



A Profile of Social Responsibility Initiatives



**2001-2002 ENTERGY CORPORATION
COMMUNITY INVESTMENT REPORT**

To our friends:

The people of Entergy, who have made us a leader in the energy industry, know that corporate success is not based on financial performance alone. The lasting legacy of Entergy will not be measured in dollars but rather by the number of lives that we have positively affected.

We have created a company that is focused on the core strengths of nuclear power operations, superior customer service and energy trading. We have also created a company built on the core values of employee safety, environmental protection and operating openly and ethically. Everyone at Entergy takes pride in working together to improve the lives of others and make a lasting difference in the world around us.

Call it corporate citizenship, or stewardship or being a servant leader. But whatever it is, it's good business and it's good for the soul. A business that does not think in terms of having a "soul" is a business without a conscience and a business doomed to an early and permanent death. Entergy's commitment to helping the communities we serve is our passion. We pursue that passion through innovative low-income programs, our Entergy Charitable Foundation, economic development programs, environmental initiatives and our support for the generous volunteerism of employees.

As a provider of electric and gas power to millions of customers, we are intimately tied to the lives of the people we serve. They are our neighbors. They are us.

The people of Entergy know what matters most is using the strength of our success in the service of others.

Sincerely,



Wayne Leonard



ENERGY AT A GLANCE

Entergy Corporation, headquartered in New Orleans, Louisiana, with annual revenues of more than \$10 billion, is a major global energy company and is ranked among the largest U.S. utility companies. Entergy is engaged in power production, distribution operations, and related diversified services, with more than 15,000 employees worldwide.

Entergy owns, manages, or invests in power plants generating more than 30,000 megawatts of electricity domestically and internationally, and delivers electricity to almost 2.6 million customers in portions of Arkansas, Louisiana, Mississippi and Texas.

If you have any questions as you read this report, refer to the contacts listed on the back cover.



Corporate Giving Programs



Corporate Giving Programs



We believe it's our obligation to help ensure the quality of life in those communities that are responsible for our success.

Every year our community commitment is demonstrated by the investments we make to non-profit organizations. In 2001, Entergy provided \$10.6 million in cash grants to many non-profit organizations. \$10.9 million has been budgeted for 2002.

In addition to the support provided by the Entergy Charitable Foundation (see pages 2 and 3 of this report), Entergy Corporation provides financial support to our communities through several other programs described below. More information and applications can be requested through Corporate Contributions.

OPEN GRANTS

Entergy's Open Grants Program focuses on improving communities as a whole. We look for giving opportunities in the areas of arts and culture; community improvement/enrichment; and healthy families. While we will accept applications from educational and environmental programs, these areas are primarily funded through separate processes (see Entergy Charitable Foundation and Environmental Stewardship Program).

COMMUNITY PARTNERSHIP GRANTS

This program provides grants up to \$1,000 for projects that effectively impact arts and culture, community improvement/enrichment, education and literacy, and healthy families. Entergy's objective in this program is to team up with various non-profit organizations and institutions to help build stronger, more productive communities.

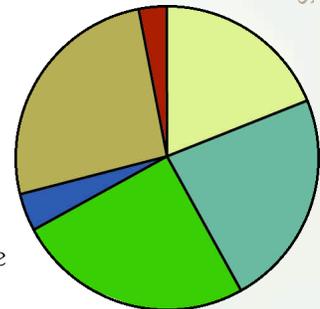
ENVIRONMENTAL STEWARDSHIP GRANTS

Through this program, Entergy actively seeks opportunities to fund innovative approaches to preserving and enhancing

the environment. We are interested in activities, programs or projects that go beyond compliance with environmental laws and regulations. Any Entergy employee partnering with a 501(c)(3) organization can apply or non-profit organizations can apply on their own. In 2001-2002, Entergy awarded 66 Environmental Stewardship grants.

MATCHING EDUCATIONAL GIFTS

This program matches – dollar-for-dollar – employee, board member and retiree annual contributions from \$25 through \$1,000 to eligible secondary or high schools and from \$25 to \$2,000 to eligible colleges and universities.



UNITED WAY CAMPAIGNS

In 2001, hundreds of employee volunteers participated in twenty different United Way campaigns. 2001 also marked the first year that Entergy made a company-wide match to employee gifts on a dollar-for-dollar basis. Employee, retiree and corporate gifts raised \$3.5 million for United Way agencies where our customers and employees live and work.



THE POWER OF AMERICA FUND

Power companies joined together in the aftermath of September 11th to establish The Power of America Fund (TPOA). TPOA is an industry-wide effort aimed at helping surviving dependents of the September 11th victims by ensuring that they have the opportunity for a college education. Entergy contributed \$500,000 as seed money to start the fund and continues to match employee and retiree contributions dollar-for-dollar. The fund currently stands at more than \$3.1 million.

2001-2002 COMPANY-WIDE GRANT SUMMARY BY PROGRAM AREA

- 19% Arts & Culture
- 23% Community Improvement & Enrichment
- 25% Education/Literacy
- 4% Environment
- 26% Healthy Families
- 3% Other

Entergy Charitable Foundation

Entergy Charitable Foundation

The Entergy Charitable Foundation is a private foundation dedicated to supporting charitable organizations in the diverse communities where Entergy customers and employees live and work. The Foundation has a special focus on low-income initiatives as well as educational and literacy programs, and its goal is to support initiatives that help create and sustain thriving communities.

LOW-INCOME INITIATIVES & SOLUTIONS GRANT PROGRAM

The Foundation seeks programs that provide for innovative and measurable ways to positively impact families and their ability to support those most vulnerable – the children and the elderly. Such programs should emphasize:

- Sustaining families and self-sufficiency
- Technical assistance and training for non-profits
- Housing
- Home-ownership preparation
- Energy management and awareness
- Innovative use and promotion of alternative sources of energy

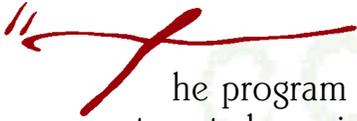
EDUCATION & LITERACY

When people are geared with knowledge, they become more effective within their communities. Educated, critically-thinking citizens make the community as a whole more powerful.

One of the key issues in combating poverty is eliminating illiteracy. Thriving communities depend on self-sufficient, productive citizens. At Entergy, we believe that an essential element to healthy, thriving communities is creating an environment where every individual is literate and has basic reading and writing skills.

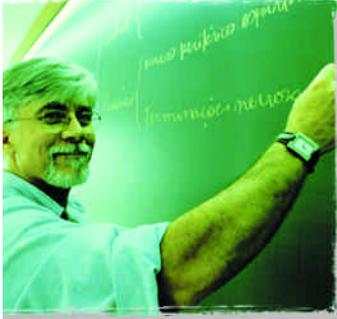


Investing in our communities



"The program has been a great way for Entergy to invest in a targeted way in an area they have a strong interest in – teacher preparation and support. It is also an area that we have a great need for in Louisiana. This is definitely a partnership that works."

– Barry Erwin, President and CEO,
Council for a Better Louisiana



EXCELLENCE IN EDUCATION INVESTMENT FUND FOR LOUISIANA

Through a partnership with the Council for a Better Louisiana, the Entergy Charitable Foundation has organized the Excellence in Education Investment Fund for Louisiana.

The Fund supports innovative efforts that recognize Louisiana's need to increase teaching quality; and therefore student achievement through recruitment of quality candidates, preparation and training and teacher retention.

In order to have a meaningful impact on the issues facing education and to promote

academic achievement, the Excellence in Education Investment Fund concentrates on proposals that:

- Address undergraduate or new teacher training and excellence;
- Form partnerships between colleges of education and local schools/districts;
- Improve teacher-candidate recruitment, especially in teacher shortage areas like math, science and early childhood;
- Help schools and school districts improve professional development; and
- Improve low-performing schools and institute best practices.

PARTIAL LISTING OF ENTERGY CHARITABLE FOUNDATION GRANTS IN 2001-2002

- All Stars Project, Inc. **New York, NY**
- Close-Up Foundation **Multiple locations**
- Dress for Success Charities **New Orleans, LA**
- Habitat for Humanity **Multiple locations**
- Lamar University **Beaumont, TX**
- Louisiana Housing and Community Development Corporation **Baton Rouge, LA**
- Mid-Delta Community Services, Inc. **Helena, AR**
- My Sisters' Place **White Plains, NY**
- National Fuel Funds Network **Multiple locations**
- Public Education Forum of Mississippi **Jackson, MS**
- United Negro College Fund, Inc. **Multiple locations**



People's Choice Volunteer Awards Winners

One of Entergy's most important contributions to our communities is the volunteer work of our employees and retirees. The People's Choice Volunteer Awards are designed to honor those volunteers who, through service to the community, exemplify Entergy's philanthropic vision – "Lighting the way for a brighter future by investing in our communities."

ARKANSAS

BILLY JOE PERRY, senior lineman, has dedicated many hours of service to the citizens of Lake Village, Arkansas and the surrounding communities. Some examples of his accomplishments include: removing old fuse boxes for the elderly and replacing them with more efficient ones; installing ceiling fans in area churches; helping paint several houses in the community; replacing the plumbing in the homes of the all of the community's elderly widows; and regularly visiting nursing homes to inspire and encourage elderly shut-ins.



Photographer: Cheryl Sibley



Photographer: Michael F. Grabarek

LOUISIANA

NINA BOURGEOIS, senior staff tax specialist in New Orleans, along with her husband and their dogs, Fondue and Gateau, are volunteer members of the Visiting Pet Program. As part of the program, they visit the elderly in Orleans and Jefferson parishes. The motto of the Visiting Pet Program is "Bringing love and leaving smiles." Nina and her husband exemplify the mission of the organization – "Through the unconditional love of animals, the Visiting Pet Program strives to improve the quality of life of all we meet."

MISSISSIPPI

GERALD HUSBAND, senior engineer from Greenville, serves meals at the Salvation Army Soup Kitchen weekly and provides meals for the elderly on holidays. He volunteers throughout the year at a local school to assist students with reading and science projects and is involved with Junior Achievement's Project Business, teaching fundamentals of economics to students. Gerald is a board member of American Red Cross and the incoming President of the Greenville Kiwanis Club. He is an active member of the Greenville Housing Initiative (GHI), which repairs the homes of elderly citizens.



Photographer: Randy L. Blackburn

Photographer: Cherie Power



NEW YORK

STEVE POWER, lead nuclear plant reactor operator, helps mentally challenged adults lead a normal life. Steve and his wife have been donating their time and money to help the Home Maintenance Program, which serves residents of halfway houses with various degrees of retardation. Some of the residents can care for themselves while others need continuous care. Steve and his wife invite the residents to their house for dinner and coffee during the week, take them shopping and provide a home for the holidays for those without family.

TEXAS

JOE A. SIMPSON, transmission specialist, raises funds for the Llano Special Opportunity Center, a center for mentally and physically challenged adults. Though the Center receives money from the state to pay employee salaries, the clients and their families, which many do not have, are responsible for the expenses of the Center itself. Joe was one of the original organizers of the Llano Crawfish Open, an annual event started to raise money for the Center. Now in its thirteenth year, the Open has come a long way from the \$480 raised in the first year to \$125,000 last year.

Photographer: Jill Humphres



Photographer: GaryT. Marshall



RETIREES

ERNEST WHITELAW of Little Rock, Arkansas has gone well beyond meeting the community needs while volunteering at Arkansas Children’s Hospital in the Infant and Toddler Unit. Ernest spends his time helping meet the psychosocial and developmental needs of children and their families. He also helps reduce the stress and anxiety accompanying hospitalization and other health care encounters for patients up to two years old. He has volunteered with the unit since 1998 and has accumulated 500 hours of service at the hospital.

THE PEOPLE’S CHOICE VOLUNTEER AWARDS All Entergy employees and retirees were eligible both to nominate and be nominated. The awards were sponsored by Entergy’s employee/retiree volunteer program, Community Connectors, and the winners were selected by their peers – other Entergy employees and retirees.

Awards were given in two categories: employee and retiree. The winner in each category received a framed commissioned print along with a \$1,000 grant for the non-profit organization of his/her choice. Each finalist received an unframed version of the same print and a \$250 grant. Nominees met at least three of the following criteria:

- Community needs and solution – Does the nominee’s activity meet a real community need/concern?
- Impact – Does the activity have a demonstrated impact on or lasting benefit to the community?
- Ongoing involvement – Is the activity ongoing? To be eligible, an activity should typically last at least six months.
- Innovation – Does the activity reflect innovative/unique approaches to solving serious social problems?

We give special thanks to the photographers credited on these two pages – they are also Entergy volunteers.



Community Connectors Program

C = MC² Entergy = Making Community Connections. The need of a non-profit organization isn't always financial. Often people power is just as critical.



COMMUNITY CONNECTORS AT A GLANCE

Total number of members:	1,143
Grants given 2001–mid 2002:	\$23,250
Volunteer hours served 2001–mid 2002:	Over 14,500

Entergy's volunteer program, Community Connectors, recognizes and encourages the volunteer efforts of Entergy employees and retirees. In addition to providing communities with volunteer services, the Community Connectors program gives Entergy volunteers an opportunity to augment contributions to their communities financially.

Supporting the volunteer efforts of employees and retirees is one of Entergy's most important contributions to our communities. With more than 15,000 employees and approximately 8,000 retirees, Entergy can be a powerful force in the communities where we serve and operate facilities.

All full-time and part-time employees and retirees are eligible to earn grants for approved non-profit organizations. Eligibility and exclusions are determined by the Corporate Contributions staff.

CONTRIBUTIONS FOR CONNECTORS

Employees and retirees volunteer their hours to earn Contributions for Connectors grants of up to \$250 on an individual basis and \$500 per team each year.

An Individual Volunteer can earn \$100 for 50 hours or \$250 for 100 hours of service to a specific non-profit organization.

Volunteer Teams – a minimum of three people – should be Entergy employees or retirees. The Corporate Contributions staff approves projects that can earn volunteer teams \$250 for 150 hours or \$500 for 300 hours of service.



DAVID PARKS, estimate control technician for Entergy Mississippi, spends his volunteer time with the Allen Community Volunteer Fire Department in southwest Copiah County. David dedicates a planned ten hours per month, but has spent more unplanned hours on calls. By fixing trucks, fighting fires and training other volunteers, David has earned three Contributions for Connectors grants for the fire department, which have been used to purchase safety equipment including turnout gear, which costs almost \$1,000 per set – a large expense for a volunteer group.

Photographer: Amy Williams



Low-Income Initiatives

Entergy knows that people in our region suffer disproportionately from the problems caused by limited economic opportunity. Our low-income initiatives focus on efforts to eliminate the cycle of poverty that affects our customers.

In 1999, Wayne Leonard issued a challenge to the company to attack the problems that cause poverty. To carry out Entergy's mission, a committee of Low-Income Champions reach out to low-income customers and advocacy organizations and find community partners. Employees work in teams with government agencies, non-profit organizations, churches and low-income advocates. Here are some of the programs that are working effectively to combat poverty.

LOW-INCOME CUSTOMER ASSISTANCE SUMMIT

Entergy became the first U.S. utility to bring together a diverse group of national, regional and local institutions from a multi-state area to address the needs of low-income customers. We have created working coalitions to weatherize houses, lobby lawmakers and raise money for customer assistance funds. The next summit is planned for November 5 - 7, 2002.

CUSTOMER ASSISTANCE FUNDS

The Entergy Customer Assistance Funds are community-based programs that provide financial assistance to low-income, disabled and elderly customers. In 2001, Entergy, its employees and customers contributed \$1.3 million to ensure that those unable to pay their utility bills would have service.

BREAKING THE MILLION \$ MARK No matter what you call it – Project Deserve, Project Care or Helping Hands – Entergy's 2001 and 2002 fuel fund campaigns were great successes. In 2001, Entergy employees and shareholders joined customers in raising over \$1.3 million for low-income customers. Additionally, the company agreed to match \$2 for every \$1 each employee contributed, resulting in a 62% increase over 2000. Through mid-2002, the company continued the 2 for 1 match, and over \$1.5 million was raised.

LEONARD ACCEPTS HUMANITARIAN

AWARD The National Fuel Funds Network (NFFN) presented the 2002 Sister Pat Kelley Achievement Award to Wayne Leonard. The Kelley Award, recognizing individual achievement on behalf of low-income families, is the NFFN's highest accolade. NFFN is a national membership organization of non-profits and utilities that raise and administer charitable energy assistance. Leonard was recognized for launching Entergy's Low Income Initiative and for speaking out on the need for further government and business involvement in energy assistance. Said Leonard in accepting the award, "It is my great hope that other energy companies will accept Entergy's efforts as a personal challenge to serve all customers with compassion, dignity and respect."



WEATHERIZATION

In addition to the many employee volunteers who help weatherize the houses of low-income customers, Entergy is providing weatherization packages, tips, shopping lists and assistance to churches and community groups to encourage and support local programs. The company is also utilizing cable television to run educational programs that teach inexpensive weatherization techniques.

DELTA REGION EFFORTS

Median household income in the Mississippi Delta, much of which lies within our service area, is 50 percent of the national average. Entergy is actively involved in the Mississippi Delta Regional Initiative and the New Markets Initiative to promote investment and opportunity. We have an aggressive advertising, grassroots and lobbying campaign to promote federal support for development in the region. We also made a \$5 million commitment to the Enterprise Corporation of the Delta, a business development finance organization, to strengthen the region's economy and improve the quality of life.





Economic Development

Teamwork

Using the strength of our success in the service of others

Some of the greatest investments we have made in the long-term health of our communities have been through economic development partnerships. These programs promote coordinated efforts by business, government and civic leaders to work together to develop the local, regional and state economies. The creation of jobs and the expansion of businesses lead to viable, productive and competitive communities.

Entergy's Team City programs help communities in our service area organize, plan and prepare for economic development at the local level.

Entergy's Community Resource Centers provide support to community-based economic development professionals through training, strategic planning, grants, marketing plan assistance and business site development. We help develop new business leads and manage new business projects through direct mailings, advertising, tradeshow marketing, recruiting missions and Internet lead services.

In 2001, our programs produced results in a variety of communities:

- Entergy **Arkansas** helped attract an estimated 6,927 jobs to the state as reported by the Arkansas Department of Economic Development. Entergy also provided \$90,558 in grants to communities through Teamwork Arkansas.
- In **Louisiana** Entergy helped attract 2,705 jobs to the state and provided \$141,743 in grants to communities throughout the state. These figures encompass all Louisiana entities including Entergy New Orleans.
- Entergy **Mississippi's** strong economic development programs contributed to the creation of 16,345 jobs in the state during 2001. Entergy also provided \$102,299 in economic development grants.
- Entergy **Texas** helped attract 2,337 jobs to the area and provided \$86,523 million in economic development grants.

CREATING A BusinessLINC During 2001, Entergy and the Enterprise Corporation of the Delta (ECD) pursued BusinessLINC, a program that promotes on-going mentor-protégé relationships with one firm each in Arkansas, Louisiana and Mississippi. Through BusinessLINC, Entergy employees successfully mentored these companies by providing human and capital resources to improve their business potential:

Thermal Logic (Baton Rouge, LA) – Entergy provided direct marketing assistance in the development of a sales kit for delivery to potential customers. During the course of the relationship, the sales kit netted the protégé an agreement with a local grocery chain.

Tri-Link (Pine Bluff, AR) - Entergy provided direct industrial and contracted architectural engineering services to help expand the capabilities of this transportation containment product manufacturer.

Delta Linen Services (Clarksdale, MS) - Entergy provided direct assistance to improve customer focus, update accounting/bookkeeping systems and implement production changes. This assistance helped double the company's sales and new accounts.



Investment in the Environment

Entergy recognizes that environmental protection, preservation and enhancement is a facet of social responsibility. The foundation of our environmental program is based on strict compliance and effective risk management. However, Entergy feels obligated to do more than simply comply – we want to lead.

We are committed to partnering with others to improve our global environment and our communities. Because of investments we have made in natural gas-fired generation, nuclear power and renewable wind energy, Entergy's rate of air pollution emissions already ranks as one of the five lowest among the nation's 100 largest power generating companies. But we are not satisfied with the status quo. Entergy is also supporting federal legislation that would lower emissions from the electric sector and has reduced our own emissions even further. We can only be a leader if we "walk the talk."

ENVIRONMENTAL INITIATIVES FUND

In May 2001, Entergy partnered with Environmental Defense, a national environmental interest group, and with other like-minded corporations and organizations to reduce carbon dioxide emissions and help combat the risk of global warming. In support of the new program, Entergy established a special Environmental Initiatives Fund that will invest up to \$25 million over five years in projects that reduce CO² and other emissions. Since its inception, 35 EIF projects have been initiated in seven different states and three foreign countries.

NATIONAL ARBOR DAY FOUNDATION NAMES ENTERGY A TREE LINE USA UTILITY

The Tree Line USA program, sponsored by the Arbor Day Foundation and the National Association of State Foresters, recognizes utilities that meet three requirements: a quality tree care program, a worker training program that teaches tree care practices and a public education program. Said Danny Taylor, Entergy's vegetation manager, "Entergy has worked hard to qualify for this certification. This reflects our commitment to environmentally friendly work and business practices."

ENVIRONMENTAL STEWARDSHIP PROGRAM

The Environmental Stewardship Program awards grants to projects that enhance the environment of our communities. We seek opportunities to partner with non-profit organizations to develop and support environmental initiatives – activities, programs, or projects – that go beyond environmental compliance.

STEWARDSHIP IN ACTION: GRAND GULF

Since the early 1990s, Entergy has protected wetlands and hardwood forest on the 2,300 acres surrounding Grand Gulf Nuclear Station. The wetlands are part of a seasonal floodplain along the Mississippi River that provides a habitat for migratory birds. In light of the dramatic loss of bottomland hardwood over the past 50 years, Entergy has also focused on managing and improving the hardwood stands that cover the remainder of the site.

ENVIRONMENTAL COMMITMENT TAKES ROOT In 2001-2002, Entergy planted over 100,000 trees at its Willow Glen Station in St. Gabriel and 20,000 trees at its Little Gypsy Plant in LaPlace, LA. Both efforts supported the company's commitment to reduce emissions of carbon dioxide, a greenhouse gas and contributor to global warming. "The tree planting will have a very positive impact on both the environment and the company," said Frank Harbison, Entergy's environment support manager. "The trees will improve the removal of carbon dioxide from the atmosphere while providing a natural habitat for wildlife."



Entergy's Low- Income Champions

ARKANSAS

Cheryl Evans – 501-396-4381

Elijah Harris – 501-396-4310

Diane Tatum – 870-396-4310

LOUISIANA

Wade Stewart – 504-840-2582

Beverly Trahan – 225-381-5798

MISSISSIPPI

Allison Graves – 601-969-2667

Lawrence Johnson – 662-390-4002

Will L. Mayo – 601-969-2343

Miles Nelson – 601-342-7561

NEW ORLEANS

Alex Dunn – 504-670-3653

Antoinette Green – 504-670-3202

TEXAS

Brenda Broussard – 409-981-3443

Paula Odom – 281-362-4084

For more information on any of the programs inside this report, contact:

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Entergy Charitable Foundation

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Horace S. Webb, President and CEO
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Community Connectors Program

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Deanna Rodriguez, Vice President
Christine Jordan, Corporate Contributions
Representative
Tamara Schmalz, Executive Secretary

