



## Case Study

# Ronald McDonald House Charities® of Chicagoland & Northwest Indiana

www.rmhceni.org/  
Oakbrook, Illinois  
Not-for-profit organization

### > mc<sup>2</sup> Fixed Rate / 100% Green Power Option

#### Challenge:

When children and families face medical crisis, Ronald McDonald House Charities of Chicagoland & Northwest Indiana is there to provide care, comfort and compassion. Children often require weeks and even months far from home so that they can receive treatment at local hospitals.

Each night, Ronald McDonald House keeps 153 families together through five area Ronald McDonald Houses while a child is in the hospital. Each House offers families private sleep rooms, bathrooms, home-cooked meals, and comfortable living spaces.

Because the Charity operates as an independent not-for-profit organization, it must rely on donations from individuals and companies to support its programs. Running any home can be expensive so leveraging cost-saving opportunities wherever possible is critical.

#### Solution:

A win-win opportunity occurred in 2011 when MC Squared Energy Services (mc<sup>2</sup>) became a corporate sponsor of Ronald McDonald House. The Illinois-based retail electricity supplier opened its Chicago headquarters a few years prior, and wanted to give back to the community by supporting a local charitable organization.

Several members of the mc<sup>2</sup> leadership team who had volunteered to serve family meals at local Ronald McDonald Houses came up with an idea: Every time a Chicago-area customer switched their home electricity supply to mc<sup>2</sup> by enrolling online, the company would donate \$5 to help children and families. To date, these new enrollments have generated thousands of dollars in donations for the Charity.

mc<sup>2</sup> also developed a customized electricity supply program with a competitive rate that helped the Charity reduce the cost to power each of its five area Houses, shaving an annual average of 18 percent off energy bills versus the cost for tariff-based electricity supply. This program has produced more than \$200,000 in savings since 2012, with an additional \$30,000 in savings expected in 2018.

In addition, each Ronald McDonald House has reduced its carbon footprint by supporting renewable energy and environmentally-friendly resources, which benefits the community — and the planet — as a whole. The mc<sup>2</sup> 100 percent Green Power Program provides green energy certificates (RECs) from wind farms for every unit of electricity consumed at each House.

#### How can you help?

Over the past seven years, mc<sup>2</sup> residential customers have helped support children and families at Ronald McDonald House by making the switch to mc<sup>2</sup> for their electricity supply. mc<sup>2</sup> employees and executives also volunteer to raise funds and awareness for the cause — including CEO Chuck Sutton, who raised more than \$14,000 by skiing over 50,000 vertical feet in the Colorado Rockies in one day.

If you're a Chicago-area resident who would like to help — and find out how to save on your own electricity supply — visit [www.mc2energyservices.com](http://www.mc2energyservices.com) today.



**Ronald McDonald House Charities®**  
Chicagoland & Northwest Indiana

"The generous commitment mc<sup>2</sup> has made to the Charity has already resulted in significant cost-savings," said Holly Buckendahl, Chief Executive Officer, Ronald McDonald House Charities of Chicagoland & Northwest Indiana. "Running any home can be expensive so it is critical that we leverage opportunities to reduce costs wherever we can and these savings enable us to make a greater impact on the lives of children and families we serve in our community."

#### MC Squared Energy Services, LLC.

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