

Mountain View Power Fuels the Future with Support for Olds Boys and Girls Club



Continuing Commitment to Community Investment

Mountain View Power (MVP) is proud to continue its commitment to strengthening the community by reinvesting in local projects and programs.

Supporting the Development of “The Zone”

In 2023, MVP contributed to the BGC Olds and Area (formerly Boys and Girls Club) to help support the development of a youth centre called “the Zone”, which opened its doors January 3, 2024, in the lower level of the Community Connection Centre (4911 51 Avenue). This facility provides a safe and welcoming space for youth Grade 4 and up in Olds, offering essential programs that foster growth, leadership, and connection.

A Unique Mission: Reinvesting in the Community

MVP, a locally owned electricity, solar, and natural gas retailer, operates with a unique mission: reinvesting profits back into the community. By choosing MVP for their power and gas needs, residents are making a direct impact on initiatives like the youth centre, ensuring that local youth have the resources, space, and support they need to thrive.

The Zone’s Growing Impact on Local Youth

After nearly a year in operations, the Zone has had a significant impact on the community: This has been seen by the increase in numbers of participants attending programs has tripled this year from four to five a day when they first opened to 15-20 a day now.

Notably, children are utilizing essential items like hygiene kits, clothing, and food — all freely available at the Zone— which fosters their resilience and self-efficacy.



Funding Supports Critical Youth Services

Letita Gole, Executive Director of BGC Olds and Area, explained the impact of MVP's support:

"The funding from the Mountain View Power Community Grant was used to support the renovation and capital costs associated with the creation of a youth centre, [the Zone], located in the lower level of the Community Connections Centre, furthering us in our mission. As the largest child and youth serving organization in Olds, our Club had been aware of the need for a dedicated space for youth in our community for quite some time. Although there are several agencies and groups in Olds that have programming for youth, there was no youth centre or space specifically designed for engaging with youth."

Olds Mayor Judy Dahl emphasized the importance of MVP's contributions in community growth: "It is exciting to see the impact MVP is making in Olds. This utility supports community needs through opportunities, removing barriers, building relationships, and this project specifically is helping to grown more resilient and connected youth."

Powering the Community Beyond Utilities

While MVP offers competitive electricity, solar, and natural gas rates, its primary purpose is to give back to the community. Dollars are reinvested into projects that matter—whether it's supporting youth programs, local charities, or community infrastructure. Every Spring and Fall community groups are encouraged to submit requests for funding with nearly \$250,000 invested back in the Community since 2023.

Join the Movement: Powering the Community Together

With its tagline, "Community Power that powers the Community," MVP stands by its promise to keep local dollars working for local people.

Signing up for electricity, solar, and gas with MVP is one of the easiest ways to make a difference. To learn more or to switch your service, visit mountainviewpower.com and be part of the movement that keeps our community strong.



The image features the Mountain View Power logo on the left, which includes the text "mountain viewPOWER" in blue and green, with the tagline "Community Power that Powers the Community" below it. To the right of the logo are three small icons: a natural gas flame, a hand pointing at a power button, and a person holding a sign that says "BUILDING A GREEN FUTURE". On the right side of the image is a photograph of a family—a man, a woman, and a young child—sitting on the floor and painting their hands green, with paint splatters visible on the wall behind them.