

GENERATION POWER CT

SUMMARY

We were honored to partner with Operation Fuel on a transformative journey to reimagine and reposition the organization for the future. The result: a bold new identity—Generation Power—that reflects the organization's evolution and its powerful mission to advance energy equity, access, and advocacy across Connecticut.

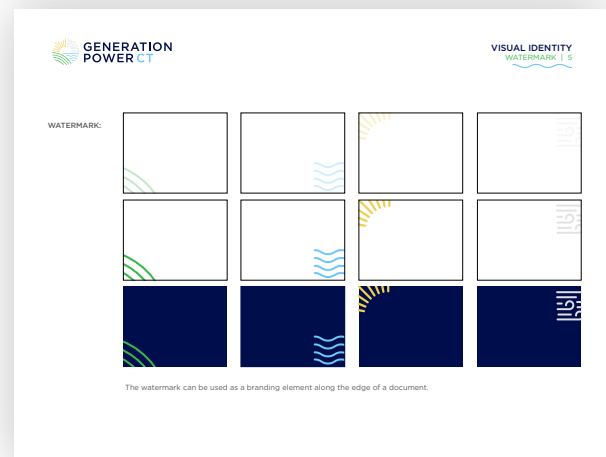
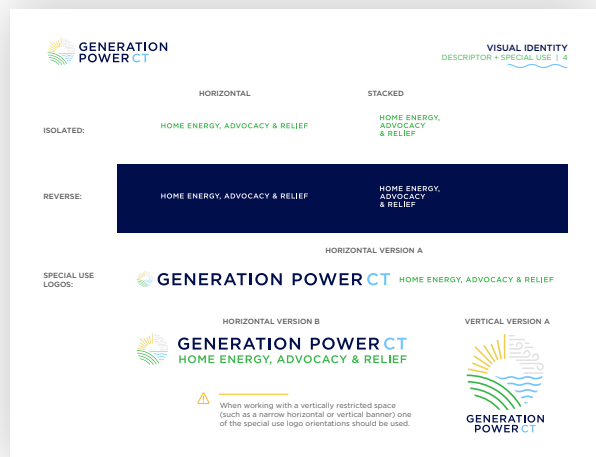
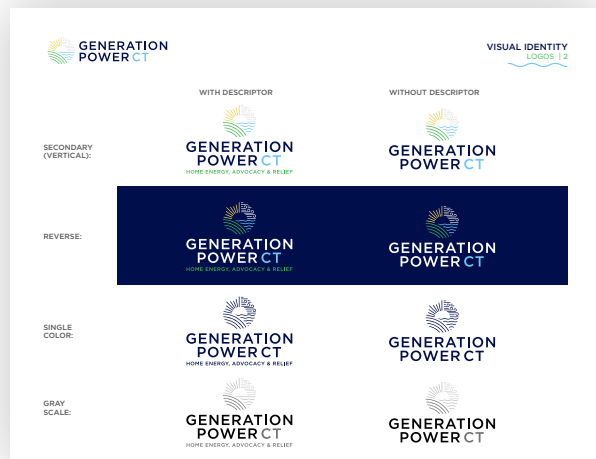
The rebrand was designed to do more than update the name and visuals; it was created to empower clients, energize donors, and inspire stakeholders with a message that feels like a movement. "Generation Power" captures the spirit of collective action, forward momentum, and shared responsibility to ensure everyone has access to energy.

Our work unfolded in four phases—beginning with research and discovery through stakeholder interviews, focus groups, and surveys to inform the brand strategy. We then led the creation of a new name, logo, and brand identity, guided by collaborative feedback and testing. With the brand finalized, we executed a full website rebuild and designed essential marketing materials to reflect the new identity across digital and print channels. The engagement concluded with the development of a brand rollout strategy, stakeholder communications, promotional concepts, and a marketing and advertising plan to help Generation Power launch with impact and clarity.

GENERATION POWER CT
BRAND DESIGN

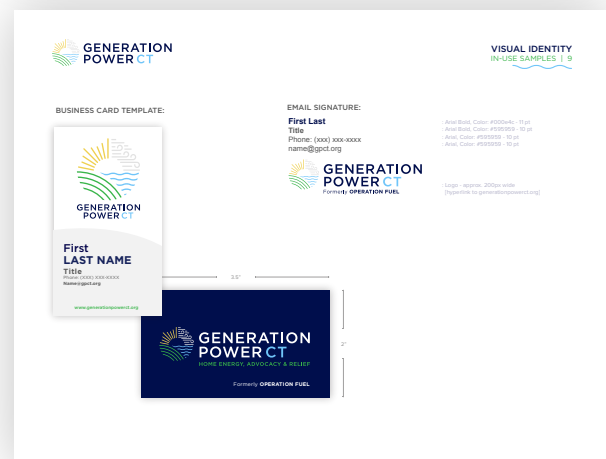
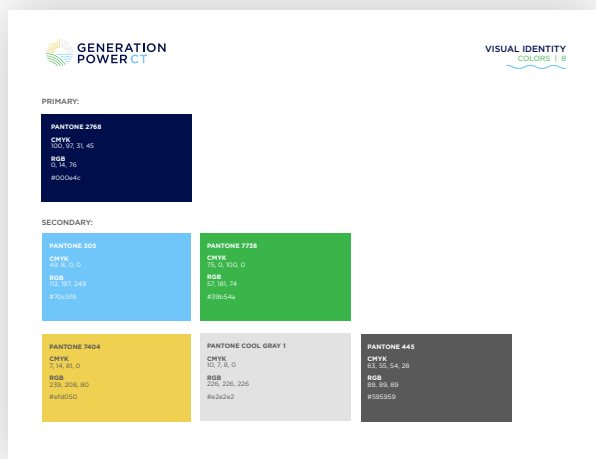
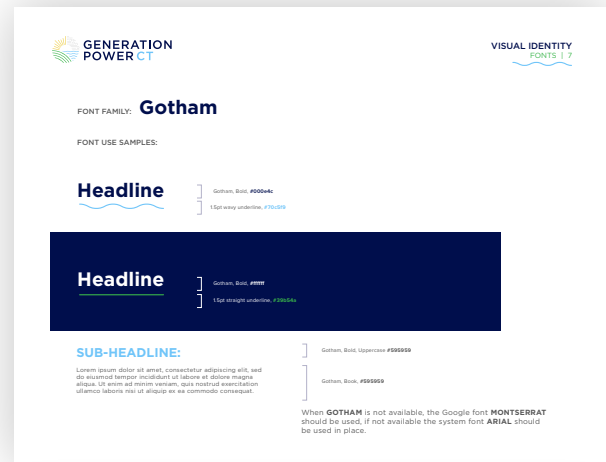
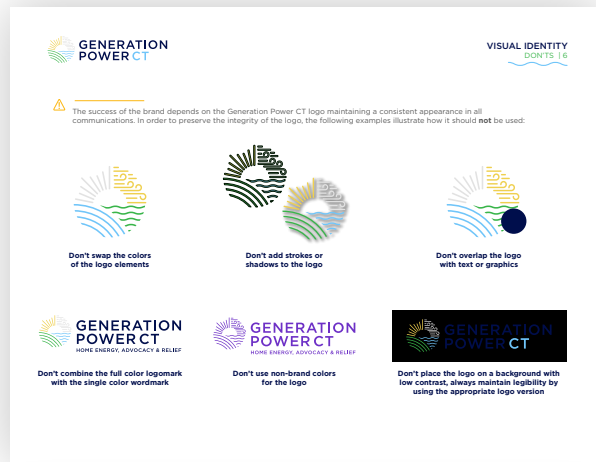


GENERATION POWER CT BRAND DESIGN



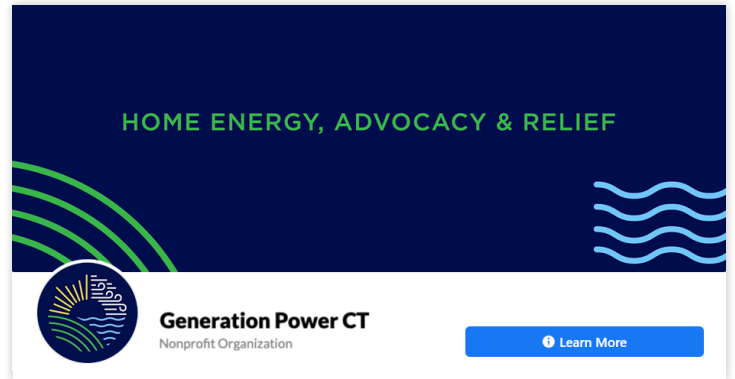
LOGO & BRAND GUIDE

GENERATION POWER CT BRAND DESIGN

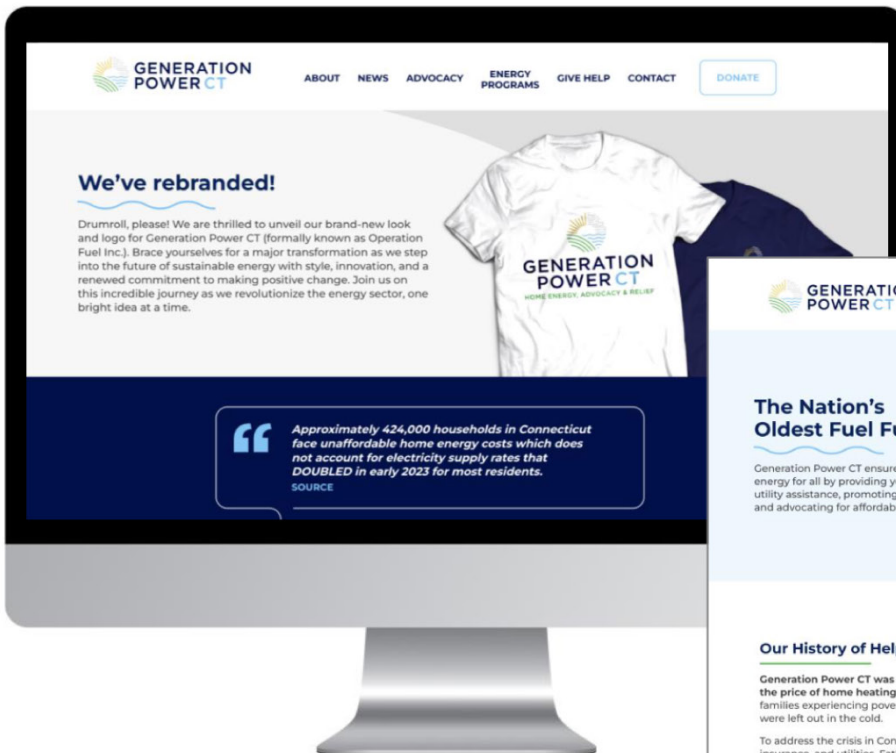


BRAND GUIDE (cont.)

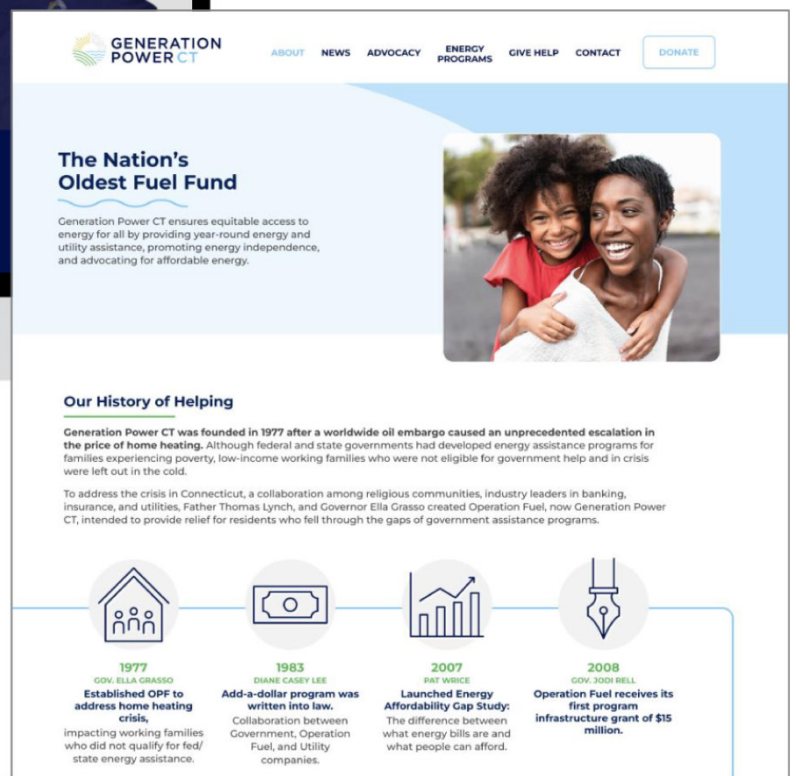
GENERATION POWER CT BRAND DESIGN



SOCIAL MEDIA PROFILES



WEBSITE REDESIGN



GENERATION POWER CT BRAND DESIGN

JOIN US AND HELP CREATE A CT WHERE FUTURE GENERATIONS HAVE SAFE, RELIABLE SOURCES OF ENERGY AND WATER.

Spread the word about the energy and water assistance we offer.
gpct.org/get-help

Support us financially to help our neighbors in crisis.
gpct.org/give-help

Help us advocate for solutions aimed at protection & prevention.
gpct.org/advocacy

CONTACT US:
75 Charter Oak Avenue
Building 1, Suite 300
Hartford, CT 06106
Phone: (860) 243-2345
generationpowerct.org
info@gpct.org

GENERATION POWER CT
HOME ENERGY, ADVOCACY & RELIEF

BROCHURE

OUR MISSION
To lead the way so future generations can thrive with secure access to heat, energy, and water.

OUR ASPIRATIONS

- Ensure all people in CT have a safety net in energy or water crisis;
- Ensure all people in CT feel heard when they express their energy needs;
- Ensure all people in CT can access affordable heat, energy, and water;
- Improve the health and economic wellbeing of all people in CT by reducing their energy burden;
- Improve our environment by advancing sustainable solutions;
- Inspire strong coalitions of public, private, and nonprofit partners who join us in our work.

CT Has A Solvable Problem
Many of our CT neighbors are in crisis. They do not have reliable access to affordable energy sources. They need those to generate heat and electricity in the winter, and to power cooling in the summer.

Their water bills may be too high to manage. This puts our neighbors at risk of their water being shut off. They may also need to choose to pay a bill or feed a child. They risk financial ruin or losing their homes.

Many of our CT neighbors are in crisis. We are helping them now and looking ahead at solutions. The utility burden in CT is a solvable problem.

Engage with us to start working on HOW.

We Rebranded!
For the first time in our organization's history, we have rebranded. **OPERATION FUEL** is now **GENERATION POWER CT**.

Operation Fuel was born out of a need. For decades, dedicated teams worked to help CT families manage energy crises. The more we saw, the more we saw the need to do more.

We began advocating for change. We began learning about solutions. We began partnerships with people who could help.

Our work expanded. WE GREW.

We have a clear vision for the future we want to create. We have the drive to lead conversations that seek solutions. And we have YOU, the people of CT, firmly in our hearts.

We will continue to help our neighbors out of crisis, but now we are proud to share that we are better positioned to do more.

Join us. We need you.
Let's work together to create a CT where future generations have safe, reliable sources of energy and water.

Power on,
Your Team at Generation Power CT

Read the latest study analyzing the GAP between utility costs and what our neighbors can afford to pay.
gpct.org/GAP-report

When energy rates increase, the need for assistance does too.
NUMBER OF INDIVIDUALS SERVED:

| Year | 2023 | 2022 | 2021 |
|--------------------|--------|--------|--------|
| Individuals Served | 23,312 | 15,466 | 13,480 |

The more funding we have, the more neighbors we help.
FUNDS DISTRIBUTED FOR EMERGENCY ASSISTANCE:

| Year | 2023 | 2022 | 2021 |
|-------------------|--------|--------|--------|
| Funds Distributed | \$5.8M | \$5.2M | \$3.3M |