

## Watt Watchers of Maryland

The Fuel Fund of Maryland works to ensure that Marylanders can afford home energy. It helps with past due bills when families are in crisis, and provides energy conservation education through the Watt Watchers program. Following the idea that the cheapest energy is that which is not consumed, thousands of limited-income Marylanders have already become part of the solution to make their energy more affordable. Watt Watchers graduates benefit from immediate savings on utility bills and have reduced their risk of losing power or facing foreclosure.

### Our vision: empowering people to meet their energy needs

We seek to generate persistent energy savings through behavior change. To make it happen we focus on getting people to:

- Understand saving energy is not about sacrificing their quality of life: it is about not wasting money so they can more easily afford what they need and improve their life.
- Care for their energy usage and make energy saving a family project.
- Commit to behavior change and to try energy saving measures that they have learned.

### Our model: interactivity, games and personalized services

Watt Watchers workshops build on interactivity and games to offer participants a compelling experience. Thanks to the Watt Watchers program participants:

- Learn how to read and **understand their energy bill**
- Discover **fun, free, and creative ways to save energy**.
- Receive a **free Energy Conservation Kit** which contains items they can use to get started immediately on saving money.
- Receive **free and personalized follow-up services from an Energy advisor** to help them achieve the energy saving goals they set at the end of the workshop.

### Our strategy: 3 programs to meet people's needs and achieve success

#### Energy workshops at community centers

Through group learning methods and games, participants discover fun and free ways to save energy and make energy conservation a fun and rewarding family experience.

#### Watt Watchers Online

Parents without childcare, people with disabilities, elderly individuals unable to travel, and many others now have access to high quality energy education online. Designed as a game, Watt Watchers online is smartphone friendly. Visit [www.wattwatchersmaryland.org](http://www.wattwatchersmaryland.org) to learn more.

#### Energy Advisor

All Watt Watchers graduates receive free and personalized follow-up calls to help them implement what they learned and achieve the energy savings goals they set for themselves.