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Objective: **Introduction of province-wide AffordAbility Fund**

## Why is this program being offered?



- This program provides energy efficiency measures to Ontarians who are not eligible for other low-income conservation programs or who are unable to make energy-efficient improvements without financial assistance.
- More than 500,000 households struggle with the cost of electricity across Ontario.
- These same households are often facing additional challenges such as under-employment or unemployment.
- The AffordAbility Fund can help improve financial stability for many households through energy-saving upgrades.
- While the program may generate conservation savings, its primary objective is to help lower household electricity costs and improve overall well-being.

## Who is this program for?



- This program can be promoted to customers and communities across Ontario – it's for households who feel their electricity bill is a burden.
- Help your customers and communities reduce family financial stress due to electricity bills.
- This program does not contribute towards LDCs' CDM targets.

## What actions do I need to take?



- Inform your customers and communities of the availability of the AffordAbility Fund.
- Communicate with your customers and communities in the following ways:
  - website
  - web banners
  - social media channels
  - email
  - newsletters
  - mailing inserts
  - program overview brochure

## Key messages

If you find your electricity bills are a burden, contact the AffordAbility Fund for help.

You may qualify for FREE energy-saving products to help you lower home energy use and costs over the long term.

There are three levels of help. The level you qualify for depends on your net household income and average energy bill.

Get in touch today to find out what free energy-saving products you may qualify for.

## Communications tools and resources



A brochure, email and other collateral have been developed to help you easily communicate this program to your customers and communities. These resources can be found at <http://bit.ly/2igNfQR>. **Password required.**

## How does the program work?

- There are three levels of support available. The level each home qualifies for depends on net household income and average energy bill.
- Home energy spending in Ontario rises with income, but is a greater burden for lower income households. Households in the lowest 20% of income distribution (i.e., earning less than \$31,691) spend on average **5.9%** of their pre-tax income on home energy, while those in the top 20% spend only **1.7%**.

### Level 1

#### Net household income to average energy bill (3% or below)

Households may receive a Home Energy Kit with energy-saving products they can easily install themselves.



The equipment that can be offered at this level includes: Block heater timer, smart power bar, efficient shower heads, aerators, hot water pipe insulation and LED light bulbs.

### Level 2

#### Net household income to average energy bill (above 3%)

Households may receive an in-home visit from a professional Home Energy Advisor, a Home Energy Plan and upgrades that may include ENERGY STAR® appliances.

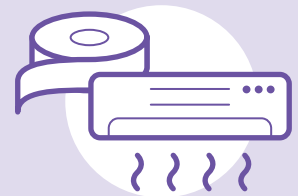


The equipment that can be offered at this level includes: Refrigerators, freezers, window air conditioners, dehumidifiers and programmable thermostats.

### Level 3

#### For electrically heated homes only

Households may receive an in-home visit from a professional Home Energy Advisor, a Home Energy Plan and upgrades that may include insulation and/or an ENERGY STAR® heat pump.



The equipment that can be offered at this level includes: Heat pumps, comprehensive draft proofing, attic insulation and wall insulation.

## It's easy to get help

### Step 1

Simply fill out the contact form at [AffordAbilityFund.org](http://AffordAbilityFund.org)

or call  
**1-855-494-FUND (3863)**

### Step 2

Receive a call from the AffordAbility Fund and provide some basic information such as net income and average electricity bill.

### Step 3

Receive free energy saving products for Level 1. Based on qualification requirements, set up a free in-home energy audit and installation of energy-saving products for Levels 2 and 3 (electrically heated homes only).

If you have any questions, please contact [info@AffordAbilityFund.org](mailto:info@AffordAbilityFund.org)