

JULY 2025

# DELMARVA POWER - MD CUSTOMER RELIEF FUND TOOLKIT

EXTERNAL PARTNERS

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# Sample Newsletter Text

## Option A

Local nonprofits across Maryland are administering a new Delmarva Power Customer Relief Fund in Maryland, made possible by a one-time charitable donation from Exelon, Delmarva Power's parent company. This fund will support individuals and families with their energy costs this summer and the months ahead. Changes in living expenses can be challenging, and this fund is designed to help those most in need.

"Delmarva Power has deep community roots, and we're committed to standing by our customers and helping them stay connected to the essential energy service we provide," said Tyler Anthony, President and CEO of Pepco Holdings, which includes Delmarva Power. "The Customer Relief Fund offers immediate assistance with higher energy bills as we continue to work on long-term solutions with state and local officials."

Applications have started for eligible limited- and moderate-income Delmarva Power customers in some Maryland counties with the remaining opening in the coming weeks. To learn more, customers can visit [delmarva.com/ReliefMD](https://delmarva.com/ReliefMD).

## Option B

Changes in living expenses can be challenging. That's why the Delmarva Power Customer Relief Fund is here to help. The fund is part of a one-time charitable donation from Exelon, Delmarva Power's parent company. It is designed to support customers in need, including limited- and moderate-income customers. We know that higher energy costs are driven by a variety of factors including increasing energy supply costs as demand rises and supply is not there to meet it – and that's why we are joining with Delmarva Power to help.

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# Talking Points

## *Partner and external parties*

- Our communities are facing challenges with economic uncertainty and higher costs – including energy costs. Delmarva Power is providing practical support and real relief for those in need through its Customer Relief Fund.
  - Delmarva Power is committed to helping ensure customers have the support they need to manage and cover their energy bills.
  - This effort is part of a larger move by Delmarva Power to improve energy affordability amid economic uncertainty. Energy costs have increased across the country due to a range of factors including more frequent extreme weather and increasing energy supply costs as demand rises and supply is not there to meet it.
- The Delmarva Power Customer Relief Fund was created to provide direct support to limited- and moderate-income customers, and it's being delivered through several trusted community organizations across the area. The aim is to help make sure that this relief reaches the people that need it most.
  - Eligible Delmarva Power customers will have access to up to \$300 in direct assistance.
  - This fund is made possible by a one-time charitable donation by Exelon, Delmarva Power's parent company.
  - It is a one-time addition to their year-round programs, including Delmarva Power's energy assistance finder tool available that can connect customers with other potential financial assistance options, bill management options and even energy-efficiency programs that can help reduce overall usage amounts and serve to lower energy cost.
  - With the Delmarva Power Customer Relief Fund, they are extending relief to more customers in need.
- The Delmarva Power Customer Relief Fund is available for qualified customers in some Maryland counties with the remaining counties and Delaware opening in the coming weeks.
  - To be eligible to participate in the Customer Relief Fund in Maryland, a Delmarva Power customer must meet the following criteria:
    - Active residential customer
    - 60+ days past due
    - Carry a balance of at least \$250
    - Household that is either limited- or moderate-income
      - Limited income is based on existing state LIHEAP eligibility (200% of Federal Poverty Level)
      - Moderate income level includes those making 400% of Federal Poverty Level
  - Fund allocation details:
    - One-time per household; up to \$300 per-household grant
    - Funds will be awarded on a first-come, first-served basis.
    - Approved grants will be credited to customers' Delmarva Power account
  - Each non-profit will work with customers to help determine whether they qualify for the program based on income.
- **Please note:** If a customer's past-due balance exceeds the eligible credit amount and their service has been disconnected and finalized, they are not eligible for the Customer Relief Fund. If the eligible credit

covers at least 75% of the balance due, and the customer can make payment on the previous account to reconnect service, they will be considered eligible for the Customer Relief Fund.

- More information can be found at [delmarva.com/ReliefMD](https://delmarva.com/ReliefMD).

# Social Content

Example copy:

1. For eligible Delmarva Power customers navigating rising energy costs, assistance through the new Delmarva Power Customer Relief Fund is now available. Find out more today at [delmarva.com/ReliefMD](https://delmarva.com/ReliefMD).
  2. The Delmarva Power Customer Relief Fund is now providing direct financial assistance to eligible Delmarva Power Maryland customers. Learn more at: [delmarva.com/ReliefMD](https://delmarva.com/ReliefMD)
  3. Relief is available if you're experiencing challenges due to rising energy costs. Learn more about eligibility for the new Delmarva Power Customer Relief Fund: [delmarva.com/ReliefMD](https://delmarva.com/ReliefMD)
  4. Are you trying to manage energy costs? Assistance is available for eligible Maryland customers through the Delmarva Power Customer Relief Fund. Learn more: [delmarva.com/ReliefMD](https://delmarva.com/ReliefMD)
  5. Do you need help managing rising energy costs? Financial assistance is available to eligible customers through the Delmarva Power Customer Relief Fund. The fund is part of a broader, ongoing effort to improve energy affordability amid economic uncertainty and a shifting energy landscape. Learn more about how to apply: [delmarva.com/ReliefMD](https://delmarva.com/ReliefMD)
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1. Changes in living expenses can be challenging, and the new Delmarva Power Customer Relief Fund is designed to help those in need. Applications are now available through. Find out more today: [delmarva.com/ReliefMD](https://delmarva.com/ReliefMD)
  2. Apply for assistance with your energy bills in Maryland through the Delmarva Power Customer Relief Fund today. If you're trying to manage rising energy costs, financial support may be available. Learn more: [delmarva.com/ReliefMD](https://delmarva.com/ReliefMD)

## Social Graphics

