



***We Power Life***

# Community Connectors: Why Focus on Volunteering?



# Our Mission

We exist to operate a world-class energy business that creates sustainable value for our four stakeholders.

- **Owners:** provide top-quartile returns through the relentless pursuit of opportunities to optimize our business
- **Customers:** constantly striving for reasonable costs and providing safe, reliable products and services
- **Employees:** provide a safe, rewarding, engaging, diverse and inclusive work environment, fair compensation and benefits, and opportunities to advance their careers
- **Communities:** create value through economic development, philanthropy, volunteerism and advocacy, and by operating our business safely and in a socially and environmentally responsible way



# Volunteer Strategy

- **Goal:** Execute Entergy's mission to create value for our communities through the power of Entergy volunteers
- **Objectives:**
  - Leverage employee volunteerism to strengthen communities and stakeholder relationships
  - Advance Entergy's philanthropic focus areas
  - Enhance Entergy's corporate reputation

## ***What's Volunteering Got to Do with It?***

Dow Jones Sustainability Index and CR Top 100

Positive customer perceptions

Creating an environment conducive for growth

Building a bank account of goodwill that creates  
a favorable regulatory and legislative climate

Building the Entergy brand

# Volunteer Strategy

- **How?**
  - Establish business unit volunteer councils with senior leadership engagement to implement activities
  - Organize high impact, high visibility group volunteer activities involving 30 or more employees at least once a quarter
  - Strong communications plan
  - Make it easy and worthwhile
  - Annual leave for volunteer service (*proposed*)



# Volunteer Strategy

- **What?**
  - Identify volunteer opportunities that are aligned with Entergy's philanthropic focus areas: Education, Poverty Solutions, Environment
  - Partner with local nonprofits who need the unique skills / talents of your employees



# Community Connectors Portal

- Employees seek volunteer opportunities
- Log hours
- Receive rewards!
- \$250 for every 20 hours logged up to \$750 annually

# Volunteer Strategy

- **Why?**
  - Build the Entergy brand, increase visibility and customer awareness of Entergy as a good corporate citizen
  - Boost employee morale, build teamwork, break down silos
  - Identify future leadership

