



Small Business Direct Install Program Energy Savings Case Study

RESCUE MISSION OF ROANOKE

The Rescue Mission of Roanoke is a comprehensive crisis intervention center that offers life-saving services aimed at transformation and restoration for men, women, and children. In 2021, it served over 100,000 meals, provided 18,000 hours of classroom instruction, and distributed almost 15,000 food boxes.

With so much work, volunteer hours, and clinic patient encounters happening each day, the Rescue Mission wanted to look at the feasibility of upgrading its lighting system to provide workers with better visibility while reducing energy.

Lee Clark, CEO of The Rescue Mission, commented, "Not only is quality lighting critical, but being efficient in energy usage means that dollars being entrusted to us can go much further. Like any household, utility costs are a large part of our monthly budget. Saving money on electricity means more dollars can go directly into services benefiting families who have lost housing and jobs or are struggling with illness or addiction."

PROJECT SUMMARY

Appalachian Power's Small Business Direct Install (SBDI) Program was able to help The Rescue Mission with energy savings. The SBDI Program provided funding to cover 100% of the cost of new LED lamps. Plus, the Rescue Mission is enjoying even more benefits from the new lighting. Since the new lighting system is much more energy efficient than what it replaced, this customer will realize energy cost savings. In addition, since the new LED lighting installed will require less maintenance, the customer will realize additional cost savings.

GET STARTED SAVING

For more information about the Rescue Mission of Roanoke, visit rescuemission.net. For information about energy-saving programs offered through Appalachian Power, visit TakeChargeVA.com.

For your business:

The Appalachian Power SBDI Program can help you save money in your small business, just like the Rescue Mission of Roanoke did. Sign up for your Quick Energy Checkup (QEC) today at:

TakeChargeVA.com/SBDI

For your home:

TakeChargeVA also offers an energy-efficiency program for your home that can help you save on your bill. Sign up for your home energy assessment today at:

TakeChargeVA.com/HomePerformance



PROJECT STATISTICS

The Rescue Mission received over \$13,300 and will save an estimated 84,700 gross kWh annually. That's the rough equivalent of 4,100 gallons of gasoline or the annual electricity use of seven homes! The Rescue Mission of Roanoke now has another impressive statistic to add to its resume; it's saving energy while helping save people.

Lee said it best: "The partnership with Appalachian Power and TakeChargeVA brings both of these together [...] quality lighting that creates a safe environment and cost savings that provide more services. We are grateful for this opportunity to continue a 74-year legacy of excellent stewardship with the help of Appalachian Power and Take Charge Virginia."



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