

*We generate goodwill,  
transmit knowledge  
and deliver support.*

# COMMUNITY ENGAGEMENT

THE GREATER GOOD  
IS BETTER BUSINESS



**FirstEnergy**<sup>®</sup>

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## Message from our CEO

Bringing good energy to our communities means more than delivering safe, reliable, clean and affordable electricity to our customers – it's about our sustained efforts to improve the quality of life in the places where we conduct business. In fact, FirstEnergy and its predecessor companies have provided support to the people and communities we're privileged to serve for more than a century.

Our philosophy – the greater good is better business – supports the investments we make through FirstEnergy and the FirstEnergy Foundation, which have awarded more than \$64 million in grants and corporate contributions to thousands of community-based organizations since 2001. It's a philosophy also reflected in the volunteerism of our employees, who lend their time and talents to assist hundreds of organizations and thousands of people each year. In addition, this guiding principle extends to our work with community leaders to help further civic, economic and social priorities.

Our commitment to our customers and communities is more than just the right thing to do – it's strongly aligned with our business interests as a leading regional energy provider. As this brochure illustrates, FirstEnergy is truly dedicated to building a brighter future for our employees, their families and the communities where we live and work. It's a commitment continually expressed in virtually every facet of our business.

Sincerely,

A handwritten signature in black ink that reads "Chuck Jones". The signature is written in a cursive, slightly slanted style.

Chuck Jones  
President and Chief Executive Officer

# Investing in Our Communities

FirstEnergy's roots run deep in the communities where we live and work. Our employees share a strong commitment to supporting the development of our neighborhoods and reaching out to those in need.



## Our Giving Priorities

Our charitable efforts focus on initiatives that parallel our business interests to:

- **Help improve the vitality of our communities and support key safety initiatives**
  - We are committed to helping our communities, and the people who live in them, succeed.
  - We support programs that enhance the safety of our employees, customers and communities.
- **Promote local and regional economic development**
  - We support quality of life and economic development initiatives, as well as projects that bolster community growth and stability.
- **Support employee leadership and volunteer interests**
  - We encourage employees to take on challenging leadership roles in the community.
  - We provide financial support to qualifying organizations where employees volunteer or hold leadership positions.
- **Advance an educated workforce**
  - We provide financial support to professional development programs, literacy and science, technology, engineering and mathematics (STEM) education.

We've built a strong reputation for supporting and encouraging volunteerism among our employees and for distributing financial resources for the greater good of our communities. We use a strategic approach to community support that promotes the most effective use of our resources.

We choose to support 501(c)(3) nonprofit, tax-exempt organizations in the following areas:

- Civic and community groups
- Health and human services agencies through the United Way
- Higher educational institutions
- Cultural and arts institutions

We're dedicated to building productive relationships with organizations that address needs within these categories in our communities.





## Corporate Memberships

We strongly encourage and proudly support participation in professional organizations, investing \$8 million annually in memberships. Our company and employees are active in industry and professional organizations, as well as chambers of commerce and economic development groups. These memberships strengthen the social and economic fabric of our communities and advance the personal and professional development of our employees.

## Corporate Contributions

Since 2001, we have donated more than \$8.5 million to fundraisers that enrich the quality of life in our communities. Whether it's the United Way or a local charitable agency, our corporate contributions are directed toward organizations and projects dedicated to improving the environmental, economic, social, educational and cultural aspects of our communities.

## Employee Volunteerism

Volunteer efforts by our employees are enthusiastic and inspiring. Following are just a few examples of how our employees contribute their time and efforts to community-based services:

- Hundreds of FirstEnergy employees have volunteered as reading tutors in AkronReads since its inception in 1999.
- Employees in Pennsylvania regularly share their time and talents at local food pantries, distributing food and raising funds to provide quality social services for the entire community.
- Our employees are passionate about charitable giving. Among many other activities, employees outfit children with coats and book bags, cook meals at homeless shelters, and participate in a number of fundraising events, including the March of Dimes and Making Strides Against Breast Cancer.
- FirstEnergy is recognized as a Cornerstone Partner by Habitat for Humanity of Ohio. Across our service territory, our employees volunteer with local Habitat for Humanity chapters to build simple, affordable, energy-efficient homes, helping make home ownership possible for limited-income families in the communities we serve.
- Employees also collect toys, clothing and other items for children from limited-income families.
- From employee volunteers working with local veteran groups to fundraising support for active duty troops, FirstEnergy employees have a tradition of supporting our troops and veterans.





## Harvest for Hunger

Since 2001, FirstEnergy Harvest for Hunger campaigns have raised more than \$3.82 million, or the equivalent of more than 27 million meals for community food pantries.

Thanks to extensive efforts by our employees and retirees, we are energized by friendly fundraising competitions and various food sales that take place every March. At the end of each campaign, the company is among the largest contributors to local food banks in all our communities. These contributions have provided millions of meals to neighbors in need.

## United Way

Since 2001, the FirstEnergy Foundation, employees and retirees have contributed more than \$53 million to United Way campaigns, helping to ensure the safety and health of the communities we serve.

We have long been strong supporters of United Way and have been recognized for our efforts. For instance, FirstEnergy has received the Cornerstone Award every year since it was first presented in 2004 by United Way of Summit County in Ohio, for total annual giving of more than \$1 million.

In addition, hundreds of FirstEnergy employees have volunteered their time in United Way's "Days of Action" by painting homes, trimming trees and shrubs, performing minor repairs and cleaning up trash. This activity promotes the spirit and value of volunteerism and team building. Our employees see firsthand how their United Way contributions are put to work by the nonprofit agencies that rely on these donations.

## Educational Resources and School Activities

Teachers in our communities count on our support through much-needed grants and educational materials.

Lending a hand to teachers in our local schools is one of FirstEnergy's longtime traditions. For example, we work to promote electrical safety, career development and literacy initiatives, as well as education in science, technology, engineering and mathematics (STEM).

The FirstEnergy Educational Advisory Council – a panel of elementary, middle and high school teachers and administrators – helps us create and select timely and relevant educational materials that we provide to local schools and community groups.



FirstEnergy awards STEM grants to educators and youth group leaders in our communities. More than 500 grants have funded projects ranging from electric safety, magnetism and robotics to the physics of kites, superconductors and high-speed transportation.

In addition, since 2001, we've donated computers, monitors and other equipment valued at more than \$2 million to schools and nonprofit groups.



## The Greater Good is Better Business

Our success is inextricably linked to our stakeholders and the communities we serve. In that sense, our commitment is more than just the right thing to do – it's strongly aligned with our business objectives.

The enthusiasm of our employee volunteers and the funding provided through the FirstEnergy Foundation make meaningful changes in people's lives. FirstEnergy proudly supports these worthwhile and rewarding efforts.

## The FirstEnergy Foundation

Since 2001, the FirstEnergy Foundation has awarded more than \$56 million in grants to approximately 3,300 community-based organizations.

Funded solely by FirstEnergy Corp., the FirstEnergy Foundation awards grants to nonprofit, tax-exempt health and human services agencies, educational organizations, cultural and arts programs and institutions and civic groups throughout our service area and in communities where we conduct business.

To bolster personal philanthropy, the FirstEnergy Foundation matches employee contributions to qualifying educational, cultural, youth, civic and health and human services organizations. Since 2001, the Matching Gifts program has added \$1.7 million to the generous donations made by FirstEnergy employees



## Funding Process

Grant requests should be discussed with the local management of our FirstEnergy companies and the staff of the FirstEnergy Community Involvement Department. The requests are then evaluated by the Contributions Committee of the Foundation and are budgeted annually. A list of local management contacts and the FirstEnergy Foundation Grant Application form are available on the FirstEnergy website – [www.firstenergycorp.com/community](http://www.firstenergycorp.com/community).

Generally, the minimum eligibility requirements for applications include:

- Qualification as a nonprofit, tax-exempt organization as defined by 501(c)(3) of the U.S. Internal Revenue Code
  - Copy of the IRS exemption letter must be attached to the proposal
- Being located in the FirstEnergy service area or where we conduct business
- Compliance with the basic Standards in Philanthropy, as described by the National Information Bureau regarding board composition, purpose, program expenses, promotion, fundraising, accountability and budget.

## Limitations

Since the FirstEnergy Foundation is unable to support all worthwhile programs, it generally does not consider funding for:

- Direct grants to individuals, or to political or legislative activities
- Organizations that receive significant public tax funding
- Fraternal, religious, labor, athletic or social organizations – unless the contribution is earmarked for an eligible program or campaign open to all beneficiaries, including those not affiliated with the host organization
- National or international organizations
- Organizations already supported by federated campaigns, such as affiliates supported by United Way
- Research
- Equipment purchases
- Loans or second-party giving, such as endowments, debt retirement or foundations
- Public or private schools (pre-kindergarten through 12th grade)
- Organizations defined as a 509(a)(3) public charity

The FirstEnergy Foundation's Contributions Committee reserves the right to review all contribution requests and to revise eligibility requirements.

While applications are considered throughout the year, proposals are evaluated by Sept. 1 for the next calendar year.

**Requests should be sent to:**

Dee Lowery, President  
FirstEnergy Foundation  
76 South Main Street  
Akron, OH 44308-1890

**Questions should be directed to:**

The Contributions Department  
330-384-5780  
[www.firstenergycorp.com/community](http://www.firstenergycorp.com/community)