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OUR COMMITMENT

Community Giving

Our Approach

Xcel Energy serves hundreds of cities and towns throughout our service territory. With our active and ongoing investment in their infrastructures — through our poles, pipes and wires — we are literally connected and serve as an integral member of those communities.

We believe it is our responsibility to have a positive impact — as an energy provider, good neighbor, community advocate and environmental steward. After all, we know that our success is directly tied to the success of our communities. Our support is far-reaching — from charitable giving to employee volunteering to economic development and support for energy assistance programs.

Cultivating Lasting Connections

Through our community support, we provide much more than funding for hundreds of organizations across our service territory. We have relationships with organizations that, through their own partnerships and connections, are doing important work to improve people's lives in our communities.

Environmental Stewardship

We take a comprehensive approach to supporting community organizations. As an example, we have a unique partnership with RiversEdge West, an organization with a mission to advance the restoration of riparian lands, and through its Desert Rivers Collaborative, is protecting and restoring native river habitat in western Colorado.

"Xcel Energy's support is making an invaluable impact on the lives of individuals in the Grand Valley and on the health of the Gunnison and Colorado Rivers—from inspiring and educating youth to be river stewards and providing community members with an opportunity to experience the river—in some cases for the first time in their lives—during our annual Raft the River event, to hosting volunteer events that clean-up and restore the rivers in our community," said Stacy Beaugh, executive director of RiversEdge West. "River restoration work does not happen overnight, it takes a village or as we say—a collaborative—and our partners at Xcel Energy are instrumental in this process."

Arts and Culture

In Minnesota, we support the Ordway in St. Paul to help bring the arts to children of all socioeconomic backgrounds through the annual Flint Hills International Children's Festival. In 2017, the event brought the world's best performing arts to more than 40,000 children and their families.

"With 641 artists and companies with backgrounds in over 13 nations, the festival included a high-energy drum drama, a journey through indigenous music, a mystery adventure, and even a whale!" said Jamie Grant, president and CEO of Ordway. "The parks around the Ordway were filled with free arts activities, art exhibits, and performances on the Festival's two outdoor stages."

The festival is often the first experience for students at Phalen Lake Elementary to experience the arts. According to one teacher, as a school with high poverty and high second language students, this event gives them an opportunity to see a live show, watch people perform, see art and artists and feel the power of art

through the music and performance. It is a glimpse into alternative opportunities in life.

STEM Education

We have also exposed thousands of students and other community members to nature and science through our long-standing support of HawkQuest, an organization dedicated to environmental education in Colorado.

"Through the Xcel Energy Foundation, we continue to deliver our message to diverse populations and to nurture their understanding of the world around them," said master falconer and executive director of HawkQuest, Kin Quitugua. "By taking steps to educate our kids about the environment and the animals that live in it, we are helping them to appreciate their ability to positively influence the environment."

Fifth grade students in Aurora Public Schools have enjoyed HawkQuest's educational assemblies over the past five years. According to Carol Davis, the district's program director, approximately 6,000 students have experienced the joy of seeing a bald eagle at close range or have witnessed a Harris's Hawk fly across the room. The program makes a difference in the lives of students who might otherwise never get a chance to see these creatures up close.

Economic Sustainability

Sometimes the organizations we support benefit most from our time and talents. In Amarillo, Texas, employees show up twice a year to share information with middle and high school students about careers in the energy industry as part of the Step Up to Success college and career leadership conferences. Los Barrios de Amarillo hosts the events that help raise awareness and encourage higher education and career readiness.

Through Xcel Energy's Volunteer Paid Time Off program, employees are able to spend time, sharing their experiences with students and managing a number of tasks, from helping to set up the event to monitoring halls and serving lunch. In addition to volunteer support, the program also receives matching funds through the company's Dollars for Doing program, which go toward a student scholarship. "Due to Xcel's partnership and willingness to volunteer, we have been able to have successful events for middle and high school students from the Texas Panhandle area," said Tina Sisneros, the membership chair for Los Barrios. "Because of the company's volunteerism, we are so proud to award a \$1000 scholarship in the honorary name of Xcel Energy."

Through several matching donation and volunteer programs, we encourage our employees to be involved and to share their time, energy and talents. From supporting our annual volunteer Day of Service to our successful United Way Campaign, our employees have a tradition of giving generously and supporting our communities.

The Xcel Energy Foundation is our company's charitable arm and oversees our giving and volunteer programs. Our foundation support is focused generally in four areas:

- **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 natural 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.

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2017 Focus-area Giving

We contributed more than \$3.4 million in foundation grants in 2017 to promote our primary focus areas of STEM education, economic sustainability, environmental stewardship and access to arts and culture. Altogether, 346 nonprofit organizations received grants, averaging about \$9,900 each.



Employee Involvement

Our employees live, work and have families in the cities and towns we serve. Because of this, we are committed to giving back to the community through charitable donations and volunteerism.

Xcel Energy offers a number of programs to encourage employee involvement, including:

- **Volunteer Paid Time Off (VPTO):** Full-time employees are eligible for up to 40 hours per year to volunteer for nonprofit organizations in our service area to help strengthen the communities we serve.
- **Dollars-for-Doing:** The Xcel Energy Foundation matches each hour an employee volunteers 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:** Xcel Energy sponsors an annual United Way campaign and matches the pledges of employees, retirees and contractors.
- **Day of Service:** Xcel Energy sponsors a special volunteer day where employees 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.

The campaign is a fun and rewarding part of working at Xcel Energy, with a number of special fundraising events — from chili cook-offs to sport tournaments. In 2017, we created a new “dress down” badge that was sold to employees, giving them a pass to wear jeans to work and raising more than \$100,000 for the campaign.

Combined with the company match, the campaign raised a total of more than \$4.8 million to support United Way programs and hundreds of nonprofit organizations throughout Xcel Energy’s service territory. Nearly 5,400 employees and retirees contributed \$2.67 million in pledges and event contributions, with the average pledge increasing by about \$65.

2017 Day of Service

Xcel Energy continues to make a difference in numerous communities during its annual Day of Service held in September. On this single day in 2017, about 4,200 employees, family members, friends and even customers came together to support more than 100 nonprofit projects. Volunteers performed a number of tasks from packing food boxes to planting trees and park cleanup.

Examples of some outcomes include:

- 155,000 meals prepared for Colorado families
- 12,000 pounds of food prepared for Minnesota families
- Backpacks and supplies packed for more than 3,000 teachers and children affected by Hurricane Harvey
- 525 fleece blankets made for homeless veterans and children
- More than 200 trees and shrubs planted in local parks and countless weeds pulled, flowers planted and gardens harvested
- Dozens of rooms, picnic tables and fences painted
- More than five miles of trails restored
- 120 sandwiches made for homeless children

In total, the effort contributed about 16,800 volunteer hours to support our local communities, valued at more than \$425,000.

Other Community Giving

In addition to focus area giving, the Xcel Energy Foundation may provide strategic philanthropic grants to projects that are a priority for our local communities. In 2017, we contributed \$75,000 to the American Red Cross and the 100 Club of Amarillo in support of 21 local fire departments. The contributions followed one of the most devastating wildfires in the state of Texas, charring hundreds of square miles in the Panhandle and affecting many communities in Xcel Energy’s service territory.



Energy Education

We support energy education in a number of ways because we believe it's important for our customers to know how their energy is produced and delivered. 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. In 2017, we relaunched our solar education center in Roswell that 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. Students, as well as the general public, can access live and historical data to measure ambient temperatures, wind speed and levels of solar production at the sites.

About the Xcel Energy Foundation

The Xcel Energy Foundation was established in 2001 to fulfill the mission of using the collective knowledge, resources and skills of our staff and colleagues to make a positive impact in communities throughout our service territory.

The foundation board provides oversight and is comprised of five directors and three officers, including Ben Fowke, who serves as the foundation's chair and president. The board meets annually to review financial statements and approve the annual budget, which is determined by prioritizing what the board hopes to accomplish with the available resources. They also set policy on a number of items, including the levels at which we provide matching funds for employee efforts, our focus areas for giving and overseeing the foundation's investments. The majority of Xcel Energy Foundation funding comes from Xcel Energy shareholder dollars.