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.
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.

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.

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.

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
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!