



# COMMUNITY INVOLVEMENT

By sharing our time, talent and financial resources, we make substantial investments to improve our communities and quality of life.

We are in the business of service, delivering 24/7 essential energy service to power homes and businesses across hundreds of cities and towns. This spirit of service — of giving and being there when people need us most — is ingrained in our culture and fostered through one of our corporate values: Committed.

Through Xcel Energy and the Xcel Energy Foundation, we donate millions of dollars targeted at meeting specific community needs. We supplement this with matching gift and volunteer programs that encourage and support the community interests of our employees. Each year, every full-time employee is allowed up to 40 hours of volunteer paid time off, and we promote hundreds of volunteer opportunities with Xcel Energy teams and individuals, encouraging them to participate.

For us, supporting our communities through donations and volunteer hours is not simply the right thing to do — it is good business. We can improve the quality of life for our customers, recruit top talent, enhance our reputation and build important relationships with those who make decisions every day that affect our operations.



# HIGHLIGHTS

- In response to the COVID-19 pandemic, Xcel Energy and the Xcel Energy Foundation immediately donated \$1.5 million to address food insecurity and other relief efforts in the company's eight-state service territory. As part of this, we established a special Disaster Response Matching Gifts campaign in which employees could apply for a 2-to-1 match on donations up to \$1,000 to support nonprofit organizations. Within 10 days, the campaign reached its limit, with employees contributing \$450,000 to communities including the match. In addition, we have encouraged employees to participate in meaningful virtual volunteer opportunities that qualify for volunteer paid time off. This community support is part of a larger commitment to contribute at least \$20 million in short- and long-term corporate giving, including COVID-19 relief. The funds are from net gains associated with the sale of the Mankato Energy Center in Minnesota, which is expected to close in fall 2020.
- Through programs funded by the Xcel Energy Foundation in 2019, approximately 830,000 K-12 students will receive hands-on science, technology, engineering and math education — an essential area of study for our future workforce and the economy. Our nonprofit partners also anticipate that more than 6,000 individuals will be placed in jobs, 8,000 acres of habitat and parks improved, and 1.5 million people will have free or reduced-cost access to the arts in their communities.
- The Xcel Energy Foundation contributed \$20,000 to relief efforts after three tornadoes severely damaged homes and businesses in Sioux Falls, South Dakota, in September of 2019.
- Xcel Energy employees volunteered nearly 82,000 hours, supporting over 800 nonprofit organizations, with an estimated economic value of more than \$2 million in 2019. They also served on approximately 500 community, chamber and nonprofit boards during the year.
- Xcel Energy was named among 50 top community-minded companies recognized by The Civic 50 Colorado Awards. The Civic 50 has acknowledged the 50 most community-minded corporations in the country since 2012, but 2019 was the first year the awards were offered on the state level in Colorado. Modeled after the Points of Light program, the awards provide a national standard for superior corporate citizenship and showcase how companies can use their time, skills and resources to impact local communities.
- We made important changes to our volunteer paid time off (VPTO) policy and matching gift program in 2020 that make it easier for employees to participate. For example, employees can now use VPTO to volunteer in any community throughout our eight states, rather than only in the communities we serve. New employees can start using VPTO immediately after their first day of employment.

The Xcel Energy Foundation, our company and employees contributed approximately \$11.5 million to communities in 2019, including the value of VPTO and volunteer matching programs.

2019 Total Community Involvement



**XCEL ENERGY FOUNDATION**

The Xcel Energy Foundation is our company’s charitable arm that oversees giving and volunteer programs. Its mission is to use the collective knowledge, resources and skills within Xcel Energy to make a positive impact in communities throughout our service territory.

In 2019, the Xcel Energy Foundation and the company contributed more than \$4.5 million in donations, averaging approximately \$10,000 each, to 418 nonprofit organizations. A requirement of the funding is that each grant recipient must submit a report, detailing results that were achieved.

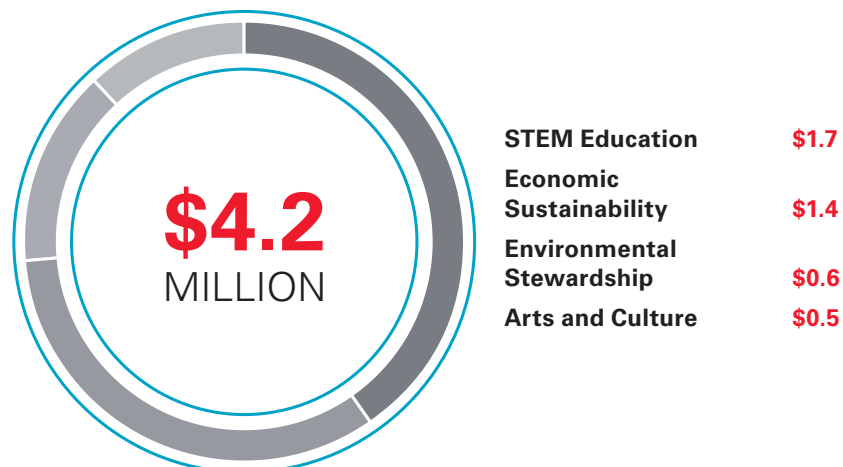
The Foundation focuses its support in four key areas that reflect company priorities and address important needs in our communities:

- **STEM Education (science, technology, engineering and math):** The economic growth and future of the communities we serve relies on the educational systems and programs that produce a quality workforce for tomorrow. Just like other businesses in the community, Xcel Energy’s future success relies on having a workforce that is educated and well trained.
- **Economic Sustainability:** Employment levels directly impact a community’s economic prosperity, and ultimately, quality of life. We believe that all of our customers should have the skills and opportunity to be successfully employed so we support organizations that promote workforce development and economic self-sufficiency.
- **Environmental Stewardship:** Our communities count on us to produce energy responsibly and to conserve natural resources. While we do all we can in our operations to meet these expectations, we can do more by supporting organizations and programs that work to protect and enhance the environment.
- **Arts and Culture:** Thriving arts and cultural activities are a key component to vibrant and strong communities. With a mission to help create desirable communities in which to live, we support programs that increase the opportunities and accessibility of arts and cultural programs to all.

The Xcel Energy Foundation and company contributed nearly \$4.2 million in donations to support community programs within our focus areas in 2019.

#### 2019 Total Focus Area Grants

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We provide a full breakdown of giving in the Performance Summary for the Corporate Responsibility Report. Details on focus area funding, including full lists of grant recipients by focus area, are provided on [xcelenergy.com](http://xcelenergy.com).

#### EMPLOYEE INVOLVEMENT

Our employees are active members of their communities, where they live and work. We support this commitment by offering a number of programs that encourage their involvement, including:

- **Volunteer Paid Time Off (VPTO):** Full-time employees are eligible for up to 40 hours per year to volunteer for nonprofit organizations or educational institutions to support communities within the eight states we serve.
- **Dollars for Doing:** The Xcel Energy Foundation matches each hour an employee volunteers outside of work hours with a \$10-per-hour contribution to the nonprofit, up to 100 hours annually per employee.
- **Volunteer Energy:** Groups of employees and retirees that volunteer together on a project are eligible for Volunteer Energy funding of up to \$1,000 annually, which goes to the associated nonprofit from the Xcel Energy Foundation, in appreciation for the volunteer effort.
- **Matching Gifts:** The Xcel Energy Foundation matches dollar for dollar any employee and retiree charitable donations of \$50 or more, up to \$750 for nonprofit organizations and up to \$2,000 for higher education institutions.
- **United Way:** The Xcel Energy Foundation sponsors an annual United Way campaign and matches dollar for dollar the donations of employees and contractors and a half dollar for every dollar donated by Xcel Energy retirees.
- **Day of Service:** Xcel Energy hosts a special volunteer day where employees, retirees and customers demonstrate collectively their community spirit.
- **Board Service:** Throughout our service territory, we currently have hundreds of employees serving on nonprofit boards, with some employees serving on multiple boards.

## **United Way Campaign**

Xcel Energy has a long-standing tradition of supporting United Way and the community organizations it assists. Each year, we sponsor an employee campaign that for eight consecutive years has raised well over \$2.5 million annually in employee and retiree pledges, which the company matches.

More than 4,000 employees, retirees and others pledged over \$2.8 million in 2019, surpassing our campaign goal by about 6%. Based on these results and combined with the company match, we anticipate donating more than \$5.1 million to United Way agencies and hundreds of nonprofit organizations.

In addition, employees in our Texas and New Mexico service area support United Way's Day of Caring each spring. More than 30 employees volunteered in 2019 to support the Maverick Boys & Girls Clubs of Amarillo for the United Way of Amarillo & Canyon's community-wide annual Day of Caring.

## **2019 Day of Service**

In our strongest showing yet, more than 5,400 volunteers across Colorado, Minnesota, North Dakota, South Dakota and Wisconsin came together to support Xcel Energy's ninth annual Day of Service. Employees, family, friends, contractors, retirees and customers contributed more than 16,700 volunteer hours in their communities.

New this year, our Upper Midwest locations expanded their reach by opening volunteer opportunities up to customers, making the day even more impactful. For the past six years, Colorado has invited customers to volunteer alongside employees on Day of Service.

Volunteers joined together to support more than 140 nonprofit organizations, supporting projects that included:

- Assembling more than 5,700 hygiene kits and 5,000 yellow ribbons to support veterans
- Putting together over 160,000 meals for people in need
- Compiling more than 3,000 snack packs and personal care kits
- Installing over 80 smoke detector alarms
- Packing 10,000 diapers and 7,000 packages of baby wipes
- Making 550 blankets for babies and children

In total, the volunteer contribution for the day is valued at \$426,614, based on the Independent Sector's Value of Time for 2019.

## **ENERGY EDUCATION**

We want our customers to know how their energy is produced and delivered. To help achieve this objective, we support energy education in a number of ways. Most of our major non-nuclear power plants provide public tours for their neighboring communities, and through our online Energy Classroom, we offer educational resources for teachers and students.

Through a special community program in New Mexico, we support solar energy education for customers and schools. Our solar education center in Roswell demonstrates different technologies for collecting sunlight to generate electricity. We own four photovoltaic systems located on partner sites that are available to help teachers with energy curriculum specifically developed for New Mexico classrooms.