



NRECA INTERNATIONAL FOUNDATION

Final Report

Development Education Grant

Award No. FAO-A-00-99-00045-00

Prepared by:
NRECA International Foundation

Prepared for the:
U.S. Agency for International Development – PVC/BHR



**NRECA
International
Foundation**

4301 Wilson Boulevard - Arlington, VA 22203-1860
Telephone: (703) 907-5629; Fax: (703) 907-5532
James.Durnill@nreca.org



"I never realized how much good NRECA cooperatives have done, not only here but all over the world. I appreciate the briefing I received and the speech from the Chairman [REB from Bangladesh]. I congratulate you on what you have done."

**General Colin Powell
NRECA Annual Meeting
Nashville, Tennessee**

"Energy has a key role to play in reducing poverty. Given the fact that most of the countries where USAID works lacks electricity in the rural areas, we naturally turn to the people who have first-hand experience to help us address these needs - NRECA. Without electricity rural development and economic development is slow and difficult - if possible at all."

**Fred Schieck
USAID Deputy Administrator
NRECA Annual Meeting
Dallas, Texas**



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Executive Summary

From September 1999 to March 31, 2002, the NRECA International Foundation carried out a development education program with a grant from the U.S. Agency for International Development entitled "**Bringing Light and Prosperity to the Developing World.**" It accomplished its major objective by reaching millions of Americans who are owners and customers of the 1,000 electric cooperatives with a message on the **importance of electricity in the development assistance process.** We carried the message that over two billion of the rural poor in developing countries still do not have electricity and cannot enjoy the social and economic benefits that come with electricity – the benefits that Americans have enjoyed for years and now take for granted.

The program also reached its secondary audience of thousands of members of the National Association of Purchasing Managers (NAPM) to better understand development issues, encourage their participation in NIF activities, and spur the donation of surplus electric equipment for struggling electric cooperatives overseas.

The NRECA International Foundation developed messages that are topical and of interest to its membership including:

- The importance of electricity in the development of today's less advantaged countries, where there are some two billion villagers without electricity;
- Global-local links inherent between U.S. co-ops and developing country counterparts in energy-related activities; and
- The relationship between energy and the environment such as the importance of alternative energy and energy efficiency.

In achieving its objectives, the program:

- Established a national network of development educators paralleling the NRECA regional districts (see Annex 1);
- Trained educators on how to outreach to NRECA membership and the public and equipped them with prepared messages and materials for wide distribution (see Annex 2);
- Established a special program for NAPM member cooperatives to solicit their more active participation in NRECA international programs;
- Produced a video describing the NRECA International Foundation and its activities and educating people on the rural electrification effort worldwide (see Annex 5).
- Built an international development website (www.nreca.org/international).

Most program targets were reached to:

- Train a cadre of development educators;
- Reach 20,000 community leaders; and

- Access the electric co-op network of national, regional and local publications for educating electric cooperative employees and membership.

Major results were:

- The Foundation's development education program successfully reached an estimated 4.4 million people through presentations, displays, print media and videos;
- A development education manual and a video was prepared and distributed; on-going educational efforts are underway in each of NRECA's 10 regions (see Annex 2);
- The NRECA Foundation is now substantially self-supporting as a result of greater NRECA member participation.

NRECA believes the timing of this educational program gained significance with the disaster of 9/11. Even though it was a tragedy, 9/11 has opened the eyes of millions Americans. One of the responses to 9/11 was the establishment of the Millennium Challenge Account. Initiated by President Bush and strongly supported by the Congress, the MCA will be the largest expansion of the foreign assistance program since the end of World War II. Plans call for the development assistance funding from its current level of \$1.5 billion to \$6.5 billion in year 2005.

One of the core objectives of the MCA is to create opportunities for economic development for the rural poor in developing countries. NRECA knows that economic growth cannot be guaranteed by bringing electricity to a rural community; we also know that significant economic growth cannot be achieved without electricity. This is the message we carried under the educational grant to the several thousands of employees, directors and consumers of NRECA member co-ops around the United States. Positive feedback is already coming from our membership, encouraging NRECA to take active role in MCA and help USAID carry out its foreign assistance programs.

I. Project Narrative and Results

The NRECA Foundation development education goal was to use the communications channels within NRECA to reach out to the broad membership in rural America. NRECA membership is represented over 950 rural electric distribution cooperatives with over 32 million customers. These cooperatives employ over 70,000 people and are governed by almost 10,000 elected directors.

Through regular articles in the two major NRECA publications – RE Magazine (monthly) and Electric Co-op Today (weekly), the Foundation was able to provide multiple messages on its educational themes to these large audiences. The Foundation supplemented these educational outreach efforts through displays at the largest technical exhibition on rural electrification, and direct presentations at national, regional and local meetings. The Foundation created a separate publication – *TieLine* – for its educational message, which was sent semi-annually to NRECA leadership.

NRECA Development Educational Outreach

Presentations at NRECA Regional Meetings	20,000
Presentations at NRECA Annual Meetings	36,000
National Association of Purchasing Managers –Annual Meetings	14,000
TieLine Publication Mailings	15,000
Mailing of Educational Brochure	15,000
Displays at Tech-Advantage Conferences	11,000
Presentation to Northwest Power Producers Association Annual Meeting	2,400
Presentations to Local Cooperative Meetings	400
Presentations at NRECA Youth Program Activities	600
Circulation of Articles in RE Magazine and Electric Coop Today	4,300,000
NRECA Headquarters "Coffee Breaks"	200
Presentations to Cooperative Statewide Meetings	2,500
Presentations to Civic Groups	2,500
TOTAL	4,419,600

A sample of articles discussed the following topics (Annex 3):

- Role of rural electricity in relieving poverty;
- Experiences of lineman volunteers in helping reconstruct electric lines in Dominica Republic after Hurricane Georges;
- NRECA working with AES, a private utility, to modernize the electric utilities in the Republic of Georgia;
- Exporting the Cooperative Finance Corporation model for private financing of electric cooperatives in the Philippines;

- Cooperative volunteers assisting the island city of Pignon in Haiti with surplus electrical equipment;
- Promoting the rural electric cooperative model in Kazakhstan including an exchange of utility leaders;
- Electrifying Bangladesh through network of rural electric cooperatives and their roles in promoting productive uses of electricity to alleviate poverty;
- NRECA volunteers promoting renewable energy and energy efficiency in India;
- Lineman Training in Antigua;
- Developing energy efficiency programs for Croatian electric utility;
- NRECA board members visiting rural electric projects in Central America; and
- Re-establishing basic electrical services to hospitals in Liberia.

The Foundation included major development education messages in speeches given by NRECA directors, officers and managers and also in featured presentations given by Deputy USAID Administration Frederick Schieck and Colin Powell at NRECA Annual Meetings. These meetings are the largest gathering of rural leaders with about 12,000 in attendance. Since NRECA member cooperatives consist of 1,000 elected boards of directors, the attendees represent diverse community leadership who are involved in community affairs. In addition, USAID Administrator Brady Anderson spoke at the largest regional NRECA meeting in the southern district.

The Foundation created a network of development educators in each of its regions with an educational manual and a business plan to encourage greater participation of NRECA members and their employees in Foundation activities. The network educates NRECA members on:

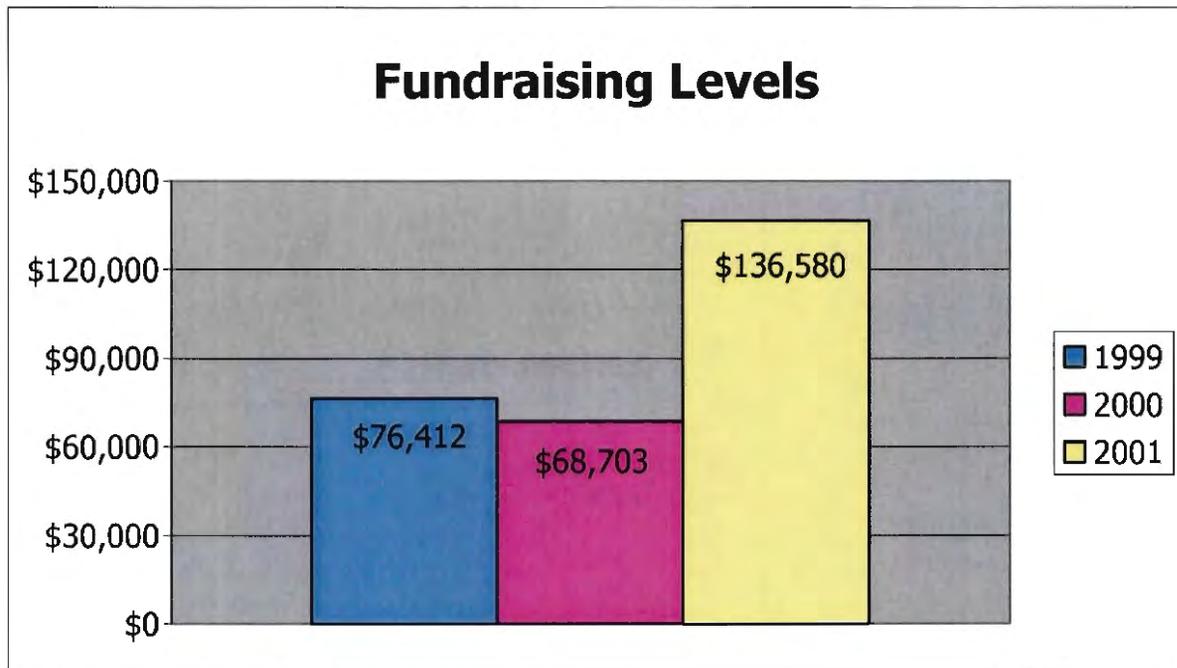
- Promotion of donated materials and equipment for overseas programs;
- Donation of used cooperative vehicles to fund Foundation activities;
- Creation or support for Sister-to-Sister Cooperatives;
- Recruitment of volunteers for domestic and overseas activities; and
- Publication of development educational materials in local cooperative and community publications.

The Foundation's senior development education coordinators were recruited and trained for each of NRECA's ten regions. The full organizational chart can be seen in Annex 1. The volunteer education coordinators so far are:

- Region I: John Bowman for the States of Virginia, Maryland, Vermont, Delaware, Maine, New Hampshire, New Jersey, New York, North Carolina and Pennsylvania.
- Region II: James Andrew for Georgia, South Carolina and Florida.
- Region III: Barry Mayfield for Kentucky, Tennessee, Alabama and Mississippi.

- Region IV: Joe Webb and Jeff Brehm for Ohio, Indiana, Michigan and West Virginia.
- Region V: Bill Griswold for Illinois, Iowa and Wisconsin.
- Region VI: Peter Wojciechowski and Eric Anderson for Minnesota, North Dakota and South Dakota.
- Region VII: Perry Rubart, Wally Wolski and Bob Lewis for the States of Colorado, Kansas, Wyoming and Nebraska.
- Region VIII: Michael Guidry, Vernon Gage and Randall DuPont for the States of Louisiana, Arkansas, Missouri and Oklahoma.
- Region IX: Ken Brown, Don Torgenson, Gerry Somoso, and Charles Dawsey for the States of Oregon, Alaska, California, Idaho, Montana, Nevada, Utah and Washington.
- Region X: Randall DuPont for the States of Texas, Arizona, and New Mexico.

The Foundation became more sustainable and increased its revenues through employee deductions of the United Coop Appeal, direct contributions from member cooperatives and through donations of equipment. None of the grant funds were used for fund raising, but the higher visibility of the Foundation resulted in a major increase in contributions over the three years as detailed below:



A summary of NRECA's Foundation activities includes:

1. Regional-Meeting Activities

From September 1999 through November 2001, the Foundation made presentations to approximately 6,750 people annually. The regional meeting activities included video based presentations supported by lecture/workshops that highlighted the program themes.

USAID Administrator Brady Anderson was a key guest speaker for the Region VIII & X meeting held in Little Rock Arkansas on October 18th, 2000. Mr. Anderson spoke on USAID's role in international development to more than 2,500 guests.

- ***Impact: Education outreach to more than 20,000 people.***

2. Develop New Floor Display

An informative floor display was developed as a key communications tool. The display, with a banner heading "Bringing Light and Prosperity to the Developing World", was produced for use at the 2000 NRECA Tech/Advantage & Annual Meetings in March 2000 and subsequently used at the NAPM Annual meeting in New Orleans in April 2000, at all meetings in 2001 and again at the NRECA Annual Meeting in Dallas Texas. The display reached about 12,000 annual meeting attendees at each of the three meetings having a total visual impact of approximately 36,000 person viewings. The display was complimented by a table with program details and information brochures, and was attended by two volunteers throughout the meetings.

- ***Impact: Outreach and information to more than 36,000 people.***

3. Revise Existing International Periodicals

The Foundation consolidated existing publications into a more educational format, entitled *The TieLine*. The new publication is formatted similar to NRECA's weekly journal the "*Electric Coop Today*" so the TieLine can be included as an insert to the "Electric Coop Today" mailings.

The new quarterly publication is being mailed to general managers and operations specialists at electric cooperatives throughout the U.S, and to government and industry leaders. It is also being used as part of the informational package available at the various meetings and presentations being made as part of the program. The *TieLine* has been incorporated into the NRECA Foundation website and is now available on-line. Through sponsorship, *TieLine* is self-supporting.

- ***Impact: International development education outreach to more than 15,000 people.***

4. Develop NRECA Foundation Program Brochures

The Foundation prepared new brochures and handouts that focus on the educational themes of the project. The brochures have been completed and utilized at each annual meeting and regional meeting.

- ***Impact: International development education outreach to more than 15,000 people.***

5. NRECA Tech-Advantage Activities

NRECA Foundation and NAPM/REU volunteers worked at each of the three NRECA Tech-Advantage Conferences to make presentations about the education grant program. Each conference included a workshop with approximately 26 attendees. After the workshops, an estimated 3,750 people visited an informational booth utilizing the new floor display.

Knowledgeable volunteers provided additional information to those wanting to participate and support the program.

- ***Impact: International development education outreach to more than 11,250 people.***

6. NRECA Annual Meeting Activities

The NRECA Annual Meeting is the focal point of all NRECA related activities. Approximately 12,000 people attend each annual meeting. The Foundation used these meetings as an opportunity to implement training workshops, utilize the floor display, and carry out informational surveys.

The NRECA International Foundation made presentations to allied organizations holding meetings concurrent with each annual meeting. Presentations were made to the statewide editors association, the sister cooperatives group, and NRECA Youth Leadership Council.

More than 100 international guests attended each of the three annual meetings. The Foundation arranged for many of these guests to visit nearby electric cooperatives. These visits provided an opportunity to expand the direct contact between U.S. and developing country cooperatives and to increase knowledge of U.S. employees of electric cooperatives about international development issues.

At the NRECA Annual Meeting, development education messages were conveyed by Colin Powel, prior his becoming Secretary of State and Deputy USAID Administrator Frederick Schieck at the 2002 meeting.

- ***Impact: International development education outreach to more than 36,000 people.***

7. National Association of Purchasing Managers (NAPM/REU) Annual Meeting

Members of the NAPM/REU group made presentations on the USAID Education Grant program to the more 7,000 attendees of two NAPM annual meeting. The focus of the presentation was to promote the impact that programs such as the donated equipment program can have on international development and the environment. The NAPM/REU volunteers discussed education grant-related issues with a significant number of the more than 2,000 attendees to the Foundation display booth.

- ***Impact: Development education outreach to more than 14,000 people.***

8. NWPPA Annual Meeting Activities

The NRECA Foundation and NAPM/REU volunteers attended the Northwest Power Producers Association (NWPPA) in Seattle on behalf of the NRECA International Foundation. Formal presentations were made to the more than 1,200 attendees on behalf of the NRECA International Foundation and the USAID Education Grant. A marketing booth with the Education Grant display was staffed to disseminate information and discuss issues about international development. An NRECA associate member donated the space for the booth at a cost of \$1,300 annually, providing an important link in our move toward sustainability.

- ***Impact: Development education outreach to more than 2,400 people.***

9. Educational Meetings at Cooperatives

The Foundation implemented a series of Cooperative Educational Meetings at electric cooperatives in August 2000. Foundation volunteers and staff members visited cooperatives in Alabama, Georgia, and South Carolina to promote the education program. These visits permitted the Foundation to provide detailed information on the education program and begin dialogues with cooperative personnel who do not normally attend the annual or regional meetings. These employees are considered key to developing a successful and sustainable long-term relationship between the Foundation and local co-op members. Foundation staff and volunteers made eleven co-op visits with each meeting being attended by approximately 35 people.

- ***Impact: Direct interaction and education outreach to more than 385 people.***

10. Youth Program Activities

The youth-centered programs included presentations and lectures to young people attending the NRECA Youth Tour and participating in the NRECA Youth Council. Each year two opportunities were provided to inform these young participants of

international issues and impacts, and to encourage their support and participation. More than 600 young people attended the various presentations.

- ***Impact: Direct interaction and education outreach to more than 600 young people.***

11. Program Articles

The Foundation successfully placed a significant number of articles in the NRECA "RE Magazine". During 2001 and 2002, more 15 issues included informational ads, briefs, and articles.

The Foundation was successful in increasing the coverage of international activities and issues in the *Electric Coop Today* with a steady flow of articles being forwarded to the weekly trade journal for publication. The added coverage in the *Electric Coop Today* (ECT) increases the knowledge and interest of the thousands of electric cooperative managers and employees that read the publication on a weekly basis.

The education grant activities have helped to significantly increase the number of articles being published in the statewide magazines. This increase is directly related to the presentations made during the NRECA annual meeting to the statewide editors association. With a focus on increased participation by the statewide editors, we expect to see a continuing rise in the number of articles. The impact of this activity is significant, as the statewide magazines are the largest in-state publications. In areas like Georgia where the "Georgia Magazine" has a subscription rate of over 750,000 monthly, millions of readers throughout the U.S. learn of the issues and concerns being addressed through USAID- sponsored international development activities.

The number of local paper articles has significantly increased during the program year, with the Foundation staff encouraging the U.S. cooperatives to provide the local papers with photographs and write-ups describing their participation in international development activities. To support their efforts, the Foundation has developed a series of press releases highlighting the activities and participation of the cooperatives and volunteers. This activity has a significant role in developing support and informing the local communities of their local cooperative participation in international development activities. This ties back to strengthening the bond between the Foundation and the local cooperatives that are active in USAID-sponsored international development activities.

- ***Impact: International development outreach to more than 4,300,000 people.***

12. United Coop Appeal Campaign at NRECA Home Office

The Foundation staff implemented a program to increase the awareness of the impact and issues involved with international development activities and increase the number of NRECA home office personnel supporting the NRECA International Foundation

activities through the United Cooperative Appeal (UCA). United Cooperative Appeal is a combined fund raising-drive similar to United Way in application, but focused on cooperative-driven charitable efforts.

This informational effort was implemented as a series of informational "coffee-breaks" where each coffee break included the screening of at least one video highlighting international development activities, and included a question and answer session to further increase participation among the attendees.

Beginning in 1999, the first of the annual coffee break presentations was made about one month before the UCA campaign, which was held a few days after the last coffee break. The informational sessions averaged about 40 attendees each and increased the NRECA home office staff's knowledge of international development issues and impacts. The coffee breaks also helped to increase sustainability of the Foundation as the efforts increased the total dollar pledges contributed through the UCA campaign.

- ***Impact: Direct interaction and education outreach to more than 240 people.***

13. Cooperative Statewide Meeting Presentations

The Foundation made presentations at seven statewide and area associational meetings. Beginning at the Tri-State Manager's meeting held in Gainesville, Florida, in September 2000 and ending at the Association of Illinois Electric Cooperatives'-Safety/Supervisory Technical Conference on February 28, 2002, the Foundation made ten statewide presentations. These presentations highlighted the issues, concerns, and impact of international development targeted by the Education Grant. Each presentation was conducted in a manner that encouraged audience participation and ended with a question and answer period. The average audience for the main presentation was more than 250 cooperative managers, directors, and key staff members. A follow-on workshop was conducted after the main presentation for those interested in participating as a volunteer educator, with approximately 22 people attending each educator workshop.

- ***Impact: Direct interaction and education outreach to more than 2,500 people.***

14. Presentations to civic groups

During the program implementation period, a number of Foundation volunteers made presentations to civic organizations across the nation. The total number of presentations is still being determined, but the count is now more than 80. The following provides a glimpse of the variety of presentations made to civic organizations, churches, and schools:

- Mr. Chuck Dawsey of Prosser, Washington, has made presentations to the local Lions Club and a church men's group.

- Mr. Gerry Sornoso to more than 9 civic organizations in the Los Angeles, California area.
- Mr. Paul Wood to civic organizations and church groups in the metro Atlanta, Georgia area.
- Mr. Max Walser to six civic groups throughout North Carolina.
- Mr. Bob Saint made a presentation to the Lions Club, Arlington, VA.
- Mr. Larry Hodge to the Lions Clubs, Kiwanis, Masons and church functions throughout Kentucky.

The presentations highlighted the issues and concerns of international development and the impact of organizations such as USAID and NRECA. These presentations were well received and each included an extensive question and answer period following the presentation. This approach was expanded with more than 20 people reporting civic presentations made to date with approximately 32 people at each presentation.

- ***Impact: Direct interaction and education outreach to more than 2,500 people***

II. Lessons Learned

The NRECA Foundation's development education program was successful in reaching and exceeding most of the program objectives. This program reached its goal of significantly increasing the knowledge and interest in international development among many rural electric leaders, boards of directors and staff. However, there were three areas of limited success where NRECA failed to achieve program objectives.

Timing of the grant was critical to being able to launch the initial program prior to the regional meetings in the fall. Because of delays in the award, NRECA was unable to do the planning and to fully conduct educational workshops at the NRECA and NAMP regional and annual meetings in 1999. However, USAID was flexible so that NRECA was able to extend the grant in 2002 to make up for this lost opportunity. This resulted in two cycles of educational workshops.

The award delay actually ended up being beneficial. Limited workshops in 1999 resulted in a better understanding of the challenges in carrying out development education during this regional and annual meeting. The programs in 1999 tested this methodology. It became quickly evident that the regional and annual meeting participants were too busy with existing issues and involved in competing activities and previous commitments. This meant that most of the candidate participants could not devote sufficient time to attend the workshops. In the second year of the work plan, the Foundation changed the approach and instead of relied more on educational workshops at other meetings such as less agenda crowded statewide cooperative meetings or at cooperatives themselves.

The lesson learned is that when potential individuals, who are interested in learning about international development, must chose between an international or a pressing

domestic issue, they will nearly always go to the domestic event or workshop. Thus, the most effective development education efforts are to integrate presentations within general meetings, such as NRECA did with international speakers and USAID Deputy Administrator Frederick Schieck at the Annual Meeting of 2002, where attendance was over 10,000. Alternatively, educational workshops at cooperatives or regional meetings, where the agenda is not so tight, are preferred.

The Youth Tour activities fell below the targets. This was partly due to significant turnover of the staff that operates the NRECA youth programs. Rather than integrate training within the Youth Tour Event here in Washington D.C., a different approach was developed to focus on a select group of youth volunteers during the second year of the program. These youth volunteers were trained and provided with information to allow them to make presentations in their local areas. When NRECA relies on the interest of specific staff that moves on to other responsibilities, it is sometimes hard to adjust. A lesson learned is to try to incorporate development education into a program institutionally, rather than rely on the interest of a manager of the program. Alternatively, directly contact those involved in the activity rather than focus on the entire group, and work with those that have a high interest in international affairs.

The NAPM/REU contribution to the program was reduced about mid-way through the project cycle. This was due in large part to a structural reorganization and shift in the organization's mission. NAPM/REU was a vital partner and their efforts were greatly appreciated as a way to reach out beyond the NRECA membership. While the interest and dedication to the project by assigned staff did not diminish, the ability of these managers to assist was reduced because of other assignments. Thus, a lesson-learned is that when seeking a major partner in a development education program, a change in mission or personnel assigned to the effort can diminish the results.

III. Financial Operations

NRECA requested a no-cost extension to the grant to allow for the full use of the allotted funds. At the end of the extension period, the grant funds were fully utilized and the cost-share was met at \$1.2 million.

Financial information has been provided through the end of the program extensions period – March 31, 2002. (See Annex 4.)

IV. Results, Impact and Summary

The Foundation development education program proved to be a successful and most project benchmarks were reached or exceeded. The results of the development education program are now becoming evident. There is a significant increase in the understanding of international development by NRECA members. Some skeptics of NRECA's international programs now support the development efforts and have begun to contribute to their success.

Electric cooperatives and rural communities across America have been provided with a greater understanding of the roles and impacts of international development, and many

have elected to participate in international assistance efforts. Local leaders from within the cooperative community itself are now taking the lead in volunteer programs such as:

- Cooperative leaders from Louisiana and Illinois traveled to India to assist isolated communities to improve energy efficiency;
- Electric cooperatives in Georgia are helping to rebuild a Honduran village destroyed by Hurricane Mitch;
- Cooperatives in Minnesota have rallied behind a cooperative leader to help establish a co-op in rural Haiti; and
- After attending one of the Foundation's "coffee breaks", an employee from NRECA has taken the lead for reconstruction efforts in Liberia.

The total outreach impact of this program has yet to be realized. The many follow-up activities are now underway, including regular articles being placed in the weekly publication *Electric Co-op Today*, and the mobilization of more than twenty Foundation volunteer field representatives that will act as local liaisons between the Foundation and their communities. A primary task of these volunteers will be development education and information dispersion.

The educational program reached approximately 4.4 million people based on attendance at meetings and circulation of publications. Because of the program, the NRECA Foundation is better understood and supported by NRECA membership with a major increase in cash and in-kind contributions. Finally, the NRECA Foundation now has in place a cadre of development educators in each NRECA district to continue the program after the grant terminated.

V. Recommendations

USAID's Development Education Program was valuable to NRECA as a means to educate its members on foreign assistance and the role of rural electrification in the alleviation of poverty.

NRECA found that the most effective development education efforts were coupled with opportunities for NRECA member systems and their employees to make a personal contribution, such as the donation of equipment, fund raising for a Foundation project or volunteering as a host for foreign visitors or a short-term assignment overseas.

At annual and regional meetings, the most effective educators were speakers from foreign countries that benefited from NRECA International Programs and senior leadership such as NRECA board members reporting on an overseas visit to project sites. At smaller gatherings, volunteers in the same line of work (e.g. lineman) were most effective in communicating the importance of foreign assistance programs and the impacts on their personal lives. In all cases, volunteers said that they received more than they gave in volunteer assignments.

USAID should continue to use large national organizations, such as NRECA, to communicate the development education message since the organizational networks

are in place, and small amounts of funding can go a long way. This is demonstrated in the huge match that NRECA provided to the grant.

In honing its message, NRECA believes that you need to reach the audience through appealing to their religious and moral beliefs in helping the less fortunate. But, this message can be even more powerful when it is coupled through professional occupations, such as a lineman describing how linemen in other countries help electrify a village. The best communicators are volunteers who tell a personal story about their experience overseas or in hosting foreign guests.

The Development Education Grant enabled the NRECA International Foundation to grow and become more sustainable. This seed fund should be viewed as a long-term investment in institutions that can be made to be sustainable, thus, are able to continue to carry out education programs after the grant ends.

Finally, NRECA observed the impact of 9/11 when NRECA member systems and employees spontaneously decided to make contributions to the Foundation as a way of expressing their solidarity and interconnectedness. Future development education programs should be premised on these personal interconnections between Americans and those who benefit from foreign assistance overseas.

ANNEXES



**NRECA
International
Foundation**

4301 Wilson Boulevard
Arlington, VA 22203-1860
Telephone (703) 907-5669

August 9, 2002

Susan C. Saragi
Development Education Program
Office of Private and Voluntary Cooperation
Bureau of Humanitarian Response
U.S. Agency for International Development
1300 Pennsylvania Avenue
Washington, D.C. 20523

Subject: Final Report – USAID Development Education Grant
Award No. FAO-A-00-99-00045-00

Dear Ms. Saragi:

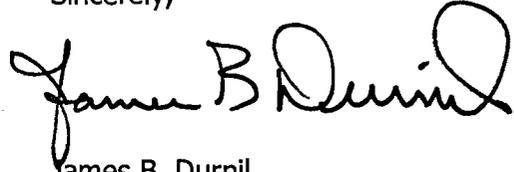
The NRECA International Foundation is pleased to submit the attached final report for the subject USAID Development Education Grant entitled "*Bringing Light and Prosperity to the Developing World.*" NRECA believes the primary objective of the grant to educate thousands of rural Americans served by NRECA member cooperatives on the importance of foreign assistance and the critical role that electricity plays in the development process was met.

Through presentations at NRECA's annual and regional meetings, we were able to reach over 50,000 co-op employees and directors, and we asked them to carry the message back to the over 70,000 NRECA member co-op employees and 34 million consumers/owners. This message is that people around the world, including the rural poor, want to get electricity and enjoy the social, health and economic benefits that come with electricity – benefits that Americans have enjoyed for years and now take for granted. It reminds them that USAID and NRECA have been partners for over 50 years through our foreign assistance programs in helping bring electricity to the over two billion people who still do not have electricity. And it acknowledges that, even though we have accomplished a lot, more needs to be done.

We would like to note that we were fortunate to have Colin Powell, now Secretary of State, to speak at the NRECA Annual Meeting in Nashville, Tennessee and Fred Scheick, Deputy Administrator of USAID, to speak at this year's annual meeting in Dallas, Texas. We are attaching videos of both of their presentations to this report.

In preparing this final report, we followed the guidance provided by your office on October 29, 1999 – "Development Education Program Reporting Requirements." Should you have any questions or need additional information, please contact me at (703) 907-5692 or by email at [james.durnil@nreca.org].

Sincerely,

A handwritten signature in black ink that reads "James B. Durnil". The signature is written in a cursive style with a large, looping initial "J" and a distinct "D".

James B. Durnil
President

Attachments