

Members Ask...

Why is GVEA starting the Goodcents Program?

"Why is GVEA starting a round-up program and automatically enrolling members?" several members have asked.

Starting this month, we're implementing a round-up program called Goodcents. Goodcents is an inexpensive and easy way to give back to our community.

Your monthly electric bill now includes an extra line – Goodcents Donation – with the amount that rounds up your bill to the next dollar.

The average member will give \$6 per year; that's a mere 50 cents per month. Combined with your neighbors' change, this adds up.

Every cent is deposited into a separate Goodcents foundation fund used only for helping those who apply. Non-profit groups and individuals/families in need in our service territory are welcome to apply. Groups based outside of our service territory are also welcome to apply if their works affect those in our service territory. Applications will be available at www.gvea.com.

com beginning in May.

Golden Valley's Member Advisory Committee and Board of Directors debated the notion of automatically enrolling all members versus voluntary enrollment. Research among the more than 260 other electric cooperatives nationwide with similar programs showed we would have much better involvement if we chose the former. It's not because people don't want to participate, it's because most people simply wouldn't take the initiative to contact us to sign up.

It is voluntary in the sense that a member can choose not to participate at any time. If you choose not to participate, simply call GVEA at (907) 458-4522 or email goodcents@gvea.com. For your convenience, you can call anytime of day or night and provide your name, physical address and phone number.



In addition, if anytime in the first three years you decide you want your money back, you can call us and we'll refund the entire amount you've contributed. ■

Goodcents Fast Facts

- Member bills will be rounded up to the nearest whole dollar (\$97.65 to \$98)
- That small change – average of 50¢ per month – adds up quickly (40,000 electric bills could raise about \$250,000 annually)
- All donations are tax-deductible
- Members can choose not to participate
- Funds help build a stronger community
- No funds will be used to pay electric bills
- Non-profit organizations and individuals in need will submit applications to be considered for funds
- A separate, volunteer board of trustees will oversee the dispersal of Goodcents funds
- Funds will generally be awarded quarterly

