

PERCENT OF WI POPULATION  
SERVED BY ELECTRIC CO-OPS



CAPITAL CREDITS RETURNED  
TO CO-OP MEMBERS IN 2021

\$24,839,502

\$9,217,222

ECONOMIC DEVELOPMENT  
AND MEMBER LENDING  
LOANS OR GRANTS 2011-2021



\$3,378,696

CO-OP SUPPORT FOR PUBLIC BENEFITS  
& ENERGY EFFICIENCY PROGRAMS in 2020

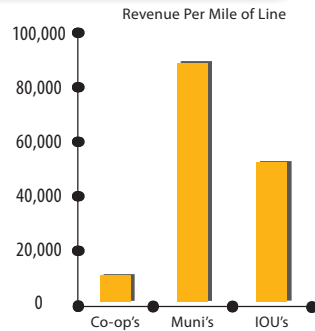
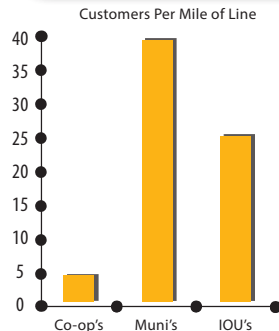


RENEWABLES REPRESENT  
25% of our generation & transmission  
cooperative's energy portfolio



## COMPARISONS

2019 Data



## WISCONSIN ELECTRIC COOPERATIVES DO MORE WITH LESS

- On average, electric co-op revenue per mile of powerline is at least 5.4 times less than the state average for all utilities. Our members also have fewer customers per mile of line to share in the cost of running the utility.
- Electric co-ops predominantly serve the state's rural areas where, on average, household income trails the state average by 11.4%.
- Electric co-ops operate on a not-for-profit basis and return excess margins (capital credits) to their members to keep rates affordable.

Data source: 2019 NRECA Business and Technology Strategies

## CO-OPS and COMMUNITY

"A total of \$118,950 was gifted to 11 different food pantries in our communities."

"We have taken advantage of the CoBank Sharing Success program and have donated additional funds to not-for profit organizations such as fire departments."

"We work with the local FFA to plant crops on cooperative property, also will work with the schools to build benches for the public to use in the Monarch habitat."

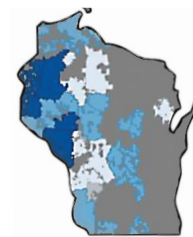
WECA 2019 Data

High Growth

Medium Growth

Low Growth

Negative Growth



WISCONSIN CO-OP  
CONSUMER  
GROWTH

NRECA 2019 Data



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WE ARE WISCONSIN'S ELECTRIC COOPERATIVES

## Community. Collaboration. Partnership.

Who we are is all about what we do. Deeply rooted in Wisconsin history, electric cooperatives were born of the need to ensure rural communities were not left behind. More than 80 years ago, when investor-owned utilities didn't think it made financial sense to extend electric service to rural customers, electric co-ops formed to ensure rural families and farmers living outside the more populated areas were extended the same opportunity for convenience, advancement, and economic growth that comes with electrification.

Electric cooperatives operate on behalf of what is best for our members. More real estate between customers means higher expenses to build and maintain electric services. This challenge never changes.

We are not-for-profit, because our goal is to ensure we keep costs affordable, electricity reliable, and community members safe. We are non-partisan, because we support programs and policies that help advance growth opportunities and improve quality of life for those we serve.

We are accountable, because each co-op is self-governed by a board of directors elected from and by the people they serve, to ensure the co-op is meeting the needs of its members. We are proud of the historic and present role electric cooperatives serve to support the resiliency and growth of rural communities, and our commitment to our mission never waivers.

**We Are Wisconsin.**



# WE ARE WISCONSIN'S ELECTRIC COOPERATIVES

