

# GRU Community Relations 2010 Priorities & Initiatives



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# Community Relations Mission

Promote Gainesville Regional Utilities as a Good Corporate Citizen Who Cares About the Community in which We Do Business and is Committed to Being an Active Participant In its Betterment

# Community Relations Goals

- 💡 Be a Recognized Community Partner
- 💡 Be Celebrated By All Customer Segments
- 💡 Lead Positive Change in Community Issues
- 💡 Be the Community's Employer of Choice
- 💡 Be Approachable for Community Dialogue
- 💡 Be a Recognized Environmental Leader

# Community Relations Strategy

To achieve our Community Relations Goals, our three-pronged approach will include:



# Strategy Components

Community Investment: Our portfolio of sponsorships and philanthropic contributions

Community Involvement: Our corporately sponsored service projects, awareness programs, & non-profit board service

Community Partnership: Our infusion of financial and human resources to positively address community issues



# Investment Priorities

**Priority 1:** Children & Youth: *Organizations that directly support the academic success of children and youth, with a special emphasis on the sciences.*

**Priority 2:** Immediate Needs: *Organizations that provide basic necessities including food, clothing, utility assistance, and shelter.*

**Priority 3:** Health & Wellness: *Organizations that provide health care and medical services to the disadvantaged.*

**Priority 4:** Quality of Life: *Organizations that enhance the cultural and recreational fabric of our community including theatre, music, dance, and sports.*

# Sponsorships Overview

Due to limited financial resources, all event sponsorships are budgeted one year in advance of the corresponding event. Sponsorship requests received for events occurring during a current fiscal year (October 1-September 30) will not be funded.

If the event is an annual event, it will be considered during the budget planning process for the subsequent fiscal year (April 1-April 30).

Sponsorships comprise 20% of GRU's Community Outreach budget.

# FY 2010 Event Sponsorships

PACE Center for Girls Golf Tournament

MLK Commission of Florida Hall of Fame Banquet

Girl Scouts Women Who Make a Difference Luncheon

East Gainesville Development Corporation Business Awards

# GRU Initiatives Overview

In addition to managing GRU's sponsorships and contributions, the Office of Community Relations coordinates a number of special events geared towards enhancing GRU's visibility among our customers and constituents.

Special Events and Initiatives comprise 25% of GRU's Community Outreach budget.

# FY 2010 GRU Initiatives

GRU In the Neighborhood (January)

Community Energy Fair (May)

Brighter Tomorrow Scholarship Luncheon (June)

Annual Community Meeting (July)

Faith EmPOWERment Month (October)

# Charitable Contributions Overview

GRU strives to maintain a degree of flexibility in our community outreach budget to financially support the many worthy causes in our community. We have allocated \$5,000 to support the range of un-budgeted requests we receive throughout the fiscal year. While it is impossible to support every request we receive, we strive to support as many as possible.

The two GRU partnership programs, in addition to the \$5,000 allocation, bring the Charitable Contributions line to 40% of GRU's Community Outreach budget.

# FY 2010 Charitable Contributions

**Project EmPOWERment Utility Assistance Program**  
East Gainesville Development Corporation

**Brighter Tomorrow Scholarship Program**  
Alachua County Public Schools Foundation

**Unbudgeted Contributions**

**\$5,000**

# FY 2010 Special Project

Each year, GRU designates funds in our community outreach budget to support Public Schools Science Education. These funds are not committed in advance but, rather, are committed once a school/program is identified for support.

In FY 09, Metcalfe Elementary School received \$3,000 to create the school's first Science Lab. In FY 10, Sweetwater Branch Academy will receive funds to support their comprehensive Science curriculum and supplementary Science programs.