

## The who, what, where, when, why and how of Operation Round Up.

**The who:** YOU! Yes, you, our members. Only you can decide to participate in this program! This program is exclusively for South River EMC members to join together and lift up our community. Working with South River EMC to find a better way to spend your small change can make a big change for someone else.

**The what:** Operation Round Up is a program to generate and collect charitable donations to improve the quality of life for our community through individuals, families and nonprofit organizations.

**The where:** Our community. This campaign is meant to use small change to make a big change in community life. Funds will be given primarily to organizations that serve either the health, safety, educational or recreational needs of citizens within the service area or to individuals who have fallen on tough times.

**The when:** Immediately! Operation Round Up began at South River EMC in May of 2008.

**The why:** Why not? This is a great way to spend your change right in your own backyard. It could one day benefit you or your friends. It amounts to about \$6 a year from our members, but many members can do a lot. Some examples of possible uses of funds could be new equipment for a volunteer fire department, educational materials for a school, lighting for a ball field, emergency assistance for a weather-related disaster, etc.

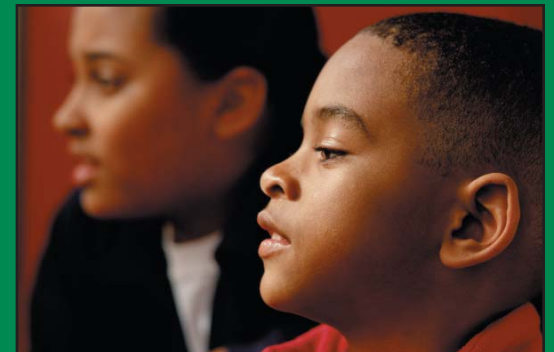


**The how:** Each month, the electric cooperative simply “rounds up” the electric bill of participating members to the next highest dollar. For example, if your bill one month is \$81.75, the bill would automatically be rounded up to \$82 and the extra 25¢ would be deposited in the Operation Round Up fund. An independent board of directors, made up of community leaders, will be the ones to distribute the funds raised. Members are automatically signed up, but can drop out at any time.



*“During these times there are many poor people out there who need help and the only ones that can help them are us, and given such an easy way to do this, we should not let them down.”*

-South River EMC member



# NOW WHAT!?

Now is when your pocket change starts helping the community.

Individuals and organizations requesting funding from the foundation must complete a very thorough grant application. Applications will be reviewed by the foundation board, which may request additional information or determine if personal visits are necessary for fact gathering. The board votes on all grant requests.

Individuals can receive up to \$1,000 once every five years while organizations can receive up to \$5,000 annually.



## Yes and No

Yes. Your contributions are tax-deductible. And don't forget, your participation is voluntary, but greatly appreciated by those it helps.

No. Not just anyone can apply for the grants. Individuals applying must live in a home served by South River EMC. Organizations must serve people in the South River EMC service area.



Yes. You can join or drop out of the program at any time. Members are automatically signed up to participate, but may withdraw by simply notifying the Cooperative. If you had previously decided not to participate and change your mind, you can sign up by calling the Cooperative office.

No. Grants cannot be used for past due electric bills or any kind of political contributions.



South River Electric  
Membership Corporation

A Touchstone Energy® Cooperative 

Won't you  
Round Up  
with us?



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