



# THE CO-OP IMPACT

A MESSAGE FROM:  
**Shane L. Larson,**  
Chief Executive Officer



**O**ver the years, I have had the opportunity to see firsthand the benefits that the cooperative model possesses and offers to many employees and members. That's why it was no surprise to me when I read an analysis reporting that electric cooperatives have a wide-ranging economic impact in the United States, supporting nearly 623,000 jobs with \$51 billion in pay and benefits each year while contributing hundreds of billions of dollars to the economy over a five-year period.

## CO-OP IMPACT: LABOR INCOME



\* 5-YEAR TOTAL: \$257 BILLION (\$51 BILLION / YEAR)

According to the report "Economic Powerhouses: The Economic Impacts of America's Electric Cooperatives," (commissioned by NRECA) co-ops' activity contributed \$554 billion to U.S. gross domestic product between 2018 and 2022 for an average of \$111 billion per year. Co-ops also generated \$135 billion in federal, state, and local tax revenue over this period. (To view the full report, scan the QR here.)



## CO-OP IMPACT: TOTAL SALES OUTPUT



\* 5-YEAR TOTAL: \$1.1 TRILLION (\$226 BILLION / YEAR)

## CO-OP IMPACT: EMPLOYMENT

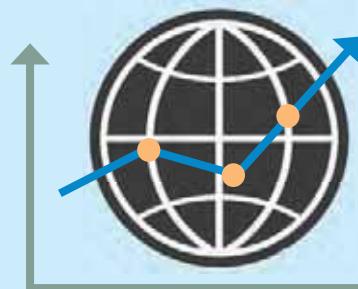


622,832 AMERICAN JOBS ANNUALLY

There are a number of reasons that contribute to the success of the cooperative model. One of the main reasons is that cooperatives commit to meeting the needs of their members and communities through democratic member control, which is definitely one of the most important aspects of the cooperative business model.

That means you, as a co-op member, select the directors on the board who determine the strategic direction of Rock Energy Cooperative. Those directors care deeply about the co-op because they are members—just like you. That's what sets co-ops apart from other businesses, where decisions often are made by out-of-town people who aren't affected by actions of the board of directors.

## CO-OP IMPACT: CONTRIBUTION TO GDP



5-YEAR TOTAL: \$554 BILLION (\$111 BILLION / YEAR)

Nine dedicated directors govern your co-op, and each is elected from a specific part of our service territory. Each director serves a three-year term, and three directors are elected at each annual meeting to assure continuity of the board.

At the co-op's annual meeting next spring (April 7, 2025), directors in Districts 2, 4, and 9 will be up for re-election. If you're interested in being considered for a director position by the nominating committee, see the notice on page 18D to find out how to get more information.

We never want to lose sight of our purpose: to serve our members. As always, if we can do a better job serving you, please let us know.

# Energy Assistance Available For Low-Income Households

The Illinois Home Energy Assistance Program (LIHEAP) helps eligible low-income households pay for winter energy services. Fortunately, Rock Energy Cooperative works with LIHEAP, which benefits numerous residents in Illinois households each year.

## Weatherization Services

When you apply for energy assistance, the local agency also will see if you qualify for the Weatherization Assistance Program, which helps fund energy-efficiency, home improvement projects. If you are eligible for weatherization services, an energy auditor will look at your home to see what can be done to make it more energy efficient. Weatherization services differ with each home, depending on how it was built and its condition.

For general information about LIHEAP, call 877-411-9276, or visit [www.illinoisliheap.com](http://www.illinoisliheap.com).

## LIHEAP Details

LIHEAP heat and electric assistance is a one-time benefit payment per heating season that is intended to help pay a portion of a household's heat and electric costs. The benefit amount depends on household size, income, and energy costs.

In most cases, the benefit is applied as a credit directly to the household's Rock Energy account. You do not need to duplicate your efforts by applying for assistance with both your local agency and Rock Energy. We will send you a letter about one month after receiving your application that will include details on your assistance status and dollar amounts.

You are eligible for heating assistance if your household's combined income is at or below the levels shown on the chart on this page.

## HOW TO APPLY

To apply for assistance, you'll need to complete an application and provide information on each household member and their income, as well as records of your heating costs.

For more information and application details, please call your local office:

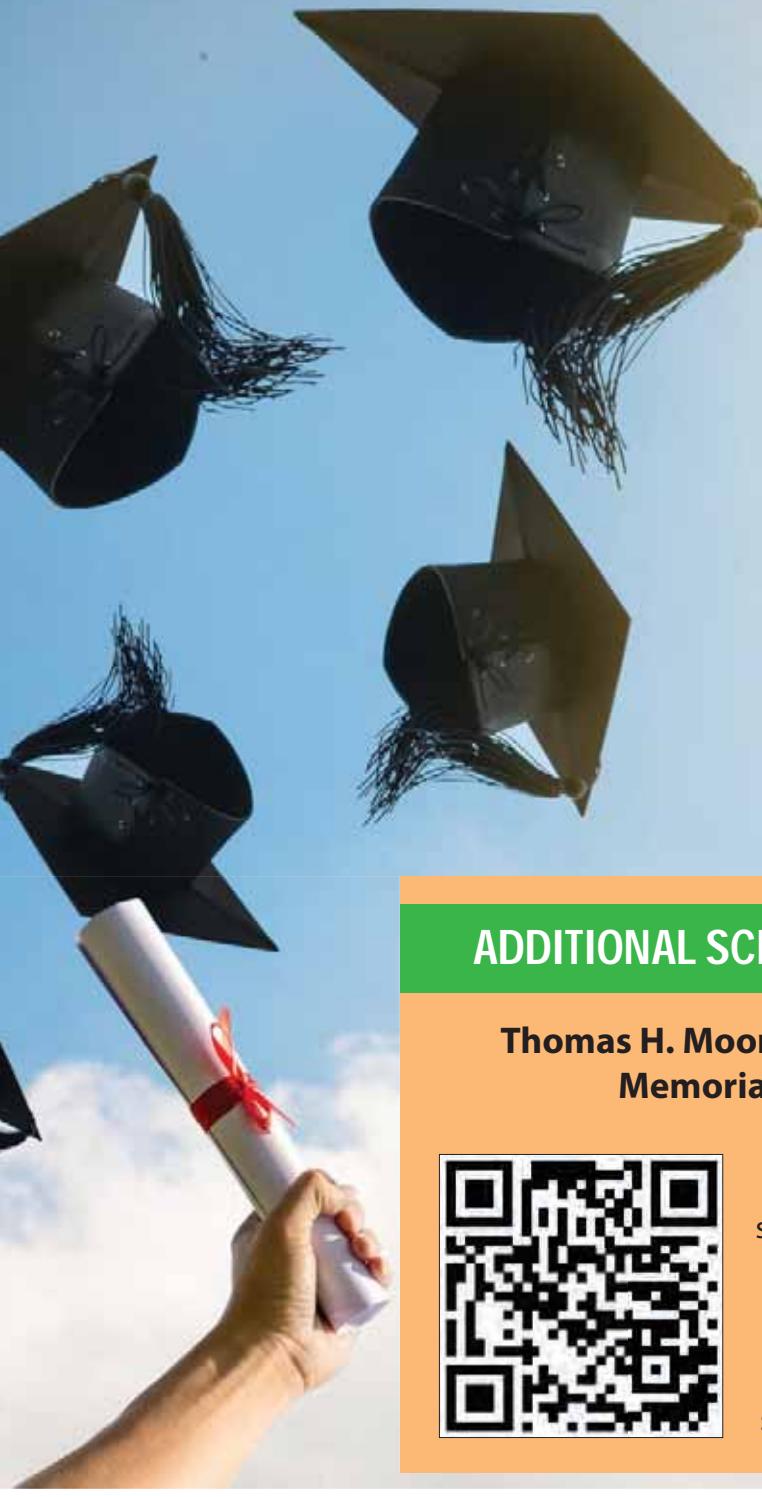
- **Winnebago County & Boone County:** 844-710-6919, Rockford Human Services Department, 612 N. Church St., #301, Rockford
- **Stephenson County:** 815-232-3141 or 800-883-1111, Northwestern Illinois Community Action Agency, 27 S. State Ave., Freeport
- **McHenry County:** 815-338-7752, McHenry County Housing Authority, 1125 Mitchell Court, Crystal Lake

## 2024 Federal Poverty Guidelines for 200% of Poverty for 2025 Program Year

HOUSEHOLD SIZE	ONE MONTH INCOME	ANNUAL INCOME
1	\$2,510	\$30,120
2	\$3,407	\$40,880
3	\$4,303	\$51,640
4	\$5,200	\$62,400
5	\$6,097	\$73,160
6	\$6,993	\$83,920
7	\$7,890	\$94,680
8	\$8,427	\$101,127



# 2025 Rock Energy Scholarship Application NOW OPEN



Rock Energy Cooperative again is offering scholarships of \$1,000 to graduating high school seniors who enroll at an accredited school. Students whose parents or guardians are active members of REC are eligible.

Our scholarship committee will judge applicants based on general merit, cooperation, leadership abilities, financial need, and class ranking. Since 1989, Rock Energy has awarded more than \$182,000 in financial aid to deserving students.

The online application is available at [www.rock.coop](http://www.rock.coop). Go to the Community & Youth tab and click on Scholarships. Or, you can just scan the QR code on this page. The deadline for submitting applications is Jan. 10, 2025.

Applications must be completed online at [www.rock.coop](http://www.rock.coop).

If you have any questions, please contact Jonas Berberich at 866-752-4550, or [jonasb@rock.coop](mailto:jonasb@rock.coop).

*Scan the QR code  
for 2025 Rock  
Energy scholarship  
information.*



## ADDITIONAL SCHOLARSHIP OPPORTUNITIES

### Thomas H. Moore Illinois Electric Cooperative Memorial Scholarship Program



The Illinois Electric Cooperative (IEC) Memorial Scholarship Program awards seventeen \$2,000 scholarships annually to deserving Illinois students in the "electric cooperative family" entering college to assist them with their educational costs. For more information about these Illinois scholarships, scan the QR code to the left.

# Rock Energy CEO Shane Larson Re-elected To CFC Board



Pictured above, Rock Energy CEO Shane Larson addresses the crowd in attendance at the CFC combined Districts 5 and 6 meeting, which was held in connection with the NRECA regional meeting in September.

Rock Energy President and CEO Shane Larson has been re-elected to serve on the Cooperative Finance Corporation (CFC) board. He was elected at the CFC combined Districts 5 and 6 meeting held in connection with the NRECA regional meeting in September.

Larson said he looks forward to working with fellow board members to ensure CFC remains a strong ally on behalf of its members.

In his remarks, Larson honored WECA President and CEO Steve Freese, who passed away in August. Freese was on the nominating committee when Larson was first elected to the board two years ago.

"He was a great guy. He was very strong and believed in the co-ops, and we're going to miss him," Larson said.

Larson also delivered the CFC financial report at the regional meeting, sharing that financial year 2024 was "very strong" for CFC, and explained the business model is designed to be strong despite economic fluctuations. During the fiscal year, CFC loans to members increased 6%, the second largest increase since 2002.

CFC is a \$35 billion financial institution that provides services and financing to electric cooperatives throughout the country.

Source: WECA

## REC Director Nominations Open

The Rock Energy Cooperative Nominating Committee will be selecting candidates to run for board of director positions in Districts 2, 4, and 9 townships, which will be on the ballot at the **April 7, 2025**, annual meeting.

Active members who are interested in running for a position on the REC Board of Directors must permanently reside in one of the districts up for election and meet all other qualifications. For more information about being nominated, please contact the co-op at 866-752-4550 or send an email to [questions@rock.coop](mailto:questions@rock.coop) by **November 30, 2024**.

### Districts Up For Election Are:

#### • DISTRICT 2

Milton and Lima townships in Wisconsin

#### • DISTRICT 4

Harmony and LaPrairie townships in Wisconsin

#### • DISTRICT 9

Magnolia, Janesville, and Center townships in Wisconsin

## Happy Thanksgiving

Rock Energy Cooperative offices will be closed on Thursday, Nov. 28, and Friday, Nov. 29, in observance of Thanksgiving. We will reopen at 7:30 a.m. on Monday, Dec. 2.

Members can make payments in the drop boxes at both offices throughout the holiday weekend and at the payment kiosk outside our South Beloit office, 15229 Willowbrook Rd.

Even though our offices are closed, standby crews are available. If you need to report a power outage or natural gas incident, please call 866-752-4550.



## Shane Larson, CEO

P.O. Box 1758, 2815 Kennedy Rd., Janesville, WI 53547  
P.O. Box 126, 15229 Willowbrook Rd., South Beloit, IL 61080  
866-752-4550

**Jonas Berberich, Editor**



**ROCK ENERGY  
COOPERATIVE**  
Empowering Members Since 1936