

# MVEA MEMBERS GIVE \$3.3 MILLION BACK TO THE COMMUNITY

Opt-in to Operation Round Up® to Help Your Neighbors in Need

BY RUTH MARKS CEO | RUTH.M@MVEA.COOP



RUTH MARKS

Pennies add up to great things when you participate in Operation Round Up®. I am proud to provide our annual spotlight on a Mountain View Electric Association program that shows how much we can accomplish when we work together to help our co-op communities and members in need.

Through the generosity of members who round up their electric bill to the nearest dollar, MVEA is able to give back over \$100,000 each year to the co-op community through Operation Round Up. Operation Round Up is a community-focused program, unique to electric co-ops, that assists charitable organizations, communities with special needs, and MVEA co-op members who have suffered from loss, personal disaster, or medical emergencies.

The average member contribution is 50 cents a month or \$6 per year, but members never donate over \$11.88 per year. This amount may not seem like much, but when multiplied by the nearly 27,000 MVEA accounts that are enrolled in the program, the fund can turn a little bit of spare change into a BIG difference. How big? Over \$3.3 million dollars has been distributed through the fund since its inception in 1999. That is a tremendous amount of change going towards the greater good.

Out of respect for privacy, we don't name MVEA members who apply for

Operation Round Up funds, but these grants have been vital in helping our friends and neighbors recover from hardships. In addition to helping individual co-op members through times of hardship, the fund plays an important role in assisting charitable organizations. Here are some recent examples to illustrate how far our pennies can go to make a difference:

- Disability Services Inc. (dba Envida) offers transportation services that are vital for healthcare access for underserved populations with mobility and disability considerations.
- Eastern Plains Community Pantry, Tri-Lakes Cares, the Fresh Start Center, and other local pantries use funds to help stave off hunger and food insecurity.
- The Lions Club of Calhan uses funds to provide families in need with school clothes to ensure that children can start the school year feeling and looking confident.
- Sarah's Home and the Daniel Academy provide a safe home for minors who are survivors of trafficking and abuse.

While the amount given back to the co-op community and the number of members who participate is a great point of pride for MVEA, in recent years we have seen participation decline a bit. We know that as the cost of living increases, or participating members move out of our service territory, program participation is impacted. If you are not currently enrolled

in the program and feel compelled to join the cause, opting into the program is an easy process. Simply log in to your SmartHub® account and check a box or call MVEA and one of our Member Service Representatives will be happy to help.

While we can help you opt-in to the program, MVEA is not involved in the distribution or awarding of funds. The program is administered by a volunteer Operation Round Up Board of Directors, which is an independent board of community leaders that grant funds according to the program's policies. Funds collected stay right here in MVEA's service territory and are used for the benefit of our members. The program is always voluntary, and members may opt out of contributing at any time.

In closing, I want to personally thank the MVEA members who round-up their bill through Operation Round Up. I also want to encourage members to opt-in to help your co-op community or to apply for a grant if you are in need.

To learn more about Operation Round Up or to join other members in rounding up your bill, visit [www.mvea.coop/round-up](http://www.mvea.coop/round-up).



## The Power of Change Neighbors Helping Neighbors

MVEA's Operation Round Up® program was formed to assist charitable organizations, communities with special needs, and individuals who have suffered from loss, personal disaster, or medical emergencies.

Pennies add up to great things at MVEA. For less than \$12 per year, you can round up your monthly electric bill to the nearest dollar, turning your coins into CHANGE to help support your community and your neighbors in need.



To Opt-in, Learn More, or Apply →  
[www.mvea.coop/round-up](http://www.mvea.coop/round-up)

# 2024 MVEA Annual Meeting Recap

Mountain View Electric Association's 83rd Annual Meeting of Members drew in near record event attendance on June 6. Held at the El Paso County Fairgrounds, over 600 guests (including 291 registered members) gathered to enjoy information booths, door prize drawings, bucket truck rides, and the MVEA business meeting.

While the location of the annual event changes each year, rotating throughout MVEA's service territory, the purpose of the meeting remains the same: to take care of the important business of the cooperative, sharing the financial health and forecast of priorities for the coming years, while also serving as a fun event to help build a real sense of co-op community. As guests started to arrive, the fairgrounds were filled with laughter, conversation, and the camaraderie that is born among members who take an active role in their electric cooperative.

Upon arrival, members were greeted by MVEA employees and invited to take a "ride" in the bucket of one of MVEA's bucket trucks or watch a high-voltage electric safety demonstration. Guests also had an opportunity to visit educational booths that included MVEA's popular rebate program; Operation Round Up®; electric vehicle resources; and a lineworker "Tools of the Trade" educational table with equipment samples on display. Connect, powered by Mountain View Electric Association, representatives were on site to help answer co-op member questions about the fiber broadband project and future high-speed internet services. Additional educational booths featured guests from Tri-State Generation and Transmission and Colorado 811.

In addition to the educational booths—and, an MVEA Annual Meeting first—members of the Rural Rustlers 4-H Club showcased a Junior Livestock Sale Sneak Peek that included cows, goats, sheep, and pigs. (This exhibit was a favorite for the kids in attendance!) Another first this year was the selection of two \$1,000 Last Chance Scholarship winners during the business meeting. Seventeen students applied for the scholarship drawing. (Ava Connelly of Palmer Ridge High School and Brooke Williams of Lewis-Palmer High School were the lucky scholarship winners!)

This year, there were three districts where Directors' three-year terms were up for election: District 1, Joseph D. Martin; District 4, Milton L. Mathis; and District 6, Barry R. Springer. Districts 1 and 6 were uncontested Director elections, while District 4 was contested (see results on page 9).

Board President Joe Martin and CEO Ruth Marks gave their reports on the state of the cooperative. The Board President's report included an update on MVEA's 2024 rate increase, including the cost-drivers behind it, and provided an overview of MVEA's progressive capital credits program (which has resulted in more than \$82 million in retirements over the course of the co-op's history).

CEO Ruth Marks' report included updates on MVEA's key performance indicators, strategy map priorities, federal funding opportunities, and the fiber broadband project. Her report highlighted innovative infrastructure upgrades and process improvement projects that are in the works at MVEA to build a more resilient and responsive electric distribution system.

This year, the Annual Meeting gift was a \$10 bill credit for all registered MVEA members in attendance. Depending on the member's billing cycle, credits were applied to either the June or July bill. As mentioned above, this event drew in over 600 guests. MVEA did not anticipate the large turnout and did not prepare appropriately to accommodate all of the guests in attendance. Please accept our apology. MVEA is committed to making improvements and ensuring a better experience at future events.

Interested in learning more? To access the business meeting slides, election results, event program, and financial annual report, visit [www.mvea.coop/annual-meeting](http://www.mvea.coop/annual-meeting).

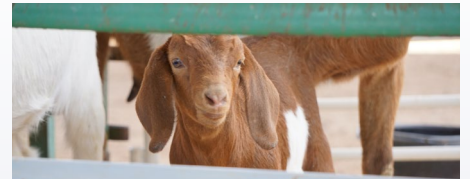
Don't miss next year's Annual Meeting of Members! Mark your calendars and save the date: MVEA's 84th Annual Meeting of Members will be held June 5, 2025, in Monument.



Ava Connelly and Brooke Williams each won a \$1,000 Last Chance Scholarship.



Over 600 guests joined MVEA for its 83rd Annual Meeting of Members. The bucket truck ride was a crowd favorite!



Cows, sheep, goats, and pigs are not often featured guests at an Annual Meeting. But, with a county fair theme, MVEA's Annual Meeting of Members would not have been complete without the help of the Rural Rustlers 4-H Club.



MVEA's High-Voltage Demonstration taught guests of all ages about the importance of electrical safety.



MVEA Board President Joe Martin and CEO Ruth Marks hosted a question-and-answer session following their reports to the membership.



David and Nancy Krieger, of Black Forest, were the lucky winners of the \$500 Sundowner Door Prize.

# 2024 Annual Director Election

One aspect of being a member of an electric co-op that is unique is the “one member, one vote” system that provides all members with equal voting rights. The vote of a member with one meter matters as much as a member with 25.

For a fifth year in a row, MVEA had a contested director election. Milton L. Mathis (incumbent) and Paul Wiggins were director candidates in District 4. Joseph D. Martin (incumbent) ran uncontested in District 1. Barry R. Springer (incumbent) ran uncontested in District 6.

MVEA worked with Survey & Ballot Systems, a reputable election organization and verification service used by electric cooperatives across the country, to mail and tabulate election ballots. On May 7, 56,037 election ballot packets were mailed to MVEA members. Members with emails on file were sent notifications; social media posts were used to actively communicate with members; and important messages were included on the April and May bills. In addition to receiving mail-in ballots, members who attended the

Annual Meeting in Calhan on June 6, but had not already voted by mail, were able to vote via floor ballot. This year, MVEA received 4,668 voting ballots to determine the outcome of the director election.

Thank you to the members who voted in the election and to those who attended the Annual Meeting. Active participation by the membership is integral to the co-op's success in meeting the needs of a growing electric co-op in a changing energy landscape.

## 2024 ELECTION RESULTS

### DISTRICT 1: UNCONTESTED

Joseph D. Martin (Incumbent) – 4,035 Votes

### DISTRICT 4: CONTESTED

Milton L. Mathis (Incumbent) – 2,728 Votes

Paul Wiggins – 1,775 Votes

### DISTRICT 6: UNCONTESTED

Barry R. Springer (Incumbent) – 4,059 Votes

To view the Director Election Results online, visit [www.mvea.coop/annual-meeting](http://www.mvea.coop/annual-meeting).

## 2024 Annual Meeting Door Prize Winners

### Sundowner Prizes

\$500 David Krieger, Black Forest  
\$200 Jerry Allen, Limon  
\$100 David Bowser, Falcon  
\$100 William Hendrix, Calhan  
\$100 Paul Otis, Peyton

### Apple iPad® Donated by Conexon Connect

Richard Kamm, Monument

### EGO Electric Trimmer & Leaf Blower Donated by PDS Xerox

Lowell Grauberger, Peyton

### Thirty \$50 Bill Credits

Stephanie Apodaca, Black Forest  
Adam Balsick, Calhan  
Shawn Bernal, Calhan  
Jimmie Brewer, Yoder  
Lorene Denson, Simla  
Larry Donelson, Colorado Springs  
Adriana Dugo, Falcon  
Janet Himelrick, Calhan  
Linda Howver, Monument

### 65" Vizio Smart TV Donated by Foothills Energy Service, Inc.

Bethany Hancock, Peyton

### 40" Masterbuilt Digital Electric Smoker, Ultimate BBQ Kit & Spices Donated by Tri-State Generation and Transmission Association

Sharon Perkins, Peyton

### \$100 Visa® Gift Cards Donated by Western United Electric Supply

Jan Beals, Falcon  
Samuel Cannella, Jr., Calhan  
Lawrence Nobile, Elbert  
Christine Sorensen, Monument  
Arlettee Wiggins, Falcon

Jeffrey Lavender, Falcon  
Todd Lindgren, Calhan  
Robert Macleod, Falcon  
Donna Meier, Black Forest  
Mark Meyer, Calhan  
Christal Monger, Calhan  
Raymond Moravek, Falcon  
Gary Randall, Monument  
Leo Rizuto, Falcon  
Janetta Roberts, Falcon  
Priscilla Rose, Falcon

David Ruttner, Falcon  
Dora Salladay, Calhan  
Melvin Shade, Falcon  
W Michael Shifflette, Calhan  
John Texer, Falcon  
Harry Thomas, Calhan  
Shirley Tukuva, Calhan  
Paul Wagner, Monument  
Robert Wilcox, Peyton  
Steven Wright, Elbert

### \$1,000 Last Chance Scholarships

Ava Connelly, Palmer Ridge High School  
Brooke Williams, Lewis-Palmer High School



Local. Trusted. Serving You.

### BOARD OF DIRECTORS

Kevin L. Paddock, District 5  
President

Barry R. Springer, District 6  
Vice President

Jim Riggins, District 7  
Secretary-Treasurer

Joseph D. Martin, District 1  
Assistant Secretary

Rick L. Gordon, District 2, Director

Errol Hertneky, District 3, Director

Milton L. Mathis, District 4, Director

### Telephone Numbers

Toll-Free: (800) 388-9881  
(719) 495-2283

### Credit Card Pay-By-Phone

(877) 999-3415

### Falcon Office

11140 E. Woodmen Road  
Falcon, CO 80831

### Limon Office

1655 5th Street • P.O. Box 1600  
Limon, CO 80828

### Office Hours

Monday - Thursday • 7 a.m. to 5:30 p.m.

Visit our website: [www.mvea.coop](http://www.mvea.coop)

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Make sure to connect with MVEA on social media for timely service and program updates.

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 [www.linkedin.com/company/mveainc](https://www.linkedin.com/company/mveainc)

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 [www.youtube.com/@MVEAInc](https://www.youtube.com/@MVEAInc)

 [www.instagram.com/MVEAInc](https://www.instagram.com/MVEAInc)

### MISSION STATEMENT

To provide our members safe, reliable, affordable, and responsible electric service and access to broadband services.

*This Association is an equal opportunity provider and employer.*



# OPERATION ROUND UP® 2023 Annual Report

When we all work together, great things happen! Operation Round Up was formed to assist charitable organizations, communities with special needs, and individuals who have suffered from loss, personal disaster or medical emergencies. It is completely funded by MVEA members who voluntarily round up their bill to the nearest dollar. The average member contribution is 50 cents a month or \$6 a year, but members never donate over \$11.88 a year.

Since it was incorporated in 1999 and started collecting funds in 2000, the MVEA Operation Round Up fund has collected more than \$3.8 million as of December 31, 2023. Through the generosity of MVEA's members who choose to participate in the program, over \$100,000 is invested back into the co-op community every year. The figures shown are as of December 31, 2023, and represent the fiscal years of 2023 and 2022 as well as the history of the fund since incorporation in 1999 through 2023. Thank you to all of MVEA's members who have opted in to support their communities and those in need through Operation Round Up. If you, or someone you know, needs a helping hand through challenging times, visit [www.mvea.coop/round-up](http://www.mvea.coop/round-up) for grant qualifications and to apply for funds.



	History of the Fund (through 12/31/23)	2023 (UNAUDITED)	History of the Fund (through 12/31/22)	2022 (AUDITED)
Starting balance		\$238,138		\$253,647
Amount collected	\$3,824,902	\$152,869	\$3,672,033	\$155,663
Awarded to organizations	\$2,206,817	\$97,250	\$2,109,567	\$84,250
Awarded to individuals	\$1,111,690	\$108,732	\$1,002,959	\$67,626
Operating expenses	\$365,156	\$18,303	\$346,853	\$19,296
Ending balance		\$166,722		\$238,138

**THE POWER OF CHANGE = \$3.3+ MILLION**  
Back to Your Electric Co-op Community.

## PROUD SPONSOR OF THE 2024 EL PASO COUNTY FAIR

The El Paso County Fair is a welcome opportunity to celebrate the simple joys of tradition: the smell of funnel cakes and corn dogs; the bright lights of the carnival rides; and, the excitement of the grandstand events!

MVEA is proud to sponsor an annual event with roots that run deep in our co-op community.

**July 13 • MVEA Flag Presentation for Military Appreciation Day at the Auto Races & MVEA "Light Up the Night" Fireworks Show**

**July 19 • Fair Fun Day Sponsor**

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**MEMBER APPRECIATION DAY**

# POOL PARTY

*Summer Party*

**1-3 P.M.**  
**FREE ADMISSION!**

**LIMON SWIMMING POOL**  
523 D Avenue • Limon, CO 80828 • No RSVP Required

**THURSDAY, JULY 18, 2024**  
**FREE ADMISSION FROM 1 - 3 P.M.**  
Weather Permitting

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