



## Energy Efficiency PROGRAM

### Caring and Sharing: BCMw Community Services Integrates Energy Efficiency Education Into Outreach Efforts



For more than 50 years, BCMw Community Services has been on a mission to alleviate poverty and encourage self-sufficiency for families and individuals. So, it made perfect sense for the Centralia-based nonprofit to partner with the Ameren Illinois Energy Efficiency Program's Market Development Initiative (MDI) in 2021 to improve quality of life through energy efficiency.

When it comes to outreach and education, BCMw staff goes the extra mile to integrate energy awareness into its many programs — from home weatherization to senior nutrition. For example, during face-to-face appointments for the Low-Income Home Energy Assistance Program (LIHEAP), staff members provide LIHEAP recipients with energy efficiency tips and information about financial incentives available through the Ameren Illinois Energy Efficiency Program.

Going above and beyond, this community partner hosts unique outreach events every year and is committed to finding new and innovative ways to engage more customers in energy efficiency. For example, after three years of participating in MDI, the agency expanded its educational efforts to schools to reach a wider audience and also began amping up outreach to area landlords.

As Virginia Dailey, CSBG caseworker, says: "We have many clients who struggle with energy bills in rental homes that desperately need updates with more efficient furnaces, insulation and air sealing installations."

In another creative communications strategy, BCMw teamed up with the local water utility on a bill insert to promote water efficiency and benefits available to qualified customers from the Ameren Illinois Home Efficiency Income Qualified (HEIQ) Initiative offered by the Ameren Illinois Energy Efficiency Program. Clients can even gain access to the Ameren Illinois Energy Efficiency Program website information by clicking on an "Ameren Cares" tab on the BCMw website.

One HEIQ referral customer recently shared their positive experience with BCMw staff. After receiving information about the HEIQ Initiative from BCMw at a community event, this individual qualified to sign up for a free Home Energy Assessment from the Ameren Illinois Energy Efficiency Program and was delighted to learn that she qualified for a new furnace, hot water heater, insulation and other upgrades. The customer reported to BCMw staff member Barbara Couyers that her home is much more comfortable and she has seen a significant decrease in her energy bills.

Since 2021, thanks to BCMw's tireless and innovative efforts to raise awareness, the nonprofit has introduced more than 12,000 customers to the benefits of energy efficiency — with many more to come.



Engaged over 12,000  
customers through MDI



Introduced new and  
innovative ways to  
engage customers



Hosted unique outreach  
events every year

**READY TO BEGIN?**

**[AmerenIllinoisSavings.com](https://AmerenIllinoisSavings.com)**

**1.866.800.0747**

Artwork by Chantell Marlow, member of the Peoria Guild of Black Artists

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