environment conducive for growth
Building a bank account of goodwill that creates a favorable regulatory and legislative climate
Building the Entergy brand
Volunteer Strategy

• How?
  – Establish business unit volunteer councils with senior leadership engagement to implement activities
  – Organize high impact, high visibility group volunteer activities involving 30 or more employees at least once a quarter
  – Strong communications plan
  – Make it easy and worthwhile
  – Annual leave for volunteer service *(proposed)*
Volunteer Strategy

• **What?**
  - Identify volunteer opportunities that are aligned with Entergy’s philanthropic focus areas: Education, Poverty Solutions, Environment
  - Partner with local nonprofits who need the unique skills / talents of your employees
Community Connectors Portal

- Employees seek volunteer opportunities
- Log hours
- Receive rewards!
- $250 for every 20 hours logged up to $750 annually
Volunteer Strategy

• **Why?**
  – Build the Entergy brand, increase visibility and customer awareness of Entergy as a good corporate citizen
  – Boost employee morale, build teamwork, break down silos
  – Identify future leadership