

CLEAN ENERGY

CREDIT UNION

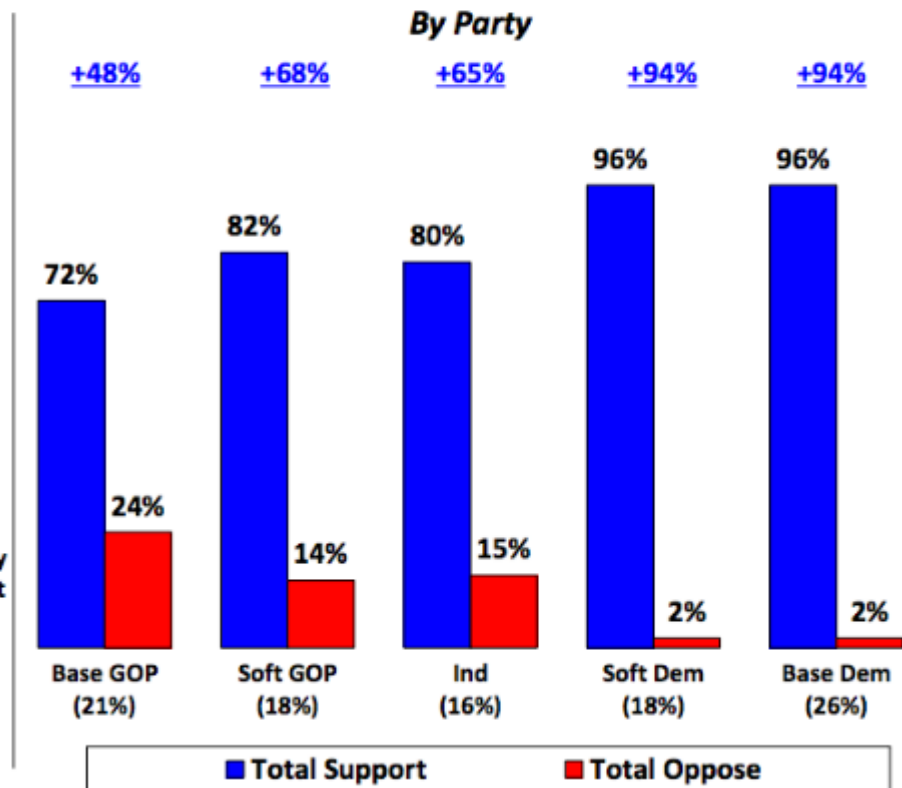
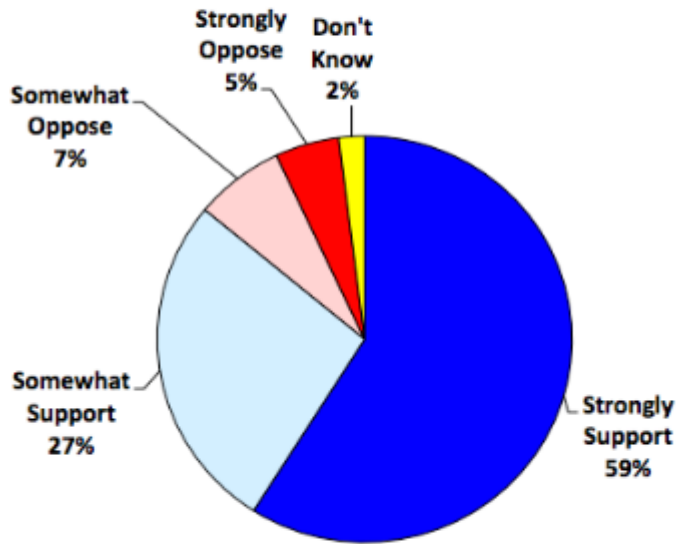


Financing the clean energy movement.

Voters want more clean energy

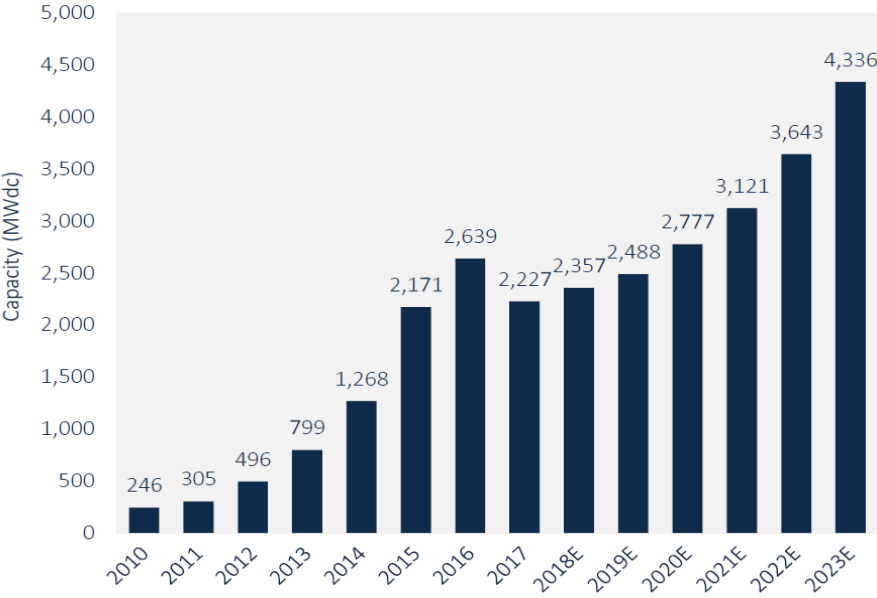
"And, would you say you support or oppose taking action to accelerate the development and use of clean energy in the United States?"

Total Support: 86%
Total Oppose: 11%*



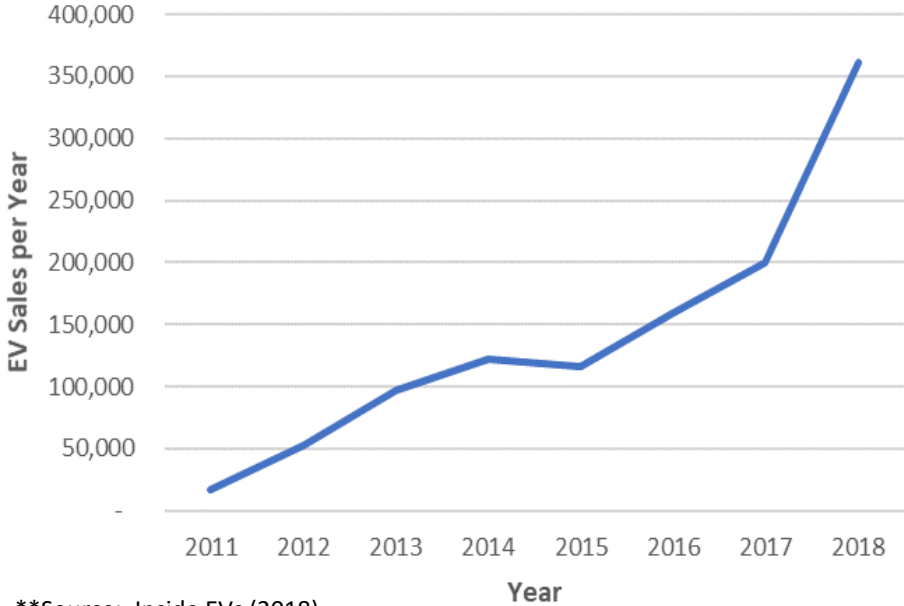
Consumers are using more clean energy

U.S. Residential Solar PV System Installation Forecast (2010-2023E)



*Source: Solar Energy Industries Association and GTM Research (2017)

U.S. Plug-In EV Sales (2011-2018)



**Source: Inside EVs (2018)

***Source: 2016 Green-e Verification Report (2017)

But not everyone can afford it

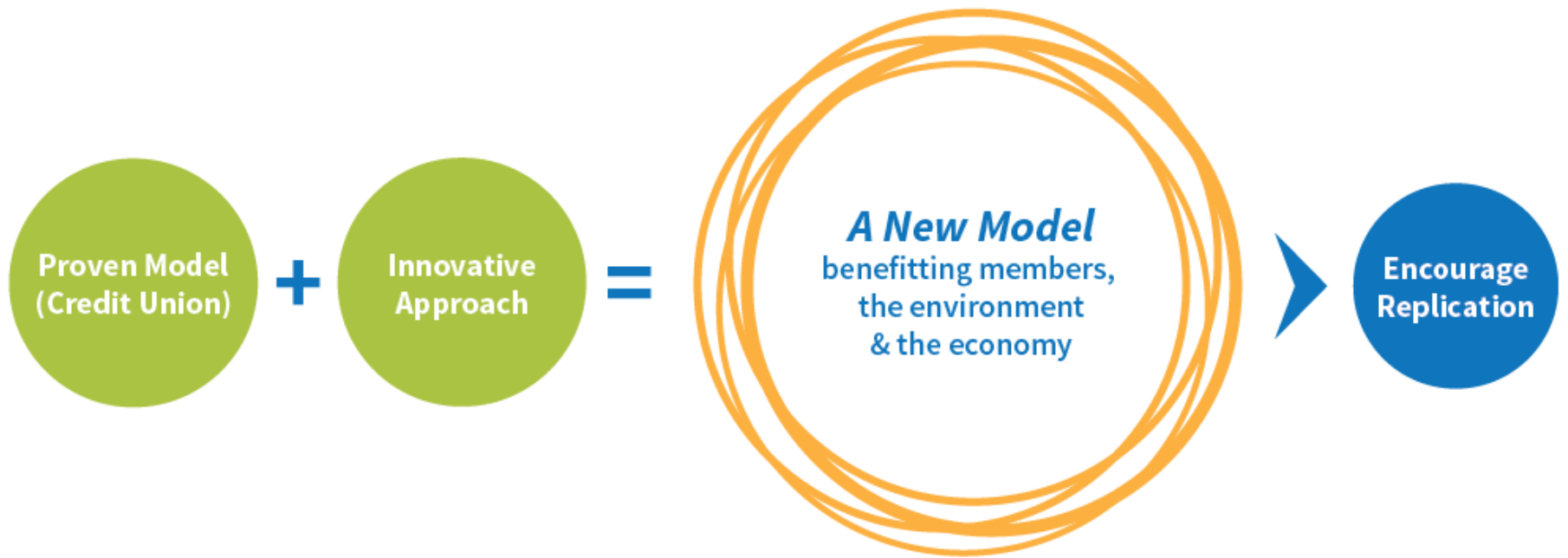
- 1) Large upfront cost → huge need for financing

- 2) Financing options are too expensive
 - a) Not enough competition
 - b) New market
 - c) High perceived risk
 - d) Mismatched product offerings

And not everyone can invest in it

- 1) Clean energy stocks: extremely volatile
- 2) Private companies: restrictions on who can invest
- 3) Consumers who can't buy clean energy products don't have a way to support people who can

What's our plan?



What is a Credit Union (CU)?

- Financial services cooperative;
- Not-for-profit;
- Tax-exempt;
- Democratically owned by its members;

Vision

We envision a world where *everyone* can participate in the clean energy movement.



What does Clean Energy CU do?

- 1) Make it easier for everyone to afford to use clean energy.
- 2) Make it easier for everyone to invest in clean energy.



How is Clean Energy CU unique?

- 1) Credit union structure
 - a) Tax exempt / not-for-profit
 - b) No stockholders
 - c) Cooperative “trust factor” (e.g. not a bank)
 - d) Federally insured deposits

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- 2) Exclusive focus on clean energy lending
 - a) Mission, DNA, etc.
 - b) Market expertise, specialization, ability to adapt, etc.

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- 3) Online/Mobile only (i.e. no branches)

Who can join Clean Energy CU?

- ASES members
- Family and household members of ASES or Clean Energy CU members
- COMING SOON: members of the following state ASES chapters:
 - Texas Solar Energy Society
 - Georgia Solar Energy Association
 - Midwest Renewable Energy Association



AMERICAN
SOLAR
ENERGY SOCIETY

Deposit Products

Phase One (2018-2019):

- Savings accounts
- Clean Energy CDs
- IRA accounts

Phase Two (2020+):

- Checking accounts
- Debit/ATM cards
- HSA accounts



Loan Products

Phase One (2018-2019):

- Residential solar PV loans
- Residential geothermal system loans
- Green home improvement loans
- Clean energy vehicle loans
- Electric bicycle loans

Phase Two (2020+):

- Credit cards
- Mortgages for “net-zero energy” and energy efficient homes
- Business loans



Early Progress

Since we began lending in June 2018:

	APR 2019	JUL 2019	% CHANGE
Total Credit Union Members:	816	1,015	+24%
Total Member Deposits on Hand:	\$5.7M	\$6.5M	+14%
Cumulative Loan Applications Received (#):	1,049	1,423	+36%
Cumulative Loan Applications Received (\$):	\$18.6M	\$22.5M	+21%
Cumulative Loan Applications Funded (#):	424	647	+53%
Cumulative Loan Applications Funded (\$):	\$6.8M	\$10.1M	+49%
(Est.) Tons of Carbon Dioxide Equivalent Offset:	27,862	42,051	+51%

Deposits Needed, Donations Invited

For every dollar we receive in donations,...



+

Federal regulations allow us to accept another \$14 in deposits,...



=

Resulting in a total of \$15 available to fund clean energy loans.



How can we help?

- Become a member
- Make a deposit
- Apply for a loan
- Refinance your loan (electric vehicle)
- Help spread the word (to customers, friends, colleagues)

Becoming a Member

Website: <http://cleanenergycu.org/join>



Join



Contact



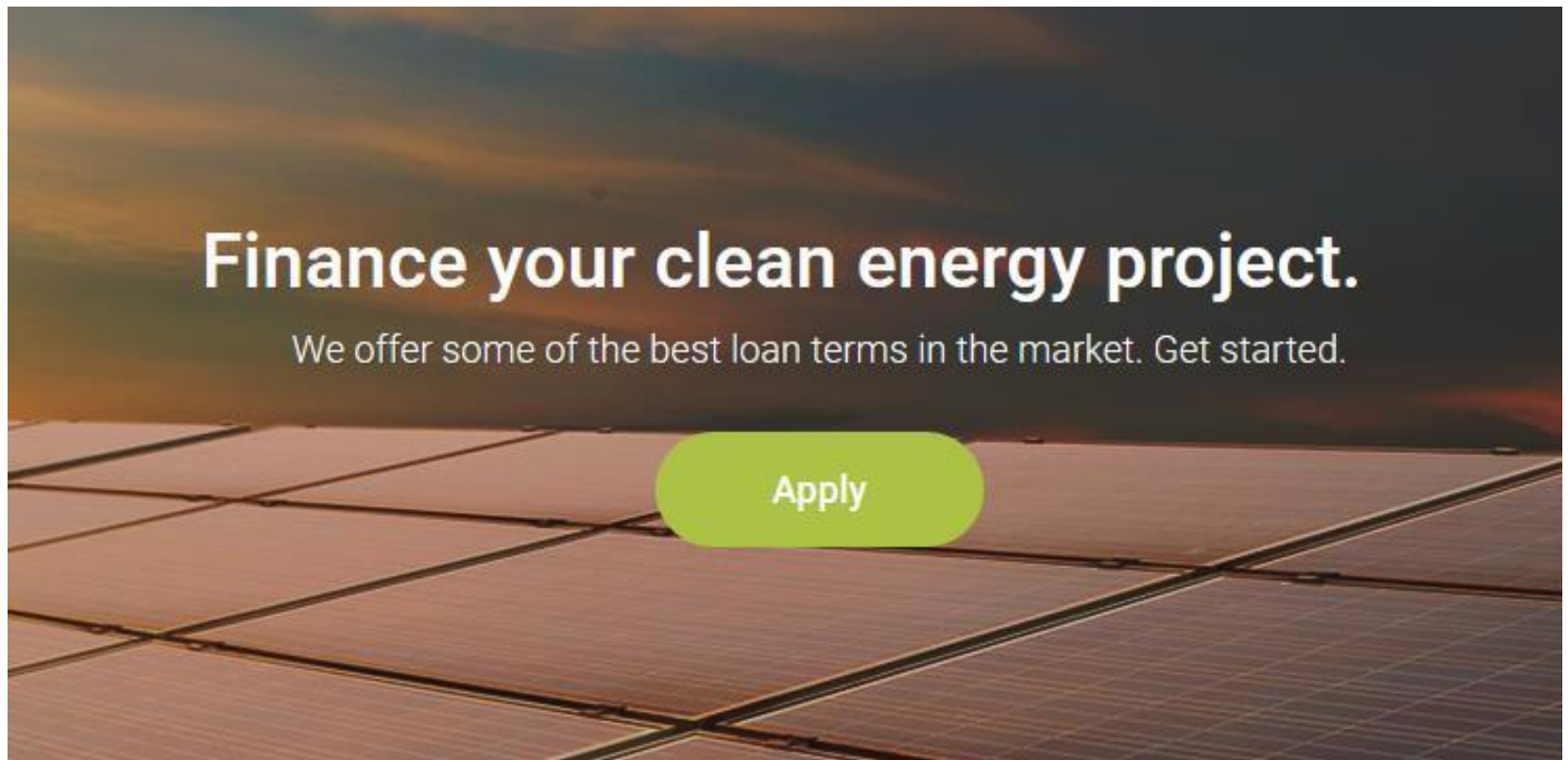
Login



Search

Applying for a Loan

Website: www.cleanenergyku.org/apply



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Financing the clean energy movement.

Blake Jones, Volunteer Board Chair

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www.cleanenergycu.org