



# Community Connections 2004-2005

Using Our Energy to Make Powerful Investments in the Communities We Serve

 **Duquesne Light**  
Our Energy...Your Power®

*Cover photo: A batter waits for a pitch during the "Duquesne Light, Light Up Night Little League Tournament" sponsored by the Collier Township Athletic Association in April 2005 at Little Webb Field in Rennerdale. Collier Township was among the local nonprofit groups to receive grants through Duquesne Light's "Bright Lights" program to help cover the costs to illuminate outdoor recreational facilities.*

*Duquesne Light's unique "Illuminating Penn" project involved using exterior lighting to highlight the facades of 17 buildings along Penn Avenue, between Pittsburgh's Cultural District and the David L. Lawrence Convention Center.*

## For more than 125 years, Duquesne Light has invested in the success of southwestern Pennsylvania.

This is our home, and unlike other companies that may move their business, their jobs and their loyalty to another region when things get tough, we plan to stay. We value our customers, and we are dedicated to helping improve and grow the region where they live and work. We are part of this community, and we are committed to investing our resources to help make it *the* place to live, work and thrive.

### 2004-2005

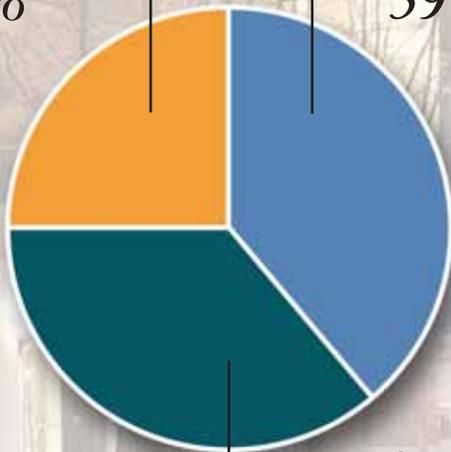
#### Corporate and Community Relations Funding

Human Services  
(excludes United Way support)

25%

Education & Youth

39%



Community  
36%



# Community Connections

Peter Lynch, renowned fund manager and investment guru, always advised his clients to “invest in what you know.” When it comes to Duquesne Light’s investments, what we know best are our industry, the communities we serve, and the needs of our region.

In 2005, Duquesne Light began a sweeping capital investment program that will result in more than \$500 million of enhancements and upgrades to the region’s electrical infrastructure. That investment, which also is creating new jobs for our community, will touch every aspect of electrical service — from poles, wires and underground cables to substations and transmission lines throughout Allegheny and Beaver counties. In addition to proactively replacing various components that have served customers well for decades but are nearing the end of their useful operating lives, this investment will expand the capacity of our transmission and distribution networks to handle the emerging needs of key development areas, such as the medical and educational hub in Oakland, as well as the growing North Shore area.

This capital program is certainly a very visible investment in the region. However, it is not the only way Duquesne Light demonstrates its commitment to the area. Every day, the company and its employees are investing their energy and resources to make powerful things happen that improve the quality of life for all who live and work in this region.

Like any good investor, we know we have to focus our efforts to achieve the best results. Because we cannot address every need in our communities, we have concentrated our corporate giving on programs that significantly affect the ability of our region to grow and successfully meet the challenges of the future. These priorities include Education and Youth Programming, Community Outreach and Human Services. On the following pages, you will see examples of how Duquesne Light and its employees continue to invest in the success of our hometown, and the well-being of its citizens, in each of these important areas.

Duquesne Light has been part of the fabric of southwestern Pennsylvania for more than 125 years, and, in that time, we have learned the value of investing in the region. Our company and our employees are dedicating their resources to what they know best — the communities where we live and work. Together, we continue to combine our energy, and your power, to help make a brighter future for all of us.

Sincerely,

**Morgan K. O'Brien**

President and Chief Executive Officer  
Duquesne Light





# Investing in Education and Youth

**As a local employer, we recognize the importance of building a strong foundation for students so they can help support the growth of the region.** Demands are changing, and our work force must be able to meet the challenges of these new opportunities. Duquesne Light is committed to helping our children get ready.

Duquesne Light invests most of its philanthropic dollars in programs that help educate and develop children. We support after-school and tutoring programs, mentoring partnerships and other activities that help build the skills critical to success. Duquesne Light employees actively invest their time and energy to support youth organizations in their own and other neighborhoods throughout the region. Through their dedicated involvement, these volunteers provide positive role models to help children become the leaders needed to guide the region's growth.

*Youngsters from Pittsburgh's inner-city neighborhoods have the opportunity to fish for rainbow and brown trout at Warwick Mountain Fisheries.*



## The Power of New Opportunities

Now entering its 20th year, Duquesne Light's **Partners in Education** program helps bridge the gap between schools in low-income areas and those in more affluent communities. By linking our partner schools with company and community resources, students gain access to role models and engage in programs that expand their core academic skills and help them build their confidence and self-esteem. Elementary, middle and high schools in the Aliquippa, Big Beaver Falls Area, Clairton and Pittsburgh Public school districts currently participate in the partnership.

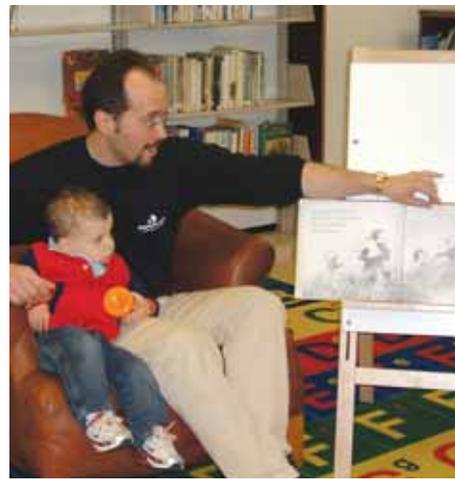


**Warwick Mountain Fisheries**, located on the site of the former Warwick coal mine in Greene County, is an example of a company resource that also serves as a learning opportunity. Since 2004, the company has provided the fishing club at Milliones Middle School with a unique opportunity for inner-city students from the heart of Pittsburgh to travel to the remote fishery where Duquesne Light raises rainbow and brown trout. The sale of the fish to local sportsmen's clubs offsets the cost of the reclamation and water treatment process at the mine.

The students (and their teachers) look forward to their visits to Warwick. They see the trips as a powerful opportunity to spend time with positive role models from the company, visit a part of the region they normally would not see, visualize the environmental and biology lessons they have experienced in school, and have fun developing their fishing skills (and their big fish stories).

## The Power of Reading

Duquesne Light recognizes that academic success depends upon the development of strong literacy skills at an early age. The company actively pursues opportunities to invest in programs that help develop a child's ongoing love of books, and that enable the adults in their lives to share that commitment. Our partnership with Beginning With Books provides two examples of that outreach.



Each fall, Duquesne Light sponsors **Storywalk**, a community project that promotes childhood literacy by offering live readings of popular children's books in a park setting. In addition to the sponsorship, our employees pitch in to create a unique activity to help reinforce the connection between books, reading and fun by engaging the children, and their parents, in games or craft projects that bring the characters to life.

Duquesne Light also has a strong partnership with Read! 365, a public awareness and action program that encourages adults to get involved in reading to children on a regular basis. Based in local libraries, our **Duquesne Light Reads for the Fun of It!** initiative draws children and their parents to community libraries, where they can learn about ways to encourage early childhood literacy. Duquesne Light has donated hundreds of books to children attending the events, where company volunteers read to the children and engage them in related craft activities.

## The Power of Warmth

Children in need face many barriers to academic success, but one of the most overlooked is the lack of a warm coat to wear to school. In 2004, Duquesne Light joined other local corporations to welcome Operation Warm to southwestern Pennsylvania. The nonprofit helps build the self-esteem of children by obtaining new winter coats for them. In our first year, we provided funding to help 500 children in Allegheny County receive new coats. In 2005, we dramatically increased our investment, with the goal of expanding our reach to children in Beaver County.

The company introduced the **Power of Warmth**, a campaign to provide nearly 1,500 coats, the equivalent of one for every Duquesne Light employee, to disadvantaged children throughout Allegheny and Beaver counties. Through a unique partnership with Tickets for Kids, Penn State Beaver, and Bruster's Ice Cream, nearly 150 children experienced a high-energy performance by the Carnegie Science Center, followed by an ice cream social and presentation of their new coats. More than two dozen Duquesne Light volunteers, including host Morgan O'Brien, helped make the event a success.





# Investing in the **Well-Being** of Those We Serve

**Duquesne Light has been part of the fabric of Pittsburgh for more than 125 years. We know the value of investing in the communities we serve, and are committed to helping the region grow and become the place to live, work and thrive.** Duquesne Light also knows the importance of helping to improve the safety and well-being of our customers. Giving back to the neighborhoods where we live and work is the best way we know to demonstrate our loyalty and commitment to Pittsburgh and the entire southwestern Pennsylvania region. Our investments are as diverse as the region itself, and our employees generously contribute their resources, and their time, to numerous causes.

*Employee volunteers spend a Saturday morning helping to clean the region's riverbanks during the annual River Sweep.*



## The Power of a Helping Hand

The damaging floods that ripped through southwestern Pennsylvania in September 2004 in the aftermath of Hurricane Ivan touched everyone at Duquesne Light. Although our lineworkers routinely travel to other parts of the country when natural disasters wreak havoc on the infrastructure and the lives of the residents, this time the devastation was right here in our own backyard. Our crews saw the destruction as they raced to disconnect downed power lines and create a safe environment for rescue workers to reach stranded residents. After the waters began to recede and power restoration was complete, these employees came back and asked, "What more can we do to help?" The responses were as swift and diverse as the floodwaters that prompted them.

Joined by a matching gift from the company, employees raised more than \$20,000 to support immediate recovery efforts in Allegheny and Beaver counties. The company also worked with local municipalities to waive inspection and reconnection fees as rebuilding began, and funded grants to help small businesses replace flood-damaged equipment. Then, the company made a \$100,000 contribution to Hosanna Industries, a community organization chosen by Allegheny County to pursue the ambitious mission of repairing 500 flood-damaged homes by the end of 2005, and encouraged visitors to the Duquesne Light **Home & Garden Show** to make donations or sign up to help as volunteers. Allegheny County Council honored us with a proclamation in 2005 acknowledging our commitment to helping our neighbors in need.



## The Power of Illumination

The presence of lights always adds to the sense of warmth and security in a community. Whether it's lighting on the highways, street lights on the corners, architectural lighting on bridges and buildings, or field lighting in the local baseball park, neighborhoods always are looking for ways to brighten their surroundings. Duquesne Light invests in the safety and livability of our communities with a variety of lighting programs.

To support the burgeoning Cultural District in downtown Pittsburgh, Duquesne Light collaborated with building owners to add architecturally compatible façade lighting to 17 buildings along Penn Avenue.

**Illuminating Penn**, the unique streetscape project inaugurated during the First Night activities at the end of 2004, coincided with the new development of downtown housing and several new restaurants along the Penn Avenue corridor.

Duquesne Light's **Bright Lights** program provides funding to help local communities and recreational organizations "play under the lights." During the past two years, Duquesne Light has invested in lighting projects in Collier Township, Greentree, West Deer, Forest Hills and Clairton, providing up to \$15,000 per installation to help these communities add lights to their parks and recreational facilities, increasing their availability while making them safer and more attractive.

## The Power of Conservation

Duquesne Light's commitment to protecting our region's natural resources is a core component of our corporate culture. Even after the divestiture of our generation plants in 2000, we maintained our commitment to protecting the natural resources that contribute to the quality of life for our customers.

Our ongoing partnership with the **Western Pennsylvania Conservancy** enables the company to help protect, conserve and restore urban green spaces. Duquesne Light underwrites a major portion of WPC's Community Conservation Program, providing support for neighborhood gardens in Pittsburgh and other communities throughout Allegheny and Beaver counties. The company also supports two "Welcome Gardens," located at the western gateway to Pittsburgh near the Fort Pitt Tunnel and at the eastern gateway on either side of the Squirrel Hill Tunnel.



Duquesne Light also is helping to restore the natural beauty of our waterfronts. In partnership with the PA Department of Environmental Protection and the Ohio River Valley Water Sanitation Commission, the company is an active participant in **River Sweep**, an annual riverbank cleanup for the Ohio River and its tributaries, including the Allegheny, Monongahela and Beaver rivers. In 2005, the company provided financial, in-kind, coordination and volunteer support for the Allegheny County portion of the event, including clearing more than 30 cubic yards of debris remaining along the riverbanks from the 2004 floods.

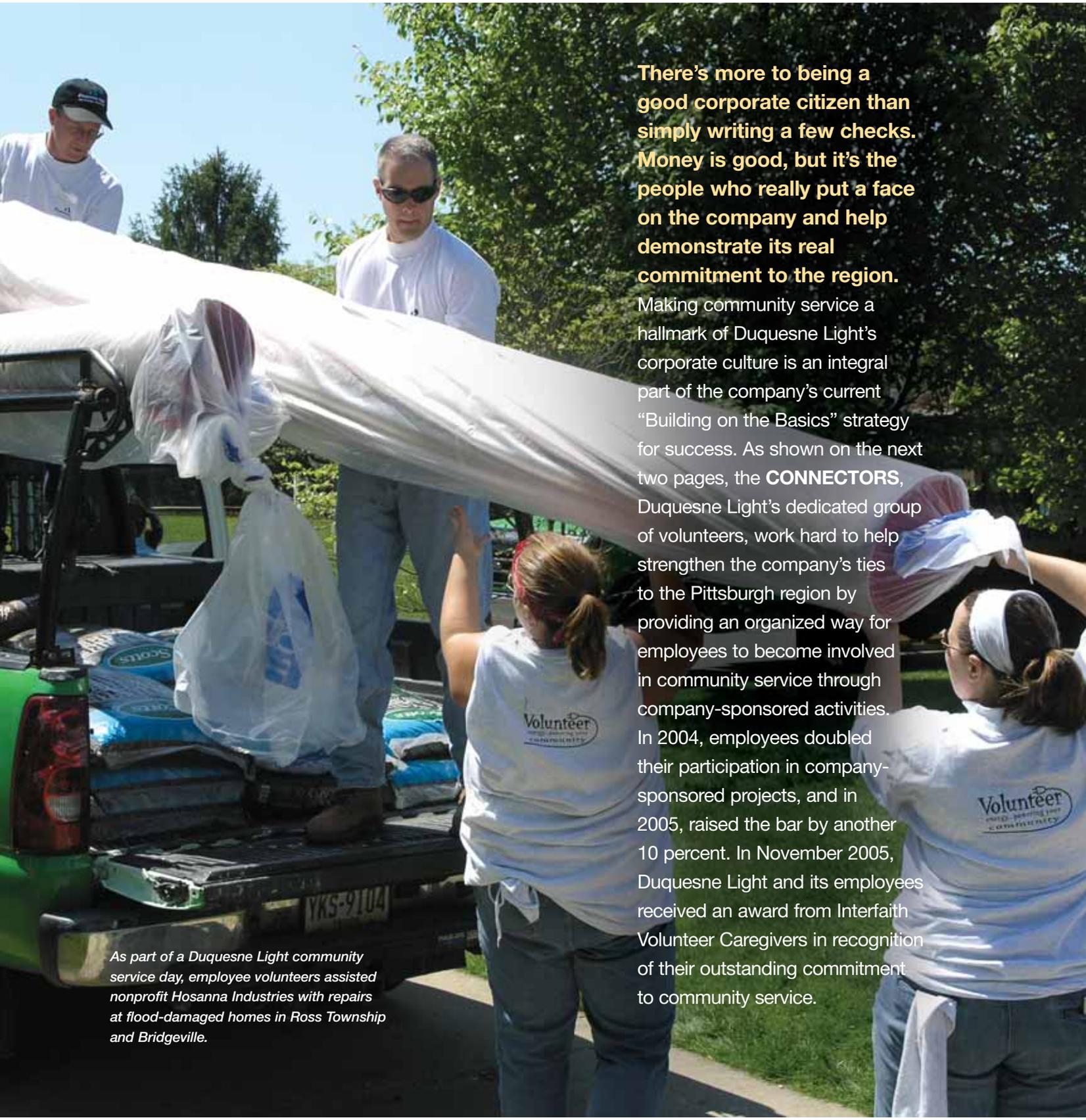


# Investing in **Service** to Our **Communities**

**There's more to being a good corporate citizen than simply writing a few checks. Money is good, but it's the people who really put a face on the company and help demonstrate its real commitment to the region.**

Making community service a hallmark of Duquesne Light's corporate culture is an integral part of the company's current "Building on the Basics" strategy for success. As shown on the next two pages, the **CONNECTORS**, Duquesne Light's dedicated group of volunteers, work hard to help strengthen the company's ties to the Pittsburgh region by providing an organized way for employees to become involved in community service through company-sponsored activities. In 2004, employees doubled their participation in company-sponsored projects, and in 2005, raised the bar by another 10 percent. In November 2005, Duquesne Light and its employees received an award from Interfaith Volunteer Caregivers in recognition of their outstanding commitment to community service.

*As part of a Duquesne Light community service day, employee volunteers assisted nonprofit Hosanna Industries with repairs at flood-damaged homes in Ross Township and Bridgeville.*



## The Power of Community Service



At the onset of the winter heating season, company volunteers help eligible customers apply for **Low Income Home Energy Assistance Program (LIHEAP)** grants at various sites in Allegheny and Beaver counties every November. Our volunteers recently received public recognition of their efforts with a proclamation from Pittsburgh City Council honoring the company's volunteerism and commitment to helping the needy in our communities.

Like postal service workers, Duquesne Light volunteers brave any type of weather to help serve our communities. The annual planting of the **Welcome Garden** at the mouth of the Fort Pitt Tunnel is a very visible example of this dedication. Each May, anywhere from 30 to 40 employees venture out early on a Saturday morning to the center island of the Parkway West. These intrepid gardeners brave wind, heat, rain and exhaustion to plant hundreds of colorful flowers for the enjoyment of those traveling through the western gateway to the City of Pittsburgh.



Summer usually means vacation time, but not for our employee volunteers. More than a dozen Duquesne Light volunteers spent a Saturday morning in July helping with the annual **Pittsburgh Habitat for Humanity Kids Triathlon** at the South Park wave pool. Our volunteers helped direct the young athletes at each of the main events — swimming, biking and running — and were on hand at the finish lines to pass out medals to all who competed. The company recently expanded its participation to serve as a sponsor of the annual event.



In addition to the enormous task of raising funds to help rebuild the shattered homes of people impacted by the local flooding in 2004, our volunteers felt compelled to do more. In the spring of 2005, more than 30 Duquesne Light employees joined community nonprofit **Hosanna Industries** to make repairs at customer homes still badly damaged eight months after the floodwaters receded. Employees worked along with skilled trades people to repair plaster, paint, replace carpets, install new appliances, rebuild porches and complete other work needed to help these homeowners restore some sense of normalcy to their lives.



In 2005, Duquesne Light volunteers joined local nonprofit Operation Troop Appreciation for **A Soldier's Christmas in August**. The "Mega-Sale" featured more than 30 vendors who donated a portion of their sales to the nonprofit. The mission of Operation Troop Appreciation is to demonstrate appreciation for U.S. troops serving around the world, build and maintain soldier morale, and provide "wish list" items that can ease the burden of deployment. Volunteers collected admission fees, sold raffle tickets, directed shoppers, and helped vendors. Company employees also donated some of the proceeds from their internal fundraising efforts to Operation Troop Appreciation.



Duquesne Light and its employees help to bring smiles to the faces of children served by Allegheny County's Office of Children, Youth and Families (CYF) by sponsoring the annual **Children's Holiday Project**. Each year, employees donate cash, gift cards and toys to enable hundreds of children to have a special gift during the holiday season. In 2005, employees also hosted a gift-wrapping party to help CYF counselors select and wrap gifts for distribution to the children they serve.

Duquesne Light employees in the western part of the service territory collect gifts to support the **Voluntary Action Center of Beaver County**. Employees donate and wrap more than 80 gifts, then help deliver those gifts and other supplies to the Mental Health Association of Beaver County, which holds an annual holiday party for participants in its programs.



Company employees at service centers in the north and eastern suburbs find positive reasons to indulge their cravings for snacks by donating the proceeds from their yearlong sales of cookies, candy and other snacks to the **Make-A-Wish Foundation**. In 2005, Make-A-Wish received the annual President's Award, a corporate donation issued in recognition of the organization's impact on promoting community service among employees. The award, along with the proceeds from the employees' regular fundraising efforts, will enable the foundation to grant wishes to four children.

Duquesne Light employees officially joined the fight against leukemia, lymphoma and related blood diseases in 2004, when Morgan O'Brien agreed to serve as chair of the Leukemia and Lymphoma Society's **Light the Night Walk**. By the 2005 walk, the corporate team had grown to more than 60 employees, including blood cancer survivors and family members living with the disease. Carrying their illuminated balloons around Heinz Field, the team raised more than \$13,000 in pledges.



Duquesne Light Senior Vice President Maureen Hogel served as the first corporate chair of the Alzheimer Association's Allegheny County **Memory Walk** in 2004, and led a team of 150 company employees, friends and family members that raised more than \$7,200 for Alzheimer's research and support services, nearly matching the company's \$7,500 corporate sponsorship of the event. In 2005, the team continued its leadership, generating more than \$12,000 in pledges for the Memory Walk event.

Every year, nearly 250,000 men are diagnosed with prostate cancer. In 2005, Duquesne Light volunteers pitched in to help increase awareness and early detection of this disease by participating in the **UsToo! 5K/10K Race for Prostate Cancer Awareness**. Employees gave up part of their Father's Day to volunteer at the event, which raises funds to help defray the cost of prostate cancer screenings and provide support groups for those diagnosed with the disease.



# Organizations Receiving Contributions

The following is a partial list of **organizations receiving contributions from Duquesne Light** during 2004-2005:



3 Rivers Computer Clubhouse  
 Aliquippa School District  
 Allegheny County Summer Concert Series  
 Allegheny Land Trust  
 Alzheimer's Association  
 American Cancer Society  
 American Diabetes Association  
 American Red Cross, Pittsburgh Chapter  
 Anti-Defamation League  
 ASSET, Inc.  
 Beaver County Educational Trust  
 Beaver Volunteer Fire Department  
 Beginning With Books  
 Big Beaver Falls Area School District  
 Bloomfield-Garfield Corporation  
 Bloomfield Preservation  
 and Heritage Society  
 Boys and Girls Clubs of Western PA  
 Carlow University  
 Catholic Charities of the Diocese  
 of Pittsburgh  
 CCAC Educational Foundation  
 Center for Creative Play  
 Central Volunteer Fire Department  
 Clairton City School District  
 Communities in Schools  
 Conservation Consultants, Inc.  
 DePaul School for Hearing and Speech  
 Duquesne University  
 Flag Across America — Beaver County  
 Focus on Renewal (F.O.R. Sto-Rox)  
 Girl Scouts — Trillium Council  
 Girls Hope of Pittsburgh  
 Greater Pittsburgh Community Food Bank  
 Greater Pittsburgh Council,  
 Boy Scouts of America  
 Greater Pittsburgh Literacy Council  
 Greenock Volunteer Fire Company  
 Habitat for Humanity, Beaver County  
 Habitat for Humanity, Pittsburgh  
 Heritage Health Foundation  
 Holy Family Institute  
 Horticultural Society  
 of Western Pennsylvania  
 Hosanna Industries, Inc.  
 Interfaith Volunteer Caregivers  
 Jewish National Fund  
 Junior Achievement of Southwest  
 Pennsylvania  
 Juvenile Diabetes Foundation  
 La Roche College  
 Leukemia and Lymphoma Society  
 Make-A-Wish Foundation  
 Manchester Craftsmen's Guild  
 McKeesport Area Vo-Tech  
 Mentoring Partnership of SWPA  
 Mercy Hospital Foundation  
 MYREC  
 Muscular Dystrophy Association  
 NAACP, Pittsburgh Branch  
 National Council of Jewish Women  
 Negro Educational Emergency Drive  
 Northern Tier Library  
 OASIS  
 Operation Warm  
 Penn State McKeesport  
 Pennsylvania Special Olympics  
 Pennsylvania Women Work  
 Pittsburgh Children's Museum  
 Pittsburgh Parks Conservancy  
 Pittsburgh Public School District  
 POISE Foundation  
 P.O.W.E.R.  
 Project Bundle Up  
 Rainbow Kitchen  
 Ronald McDonald House  
 SALTWORKS  
 Schenley Heights Community  
 Development Program  
 Society of Women Engineers  
 South Side Slopes  
 Neighborhood Association  
 Spring Garden Neighborhood Council, Inc.  
 The Salvation Army, Aliquippa Corps  
 The Salvation Army, Allegheny County  
 Three Rivers Arts Festival  
 Three Rivers Youth  
 Tickets For Kids Foundation  
 UCP Pittsburgh  
 United Way of Allegheny County  
 United Way of Beaver County  
 University of Pittsburgh  
 Urban League of Pittsburgh, Inc.  
 UsToo! — Pittsburgh Area  
 Veterans Leadership Program  
 of Western PA, Inc.  
 Western Pennsylvania Conservancy  
 Women's Center and Shelter  
 of Greater Pittsburgh  
 WQED Multimedia  
 YMCA Centre Avenue  
 YMCA of McKeesport  
 YMCA of Pittsburgh  
 YMCA Sewickley Valley  
 YWCA Greater Pittsburgh

# Contributions

Safeguarding the company's role as a trusted and responsible community partner is the primary goal of community relations.

**Duquesne Light is interested in supporting initiatives that help to ensure that our region is prepared to meet the challenges of the 21st century and beyond.**

Corporate funding priorities focus on education (math, science, technology, literacy), youth initiatives, community outreach and human services, but we will consider other requests that may benefit our community. Preference is given to organizations and projects that meet the following criteria:

- Demonstrate nonprofit 501(c)(3) status with the IRS
- Are located in Duquesne Light's service area
- Specifically address one of the funding priorities
- Benefit the general community and its residents

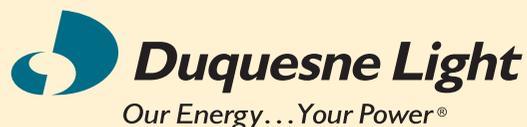
**Duquesne Light generally does not fund:**

- Organizations located outside the company's service area
- Profit-making entities
- Arts and cultural organizations
- Churches or other religious organizations
- Institutions supported by tax dollars (other than public schools)
- Political parties or candidates
- Organizations receiving funding through the United Way allocations process
- Fraternal organizations
- Golf outings
- Sports groups
- Individuals
- Capital or endowment campaigns
- Operating expenses (including utility bills and related fees)
- Staff salaries or volunteer stipends
- Conference or seminar travel or expenses
- Student travel outside the company's service area
- Individual travel grants or fees

Grant requests are reviewed and awarded throughout the year. All requests **must** be submitted in writing. No telephone inquiries will be considered.

To apply for a donation, please refer to our detailed funding guidelines and online grant application form in the Community Relations section at [www.duquesnelight.com](http://www.duquesnelight.com).

Duquesne Light also accepts the Common Grant Application format available at [www.gwpa.org](http://www.gwpa.org).



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