



NC Green Power

It's in your power.

www.ncgreenpower.org

NC GreenPower

What Is NC GreenPower?

NC GreenPower is an independent, nonprofit organization established to improve North Carolina's environment through voluntary contributions toward renewable energy. A landmark initiative approved by the N.C. Utilities Commission, NC GreenPower is the first statewide green energy program in the nation administered independently by a nonprofit organization and supported by all of the state's utilities. The program is designed to improve the environment by encouraging the development of renewable energy resources through consumers' voluntary contributions to NC GreenPower.

Your support will help add more renewable energy to the power supply in our state.

Reasons to Sign Up

You can make a difference. It is in your power to impact the future of our children by improving the quality of life and air quality.

It's affordable and tax-deductible. For as little as \$4 a month, you can help protect our environment. Your monthly tax-deductible contribution will add green energy to North Carolina's power supply. Over a year, that's the equivalent of not driving a car 74 days or [of](#) planting 150 full-grown trees.

It's easy. Supporting NC GreenPower is an effective way to advance the availability of renewable energy resources in our state. Most of us want to do something to help, but our limited resources and time make it difficult to act. NC GreenPower provides us the opportunity to support cleaner energy sources.

It's cleaner and environmentally sustainable. With green energy sources such as wind, solar and organic matter we can generate cleaner electricity. It's a great way to keep us all healthier.

It's smart. Traditional energy sources like fossil fuels are nonrenewable and inevitably will run out. Working today to build up our supply of renewable energy sources will give us a more secure energy future.

It is the right thing to do. NC GreenPower protects the environment to make North Carolina greener.

NC GreenPower, an independent nonprofit organization, was approved by the N.C. Utilities Commission to provide North Carolinians with greater options for cleaner energy sources. NC GreenPower is committed to improving environmental protection by increasing renewable energy sources. NC GreenPower is a subsidiary of Advanced Energy, Raleigh, N.C.



NC GreenPower Talking Points

You Can Help Protect the Environment

NC GreenPower is a great first step in promoting renewable energy and clean air in North Carolina. This independent, voluntary program is an easy and affordable way for North Carolina citizens and businesses to increase the use of renewable energy to help protect our environment and improve air quality.

NC GreenPower Is a Landmark Program

NC GreenPower, a new nonprofit approved by the N.C. Utilities Commission, will be the nation's first statewide and multi-utility initiative to encourage the development of renewable energy resources in North Carolina.

Contribute to NC GreenPower

Voluntary contributions by citizens and businesses to the program will add more renewable energy to North Carolina's overall power supply. A typical residential customer may contribute a minimum of \$4 per month. Contributions are tax deductible.

You Can Help Put Renewable Energy to Work in North Carolina

You have the power to protect the environment. Renewable energy and energy efficiency protect the environment and ensure energy supply stability for the future. With NC GreenPower, every North Carolinian has a powerful choice to protect our environment.

NC GreenPower Is an Independent Nonprofit Organization

While consumers and businesses contribute to the program through their utility, none of the funds will be kept by the utility. Instead, all of the funds will go to NC GreenPower to aid in the continued development of renewable energy in North Carolina.

Stakeholders Working Together to Provide NC GreenPower

Since 2001, stakeholders representing the utilities, environmental community, technology suppliers, consumers, state energy agencies and Advanced Energy have been working together on this independent, nonprofit program to protect the environment.

NC GreenPower, an independent nonprofit organization, was approved by the N.C. Utilities Commission to provide North Carolinians with greater options for cleaner energy sources. NC GreenPower is committed to improving environmental protection by increasing renewable energy sources. NC GreenPower is a subsidiary of Advanced Energy, Raleigh, N.C.

NC GreenPower

NC GreenPower, an independent nonprofit organization, was approved by the N.C. Utilities Commission to provide North Carolinians with greater options for cleaner energy sources. NC GreenPower is committed to improving environmental protection by increasing renewable energy sources. NC GreenPower is a subsidiary of Advanced Energy, Raleigh, N.C.

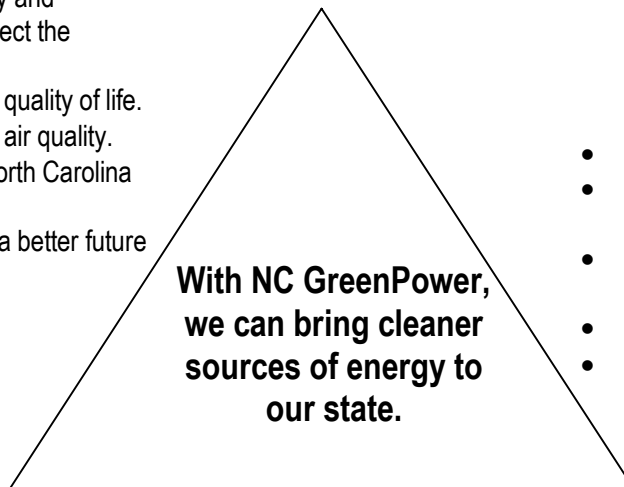
NC GreenPower

Message Triangle

**Main Message: With NC GreenPower,
we can bring cleaner sources of energy to our state.**

Residents

- NC GreenPower is the right thing to do.
- You have the power to make a difference.
- NC GreenPower is a voluntary program.
- NC GreenPower is an easy and affordable way to help protect the environment.
- NC GreenPower improves quality of life.
- NC GreenPower improves air quality.
- NC GreenPower makes North Carolina greener.
- NC GreenPower provides a better future for our children.



Business/Industry/Government

- NC GreenPower is the right thing to do.
- NC GreenPower is a way to exercise your corporate social responsibility.
- NC GreenPower is a way for your company/organization to lead by example.
- A move to renewable energy is inevitable.
- NC GreenPower is a voluntary program.
- NC GreenPower is an easy and affordable way to help protect the environment (those wanting to contribute more than 100 blocks will qualify for the large volume premium of \$2.50 per block).
- NC GreenPower protects the environment.
- NC GreenPower makes North Carolina greener.
- NC GreenPower provides a better future for our children.
- NC GreenPower improves quality of life.
- NC GreenPower improves air quality.

Environmentalists

- NC GreenPower is an easy and affordable way to help protect the environment.
- You have the power to make a difference.
- NC GreenPower improves quality of life.
- NC GreenPower improves air quality.
- NC GreenPower makes North Carolina greener.
- NC GreenPower provides a better future for our children.
- NC GreenPower is a step in the right direction.
- NC GreenPower is the right thing to do.
- NC GreenPower is a voluntary program.
- NC GreenPower provides a better future for our children.

NC GreenPower, an independent nonprofit organization, was approved by the N.C. Utilities Commission to provide North Carolinians with greater options for cleaner energy sources. NC GreenPower is committed to improving environmental protection by increasing renewable energy sources. NC GreenPower is a subsidiary of Advanced Energy, Raleigh, N.C.

NC GreenPower

Frequently Asked Questions

What is green power?

Green power means electricity generated from renewable energy sources such as solar, wind, water and organic matter. These resources are replenished by nature and are a cleaner source of energy.

Why is renewable energy important?

Renewable energy in North Carolina means cleaner air and a more stable energy supply for the future.

How does NC GreenPower work?

NC GreenPower is an independent, nonprofit program that uses voluntary contributions to encourage the development of electricity generated from renewable energy sources to add more green power to the state's power supply. Individuals may contribute as little as \$4 per month to add one block of 100 kilowatt-hours of renewable energy to the electric supply. More contributions means more renewable energy can be available, making North Carolina's environment healthier for us all.

How did NC GreenPower get started?

For more than two years, a committee representing consumers, electric utilities, the environmental community, technology suppliers, the various state agencies and Advanced Energy worked together to create a statewide program that would add more renewable energy sources to the state's power supply. In January 2003, the N.C. Utilities Commission approved the program plan for NC GreenPower.

How is the NC GreenPower program administered?

NC GreenPower is administered by Advanced Energy, an independent, non-profit, Raleigh-based corporation with a 21-year history of working with renewable energy, energy efficiency and the electric utilities. Advanced Energy formed the separate nonprofit entity, NC GreenPower, which is governed by a board of directors with representation from consumers, state government, technology, environmental advocacy groups, and electric utilities.

NC GreenPower, an independent nonprofit organization, was approved by the N.C. Utilities Commission to provide North Carolinians with greater options for cleaner energy sources. NC GreenPower is committed to improving environmental protection by increasing renewable energy sources. NC GreenPower is a subsidiary of Advanced Energy, Raleigh, N.C.

NC GreenPower

Frequently Asked Questions, continued

Are other states developing green power programs? How is North Carolina's program different?

Electric utilities in 31 other states are now implementing green energy programs. North Carolina is the first state that has developed a statewide plan for green power. Other states have programs that are developed by individual utility companies. North Carolina was determined to take a careful and thoughtful approach in order to develop a program that will be most successful.

Where will the renewable energy come from?

Electricity from renewable energy is typically generated by small local producers. As with any new undertaking, converting natural resources such as solar power and wind into electric energy initially costs more than traditional energy sources. The NC GreenPower program is designed to encourage the development and production of more green energy by growing the availability of green power sources.

How can I help?

You can help protect the environment by contributing as little as \$4 per month to NC GreenPower. Simply sign up to be a NC GreenPower contributor through your electric utility. For your convenience, the contribution you specify will be added to your electric bill every month. The utility will forward all contributions, in full amount, to NC GreenPower.

One-time contributions are also accepted. Make checks payable to NC GreenPower and mail to:

NC GreenPower
ATTN: Accounts Receivable
909 Capability Drive, Suite 2100
Raleigh, NC 27606-3870

NC GreenPower, an independent nonprofit organization, was approved by the N.C. Utilities Commission to provide North Carolinians with greater options for cleaner energy sources. NC GreenPower is committed to improving environmental protection by increasing renewable energy sources. NC GreenPower is a subsidiary of Advanced Energy, Raleigh, N.C.

NC GreenPower

Frequently Asked Questions, continued

Where does my contribution go?

Your contribution will go directly to encourage the development of more renewable energy sources in North Carolina. All the state's utilities have volunteered to collect their customers' contributions and send the entire contribution to NC GreenPower. That saves us the cost of administrative fees – a big cost savings for a nonprofit organization like NC GreenPower.

Is my contribution tax-deductible?

Yes. Because NC GreenPower is a 501(c) 3 tax-exempt nonprofit organization, your donation is deductible to the full extent allowed by law. Consult your tax professional for more information.

Can businesses contribute to NC GreenPower?

Absolutely. We invite any North Carolina business to help us protect the environment and while increasing our supply of renewable energy. Large-volume users may contribute a minimum of \$250 toward renewable energy. Small to mid-size businesses may be interested in contributing a minimum of \$4 per block of renewable energy. Simply contact your electric utility representative to sign up.

NC GreenPower also welcomes corporate sponsors at all levels. For more information, please contact us at 919-857-9000.

NC GreenPower, an independent nonprofit organization, was approved by the N.C. Utilities Commission to provide North Carolinians with greater options for cleaner energy sources. NC GreenPower is committed to improving environmental protection by increasing renewable energy sources. NC GreenPower is a subsidiary of Advanced Energy, Raleigh, N.C.

NC GreenPower

NC GreenPower Facts

- NC GreenPower is a statewide program designed to improve North Carolina's environment through voluntary contributions toward renewable energy.
- This landmark program is the first of its kind in the nation to develop a statewide, regulated plan for green power. Individual utility companies in 31 other states have developed similar programs, but North Carolina's program is a collaborative effort supported by all the utility companies in the state and is administered by Advanced Energy, an independent, nonprofit corporation located in Raleigh, N.C.
- In January 2003, the N.C. Utilities Commission approved the program plan for NC GreenPower to offer North Carolinians cleaner energy options.
- Any resident of North Carolina may voluntarily contribute to the NC GreenPower program for as little as \$4 per month by signing up through their electric utility. That \$4 will fund the addition of a block of 100 kilowatt-hours of renewable energy to North Carolina's power supply. Their contribution will be added to their monthly electric bill. Electric utilities are voluntarily collecting funds and giving them directly to NC GreenPower.
- NC GreenPower is a voluntary program designed for monthly contributions. After two months of non-payment, contributors will be removed from the program and must sign up again to make future contributions. One-time contributions also are welcome. Contributions are nonrefundable.
- Businesses and large-volume consumers may purchase green power at volume discounts.
- The entire contribution will be sent to NC GreenPower to fund renewable energy sources and the NC GreenPower program. The utility companies keep none of the money.

NC GreenPower, an independent nonprofit organization, was approved by the N.C. Utilities Commission to provide North Carolinians with greater options for cleaner energy sources. NC GreenPower is committed to improving environmental protection by increasing renewable energy sources. NC GreenPower is a subsidiary of Advanced Energy, Raleigh, N.C.

NC GreenPower

NC GreenPower Facts, continued

- Contributions are tax-deductible. NC GreenPower is a 501(c)3 nonprofit organization.
- “Green power,” or renewable energy, is electricity that is generated from non-traditional power sources such as solar, wind, small hydro and organic matter sources. It is considered cleaner and “greener” than traditional energy sources, has more environmental benefits and will provide a cleaner energy choice for the state.
- Green power may not go directly to the individual contributor’s home, but those renewable power sources will add energy to North Carolina’s power supply and will benefit all North Carolinians.
- Small, local producers typically generate electricity from renewable energy. As with any new undertaking, converting renewable sources such as solar power and wind into electricity initially costs more than traditional energy sources. That’s why NC GreenPower is asking for voluntary contributions to offer incentives to create more green energy.

NC GreenPower, an independent nonprofit organization, was approved by the N.C. Utilities Commission to provide North Carolinians with greater options for cleaner energy sources. NC GreenPower is committed to improving environmental protection by increasing renewable energy sources. NC GreenPower is a subsidiary of Advanced Energy, Raleigh, N.C.