



“FROM THE GROUND UP”

BUILDING A STATEWIDE UTILITY ASSISTANCE PROGRAM

**Presenter: Danielle Snidow,
WV Utility Assistance Program Director**

OVERVIEW



- Start-up support
- Began October 1, 2008
- Applications up 125%
- 7,000 families, \$2,000,000 utility assistance



BUILDING COMPONENTS

- ✓ Utility Partners
- ✓ Community-Based Organizations
- ✓ Advisory Council
- ✓ Public Relations
- ✓ Fundraising
- ✓ Advertising



DOLLAR ENERGY FUND
*West Virginia
Utility Assistance Program*

**AEP APPALACHIAN
POWER**[®]
A unit of American Electric Power



Equitable Gas
reliable by nature





COMMUNITY BASED ORGANIZATIONS



ADVISORY COUNCIL



PUBLIC RELATIONS



[WV Utility Assistance Program Facebook Page](#)
[E-Newsletter April 2010 \(Constant Contact\)](#)



FUNDRAISING

ADVERTISING



Small gifts can make big changes

Your contribution to the West Virginia Utility Assistance Program truly makes a difference. Our hand up, not hand out approach allows us to partner with utilities to help local low-income families struggling to afford adequate gas, electric and water services.

To find out how you can help, please visit www.dollarenergy.org.



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RADIO/TV ADS

- Radio Spot
- Television Ad



EXPANSION



- Led to expansion in OH, TN, VA
- WV Warmathon November 2010
- Territory-wide jingle creation