



Shining a light on **the community**

To properly celebrate its 70th anniversary throughout 2017, SMUD launched a “70 Years Bright” campaign to strengthen the public utility’s already deep roots in the community.

SMUD has a long history of sponsoring charitable causes and organizations, but the anniversary prompted us to create something different for our seventieth – something uplifting and powerful, something that positively impacts our neighborhoods.

Out of that goal came the Shine community development and beautification program. The object of the first-year program was to strengthen community alliances by enhancing and revitalizing neighborhoods.

The response was phenomenal. One hundred and seventy-eight (178) local nonprofits expressed interest, and 105 went through the full application process. An extensive screening process enabled SMUD to select 20 recipients for more than \$400,000 in funding across its 900-square-mile service territory.

In considering a broad range of potential projects, SMUD applied greater weight to the following areas:

- Neighborhood revitalization or clean-up;
- STEM education;
- Environmental, energy efficiency, energy conservation or greenhouse gas reduction; and
- General beautification.



Shine recipients

- California FAA Foundation
- Center for Land-Based Learning
- Common Ground Community Development Corporation
- Crocker Art Museum
- Del Paso Boulevard Partnership
- Fairytale Town
- Greater Broadway Partnership
- Health Education Council
- My Sister's House
- Rosemont Community Foundation
- Sacramento Native American Health Center
- Sacramento Neighborhood Housing Services, Inc.
- Sacramento Parks Foundation
- Sierra Nevada Journeys
- Square Root Academy
- Stockton Boulevard Partnership
- Sunrise Little League
- Watt Avenue Partnership
- William Land Elementary – Parent Teacher Association
- Wind Youth Services

Previous Shine pilot recipients:

- Downtown Sacramento Partnership
- Mutual Assistance Network
- Wellspring Women's Center



Community roots run deep

SMUD employees took their commitment to charitable giving and volunteerism to new levels in 2017. Through the SMUD Cares employee giving campaign, employees raised more than \$470,000 and volunteered more than 17,500 hours for local charities and non-profits in 2017. In the past 13 years, SMUD employees have personally donated more than \$4.5 million to charitable organizations.

Additionally, employees volunteer regularly for their favorite causes and organizations with SMUD's full support. SMUD employees actively serve on more than 200 nonprofit and community boards.

