



CASE STUDY

When hurricane-force winds left 256,000 homes without electricity, Alliant Energy stepped up so families could get the lights back on.

Talk about a powerful impact.



“Alliant Energy employees have a reputation of stepping in and helping out. We knew they’d want to help their neighbors.”

— Julie Bauer, executive director,
Alliant Energy Foundation

\$105,000
IN EMPLOYEE
DONATIONS.

The aspiration

Fund electrical repairs to damaged homes so they could be reconnected to the power grid, after a derecho swept through the U.S. Midwest with hurricane-force winds and left 256,000 homes without electricity.

\$210,000
IN MATCHING
FUNDS.

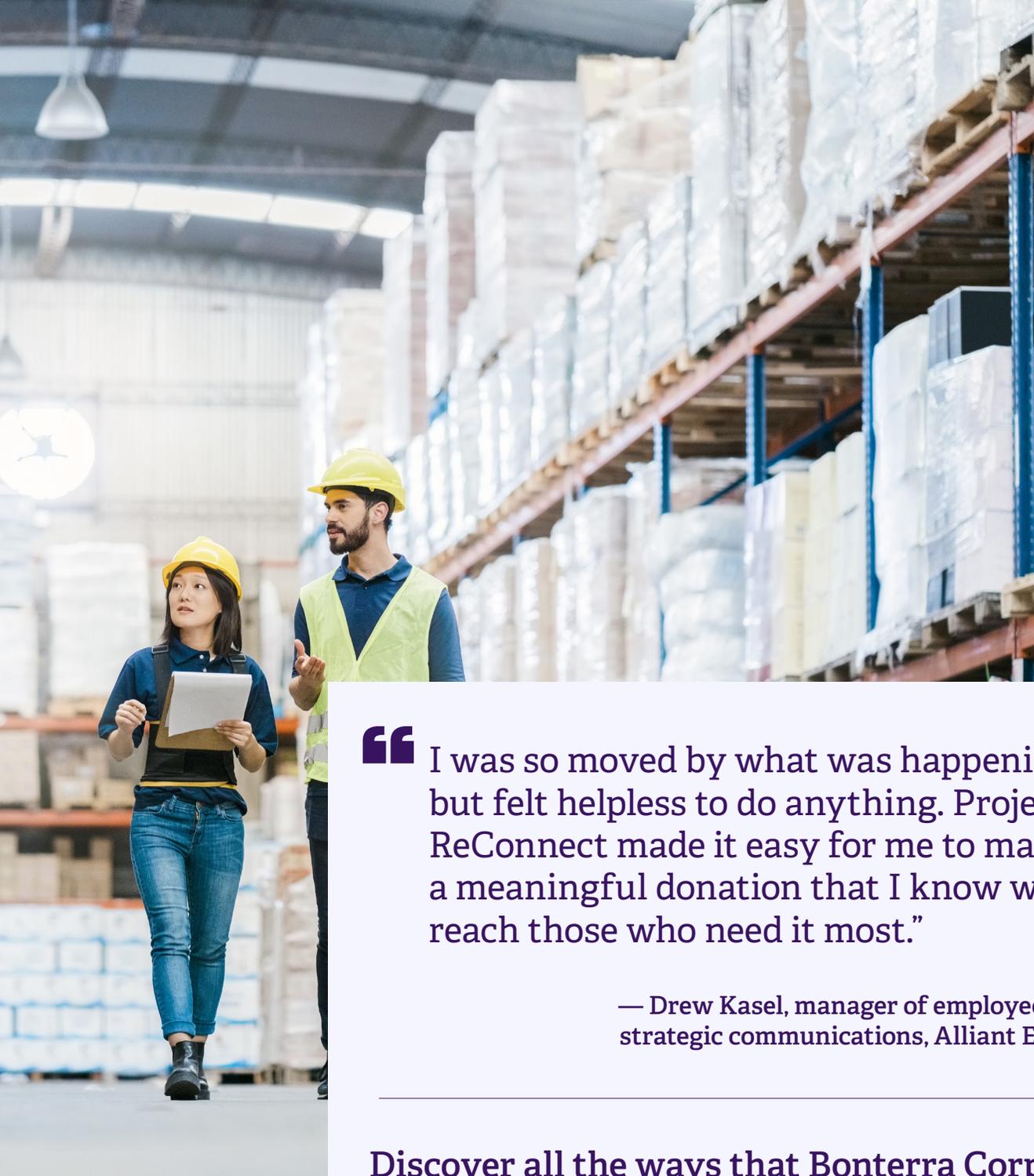
The plan

Quickly launch Project ReConnect to help low-income families afford the repairs, which cost up to \$1,500 per home. Solicit donations from Alliant Energy employees, board members and retirees, and partner with four local nonprofit organizations to distribute the funds.

\$315,000
TOTAL IMPACT.

The impact

Using Bonterra Corporate Social Responsibility (formerly CyberGrants), Project ReConnect raised \$105,000 in donations in just a few weeks. The Alliant Energy Foundation matched the donations two-to-one, bringing the total to \$315,000. This was enough to make repairs for everyone who needed assistance, and to help with other critical recovery efforts.



“ I was so moved by what was happening, but felt helpless to do anything. Project ReConnect made it easy for me to make a meaningful donation that I know will reach those who need it most.”

— Drew Kasel, manager of employees and strategic communications, Alliant Energy

Discover all the ways that Bonterra Corporate Social Responsibility can help you maximize your giving-to-impact ratio.

Visit our [website](#) today to request a demo or contact us!