

# CONNECTING MISSOURI



Message from the CEO .....	<b>1</b>
Charitable Trust Information .....	<b>2</b>
Community Giving .....	<b>3</b>
Human and Social Services .....	<b>7</b>
Education .....	<b>10</b>
Arts & Culture .....	<b>12</b>
Youth .....	<b>13</b>
Health Services .....	<b>14</b>
Civic/Community Support .....	<b>15</b>
Customer Outreach/Economic Development .....	<b>16</b>
Environmental .....	<b>17</b>
Volunteerism .....	<b>20</b>
Diversity .....	<b>21</b>

## MESSAGE FROM THE CEO



**Ameren Missouri** is committed to our role as a corporate citizen. We have a long history of actively participating in the communities we serve. We understand the importance of partnering with our communities to make them a better place to live.

As a company, we are guided by six core values: Integrity, Respect, Accountability, Stewardship, Teamwork and a Commitment to Excellence. These are the values that guide everything we do at Ameren Missouri. In 2010, as a corporation, we contributed \$9 million to approximately 1200 nonprofit organizations throughout the Ameren service area.

Furthermore, Ameren Missouri announced an unprecedented commitment of \$5 million to energy assistance programs across the state. This commitment was noteworthy not only because of its size, but also because of its scope. It recognizes that in today's economy, people who have never needed energy assistance before are finding that they now need help with their bills. We at Ameren Missouri are happy to provide that help.

However, as you will see in the pages that follow, energy assistance is only part of our commitment to our customers that we serve year-round with safe, reliable, low-cost power and natural gas. Whether it's social services, arts, education programs or youth services, Ameren Missouri is there with financial contributions, in-kind gifts and employees who are eager to volunteer.

Ameren Missouri employees have always volunteered in the community. In 2010, we asked Ameren Missouri employees to voluntarily log the hours they give back to the community. By the end of 2010, employees had logged 34,440 volunteer hours. In terms of economic impact, assuming a value of \$20/hour, that adds up to more than \$688,800!

I am proud of the commitment our 4,400 Ameren Missouri employees demonstrate every day to our Missouri communities. Together, we make Missouri a strong, safe, diverse place to live and work.

A handwritten signature in black ink that reads "Warner Baxter". The signature is written in a cursive, flowing style.

**Warner Baxter**

President and Chief Executive Officer  
Ameren Missouri

### Our Mission:

To meet our customers' energy needs in a safe, reliable, efficient and environmentally responsible manner.

### About Ameren Missouri

Founded in 1902, Ameren Missouri is the state's largest electric utility, and has provided electric and gas service for more than a century. Currently, we serve approximately 1.2 million customers across central and eastern Missouri, including the greater St. Louis area. Ameren Missouri serves 63 counties and more than 500 communities. More than half (55 percent) of the company's electric customers are located in the St. Louis metropolitan area. Ameren Missouri's electric rates are among the lowest in the nation.

About 126,000 of our 1.2 million customers are natural gas customers. Ameren Missouri is the third largest distributor of natural gas in Missouri. Ameren Missouri serves gas customers in more than 90 Missouri communities, including towns in southeast, central and eastern Missouri. We own 3,100 miles of natural gas transmission and distribution mains.

Ameren Missouri is part of Ameren Corporation, a Fortune 500 company based in St. Louis, and employs more than 4,400 of Ameren's 9,800 total workforce.

## CHARITABLE TRUST INFORMATION

### **Ameren Corporation Charitable Trust**

The Ameren Corporation Charitable Trust was established originally as the Union Electric Charitable Trust in 1944 to serve as the principal source of the company's investments in a variety of community projects in areas we serve. The trust began with \$360,000 and now distributes millions of dollars annually.

Gifts are restricted to tax-exempt, nonprofit organizations within Ameren companies' Missouri and Illinois service areas.

Purpose and activities: The trust supports organizations involved with educational institutions and programs, civic and cultural organizations, youth activities, senior programs and human and social services.



### **Application Information:**

Visit [AmerenMissouri.com/Community](http://AmerenMissouri.com/Community) for grant application information and evaluation criteria.

For more information, email [communityrelations@ameren.com](mailto:communityrelations@ameren.com).

Written grant requests/proposals may be submitted to:

### **Corporate Contributions**

**Ameren**

**P.O. Box 66149/MC 100**

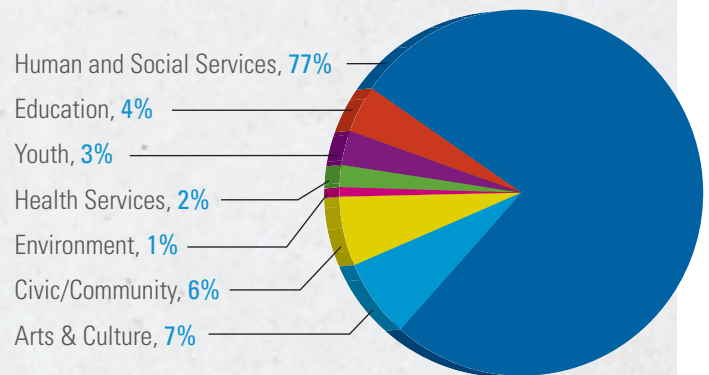
**St. Louis, MO 63166-6149**

## COMMUNITY GIVING

At Ameren Missouri, giving back is a vital component of our culture. The company's charitable contribution policy states that the recognition of charitable needs, which we view as a basic part of good citizenship, must be a strong focus of our company.

The following pages provide a snapshot of our community contributions and focus areas.

### Where Do the Contributions Go?



A+ for Mexico Education, Inc.  
 ADL - A World of Difference Institute  
 Agape House  
 Almost Home  
 Alzheimer's Association  
 American Cancer Society  
 American Heart Association  
 American Legion Boys State  
 American Liver Found. - Mid-America  
 American Lung Association of the Central States  
 American Red Cross  
 Annie Malone Children & Family Service Center  
 Annie's Hope  
 Arcadia Valley Food Pantry  
 Arts & Education Council  
 Arts Council of Lafayette Park  
 Association on Aging with Developmental Disabilities  
 Audrain County Historical Society  
 Audrain Medical Center Foundation  
 Autism Speaks - St. Louis Chapter  
 Bach Society of St. Louis  
 Barnes Jewish Hospital Foundation  
 BASIC  
 BCI Foundation  
 Better Family Life, Inc.  
 Big Brothers Big Sisters  
 Bismarck Food Pantry  
 Boone Hospital Foundation  
 Boy Scouts of America  
 Boys & Girls Clubs of St. Charles County  
 Boys & Girls Town of Missouri  
 Boys Hope Girls Hope

Brentwood Historical Society  
 Burns Recovered Support Group, Inc.  
 Callaway County Ducks Unlimited  
 Cape Girardeau Parks & Recreation Foundation  
 Cape Girardeau Public Safety Foundation  
 Cardinal Glennon Children's Foundation  
 Cardinal Ritter Senior Services  
 Caruthersville Humane Society  
 Catch a Falling Star, Inc.  
 Central Institute for the Deaf  
 Chamber Music Society of St. Louis  
 Child Center - Marygrove  
 Christmas in St. Louis Foundation  
 Circus Arts Foundation of Missouri  
 Citizens Against Domestic Violence  
 Citizens for Modern Transit  
 City of St. Louis, Department of Homeless Services  
 COCA-Center of Creative Arts  
 College Bound  
 Community Living  
 Community Renewal and Development, Inc.  
 Community Women Against Hardship  
 Connections to Success, Inc.  
 Court Appointed Special Advocates of SEMO  
 Craft Alliance  
 Crider Health Center - St. Charles County  
 Crisis Nursery - Wentzville  
 Disabled Athlete Sports Association  
 De Soto Contact and Food Pantry  
 Delta Gamma Center for Visually Impaired Children  
 Developmental Services Jefferson County  
 Disabled Citizens Alliance for Independence

Diversity Awareness Partnership  
 DOORWAYS  
 Downtown St. Louis Foundation  
 East Central College Foundation  
 East Missouri Action Agency  
 East-West Gateway Council of Governments  
 Edgewood Children's Center  
 Emmaus Home  
 Engineers Without Borders - Missouri S & T  
 Epworth Children's Home  
 Every Step Counts  
 Fair Saint Louis Foundation  
 Family Resource Center  
 Family Support Services  
 Fathers' Support Center, St. Louis  
 Feed My People  
 Fellowship of Christian Athletes  
 FOCUS St. Louis  
 Forest Park Forever  
 Fox Performing Arts Charitable Foundation  
 Franklin County 4-H Council  
 Franklin County Area United Way  
 Friends of Kids with Cancer  
 Friends of Tower Grove Park  
 Fulton Soup Kitchen  
 Gateway Greening  
 Gateway: 180 Homelessness Reversed  
 Gene Slay's Boys' Club of St. Louis  
 Giant Steps of St. Louis  
 Girl Scouts of Eastern Missouri  
 Girl Scouts of the Missouri Heartland  
 Girls on the Run of St. Louis, MO  
 Good Samaritan Center of Excelsior Springs  
 Grand Center  
 Great Rivers Council, Boy Scouts of America  
 Greater Missouri Leadership Challenge  
 Greater St. Louis Area Council, Boy Scouts of America  
 Griot Museum of Black History  
 Guardian Angel Settlement Association  
 Habitat For Humanity  
 Harris-Stowe State University  
 Healthy Communities - St. Charles County  
 Helping Hands of Potosi, Inc.  
 Herbert Hoover Boys & Girls Club  
 High Ridge Food Pantry  
 Hillsboro Food Pantry, Inc.  
 Hispanic Leaders Group of Greater St. Louis  
 Home Care and Hospice Foundation of Pike County  
 Hope Happens  
 Hope Lodge Center  
 Hopewell Center  
 Human Development Corporation  
 Humane Society of Missouri  
 Interfaith Partnership/Faith Beyond Walls  
 International Institute of St. Louis  
 Isaac Bruce Foundation  
 Jefferson City Area YMCA  
 Jefferson City Multicultural Forum  
 Jefferson College Foundation  
 Jefferson County Developmental Disabilities Resource Board  
 Jefferson County Rescue Mission  
 Junior Achievement of Mississippi Valley  
 Junior Achievement - Columbia  
 KidSmart  
 Kingdom House  
 Lafayette Park Conservancy  
 Lafayette Square Restoration Committee  
 Lake Regional Hospital Foundation  
 Laumeier Sculpture Park  
 Lemay Housing Partnership, Inc.  
 Leukemia & Lymphoma Society - The Gateway Chapter  
 Life Skills Foundation  
 Lincoln University Foundation, Inc.  
 Lindenwood University  
 Linn County Historical Society  
 Loaves & Fishes, Inc.  
 Logos School  
 Loving Hearts  
 Lydia's House  
 Magic House  
 Make a Wish Foundation  
 March of Dimes - Central Missouri Division  
 March of Dimes - Greater MO Chapter  
 March of Dimes - Southeast Division  
 Marine Corps Reserve - Toys for Tots  
 Marine Parents  
 Mark Twain Community Resource Center  
 Mary Ryder Home  
 Mastodon Art/Science Regional Fair  
 Mathews-Dickey Boys' & Girls' Club  
 MEAAA Franklin County Silver Games  
 Memory Care Home Solutions

Mental Health America of Eastern Missouri  
 Metro South Arts Council  
 Mexico Area Family YMCA  
 Mid-East Area Agency on Aging Foundation  
 Mineral Area College  
 Miriam Foundation  
 Missouri Association for Social Welfare  
 Missouri Botanical Garden  
 Missouri Disabled Water Ski Association  
 Missouri Historical Society  
 Missouri NAACP  
 Missouri River Relief  
 Missouri Scholars Academy  
 Missouri School for the Deaf  
 Missouri Special Olympics  
 Missouri Valley Big Brothers Big Sisters  
 Missourian in Education  
 Moberly Community Teachers Association  
 Moberly Fire Department  
 Moniteau County Nutrition Center  
 Monsanto Family YMCA  
 Mothers Against Drunk Driving MADD  
 Mount Zion Missionary Baptist Church  
 NAACP-Jefferson City  
 NAACP-St. Louis Branch  
 National Child Safety Council  
 National Fire Safety Council, Inc.  
 National Kidney Foundation  
 National Multiple Sclerosis Society  
 New Way Shelter  
 Northside Community Center  
 O.A.S.I.S. Food Pantry  
 OATS, Inc. - Pike County  
 O'Fallon Community Foundation  
 Old Newsboys Day  
 Opera Theatre of St. Louis  
 Operation Clean Stream  
 Operation Food Search  
 Our House  
 Ozark Food Pantry  
 Ozark Regional Land Trust  
 Pacific Adopt-A-Family  
 Parents as Teachers  
 Park Hills Senior Center  
 Pathways to Independence  
 Pike County Memorial Hospital Foundation  
 Places for People, Inc.  
 Pony Bird, Inc.  
 Puerto Rican Society, Inc.  
 Quad City Community Development Corporation  
 Raintree Arts Council  
 Randolph County Historical Society  
 Randolph County YMCA  
 Ranken Jordan/A Pediatric Specialty Hospital  
 Rebuilding Together - St. Louis  
 Regional Arts Commission  
 Regional Housing & Community Dev. Alliance  
 Repertory Theatre of St. Louis  
 Retired Senior Volunteer Program  
 Reynolds County Crime Victim Program  
 Riverview West Florissant Development Corporation  
 Rock Township Ambulance District  
 Rollins Street Neighborhood Association  
 Ronald McDonald House  
 Room at the Inn  
 Saint Louis Art Museum Foundation  
 Saint Louis Bicycle Works  
 Saint Louis Blues Track Club  
 Saints Joachim & Ann Care Service  
 Salute to America Foundation  
 Salvation Army - Arnold  
 Salvation Army - Midland Division  
 Salvation Army - St. Charles  
 Salvation Army Food Pantry  
 Samaritan Center  
 SEMO Family Violence Council  
 SEMO Regional Science Fair  
 Serve, Inc.  
 Shakespeare Festival of St. Louis  
 Shalom House  
 Sheldon Arts Foundation  
 Show-Me Sound Organization  
 Siteman Cancer Center  
 Southeast Missouri Hospital Foundation  
 Southeast Missouri Network Against Sexual Violence  
 Southside Wellness Center  
 Special Learning Center  
 Special Olympics Missouri  
 Special Operations Warrior Foundation  
 Springboard  
 SSDN (Southside Day Nursery)  
 SSM - St. Joseph Foundation

SSM Hospice & Home Care Foundation  
 SSM St. Joseph Wentzville Foundation  
 St. Andrew's Resources for Seniors  
 St. Anthony's Charitable Foundation  
 St. Charles City County Library Foundation  
 St. Charles Community College Foundation  
 St. Charles County Family YMCA  
 St. John's Mercy Hospital Foundation  
 St. Jude Children's Research Hospital  
 St. Louis American Foundation  
 St. Louis Arc  
 St. Louis Area Agency on Aging  
 St. Louis ArtWorks  
 St. Louis Black Repertory Company  
 St. Louis Blues 14 Fund  
 St. Louis Chapter Natl. Railway Historical Society  
 St. Louis Children's Choir  
 St. Louis Christian Chinese Community Service Center  
 St. Louis Community College Foundation  
 St. Louis County NAACP  
 St. Louis for Kids  
 St. Louis Gateway Classic Sports Foundation  
 St. Louis Ovarian Cancer Awareness  
 St. Louis Police Foundation  
 St. Louis Regional Chamber & Growth Assn.  
 St. Louis Symphony Orchestra  
 St. Louis University  
 St. Louis Zoo  
 St. Vincent Home for Children  
 The Crown Center  
 The Food Bank  
 The Mission Continues  
 The National Conference for Community and Justice (NCCJ)  
 The Peace Pantry  
 Thompson Foundation for Autism  
 Trailnet  
 Tri County Family YMCA  
 Twin City Community Chest  
 Twin Pike YMCA  
 U. S. A. Veterans  
 Union Food Pantry  
 United Fund of Charleston  
 United Services  
 United Way - Adair County  
 United Way - Buffalo Township  
 United Way - Calumet Township

United Way - Central Missouri  
 United Way - Columbia  
 United Way - Greater St. Louis  
 United Way - Heart of America  
 United Way - Kennett  
 United Way - Montgomery  
 United Way - Randolph County  
 United Way - Sikeston  
 United Way - Southeast Missouri  
 United Way of Jefferson County  
 United Way of St. Francois County  
 University of Missouri-St. Louis  
 Urban League of Metropolitan St. Louis, Inc.  
 UrbanFUTURE  
 Variety the Children's Charity of St. Louis  
 Vashon/JeffVanderLou Initiative  
 Veterans of Operation Iraqi/Enduring Freedom  
 Vision for Children at Risk  
 Voices for Children  
 Warren County Council on Aging  
 Warren County Fine Arts Council  
 Washington Art Fair & Winefest  
 Washington Town & Country Fair  
 Webster Community Arts Foundation  
 Wellness Community of Greater St. Louis  
 Women in Vision  
 Women of Achievement  
 World Bird Sanctuary  
 Worth Industries, Inc.  
 YMCA - O'Fallon  
 YMCA - Ozarks  
 YMCA - St Charles County  
 Youth In Need  
 YWCA of Metropolitan St. Louis

To obtain information about our community programs, visit the Ameren Missouri website at [AmenenMissouri.com/Community](https://www.ameren.com/Community). You can also email us at [communityrelations@ameren.com](mailto:communityrelations@ameren.com).

## HUMAN AND SOCIAL SERVICES

Ameren Missouri has a long history of funding initiatives that improve access to human and social services. Here are some of our key programs set up to improve the quality of our customers' lives:



### Dollar More

Ameren Missouri's energy assistance program, Dollar More, is one of the largest privately funded energy assistance programs in the state of Missouri. Since Dollar More was established in 1982, it has raised about \$31 million to help nearly 135,000 low-income families meet their energy needs. In 2010, our customers contributed \$657,944.26 to Dollar More, while the Ameren Corporation Charitable Trust donated \$500,000.

The program is funded by voluntary contributions from our customers and Ameren's Corporation Charitable Trust. The United Way of Greater St. Louis administers the program through a network of human services agencies throughout the Ameren Missouri service area.

Ameren Missouri customers can make tax-deductible Dollar More pledges through [AmerenMissouri.com/DollarMore](http://AmerenMissouri.com/DollarMore). Pledges are listed as an additional item on the customer's monthly bill. One-time, tax-deductible donations to Dollar More can be made by sending checks made payable to "Dollar More" to the following address: United Way of Greater St. Louis, PO Box 503485, St. Louis, MO 63150-3485.



### Helping the Needeist

In 2010, the company again contributed \$60,000 to the Salvation Army Midland Division—bringing total company contributions to more than \$1 million. Ameren Missouri employees volunteer for the Tree of Lights Campaign, while our senior executives have chaired that campaign and serve on the Salvation Army board. They have worked together to support an organization that offers those in need nearly 30 community centers; five social service institutions (with 615 beds) in St. Louis; 12 shelters (with 252 beds) outside St. Louis; and 148 service units (local volunteer units) strategically located across the Missouri and Illinois.

We also continued our multi-year commitment to support Guardian Angel Settlement Association totaling \$75,000. Since 1859, this agency has been dedicated to serving those living in poverty in the city of St. Louis. Guardian Angel provides emergency assistance and quality, affordable child care to enable a parent to secure employment or attend school. The company's gift supported construction of a new child development center.



## Stepping up to the Plate for Variety the Children's Charity of St. Louis

In 2010, Ameren Missouri contributed \$100,000 to Variety the Children's Charity of St. Louis. Variety serves children with physical and mental disabilities in the Greater St. Louis region, whose needs would not be met, were it not for Variety's sustained commitment. Variety serves these children each time they need assistance, from infancy to the age of 21, providing durable medical equipment, developmental programs and resources. Variety also allocates funds to 86 partner agency programs—children's charities in the Greater St. Louis region that serve children with physical and mental disabilities.



*"The PowerKids are children with physical and mental disabilities who, since 2008, have received 24 power wheelchairs through Variety the Children's Charity of St. Louis. Thanks to Ameren Missouri's support, these children have a new look on life and the mobility they need to reach their full potential."*

— Jan Albus, Executive Director of  
Variety the Children's Charity of St. Louis

## Building Hope with the Regional Housing and Community Development Alliance

The Regional Housing and Community Development Alliance (RHCD) is a nonprofit organization that creates and supports the alliances that make smart, sustainable neighborhood revitalization possible in the St. Louis region. Ameren Missouri in 2010 showed its support for RHCD through a \$20,000 contribution—following gifts that total \$200,000 since 2000. Through its knowledge of real estate financing, its ability to foster partnerships with builders and neighborhood development associations, and its thorough understanding of state and federal tax credit incentive programs, RHCD has helped with the revitalization of historic St. Louis neighborhoods, including Tower Grove Southeast, Old North St. Louis and Wellston.

## Keeping Customers Cool — And Warm

As part of our annual "Be Cool" air conditioner program, each summer, Ameren Missouri donates hundreds of window unit air conditioners to a range of organizations to help keep safe those who need but can't afford air conditioning. The air conditioners are all ENERGY STAR®-listed units that meet the strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the Department of Energy.

- > In 2010, Ameren Missouri donated 400 air conditioners to the Urban League of Metropolitan St. Louis for distribution. Ameren Missouri employee volunteers delivered the air conditioners to the agencies. Since 2006, nearly 2,000 air conditioners have been given away to eligible elderly and low-income customers.
- > Other agencies receiving air conditioning units in 2010 included: St. Joachim and Ann of St. Charles, the Jefferson County Health Department and the Samaritan Center in Jefferson City. Air conditioners were also distributed to several agencies in Cape Girardeau and Southeast Missouri.





- > Since 1991, Ameren Missouri has partnered with Home Services, Inc. and Operation Weather Survival to provide window air conditioning units to low-income customers with medical conditions that require air conditioning. In 2010, 124 units were installed; 185 units were cleaned for ongoing use and more than 300 homes received weatherization services.
- > In 2010, Ameren Missouri also donated air conditioners to Cool Down St. Louis—a regional non-utility, independent, all-volunteer, nonprofit energy assistance charity that focuses on helping area elderly and disabled people, and low-income families to pay their home cooling bills.
- > Ameren Missouri also contributed \$50,000 to Heat Up St. Louis—the sister organization of Cool Down St. Louis—to help area low-income families, senior citizens and disabled people.



## United Way Giving

Ameren Missouri has long been a leading supporter of **United Way** campaigns across Missouri. Employee giving to the United Way has been consistently among the highest of any employee group in the metropolitan St. Louis area, with the percentage of total employees who give ranking at the top



or close to the top year after year. Tom Voss, Ameren Corporation president, chairman and chief executive officer, followed other CEOs in heading up the annual campaign. In addition, Richard Mark, senior vice president of Customer Operations at Ameren Missouri, was chair of the Charmaine Chapman African American Leadership initiative. For a number of years, Mark personally has



been a member of United Way's Alexis de Tocqueville Society for those who give \$10,000 or more annually. The company's 2010 United Way campaign ended in mid-October with employees pledging nearly \$1.9 million—or 105 percent of the campaign's \$1.8 million goal. In addition, in 2010, the company earned the corporate trophy award for work on the United Way Merit Division Corporate Campaign for the fifth year in a row. This campaign solicits donations from other corporations. The Merit Division Team consisted of 61 Ameren employees who collected more than \$1.35 million during the year.

## Women's Leadership Initiative – Power of the Purse

In 2010, Ameren Missouri's Women's Leadership Giving Initiative had its best year yet. 112 women raised \$154,000, an increase in giving since 2009. In addition, 11 boxes of personal care items were collected for Almost Home, a local nonprofit to benefit single mothers and their children.

## EDUCATION

Give youth a solid foundation of quality education and their opportunities become limitless. We, at Ameren Missouri, strongly support educational institutions throughout our service area through mentoring programs, scholarships, direct contributions, volunteer tutoring and partnerships that involve working with students to develop their skills. Investing in quality education makes a difference in Missouri's ability to attract commerce and industry. Investing in the development of core skills means Ameren Missouri can continue to replace an aging workforce with a new generation that has the skills to keep the lights on and the gas flowing. Here is a sampling of the many programs Ameren Missouri supports to build educational opportunities:

### Energy Education

> **Louie is the Safety Spokesbug.** Ameren Missouri offers a range of materials to help youth understand the need to plant the "right tree in the right place" to avoid contact with power lines—to be safe around electricity. Louie the Lightning Bug® is Ameren Missouri's official electric safety "spokesbug." Hatched in 1983, Louie is ready to share his important messages about electrical safety any place children might be—from school carnivals to town festivals and everywhere in-between! Louie even has a website—Electric Universe®—which features fun games and fantastic facts about electricity for children. The Electric Universe website is for teachers, too—resources include lesson plans and experiments for the classroom. Links to all Louie information can be found at [AmerenMissouri.com/Community](http://AmerenMissouri.com/Community).



> **Sniffy Carries Gas Safety Messages.** Making his debut in 2007, Sniffy the Sniffasarus® is Ameren Missouri's natural gas safety mascot. While Louie promotes electric safety, Sniffy helps Ameren Missouri spread the word about natural gas safety. Joining Louie and Sniffy on the Web and in comic books, bookmarks and safety stickers are Maurice the Mole® and Ernesto the Earthworm® who show children how to be safe around natural gas. At their Energy Underground® website, children and teachers can find safety games, science fun, energy conservation facts and many other online resources. To date, tens of thousands of Louie and Sniffy coloring books and other materials have been distributed throughout our service territory.



- > In 2010, Louie and Sniffy made about 100 appearances around our service territory, bringing safety messages to at least 30,000 children.
- > Ameren Missouri executives and Louie have visited with students at local elementary schools. For example, they have represented Ameren Missouri at luncheons that recognize academic achievement. All achievers were entered into a raffle for special prizes and received recognition from teachers and peers for their accomplishments.
- > Sniffy distributes scratch-and-sniff cards that teach children about the odor given by natural gas and other educational gas safety materials.
- > **Renewables, Energy Efficiency Education.** Since 2007, Ameren Missouri and The National Theatre for Children have presented live theatrical shows to hundreds of schools across Missouri. The 25-minute program delivers important messages of energy conservation and renewable energy as it entertains children in grades K-6.





## Partnering with Institutions

- > **Skilled Trades Initiative.** Ameren Missouri is working with about 60 technical students in schools in St. Louis city and county to prepare them to enter the workforce. Ameren Missouri experts are giving them pre-employment testing tutorials, teaching behavioral interviewing skills and resume writing, and providing job training to put them on a solid career path—often at Ameren Missouri. Participating students who successfully complete the program and pass a written test and interview will be considered for a skilled trade position at the company. In its third year, the program was part of a range of outreach efforts to mentor and develop promising students and to reach out to candidates who have skills, but who have lost their jobs. Ameren Missouri representatives go to career fairs, visit high schools, host career-related events, offer internships and co-op programs, and work with programs to improve the graduation rates of high school students.
- > **Linn State Technical College Nuclear Technology Program.** In recognition of the institution's help in meeting future workforce needs in the nuclear industry, Missouri's Linn State Technical College has been awarded the national Workforce Management Optimas Award for Vision for its nuclear energy technician training program. Each year the Nuclear Energy Institute gives the Optimas Award for Vision to an organization that has "anticipated internal and/or external trends that will affect the organization and has responded proactively." Founded in 2004 at the urging of an Ameren Missouri Callaway Nuclear Plant employee, the program originally offered a certification in radiation protection. The program now offers degrees in radiation protection, instrumentation and control, reactor operations and quality control. Support for the program came from a nearly \$5 million U.S. Department of Energy grant and contributions of equipment and technical expertise from Ameren Missouri's nuclear plant. Linn State moved from having only 10 students in its nuclear technology program to 87 enrolled in 2010. More and more young people are looking at a career in nuclear energy to replace the many Baby Boomers who will be retiring—more than half the nuclear industry's workers are older than 47.

- > **Junior Achievement.** Ameren Missouri has long been involved in supporting Junior Achievement of Mississippi Valley, Inc., which, since 1943, has been dedicated to educating students about entrepreneurship, work readiness, and financial literacy through experiential, hands-on programs. These activities supplement and reinforce the regular classroom curriculum. Junior Achievement's programs empower students by helping them discover the tools to succeed in the adult world. In 2010, the company committed \$105,000 over three years to create a renewed "storefront" at the 10,000-square-foot Junior Achievement Free Enterprise Center, where the company has long had a presence. Ameren Missouri has a space in the Center's JA Biz Town—a small town square, where fifth graders assume adult roles in a simulated economy running businesses or government offices. The company is also involved in JA Finance, where eighth graders manage finances in adult-life scenarios. According to Junior Achievement estimates, our company has helped prepare more than 25,000 students with the skills and knowledge to be successful adults.
- > **Scholarships.** In 2010, Ameren Missouri gave \$40,000 to the St. Louis Community College's Florissant Valley campus, completing a total commitment of \$130,000. This funding provides scholarships to assist students in the engineering technologies program with tuition, books and fees at the Florissant Valley campus in Ferguson. The scholarship program provides \$1,000 per semester. Once awarded, the scholarship is renewable each semester, up to four semesters, provided that students continue to meet the established criteria. Currently, 10 students are benefiting from the program. Of the \$130,000 commitment, to date, \$28,000 Ameren scholarship funds have been dispersed.
- > Ameren Missouri committed \$500,000 over five years for the construction of a new business center at the University of Missouri-St. Louis' College of Business Administration.
- > **Matching Gifts.** Over the past two decades, Ameren has matched employee contributions to colleges and universities in excess of \$1,000,000.



## ARTS & CULTURE

Through corporate contributions and employee volunteer efforts, the company recognizes the importance of the arts and culture in the communities we serve. The company annually supports a diverse group of cultural events and attractions, helping to promote the region as a destination area for tourists and a great place to live for residents. Institutions the company has supported with funding include:

### Arts & Education Council

Each year, Ameren Missouri takes a lead role in supporting the Arts & Education Council by participating in the council's annual campaign. The council strives to "enrich the vibrancy of the St. Louis community by investing in arts organizations and growing the base of local arts supporters." In short, it works to "keep art happening!" In 2010, more than 1,300 employees pledged more than \$116,500 to the campaign. Furthermore, Ameren Missouri pledged \$80,000 per year over the next three years.



### Fair Saint Louis/Celebrate St. Louis

For many years, Ameren Missouri sponsored the K-Town Kids Zone at the July 4th Fair St. Louis. Fair Saint Louis has grown as a St. Louis event, attracting hundreds of thousands of fairgoers to the St. Louis riverfront. With the merger of Fair Saint Louis and Celebrate St. Louis, the city became the site for FREE entertainment and fireworks all summer long through its "Live On The Levee" concert series. In 2010, Ameren Missouri was again a Gold Sponsor for these concerts with a donation of \$75,000.

### Dancing the Night Away!

Ameren Missouri sponsors and supports many programs that promote the area's premiere dance and musical organizations. At the \$50,000 giving level, the company is a Season Presenting



*"It is with the knowledge of Ameren Missouri's visionary support of the arts that we are able to carry out our myriad of services that enhance our community. Ameren Missouri's generosity permits us to offer our outreach programs for those in need, while continuing to bring the best dance the world has to offer to our fair city. Ameren Missouri is an example for the country to follow."*

— Michael Uthoff  
Artistic & Executive Director, Dance St. Louis

Sponsor of Dance St. Louis, a nonprofit organization dedicated to bringing the world's best dance to St. Louis and developing an appreciation of dance as an art form.

### The Muny

Ameren Missouri is its longest-running corporate sponsor. Ameren Missouri has given to the Muny, the historic outdoor musical theatre in St. Louis' Forest Park, every year since 1920. Throughout the years, many Ameren Missouri senior executives have served as board members and have made a great difference in the history of the organization.

### Thanksgiving Day Parade

Ameren Missouri in 2010 was the title sponsor of the Thanksgiving Day Parade, which Ameren Missouri has supported since 1987. Broadcast live by local television, it is the focal point of a seasonal effort to increase the visibility of the city and its attractions.

### The St. Louis Zoo

In 2010, Ameren Missouri contributed \$50,000 to the Zoo's capital campaign—the second installment of a \$250,000 commitment to the Zoo's expansion. As a result of this partnership which spans more than 40 years, Ameren Missouri contributions and the involvement of directors and officers who have served on various Zoo boards and committees, the company has been recognized by the Zoo for outstanding community leadership.

## YOUTH

The future economic health and vitality of our region depends on the health and vitality of our youth. We recognize that the young people of today—our future customers—will face challenges that we cannot even imagine. That's why for decades we have funded programs that support children and teenagers, from electrical safety education at the grade-school level to technical education for high school-aged youth.

Here is a snapshot of some of the programs Ameren Missouri supports to help the children of today become the leaders of tomorrow:

### St. Louis Gateway Classic Sports Foundation

With the well-being and education of youth as its primary focus, the St. Louis Gateway Classic Sports Foundation operates its own scholarship program that awards full, four-year scholarships to African American youth. In 2010, Ameren Missouri was again a Grand Level Event Sponsor with a \$100,000 contribution. Ameren Missouri employees also helped serve hundreds of free Thanksgiving dinners to the less fortunate at the foundation's 13th annual Feed the Hungry for Thanksgiving program.



a supporter of the club, Ameren Missouri gave \$25,000 in 2010 to the organization in recognition of its 50th anniversary and made multiple contributions to sponsor various sporting events, golf tournaments and other initiatives.

Ameren Missouri is also one of two corporate sponsors for the St. Louis Blues' "Hockey Is for Everyone" program. This season-long NHL program celebrates hockey's growing diversity. As part of the program, children from Mathews-Dickey, Gene Slay's Boys Club, Herbert Hoover Boys & Girls Club and other schools and organizations receive hockey tickets to attend Blues home games. Ameren Missouri's involvement allows youth who would not otherwise be able to attend a game, learn about hockey.



### Mathews-Dickey Boys' & Girls' Club

The Mathews-Dickey Boys' & Girls' Club, a nonprofit organization, was founded in 1960 by Martin L. Mathews and the late Hubert "Dickey" Ballentine. The club stresses building self-esteem, instilling the desire to lead productive lives and teaching moral, personal, social and cultural development and practices. Today, the club serves more than 40,000 young people, age five through 18. Long



## HEALTH SERVICES

Throughout Ameren Missouri's long history, the company has worked steadily to improve access to affordable health care and to create greater efficiencies in health care systems to reduce the costs of care. Ameren Missouri has been involved in a number of health care initiatives—here are descriptions of just a few of those programs:

> Ameren Missouri has donated \$60,000 to St. John's Mercy Hospital's "Always Ready" capital campaign, dedicated to expanding the emergency department at the hospital. A pediatric exam room will be named after Ameren Missouri. The donation is Ameren Missouri's largest allocation to a Franklin County organization. A growing demand exists for pediatric care in the emergency department, where more than 25 percent of patients are children. The Ameren Missouri pediatric exam room will be part of the new pediatric wing, which will consist of three additional rooms and a designated pediatric waiting area.



> Since 2000, the company has provided funds to the American Lung Association, which sponsors special events and projects throughout the year to raise money for the fight against lung disease.

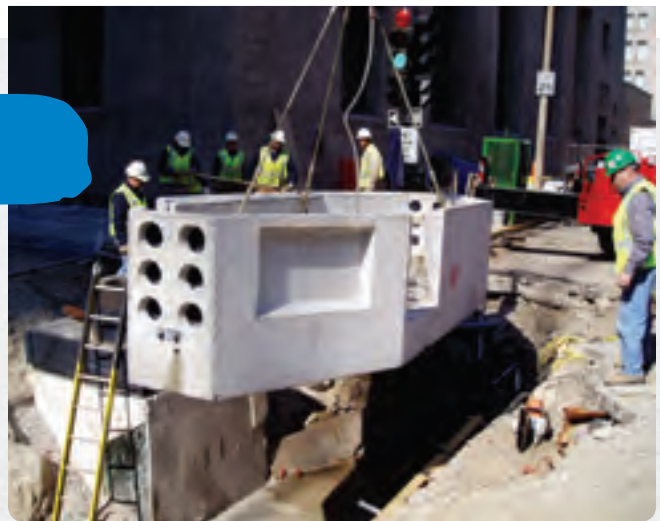
## CIVIC/COMMUNITY SUPPORT

Ameren Missouri is an active part of every community we serve. In support of downtown development, Ameren Missouri installed the world's largest indoor substation in the old Globe-Democrat newspaper building to provide power to the telecommunications and Internet service providers moving into the rehabbed space.

### Vehicle Donations

Ameren Missouri regularly donates used vehicles to various communities throughout our service territory. In 2010, the company donated vehicles to recipients including:

- > Bagnell Special Road District
- > Boy Scouts of America, Troop 210
- > City of Bowling Green
- > Coalition for Animal Rescue & Education
- > Hillsboro R-III School District
- > Linn Fire Protection District
- > Louisiana Fire Department
- > Central R-III Schools
- > City of Brookfield
- > City of Clarksville
- > City of Cool Valley
- > City of Kirksville
- > City of Montgomery
- > City of New Haven
- > City of Northwoods
- > City of Troy



### Quantum Weather

Ameren Missouri and Saint Louis University's (SLU) Department of Earth and Atmospheric Sciences entered into a partnership for development and operation of a more precise weather monitoring, forecasting and response system—Quantum Weather. Using a network of up to 100 weather stations deployed in key locations throughout Ameren Missouri's service area, Quantum Weather can pinpoint severe weather activity on a neighborhood-by-neighborhood basis. The goal of this one-of-a-kind partnership is to improve energy reliability by enabling Ameren Missouri to respond and restore power more quickly following damaging storms and to improve efficiencies through better utilization of our restoration crews.



### The St. Louis Equity Fund

Ameren Missouri was a founding member of the **St. Louis Equity Fund** — a tax credit financing vehicle that, to date, has funded development of more than 3,400 affordable housing units for low- and moderate-income families in the St. Louis Metropolitan area. The Equity Fund offers investing companies an opportunity to help provide affordable housing for those who need it most, while earning tax credits. Ameren Missouri has continued to support the Equity Fund to the fullest extent possible since its creation nearly 20 years ago.



### Callaway in the Community

Ameren Missouri's Callaway Nuclear Plant is more than a provider of reliable energy—it is also an important part of the community that surrounds plant property. From participating in the annual Fulton Christmas Parade to hosting "backyard barbecues," elementary school teachers' workshops and "Scout Day" for about 400 Boy and Girl Scouts and their leaders, Callaway Plant, its nearly 900 employees and their families are at the heart of life in mid-Missouri.

## CUSTOMER OUTREACH

Ameren Missouri reaches out to our customers through a range of events, seminars and presentations. Through an active **Speakers Bureau**, more than 60 Ameren Missouri employees are available to address civic organizations, chambers of commerce, service clubs and other groups—teaching audiences about pressing energy issues.

Through special events sponsored by leading organizations, such as the St. Louis Science Center and the Missouri Botanical Gardens' Earthways Home, Ameren Missouri employees reach out to provide critical information that customers need to use energy more wisely, understand the latest in technological improvements, and improve their business offerings.

Moreover, Ameren Missouri Contact Centers serve as a valuable resource for customers throughout the year. Our Contact Centers received more than 3.5 million calls during 2010.

- > Our Average Speed of Answer for calls going to our agents was 45 seconds.
- > There are approximately 190 employees at Contact Centers in St. Louis, Jefferson City and Cape Girardeau. Missouri customers are speaking to Missouri employees. Customer calls are never sent out of the country.



For more than a decade, Ameren Missouri has sponsored a **"Community Update Meeting"** in central Missouri for elected and appointed officials on the state and local level, as well as school superintendents and spouses. Various sessions are conducted over two days. As many as 50 people usually attend each session to hear discussions about a range of topics from reliability and economic development issues to legislative matters. These events have become an important communications tool not only to update leaders of central Missouri and the Lake of the Ozarks but also to hear feedback from these opinion leaders.

## ECONOMIC DEVELOPMENT

As the state's largest utility, Ameren Missouri is committed to the growth and prosperity of Missouri through strategic planning and community development. The company's Economic Development program leverages Ameren Missouri's more than 100 years of serving Missouri to provide development opportunities and assistance for all types of projects.

Business Development Services include:

- > **LocationOne®**, an online building and site locator program.
- > The company's Quality of Labor program, provides workforce quality characteristics to employers seeking to locate to the area.
- > **InSite**, an industrial development program that offers a "Ready-To-Go-Site with a Ready-To-Go Building" to new and expanding businesses.



- > Technical development support services to assist prospective new and expanding companies throughout the entire development process.

The company's Economic Development staff also offers numerous community development programs and services designed to forge strong partnerships with local, state and community development officials that support our service area's development initiatives.

## ENVIRONMENTAL

At Ameren Missouri, we're committed to providing our customers with clean, low-cost energy, while preserving, protecting and improving our environment for everyone to enjoy now and in the future. Ameren Missouri is always looking for ways to deliver dependable, low-cost energy in an environmentally sensitive way.

### Celebrating Earth Day

Ameren Missouri again presented our "Smart Energy Efficiency House" at the 2010 celebration of the St Louis Earth Day in Forest Park. Ameren Missouri was a Main Sponsor of the annual Earth Day festival and was the anchor tent in the "Energy Neighborhood." The Smart Energy Efficiency House's many interactive displays included hand-cranked generators that demonstrate how much muscle power is needed to produce a kilowatt of electricity; an exhibit comparing the energy demands of newer appliances and electronics with older, less efficient "Energy Hogs"; and displays of low-energy ENERGY STAR®-qualified appliances. Ameren Missouri also distributed about 1,500 reusable "green" tote bags at the 2010 Earth Day celebration.

### Methane to Megawatts

In 2010, work began on "**Methane to Megawatts**"—Ameren Missouri's project with Fred Weber, Inc., that includes plans to install combustion turbines capable of generating about 15 megawatts (MW) of electricity by burning methane gas at Fred Weber's Maryland Heights, Mo., solid waste landfill. Expected to be operational in 2012, the project will be the largest landfill gas-electric plant in Missouri and among the largest landfill generation plants in the country in terms of generating capacity. Under the terms of the agreement, Ameren Missouri will purchase the methane from Fred Weber. Methane and other gases are the natural byproducts of the decomposition of waste in the landfill.



### World Bird Sanctuary

Ameren Missouri has created a range of programs to preserve wildlife and educate future generations. Many of these initiatives have been in support of, or in cooperation with, the **World Bird Sanctuary**, an organization devoted to the preservation of all birds through a variety of educational, captive breeding, rehabilitation and field study projects.

- > In 2010, Ameren Missouri sponsored the World Bird Sanctuary's fall speaker series.
- > For many years, Ameren Missouri has worked with the World Bird Sanctuary to provide a suitable habitat for song birds (nesting boxes attached to transmission towers have yielded hundreds of chicks).

Ameren Missouri and the World Bird Sanctuary have worked together many times to rescue eagles, other birds of prey and even a pelican from power plant properties. These birds have then been rehabilitated at the World Bird Sanctuary before being released to the wild.

### Pure Power® and the City of Clayton's Green Power Community Challenge

In 2010, the City of Clayton and Pure Power, Ameren Missouri's voluntary renewable energy program, partnered with the U.S. Environmental Protection Agency to help that city become the first Green Power Community (GPC) in Missouri. GPCs are cities in which the local government, businesses and residents collectively buy green power in amounts that meet targets set by the EPA. The focus of the GPC Challenge is to encourage local businesses, residents and nonprofit organizations to support new sources of renewable energy and reduce Clayton's carbon footprint. The challenge will also include events and activities and a focused renewable energy education effort for Clayton residents and businesses, as well as the students in the Clayton School District. More than 32 businesses and over 200 residential customers committed to increase their support of green power to help the city achieve its goal of reducing energy use by 670 megawatts in time for Earth Day 2011.

By choosing to enroll in Pure Power, Ameren Missouri residential customers agree to purchase blocks of renewable energy certificates (RECs) equivalent to 1,000 kilowatt-hours of generation for \$15 per block, or they pay just a penny and a half more per kilowatt-hour to support clean energy equal to 100 percent of their usage. "Half blocks" of 500 kilowatt-hours for \$7.50 are now available. Large businesses participate by purchasing Pure Power blocks only. On average, each residential customer who enrolls for a year in Pure Power will reduce carbon dioxide emissions by more than 22,000 pounds—the same environmental benefit provided by two acres of forest every year or taking two cars off the road each year. To date, Ameren Missouri Pure Power customers have supported the generation of more than 133 million megawatt-hours of local renewable energy—the same as taking more than 18,300 cars off the road for a year.

### Saving Swans

In 2010, Ameren Missouri, with oversight from the U.S. Fish and Wildlife Service and the U.S. Army Corps of Engineers (USFWS), installed 1,000 "swan diverters" on about 1.5 miles of high-voltage "transmission" power lines that cross the Riverlands Migratory Bird Sanctuary near Alton, Ill. Agents from the USFWS Office of Law Enforcement, the U.S. Army Corps of Engineers and officials from Ameren Missouri became concerned about



evidence of swans being injured or killed by flying into the transmission wires. With the diverters in place, the birds should be better able to see the structures and fly over or under them, protecting the birds and energy reliability.

### Solar Energy

In 2010, Ameren Missouri installed solar energy systems at our downtown St. Louis headquarters. The generating capacities for the company's solar installations range between 25 and 550 kilowatts. Ameren Missouri will evaluate the effectiveness and efficiencies of solar systems in the region and offer a range of online information about the company's findings from the project. As part of the initiative's educational component, information about how solar energy technologies work and a program to calculate the costs versus benefits associated with solar installations is available



at [AmerenSolar.com](http://AmerenSolar.com). The site will include a real-time look at power production from the solar systems being installed at 1901 Chouteau, tips on evaluating various solar systems, information on net metering, and available rebates on these systems.

### Renewables

Ameren Missouri has long supported renewable energy, primarily through our two hydroelectric power plants—the Osage Plant at the Lake of the Ozarks and the Keokuk Plant in Iowa, which has been in operation for more than a century. In 2009, the company expanded our renewable energy initiatives to include 102 megawatts of wind power in its generating portfolio. Coming from phase II of Horizon Wind Energy's Pioneer Prairie Wind Farm in Iowa, the electricity is enough to power 26,000 households. Ameren Missouri is also exploring other opportunities for renewable generation, including solar, biomass, geothermal and low-impact hydroelectric (small, river-based plants that generate less than 30 megawatts of power). For more on Ameren Missouri's commitment to renewables, go to [AmerenMissouri.com/Renewables](http://AmerenMissouri.com/Renewables).

### Environmental Connections Grants

The company's **Environmental Connections Program** provides grants for selected projects that enhance the environment in communities we serve. In 2010, Environmental Connections Program funds provided tree planting grants to the following Missouri Communities: St. Louis, Normandy, Freeburg, Blackwater, Franklin, Jefferson City and Bowling Green.

### Project CommuniTree

Since 2002, Ameren Missouri has contributed \$25,000 annually to Forest ReLeaf of Missouri to help sponsor **Project CommuniTree**, a pioneer nursery operation that grows trees for planting on public property and on land owned by nonprofit organizations.

In 2010 alone, this program provided a record total of 9,002 free trees for 138 community planting projects; to date, more than 50,000 trees have been planted. Nonprofit organizations, community groups and municipalities may apply for trees from Forest ReLeaf on a first-come, first-served basis.

## Shoreline Cleanup at Lake of the Ozarks

Ameren Missouri is very active at the Lake of the Ozarks—the popular lake formed with the late 1920s construction of Bagnell Dam and the Osage Hydroelectric Plant.

- > With help from local civic organizations, in 1994 Ameren Missouri began a new program aimed at preserving the beauty of the Lake of the Ozarks. **Adopt-the-Shoreline**, patterned after a Missouri Highway and Transportation Department program, enables interested groups and individuals to “adopt” portions of the shoreline



for trash removal. Members are required to participate in the Annual Shoreline Beautification Clean-up each spring, with a second clean-up recommended in the fall. Ameren Missouri provides trash bags, arranges for billing by a trash disposal company, and pays up to \$200 in annual disposal costs for each five miles adopted. Ameren Missouri spends more than \$30,000 annually on the spring and fall cleanups. During the 2010 spring cleanup, 760 volunteers removed 1,710 cubic yards of litter and debris—weighing 130 tons—from more than 500 miles of shoreline. That was about half the amount picked up during the 2009 spring cleanup, in spite of having about the same number of volunteers.

- > In recognition of these efforts, the National Hydropower Association (NHA) honored Ameren Missouri with its prestigious **Hydro Achievement Award**. NHA is a nonprofit national association representing nearly 80,000 megawatts of North American hydroelectric capacity and 61 percent of domestic, non-federal hydropower.

## Energy Efficiency

Ameren Missouri has traditionally provided a range of programs to promote energy efficiency. The company provided more than \$23,750 in **Energy Plus Grants** to assist 1,886 low-income families and elderly customers in 2010. For many years, the company's Energy Plus Grants have helped nonprofit organizations provide fans, weatherization materials and other assistance to low-income families, senior citizens and disabled people who need help.

Key to ensuring adequate future energy supply is our commitment to encourage customers to use less energy to reduce their energy costs. Here are some energy efficiency initiatives the company offered in 2010:

- > **Business Energy Efficiency.** Launched in February 2009, Ameren Missouri's Business Energy Efficiency program offers business customers incentives for installations of approved standard equipment meeting Ameren Missouri's minimum energy efficiency requirements in lighting, motors, heating, ventilation and air conditioning (HVAC), and refrigeration. Ameren Missouri then expanded the Business Energy Efficiency offerings to provide cash incentives for designers and developers who build energy-efficient buildings and customers who make energy-savings modifications to existing structures. The goal of all the Business Energy Efficiency Program incentives is to encourage improvements to building energy efficiency through technical assistance and financial incentives that trigger cost-effective retrofits.
- > **Residential Energy Efficiency.** Ameren Missouri's Residential Energy Efficiency program offered similar incentives for residential Ameren Missouri customers seeking to replace conventional lighting and appliances with energy efficient, ENERGY STAR®-qualified devices. At the company's residential energy efficiency website, ActOnEnergy.com, customers can learn about ways to save energy and use it more efficiently. The site provides valuable energy efficiency information for people with any budget.



- > In 2010, Ameren Missouri's **Natural Gas Rebate Program** provided \$325,176 in rebates to residential and commercial/industrial customers who want to purchase programmable thermostats or replace old, inefficient natural gas-fired furnaces or commercial equipment with new, efficient ENERGY STAR-qualified models.
- > Through **Building Operator Certification (BOC)**, Ameren Missouri helps building operators earn certification by providing instruction that offers a complete background on how building systems operate and what the best approaches to controls, systems and efficiency may be for buildings of every size and location.

## VOLUNTEERISM

Go to any local school, little league sports game, garden club, food drive, school auction or charity raffle and chances are you will find Ameren Missouri employees pitching in.

From serving as members of school boards to presiding as mayors of small towns and even presidents or chairs of boards of major nonprofit organizations, such as the Missouri Historical Society, Dance St. Louis and St. Louis Children's Hospital, Ameren Missouri employees are committed to supporting organizations that are critical to the quality of life of citizens throughout Missouri.

Below is a sampling of the volunteer efforts that help make the communities we serve better places to live:

### Helping the Environment

Supervisors of the Forestry Department serve as representatives on **Missouri Community Forestry Council (MCFC)** chapters, meeting regularly to offer advice on the best ways to preserve, protect, expand and improve the state's urban and community forests. The council hosts an annual education and networking conference to acknowledge good community forestry programs with the Missouri Arbor Award of Excellence. In their service on the council, the company's volunteers share their knowledge about forestry practices and the company's critical messages about planting the right trees in the right places to avoid power outages.

### Fighting Cancer, Helping the Needy, Providing Toys to Sick Children

- > Ameren Missouri Rush Island Plant and Energy Delivery employees who have lost friends and relatives to breast cancer have turned their grief into action by organizing a successful Relay for Life team. The **American Cancer Society's Relay for Life** program is the group's signature event. Teams solicit pledges and then take turns walking or running around a track for up to 24 hours. Registrants are encouraged to raise at least \$100 each in pledges. However, the Rush Island Plant's 15-member team has raised more than \$20,000 in each of the past three years.
- > Ameren Missouri's St. Louis County Meramec Plant coordinated a Volunteer Day to help the Lemay Housing Partnership. Since 2000, the partnership has helped more than 100 families make professional repairs to their homes that have improved their health and safety.



- > Over the last 12 years, employees at Ameren Missouri's Sioux Plant have helped nearly 30 less-fortunate families have a joyful Christmas. Organized by the plant's clerical staff with financial support from a large number of Sioux employees, the plant's program "adopts" either families recommended by an employee, families identified by one of the schools in the area, or both. Heads of families are then contacted to get an idea of what they really need, as well as a Christmas "wish" list. On average, Sioux employees contribute between \$750 and \$1,000 per family, depending on each family's size. Along with coats, gloves and boots, presents include gift cards for groceries and often gift certificates from Ameren Missouri to help these families pay their utility bills. One year, Ameren Missouri employees bought a tree and decorations when they heard the family couldn't afford one.
- > Ameren Missouri Labadie Plant employees for 14 years have raised money to buy toys for sick children at **Cardinal Glennon Hospital**. They also provide specific toys for children through an organization called Loving Hearts, located in Washington, Mo. Total contributions over the years have topped the \$100,000 mark.
- > Ameren Missouri Business & Community Relations personnel served a Thanksgiving meal to the homeless at the St. Louis Gateway Classic Sports Foundation's Feed the Hungry event.

### VIP/TEAMS Grants Program

To support employees' volunteer efforts, Ameren Missouri has two funding sources available. Started in 1982, the VIP (Volunteers Involved in Programs) fund provides \$300 grants to nonprofit organizations located in or near Ameren service area in which at least one full-time, active Ameren employee is a volunteer. Started in 1992, the TEAMS Fund provides up to \$1,000 grants to nonprofit organizations located in or near Ameren service area for special projects in which at least three Ameren employees are actively involved. At least one of the three employees must be an active, full-time employee; others can be retired or part time.

## DIVERSITY

At Ameren Missouri, our commitment to the communities where we live and work also means addressing the diverse needs of those communities. Our goal is to be recognized as a leader in successfully integrating a focus on diversity into our business strategy.

Evidence that Ameren Missouri takes diversity seriously is our award-winning program to develop a diversified work force, the company's supplier diversity initiative and our strong support for organizations that serve diverse communities.

Diversity at our company has been recognized with a dozen awards from organizations ranging from the Anti-Defamation League's A WORLD OF DIFFERENCE® Institute and The Urban League of Metropolitan St. Louis to The St. Louis Minority Business Council.

The company strives to achieve our goals for encouraging diversity through several key initiatives:

- > **Developing and following a diversity plan that serves as a roadmap to achieving company objectives.**
- > **Creating a diversity department.** This department is directed by a full-time, highly experienced director of diversity.
- > **Conducting a development program on diversity issues across the organization.** Through a range of training programs and workshops, our company works to make employees aware of their differences. Giving them the tools to work successfully with co-workers and customers who differ from them is the first step toward recognizing, respecting and appreciating the differences in others. To develop this understanding, Ameren Missouri provides extensive diversity training to our employees. Our mandatory training begins by answering the questions of what diversity is and how it is incorporated into our business.
- > **Creating a Diversity Advisory Council.** With strong support and participation by senior executives, the council focuses on educating employees about the need for, and benefits of, diversity. Made up of representatives from a range of levels and backgrounds, the council reviews the employee placement processes—hiring, transfers, promotions and employee development—to determine



how to effectively employ diversity tools. Members also help determine best practices for the company by analyzing practices among comparable corporations.

- > **Reaching out to the community through support for cultural and social service organizations and educational institutions.** The company has long supported organizations dedicated to responding to the needs of diverse populations—such as Mathews-Dickey Boys' & Girls' Club, the St. Louis Black Repertory Company, the Urban League and Jewish Federation of St. Louis. Our managers and officers serve on academic advisory boards and as mentors for schools that prepare students for skilled trade positions. The company also recruits at career fairs in the city and county secondary schools and at colleges and universities that offer a diverse pool of applicants.
- > **Establishing a range of outreach programs to minority and female-owned businesses.** Our award-winning supplier diversity program is focused on identifying qualified diverse-owned business enterprises that add value to our strategic sourcing relationships and the company's growth.

We remain strongly committed to providing opportunities for qualified applicants from a range of backgrounds and to giving diverse-owned businesses advice and support so that they can effectively compete for business against other, larger suppliers. Supporting diversity enhances all of us.

### Supporting Diverse Supplier Education

Beginning in 2009, Ameren Missouri started funding scholarships to allow diverse suppliers to attend the Minority Executive Program at the Tuck School of Business on the Dartmouth College Campus in Hanover, N.H. Since 1980, the Tuck School of Business at Dartmouth has helped minority business executives succeed and now boasts 4,400 graduates of its high impact programs.

## Awards and Recognitions for Support for Diversity and Community Leadership

DiversityBusiness.com announced Ameren as part of its Top 50 Organizations for Multicultural Business Opportunities. More than 600,000 diversity business owners had the opportunity to participate in an online election to determine the top organizations based on factors such as volume, consistency and quality business opportunities granted to women and minority-owned companies.

For the third year, Ameren Corporate Diversity Council has been recognized amongst the top 25 organizational diversity councils in the U.S. by the Association of Diversity Councils. Ameren is the only utility and Missouri-based company to make the list.





*FOCUSED ENERGY. For life.*