



A few facts about Viridian and benefits to the Charitable Organizations:

1. Deregulation of the energy industry allows for new low-cost energy suppliers to do business in the State of CT
2. Viridian Energy was licensed as a Connecticut electric supplier on June 3, 2009 under Department of Public Utility Control (DPUC) Docket No. 09-04-15.
3. Viridian is a low-cost green energy company meeting the Federal Renewable Portfolio Standards for the year 2020. This goal set by the federal government in the late 1990's requests that 20% of all energy sold to the grid for consumption by homes and businesses be derived from renewable sources such as wind and solar.
4. Viridian offers non-profits a unique opportunity for fundraising.
 - a. Non-Profit signs on as an Associate
 - b. Customers enroll under the non-profit
 - c. Non-profit receives \$2.00 per month per customer (\$24/year) as long as the customers remain customers AND pay their utility bills.
5. Viridian will work closely with the non-profit to develop a marketing plan
6. There is no sign-on cost OR monthly fees to the non-profit
7. Viridian does not require contracts, deposits, or credit checks and there are ZERO fees to become a customer of Viridian.
8. Viridian is committed to remaining the lowest priced electrical provider in every market they service where possible.
9. Customer still receives one electricity bill from their utility company. Viridian will be listed on the bill as the 'Generation Service Provider'. Customers do not receive a second bill from Viridian.
10. Utility Company (CL&P, UI) still maintains and services lines, equipment and customer service
11. UConn Huskies recently signed on with Viridian to fundraise for their General Athletic Scholarship Fund, setting a goal to switch 5,000 fans over to Viridian as customers. This would pay UConn \$120,000 per year as long as those fans remain customers of Viridian. Viridian's presence at all home football games for the season include banners, logo printed on all of programs, a free electricity for a year raffle, and Associates signing customers to Viridian's service on behalf of UConn. Once Basketball season rolls around, Viridian's logo will be printed on every men's and women's basketball ticket for every home game.
12. Associates should be available at all major functions to explain the program and sign customers in conjunction with the endorsement from the Charitable Organization. Viridian will work closely with you to ensure a successful long-term fundraiser.