BGE and the Fuel Fund of Maryland:
Partnering for Resource Development
Past, Present, and Future
- Matching Credits
- Envelope Inserts
- Marketing Support

-Dollar Donation Fund
-Electronic Bill Check-off
-Board of Directors
BGE Bill Fuel Fund Envelope Inserts

- Revenue stream
- Sponsorship platform
- Acquisition mechanism
Connect with us on 

Visit www.fuelfundmaryland.org for more information or to donate.

The Fuel Fund is a private, non-profit organization and is separate from BGE.

Your donation helps keep children, parents, and families warm.

Sometimes families must make choices between keeping their homes warm or paying bills.

Please do not use envelope for BGE payment.

I’d like to help families in need. Here is my tax-deductible contribution.

$25 $50 $75 $100 $200 $______ I wish to remain anonymous

Circle one: Mr. Mrs. Ms. Dr. Name:

Address: __________________________ Phone: ( ) __________________

City: _________________________ State: ______ Zip: ________ E-mail: __________________

☐ Check ☐ VISA ☐ MasterCard ☐ American Express Amount $________

Card #: ______________________ Exp. Date (Required) _____ / _____

Signature (Required):

Name as it appears on card (please print):

Go green with us! Donate through our secure website at www.fuelfundmaryland.org.

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 41 BALTIMORE MD
POSTAGE WILL BE PAID BY ADDRESSEE

FUEL FUND OF MARYLAND INC
PO BOX 62266
BALTIMORE MD 21298-9600

OVER HALF THE PEOPLE THE FUEL FUND HELPS ARE CHILDREN

Help us help Maryland’s Children

The Fuel Fund of Maryland, Inc., is a 501 (c) (3) nonprofit organization, donations to which are fully tax deductible as allowed by law. Financial report available upon request. Documents and information filed in accordance with the Maryland Charitable Solicitations Act available from the Secretary of State (Charitable Division, State House, Annapolis, MD 21401) for the cost of printing and postage.
Envelopes versus FFM-owned channels

Donor Acquisitions

- BGE Envelope: 96%
- Other: 4%
Envelope Campaign historical results

The decade-long decline in total giving through the Envelope Campaign...

⭐ Included a $25,000 gift from one donor.
Acquisitions via BGE envelopes
Obtaining new donors is key to the Fuel Fund’s future success:

- Fuel Fund has a strong donor retention rate – 64% overall, and 82% after the third gift
- Fuel Fund reports that each new BGE customer donor contributes a lifetime total of $281
Increase in BGE customer “e-billing”
  – About 21% of BGE customers do not receive a hard copy bill today.
  – About half of those are “biller direct” customers; i.e., BGE sends the bill directly to the customer, and can control the message.
  – About half are under “consolidator billing”; i.e., the customer receives the bill from a third party agent, such as a bank, and ultimately via CheckFree (part of Fiserv), and BGE cannot control the messaging.

Decline in envelope campaign response rates:
  – In 2006 about 0.71% of envelope recipients donated;
  – The current trend points to a 2015-2016 donation rate of 0.35%
Residual ill will toward utility following rate increase

- BGE rates increased by 72% in 2007.
- This increase, greater than any other utility and coupled with election year politics, created a huge outcry.
- The Fuel Fund has stack of ‘hate’ mail to prove that there was a backlash...whether deserved or not

The Great Recession

- Greatest losses were at households <$50,000 HH income
- $5-$25 donations from envelopes all but disappeared
- No loss from the top 10% of income groups
Addressing the problem

- Differentiation
- Diversification
YOUR DONATION HELPS!

The Fuel Fund is a 501(c)(3) nonprofit organization and is separate from BGE.

I'd like to help families in need. Here is my tax-deductible contribution.

☐ $25 ☐ $50 ☐ $75 ☐ $100 ☐ $200 ☐ $__________ ☐ I wish to remain anonymous

Circle one: Mr. Mrs. Ms. Dr. Name: ____________________________ Phone: ( ) ____________________________

Address: __________________________________________________________ State: __________ Zip: __________

City: ____________________________ State: __________ Zip: __________

☐ Check ☐ VISA ☐ MasterCard ☐ American Express Amount $__________

Card #: ____________________________ Exp. Date (Required) __________ / __________

Signature (Required): ________________________________________________

Name as it appears on card (please print): ____________________________

Go green with us! Donate through our secure website at www.fuelfundmaryland.org.

OVER HALF THE PEOPLE THE FUEL FUND HELPS ARE CHILDREN

Help us help Maryland's Children

Thank You

The Fuel Fund of Maryland, Inc., is a 501 (c) (3) nonprofit organization, donations to which are fully tax deductible as allowed by law. Financial report available upon request. Documents and information filed in accordance with the Maryland Charitable Solicitations Act available from the Secretary of State (Charitable Division, State House, Annapolis, MD 21401) for the cost of printing and postage.
A Warm Home for a Mother and Her Child = FUEL FUND

Every $1.00 of your fuel fund will result in $3.00 of bill payments for families in need.

FUEL FUND
OF MARYLAND

1500 Union Avenue
Suite 2400
Baltimore, MD 21211

BUSINESS REPLY MAIL

HAVE HEART. GIVE HEAT.
The cost of fuel is soaring while low-income wages remain static. The need for your donation has never been greater.

Every $1.00 of your FUEL FUND gift results in $3.00 of bill payments for families in need.

The FUEL Fund of Maryland provides resources to連結低收入家庭
for energy and home utility needs. Our donors, board, and staff support
and advocate to deliver on funding and services that ensure affordable energy
so families that must overcome hardship caused by poverty and assist
these families to meet their human needs.
Dollar Donation Fund

- Recurring gift program
- $1, $2, $5, $10, $20 added to monthly bill
Dollar Donation Fund

Calendar Year 2014

- 583 BGE customers
- $25,963 contributed
Dollar Donation

The Dollar Donation Fund is a program that can make a big difference for your neighbors in need. This is an easy, effortless way you can provide financial assistance to families that find it hard to pay their utility bills.

Dollar Donation Fund allows you to choose an amount to donate to the Fuel Fund of Maryland each month - either $1, $2, $5, $10, or $20 a month. BGE will add that amount to your bill, and when you pay your bill in full we will forward your contribution to the Fuel Fund.

CUSTOMER IDENTIFICATION

Bill Account Number

Phone Number

If you do not have this information, you may enter your request here.

Format: [CAPTCHA]

Next
The Dollar Donation Fund is a program that can make a big difference for your neighbors in need. This is an easy, effortless way you can provide financial assistance to families that find it hard to pay their utility bills.

Dollar Donation Fund allows you to choose an amount to donate to the Fuel Fund of Maryland each month - either $1, $2, $5, $10, or $20 a month. BGE will add that amount to your bill, and when you pay your bill in full we will forward your contribution to the Fuel Fund.

* Required Field

About You
Our records show that, based on the information you provided, your BGE account services the following:

Phone Number: (301) 980-3412
Address: 1008 W 41st
* For security reasons only a partial address is shown.

If this does not appear to be your account please modify your information

⚠️ If this is the wrong address or you cannot identify your address, please enter it manually.

Ways to Contact You
Let us know how we can contact you.

E-mail Address *
Confirm E-mail Address *
Best Time to Call *

Your Donation
Please enter a donation amount to be added to your monthly bill.

Monthly Donation *

Continue
Electronic Bill Check-off

- Create a one-time donation option on bge.com **within the flow of regular customer activity**
Impact of online donation mechanism

- At the current rate of decline in the Envelope Campaign, the number of donors is projected to drop to 3,310 by the 2015-2016 campaign.

- About 352,000 BGE customers pay online at bge.com. Based on the 2014 return rate of 0.47%, this option could acquire about 1,650 new on-line donors.

- Assuming an average donation of $45 per donor, the 1,650 additional donors represent a potential increase of $74,250 over expected Envelope Campaign returns for 2015-2016 and beyond.
  - Fuel Fund calculates that each donor contributes $281 over a lifetime, implying that 1,650 new donors would be worth almost $464,000 in contributions.

- Fuel Fund grants leverage customer payments at a rate of 1: 2.3. So, $74,250 in new donations would leverage $170,775 in bill payments each year.
Bill Freeman
Regional Development Officer
GRID Alternatives
(formerly Deputy Director, Fuel Fund of Maryland)
bfreeman@gridalternatives.org