



ENERGY EFFICIENCY PROGRAMS



PILOT PROGRAM MAKES HOMES MORE HOSPITABLE FOR LGBTQ+ COMMUNITY

Bringing the benefits of energy efficiency to those who have not yet experienced them is part of Ameren Illinois' "Energy Efficiency for All" mission. Accessibility is equally important to Central Illinois Friends, a Peoria-based nonprofit that promotes HIV prevention, care, and sexual health. In 2020, the two organizations joined forces to bring energy savings to the often overlooked and underserved LGBTQ+ community.

"We are all about accessibility and improving quality of life, and Ameren Illinois offers great resources we can share with the people we serve," says Alexander Martin, Outreach Coordinator for Central Illinois Friends. "A lot of organizations can benefit by collaborating with Ameren Illinois, and the Ameren Illinois team was amazing to work with."

Central Illinois Friends served as a trusted source of outreach and education as Ameren Illinois launched a Pilot Program to offer home efficiency improvements at no cost to select members of the LGBTQ+ community in Peoria.

"When you work with vulnerable populations, you're dealing with people who have had their trust betrayed in the past. People get anxious when something is completely free," says Martin. "It was nice to be able to give them information to put their minds at ease."

The nonprofit identified 10 income qualified LGBTQ+ participants, from an individual struggling with COVID-19 related job issues to newly married, first-time homeowners.

Following a home energy audit, participants received free energy-saving upgrades ranging from smart thermostats and LED bulbs to insulation and HVAC replacement. Air purifiers and voice-activated Google minis were provided to help those dealing with health and mobility issues.

"The participants were very excited and extremely thankful," says Martin. "Many of the people we serve spend a lot of their lives surviving. By learning how to reduce their energy use and save money, and with the assistance of the resources provided by Ameren Illinois, they can work towards thriving."

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— Alexander Martin,
Central Illinois Friends



Partnership with Central Illinois Friends helps educate and build trust with target customers.



Ten pilot participants will collectively save more than **17,000 kWh and 3,000 therms annually.**



Rebates covered **100%** of home efficiency upgrades.

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