




Why should I participate?

You should contribute only if you want to join other co-op members in a community development effort and only if you feel you can afford to contribute up to \$12 a year. Through a cooperative and unified program, you'll have a means of donating to worthy causes, and, through Operation Round Up®, the small change of individuals can add up and make a big difference for our area. Together, through the cooperative difference, we can do some wonderful things for our local communities, but if members do not want to participate, opting out is easy – just fill out the attached response card, call us, or opt out through our website.



A Touchstone Energy® Cooperative 

Grand Rapids • Kettle River • Mountain Iron
1-800-421-9959
www.lakecountrypower.coop

Building on the Power of Membership



When your small change can make a BIG difference

For less than \$1 a month, you can make a difference in someone's life. It may seem like small change, and it is, but when you multiply that by the thousands of Lake Country Power members participating in Operation Round Up®, it makes a big difference.

You might have questions about Operation Round Up®. We have some answers. If you need any further information than what is provided in this brochure, please contact Lake Country Power by calling 800-421-9959, or check out our website at www.lakecountrypower.coop.



What is Operation Round Up®?

It's a charitable program unique to electric cooperatives that is designed to provide financial assistance to local nonprofit organizations and community projects such as food shelves, volunteer fire departments and rural ambulance services. Co-op members can voluntarily participate by "rounding up" electric bills each month to the nearest dollar.

The concept behind the program extends the principle on which electric co-ops were built over 75 years ago – neighbor helping neighbor to benefit the communities in which we live and work.

How does Operation Round Up® Work?

This program is designed to "round up" your electric bill to the nearest dollar and use the additional change to fund the Operation Round Up® program for charitable giving purposes. Although your change is a small amount, when combined with other participating co-op members, the potential impact could make a substantial difference in our communities. Contributions will be tax deductible.



How much can members expect to contribute each year?

At most members would contribute up to \$12 a year. The amount rounded up on average is expected to be around \$6 per year per participant. Again, all contributions will be tax deductible.

Who administers the funds?

A nine-member Trust Board, comprised of Lake Country Power members, has been appointed by the Lake Country Power Board to evaluate and distribute grants within the following giving categories:

- Community Service
- Education and Youth
- Community Economic Assistance
- Environment
- Emergency Energy Assistance
- Disaster Relief

Trust Board members volunteer their time and, except for optional mileage reimbursement, receive no pay or compensation for serving on the board.



If you wish to participate in Operation Round Up[®], do nothing and you will automatically be enrolled in the program. Your contribution will be automatically included on your future bills.

If you DO NOT wish to participate (and have not yet let us know), please complete the following, detach this card and mail. No postage necessary. Or you can call 1-800-421-9959 to opt out.

I am not interested in contributing to this unique charitable program and do not wish to participate.

(Please print all of this information)

Name: _____

Account No.: _____

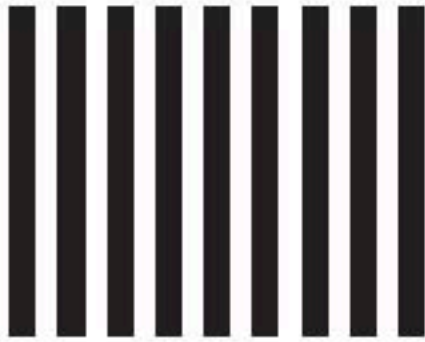
If multiple account numbers, please list here:

Address: _____

You will be able to opt in or out at any time through your monthly billing statement.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 1 KETTLE RIVER MN

POSTAGE WILL BE PAID BY ADDRESSEE

LAKE COUNTRY POWER
PO BOX 98
KETTLE RIVER MN 55757-9989



Who will benefit from Operation Round Up®?

The program can help replenish food supplies for local food shelves, help support senior citizen hospice programs, purchase supplies and equipment for rural fire departments and emergency response services, provide funds for community energy assistance programs and help children of all ages by supporting community youth activities and programs.

Disadvantaged children, senior citizens, medical services and other local organizations that exist to improve the quality of life in our region can also benefit from this charitable program.

Electric cooperatives across the United States have been offering this program since 1989 to help co-op consumers reach out to worthy causes in their community and work together to help others.

How much impact could Operation Round Up® have?

Since Lake Country Power's inception of the program in October 2004, more than \$1.4 million has been distributed to community-based projects and programs. If 80 percent of Lake Country Power's 43,000 members participate, the co-op could raise more than \$150,000 a year for worthwhile causes and organizations in our local communities.

