

ANNUAL REPORT 2024



# NORA 2024 Officers & Directors

Congress authorized NORA in 2000 to facilitate the liquid heating industry’s efforts to provide more efficient, more reliable and lower-carbon home heating and hot water to six million homes.

NORA receives \$0.002 at the wholesale level on every gallon of liquid heating fuel sold in the 21 states who voluntarily participate in the NORA program.

NORA receives no federal funds and is 100% industry funded.

As mandated by Congress, NORA directs annual fee receipts to support (1) Consumer Education, Safety & Training; (2) Research, Development & Demonstration; and (3) Heating Oil Efficiency & Upgrade Program.

For more information about NORA, visit [NORAweb.org](http://NORAweb.org) or contact [info@noraweb.org](mailto:info@noraweb.org).

NORA is governed by a Board that represents both wholesalers and retailers from every state where NORA operates. The Board also includes representatives from the research and manufacturing sectors. It meets twice a year and is responsible for the overall governance of the Alliance.

### NORA 2024 Officers

*Chairperson*  
Kate Duffey

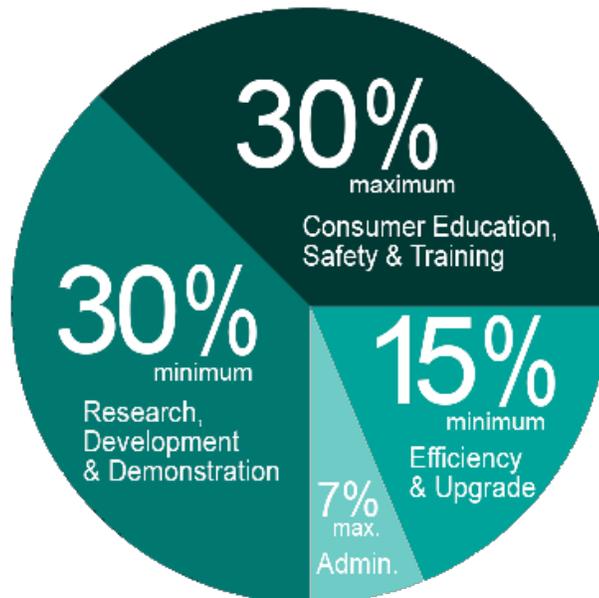
*Treasurer*  
Eric DeGesero

*President*  
Michael Devine

### NORA 2024 Directors

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Mario Bouchard	John McCusker
Levi Bourne	Brent Moore
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Jacqueline Hart	Claudette Townsend
Allison Heaney	Charles Uglietto
Justin Jeffers	Carter Vaillancourt
Hal Johnson	Mike Van Doren
Micahel Lamperelli	Scott Vandino
John Marran	Dave Walton

NORA spending must be directed to three major areas for the advancement of liquid fuel heating technology, education & efficiency.



# NORA Activities

NORA activities cover a broad range of areas at the state, regional & national levels. The statutory areas of involvement are: Research, Development & Demonstration, Consumer Education, Training & Safety and Energy Efficiency. NORA's continued focus is on the Safety, Reliability and Efficiency of home heating systems for American consumers.

## Research, Development & Demonstration

FOCUSING ON EFFICIENCY, RELIABILITY & RENEWABLE LIQUID FUELS

### RENEWABLE DIESEL FOR LIQUID FUEL HEATING BASIC TESTS

Renewable diesel (RD) is an alternative to biodiesel that can be produced from the same feedstocks—such as vegetable oils, waste oils, greases, and fats—while offering equal or greater emissions benefits.

In the U.S., heating fuel is defined by ASTM D396, which specifies that heating fuels must be hydrocarbons with only trace amounts of oxygen. While certain grades of heating fuel allow biodiesel blends, RD already meets all D396 requirements. Therefore, no changes to the standard are necessary. Manufacturers of liquid fuel burners and pumps have also confirmed their products are compatible with RD.

Throughout 2024, the NORA research team conducted performance testing on a range of burners using RD and RD/biodiesel blends. Tests included flame stability, carbon monoxide and smoke emissions, NOx levels, and burner control sensor responses. The program covered both U.S.-market burners



and advanced low-NOx European designs.

NORA also performed durability testing on U.S. fuel pumps, cycling them 500,000 times—equivalent to about 50 years of service—to assess performance and elastomer wear. No technical concerns were found with the use of renewable diesel in heating applications.

### BIODIESEL (B100) FIELD STUDIES

The heating fuel industry continues to expand the use of renewable fuels. Blends up to 50% biodiesel (B50) are now common,

and components approved for 100% biodiesel (B100) are increasingly available. NORA has supported this effort for more than 15 years through extensive field testing.

In 2024, NORA monitored approximately 24 B100 sites, visiting regularly to collect samples, inspect equipment, and evaluate fuel stability. Results show minimal degra-



dation under typical operating conditions. No increase in component failure rates has been reported.

One issue identified is increased burner head carbon deposits in certain systems running high biodiesel blends. This appears related to burner type and control settings and can be managed through routine service. NORA is conducting parallel lab studies to better understand and mitigate deposit formation.

### IN-LAB HIGH-BIODIESEL BLEND TESTING

As discussed in the previous section, NORA has observed in the field carbon deposits on the heads of some burners. The NORA research team has conducted a detailed parametric study of the factors that influence this. A typical NORA in-lab test for this runs 4 days and involves a 1 minute on/1 minute off cycling patterns under control of the lab computer. Key parameters that influence carbon deposits include chamber temperature and fuel volatility. “Cold chamber” boilers have little combustion chamber refractory fuels do not evaporate fully during start and shutdown cycling operations. Related to this, fuels which have high volatility levels have less head carbon deposits. Relative to biodiesel, these higher volatility fuels include renewable diesel, No. 2 heating oil, and kerosene.

NORA has done some field studies with higher volatility fuel blends to demonstrate

this parameter. Burner cycling rates in the field, which can be impacted through adjustments to the burner control parameters can be used to reduce carbon deposits and we have implemented this at field test sites with positive results.

During 2024 NORA, under a supervised intern program, developed a refractory insert to a cold chamber boiler which was found to dramatically reduce carbon deposits. These results, as with all NORA research results, are shared with manufacturers to help move the industry in positive direction relative to the use of these new fuels.



### COLD FLOW & HIGH-BIODIESEL BLENDS

Cold flow properties are a technical challenge with the move to high biodiesel blends. At temperatures ranging from 30 °F to 40 °F (depending on feedstock used) B100 can gel. Most home heating tanks are indoors, and this is generally not a concern. However, it is estimated that 10% of all home oil tanks are outdoors and technical solutions are needed for these sites.

This can be a concern even with traditional heating oil and the fraction of outdoor tanks

decreases as the location moves North into colder zones for obvious reasons. NORA has been exploring two technical pathways to address this.

The first involves heating the outside storage and a wide range of approaches have received attention. In 2024, NORA started a new field study in the Upstate New York Adirondack region in which a typical tank was installed in an insulated “shed” with a small electric heater. This site is monitored remotely, and preliminary results indicate this may be a highly effective solution. This test is being done in collaboration with the State University of New York in Morrisville.

In a second field test, in central Connecticut, in-tank heaters are being tested. These tests are being done at a Connecticut Energy Marketers Association training school. NORA has installed remote monitoring systems at both sites.

The second approach involves the use of additives to improve the cold flow properties of B50 blends. This work includes in-lab testing and limited field testing and started toward the end of 2024.

The additive under test can dramatically reduce the pour point of B50 blends but does not have a strong impact on the cloud point of the fuel. The focus of the in-lab research at NORA is to understand the filterability of the cloudy fuels that can result over a wide temperature range.

### CODES & STANDARDS

NORA technical staff have taken part in the Underwriters Laboratories standards development process. This effort has contributed to establishing test protocols for equipment using biodiesel blends up to B100. In addition, NORA actively takes part in the ASTM process for developing standards for heating fuels.



## RENEWABLE DIESEL/BIODIESEL BLEND FIELD STUDY

In-lab testing at NORA has shown that renewable diesel and renewable diesel/biodiesel blends (“RD/BD”) offer technical benefits over just biodiesel as a renewable heating fuel. This includes improved cold flow properties, low particulate emissions, and enhanced volatility which can reduce burner head carbon deposits.

Building on the in-lab studies, NORA, in 2024, launched a new initiative to conduct field studies with RD/BD. NORA reached out to fuel marketer/service organizations in Massachusetts and Pennsylvania to identify potential participants.

The response was very strong and, working with these groups, NORA identified 135 field sites for a study. The heating equipment at these sites represents all of the technical varieties of hydronic boilers, warm air furnaces, and water heaters that are in common use. Chevron agreed to lead the logistics of delivery of the RD/BD blends to the test regions. Some of the sites will be using RD50/B50 blends and others will use RD80/B20 blends.

NORA did the final selection of the test sites which are divided into Level 1 (detailed site measurements) and Level 2 (service records only). Visits to all of the 35 Level 1 sites were completed by NORA staff in October and November of 2024 to document equipment types and condition and collect baseline fuel samples.

No equipment changes were made at any of the sites and the fuel remaining in the tank was not removed. The new fuel was planned to be delivered directly onto the

existing fuel.

Actual deliveries of the test fuel blends has been planned to start in January of 2025. Through 2025 and the first half of 2026, NORA has planned to periodically visit the sites to inspect burner conditions and collect tank fuel samples. For all sites delivery and service records will be collected.

At the end of the RD/BD field trials NORA will prepare a detailed report on the results and a review of future opportunities with these blends

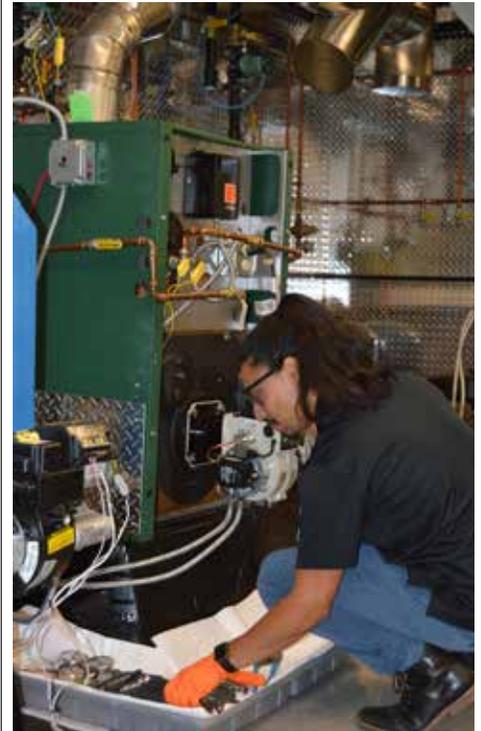
## CELLULOSIC BIOFUEL FOR HEATING APPLICATIONS

Ethyl Levulinate (EL) is a zero GHG biofuel derived from wood waste and other cellulosic materials. A key advantage of this fuel is outstanding cold flow properties, making it suitable for use, without heating, even in the coldest parts of the continental U.S. NOx emissions are also very low with this fuel.

There is strong interest in developing EL for heating applications, particularly in the upper Northeast, using locally available feedstocks. NORA has supported this interest through combustion studies on the residential and commercial scale, fuel property evaluation, and development of elastomer seal options compatible with this fuel.

Construction of the first production plant for EL is planned to start in 2026 by Biofine Northeast LLC.

To support the commercialization of this fuel, an ASTM Standard Specification is seen by the producers and potential customers as necessary. NORA is leading an effort to formally create this specification. During 2024



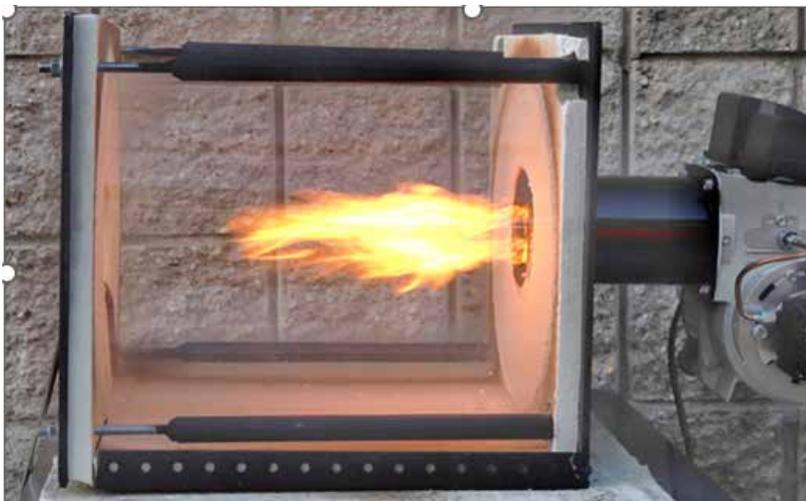
NORA worked with producer fuel samples but a concern developed over high acidity and the potential for metal corrosion.

NORA investigations led to identification of a specific impurity which caused this concern. The producer was able to eliminate this component by adjustments to the distillation parameters. Subsequent NORA testing confirm this solution. NORA is proceeding with the completion of the full ASTM specification proposal.

## R&D COMMUNICATION & OUTREACH

NORA is committed to open dissemination of research results through published reports and active participation in key industry events, including.

- ASHRAE Annual Meetings
- ASTM Technical Committees
- Eastern Energy Expo
- Southern New England Energy Conference
- New England Fuel Institute Annual Conference
- International Association for the Storage and Handling of Liquid Fuels
- National Biodiesel Board Tech-



*A quartz cylinder demonstration stand allows for monitoring combustion with varying blends of renewable fuels.*

## Consumer Education, Safety & Training WORKFORCE DEVELOPMENT & COMMUNICATIONS

### TECHNICIAN TRAINING & CERTIFICATION

Liquid heating fuel technician training is a central priority of the National Oilheat Research Alliance (NORA). To elevate and standardize technician qualifications across the industry, NORA offers a tiered certification program, beginning with the entry-level Bronze Certification, progressing to the Silver Certification for experienced technicians, and culminating in the advanced Gold Certification, which requires specialized training in several disciplines. Since its adoption, this program has gained significant recognition,



with Vermont, New Hampshire, and two counties in New York incorporating NORA certification into their state or regional licensing requirements.

The Bronze Certification is designed for individuals with minimal field experience and requires a minimum of 80 hours of classroom and lab instruction at a NORA-certified school. The Silver Certification is intended for technicians with three or more years of field experience and builds on foundational skills to deepen technical expertise.

Gold Certification, the highest level awarded by NORA, is geared toward technicians who wish to move beyond basic installation and repair. Gold-level technicians are trained to provide comprehensive systems analysis, advise customers on appropriate equipment, diagnose home comfort issues, and recommend efficiency improvements, helping raise overall service quality and customer satisfaction across the industry.

### TECHNICIANS MANUAL FOR LIQUID HEATING FUELS

NORA recognizes that an accurate, widely accepted technical manual is essential both for training new technicians and serving as a trusted reference for experienced profes-

sionals. To meet this need and support its Liquid Heating Fuel Certified Technician program, NORA developed and released the Technicians Manual for Liquid Heating Fuels. Over time, it has become the reference of choice for virtually every vocational training program that offers liquid fuel heating instruction, including high school vocational programs, community colleges, state associations, and both for-profit and non-profit trade schools.

To make the material even more accessible, NORA offers the manual in multiple formats. An audio version is available, which is especially valuable for individuals with limited reading skills and for technicians whose first language is not English. In addition, both a PDF and an interactive “flipbook” version are offered, allowing users to study and reference the manual on a variety of devices and in the format that best suits their learning style and needs

### TECHNICAL RESOURCE CENTER

The liquid heating fuels industry is changing quickly as renewable fuels are introduced into the supply in higher blends and heating equipment becomes more efficient. To keep pace with these developments, NORA’s Technicians Manual for Liquid Heating Fuels—long the foundation of its technical education program—must remain current. However, the rate of change is so rapid that frequently revising and reprinting the book is not practical.

In response, NORA created an online



technical resource designed to provide continuously updated information and practical support for service professionals. A QR code is printed on the last page of each chapter in the Technicians Manual for Liquid Heating Fuels, linking directly to the corresponding section of the online resource. The digital platform follows the same structure as the manual, allowing technicians to find information easily by topic or by scanning the QR code. Each virtual chapter features in-depth material from manufacturers, industry educators, and NORA-produced content, with an emphasis on delivering information in multiple formats—including written materials, audio, and video—to support a wide range of learning preferences and field needs..

### IN THE LOOP PODCAST

NORA’s *In the Loop* podcast informs both the liquid heating fuel industry and consumers about the advancements being made in technical education, research, and the transition to low-carbon liquid fuels. The series provides a convenient way for listeners to stay current on rapidly evolving technologies, training opportunities, and policy and market developments that are shaping the future of the industry.

Each monthly episode features one or more industry experts who share insights from the field, highlight real-world applications, and explain how NORA-supported initiatives are making a difference in homes and businesses.

Season two, 2024 topics included “Propelling Towards a Low Carbon Future in the NORA Lab”, “Connecting and Empowering Women in Energy” and “Bridging the Gap Between HVAC Education and Industry Needs”.

Through these conversations, *In the Loop* with NORA has become an accessible platform for sharing knowledge, promoting best practices, and demonstrating how NORA’s work supports a cleaner, more efficient future for liquid fuel home heating.

### ACCREDITED INSTRUCTORS

The NORA Accredited Instructor program ensures that technicians trained in NORA schools, unions, and companies within the liquid heating fuels industry receive an education that truly benefits them, their

customers, and their employers.

The program begins with each participating trainer delivering a prepared presentation to a group of peers. This initial session is carefully critiqued by both the program instructor and the class to establish a realistic baseline of teaching skills. From there, the focus shifts to growth. Participants work through the full teaching process, learning how to organize material, engage students, and check for understanding. They explore methods for turning dense technical content into clear, structured lessons that technicians can apply in the field the very next day.

Rather than simply reviewing facts or reading from a manual, NORA Accredited Instructor candidates are coached to create a genuine learning environment. They practice asking better questions, encouraging discussion, incorporating hands-on demonstrations, and connecting theory to real-world service calls. The goal is to move beyond “covering” content to actually changing how students think about combustion, efficiency, safety, and system performance.

At the heart of the NORA Accredited Instructor program is the idea that students should not just hear information—they should own it. When instructors present the curriculum in a way that is clear, practical, and memorable, technicians are better prepared to diagnose problems, optimize system performance, and communicate effectively with customers. This strengthens the entire liquid heating fuels industry by building a more confident, capable, and customer-focused workforce.



tion organization for home performance contractors, built around a “house-as-a-system” approach that evaluates how all components of a home work together to influence energy use, comfort, and safety. Professionals trained and certified to BPI standards are equipped to identify opportunities for energy conservation and have helped homeowners reduce annual utility bills by as much as 20% or more.

BPI credentials carry strong value across the building energy sector and are increasingly sought by homeowners as well as state and utility energy-efficiency programs aiming to meet carbon-reduction and whole-building performance goals. To support candidates pursuing these credentials, NORA is also offering comprehensive training aligned with BPI requirements at its Plainview facility.

NORA’s BPI-approved testing center is one of only three on Long Island, serving four counties and a population of more than 8 million residents. Training and testing cycles will be offered throughout the year.

### BPI AT NORA

NORA's Technical Training Center in Plainview, NY has been authorized to conduct Building Performance Institute (BPI) testing for the Building Science Principles, Building Analyst Technician, and Building Analyst Professional certifications. BPI is a nationally recognized standards and certifica-

## Efficiency & Upgrade

### INCENTIVES FOR CONSUMERS TO UPGRADE TO GREATER EFFICIENCY

#### CONSUMER EQUIPMENT UPGRADE REBATES

The NORA rebate program is designed to enhance consumer efficiency and safety by promoting the replacement of outdated equipment with contemporary, efficient systems.

In the context of boiler applications, NORA's equipment rebate program determined that average energy savings from equipment replacements were approximately 20%. It is estimated that prior to the upgrades, each site utilized around 850 gallons of liquid heating fuel annually. As a result, each boiler replacement yielded a savings of approximately 170

gallons of fuel per year when transitioning to a higher-efficiency system. Cumulatively, the 1,400 boiler upgrades executed in 2022 culminated in an annual savings of roughly 212,800 gallons of liquid heating fuel.

A comparable assessment can be conducted for furnace upgrades. NORA solicited data from the installing contractors concerning the Annual Fuel Utilization Efficiency (AFUE) of both the removed and newly installed furnaces. According to the collected information, the average increase in AFUE for furnace upgrades was 19.1%, rising from 67.7% to 86.8%. This increment equates to an energy savings of 22%.

Nonetheless, Dr. Thomas Butcher, NORA's Director of Research, posits that the estimate of the efficiency of the removed furnace (67.7%) is likely overstated, advocating that a more realistic energy savings assessment would be approximately 10%.

Considering that the original equipment installations occurred between 1980 and 1990, when

the minimum required AFUE was set at 78%, a 10% energy savings corresponds to an approximate annual fuel savings of 85 gallons, maintaining the same consumption level of 850 gallons annually. This results in total annual savings of approximately 40,300 gallons across 480 furnace upgrade sites.

For the year 2022, the cumulative savings of heating fuel reached 252,800 gallons. Over a projected equipment lifespan of 20 years, these first-year savings could potentially aggregate to approximately 5,056,000 gallons of fuel.

This initiative may be assessed in terms of greenhouse gas emission reductions. Utilizing a greenhouse gas score of 209 lbs/MMBtu HHV for petroleum over a 20-year lifespan suggests that the equipment upgrades facilitate a reduction of 3,490 metric tons of CO<sub>2</sub> equivalent emissions annually.

In addition to the upgrades of heating appliances, NORA's rebate program extends to incentives for replacing fuel storage tanks. This initiative aims to encourage homeowners to replace older or underground tanks, thereby providing environmental protection against the potential for undesirable releases.





NORA serves as an alliance of more than twenty-one associations that represent liquid heating fuel marketers. Each state association is authorized to request rebates from NORA for programs that comply with the criteria established in the NORA Statute. These programs are structured around four fundamental principles: Research, Development, and Demonstration; Consumer Education; Safety and Training; and Energy Efficiency.

## CONNECTICUT

Connecticut Energy Marketers Association (CEMA)

CEMA administers funding to support heating oil and Bioheat® fuel retailers and their customers across the state. These funds are used for technical education, consumer education, energy efficiency, safety, and research and development.

NORA funding improves the efficiency and safety of heating systems by encouraging homeowners to upgrade to high-efficiency equipment and replace aging storage tanks. These programs lower fuel use, reduce emissions, and save consumers money. CEMA also invests in workforce development to ensure a strong pipeline of trained HVACR professionals to support the state's heating fuel industry.

Consumer education is another priority. Through social media, radio, and digital

television, CEMA raises awareness of renewable Bioheat® fuel and energy efficiency measures, helping homeowners understand how modern liquid fuels can reduce carbon emissions and energy costs.

A portion of NORA funding supports the *Upgrade & Save Connecticut* rebate program, which encourages homeowners to replace outdated boilers, furnaces, and storage tanks. The 2024 focus on tank replacements was highly successful, with more than 450 homeowners completing upgrades. The program also provides dealer training, outreach, and tracking tools to measure efficiency gains and emissions reductions.

CEMA's Industry Jobs and Recruitment Program introduces students to career opportunities in the heating oil and Bioheat® fuel industry. Volunteers from local companies and staff visit schools to highlight technical careers, renewable fuel innovations, and the

industry's transition to low-carbon energy. A dedicated website connects students and employers, while ENTECH continues to train the next generation of service technicians.

CEMA also led a statewide consumer campaign in 2024 promoting Bioheat® fuel and home energy efficiency. Reaching more than three million residents through social media and digital television, the campaign emphasized the benefits of renewable fuels and featured national influencer Donnie Wahlberg to boost public awareness.

In addition, CEMA works with real estate professionals through continuing education classes and presentations that explain Bioheat® fuel, tank safety, and home energy efficiency. These sessions help realtors provide accurate information to homeowners and buyers while promoting cleaner, more efficient heating options.

Together, these NORA-funded programs are helping Connecticut reduce emissions,

strengthen the technical workforce, and increase consumer confidence in renewable liquid fuels. Through education, training, and modern technology, CEMA and NORA are leading the way toward a cleaner, more sustainable energy future.

## DELAWARE, MARYLAND & DC

Mid-Atlantic Petroleum Dealers Association (MAPDA)

MAPDA uses NORA funding to support a range of programs that enhance energy efficiency, safety and consumer confidence in oil-heated homes across Maryland, Delaware and the District of Columbia.

A central focus is the administration of equipment and tank rebate programs that help homeowners upgrade their heating systems and fuel storage tanks. Support for these programs includes managing the online rebate submission portals, tracking all submissions, and providing detailed reporting to MAPDA and NORA. By handling the behind-the-scenes administration, these efforts allow the tank and equipment rebate programs to function smoothly and efficiently, creating a simple process for fuel dealers and a seamless experience for consumers who are installing new storage tanks or higher-efficiency furnaces, boilers and water heaters.

Energy efficiency outreach is also a key priority. Through the Partnership for *Realty and Oilheat Success* (PRO\$) program, MAPDA conducts a comprehensive outreach initiative targeting real estate professionals and consumers involved in the purchase and sale of oil-heated homes. This includes engaging Realtors, home inspectors, home buyers and sellers, and other real estate professionals on issues of energy efficiency and safety that arise during real estate transactions.

Components of this effort include developing and distributing the “Improving Energy-Efficiency in Your Oil-Heated Home” brochure and delivering information through accredited continuing education courses, in-office meetings and virtual presentations. When real estate professionals and their clients better understand how to save energy, reduce consumption and improve safety in oil-heated homes, they are able to make more informed decisions and achieve more positive outcomes for both their families and their energy use.

Consumer education, safety and training are further strengthened through additional outreach to Realtors and home inspec-

tors under the PRO\$ umbrella. Accredited continuing education training helps these professionals deepen their understanding of the benefits of oilheat and address common questions, issues and misconceptions about oilheat systems, storage tanks and the fuel itself. By improving the knowledge base of those who guide buyers and sellers through transactions involving oil-heated homes, MAPDA’s programs help ensure that oilheat is represented accurately and that customers receive sound advice regarding system safety, equipment upgrades and long-term efficiency.

## KENTUCKY

Kentucky Petroleum Marketers Association (KPMA)

Consumer education, safety, and training activities in 2024 centered on outreach and partnership opportunities that elevated awareness of liquid heating fuels and Bioheat® fuel among both consumers and industry stakeholders.

The National Farm Machinery Show in February 2024 provided the KPMA a platform to connect directly with homeowners nationwide. Through an exhibit booth, literature, and branded materials, the association educated attendees on the benefits of Bioheat® fuel, promoted local fuel providers, and tested messaging to improve consumer engagement. The national scope of the event allowed KPMA to reach beyond Kentucky, informing visitors from other states about their own rebate programs while reinforcing that fuel providers are trusted members of their communities. The activity also demonstrated to Kentucky fuel distributors that the association is proactively working to preserve market share through consumer education and outreach.

The KPMA Fall Meeting recognized NORA’s partnership and underscored its importance in the association’s ongoing efforts to strengthen the liquid heating fuel market. The collaboration was highlighted throughout the event and served to remind members of the rebate program’s value.

Discussions focused on how the NORA relationship supports KPMA’s five-year strategic plan, particularly in building new partnerships with groups such as the Kentucky Soybean Board, Clean Fuels Alliance America, and the Kentucky Association of Plumbing Heating Cooling Contractors.

These alliances are expected to play a critical role in expanding awareness and

ensuring the long-term success of the liquid heating fuel sector.

At the KPMA Tank & Technical Conference, NORA was again recognized as a valued partner. The event featured an informational tabletop with educational materials on Bioheat® fuel, the rebate program, and the economic benefits of liquid heating fuels. Attendees included fuel distributors and service providers from across the region. The tabletop display offered resources such as a Kentucky-specific rebate flyer and recent issues of the KPMA quarterly publication, showcasing the association’s ongoing initiatives to promote efficiency, safety, and renewable fuel adoption.

Finally, the KPMA secured its exhibit space for the 2025 National Farm Machinery Show. This deposit ensured continuity in outreach efforts at a major national venue where the association has successfully engaged consumers and promoted liquid heating fuels for the past two years. The upcoming event will continue to provide opportunities to strengthen awareness and reinforce the role of local fuel providers as reliable, community-based energy partners.

## MAINE

Maine Energy Marketers Association (MEMA)

The “Love My Oilheat Maine” campaign, launched in January 2024 as the fourth phase of an ongoing initiative, used NORA funding to educate homeowners about the benefits of heating oil, energy efficiency, and the industry’s transition to low-sulfur and renewable fuels. Online content and blog posts emphasized efficiency improvements, safety, and equipment rebates, helping consumers make informed choices while promoting cleaner fuel awareness statewide.

The 2024 MTEC Digital Advertising Campaign expanded awareness of the Maine Technical Education Center (MTEC), which trains certified technicians to ensure safe, efficient oilheat operation. Through targeted social media and Google ads, MEMA encouraged enrollment and strengthened Maine’s technical workforce—an essential element of NORA’s efficiency goals.

The *Generation NEXT* Education Outreach program promoted career pathways and technical education for future heating and HVAC professionals.

MEMA’s 2024 Oil Equipment Rebate

Program encouraged upgrades to high-efficiency heating systems and safer storage solutions. *ExploreHeatingOilMaine.com* provided guidance on safety and efficiency, while digital advertising increased awareness of available rebates and energy-saving measures.

Rebate submissions throughout 2024–2025 supported consumer adoption of modern, efficient equipment, directly improving safety and reducing emissions. MTEC also continued its intensive five-week Oilheat Technician Training courses, with Energy Efficiency funds supporting instruction, books, and equipment to ensure technicians are well-prepared for evolving low-carbon technologies.

Under Research and Demonstration, MEMA managed the rebate program, promoted Bioheat® fuel and EL100, and supported online outreach positioning renewable liquid fuels as key to Maine’s clean energy transition. *ExploreHeatingOil.com* served as a central resource for safety, rebate, and efficiency information.

Consumer Education, Safety & Training initiatives reinforced oilheat’s positive role—highlighting reliability, environmental progress, and technical excellence. The CDL Theory and Permit Prep classes further expanded workforce readiness in essential fuel delivery roles.

Together, these programs advanced NORA’s mission in Maine by improving public understanding of oilheat’s evolution, strengthening technician training, and accelerating the adoption of efficient, renewable heating solutions.

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## MASSACHUSETTS

Massachusetts Energy Marketers Association  
(MEMA)

MEMA continued to use NORA funding throughout 2024 to support consumer education, efficiency improvements, and the promotion of renewable liquid heating fuels across the state.

Through its statewide equipment rebate program, the association offered incentives to heating oil customers replacing older oil-fired boilers, furnaces, and storage tanks. Homeowners received rebates toward the installation of new, higher-efficiency systems, and the rebate was processed directly through participating retail heating oil companies. Warm Thoughts Communications assisted

in managing and tracking all rebate submissions from retailers. The program successfully improved energy efficiency in hundreds of homes while also enhancing environmental safety through the replacement of aging storage tanks.

A portion of the association’s research funding was used to expand the reach of a high-profile influencer campaign featuring actor and singer Donnie Wahlberg. Working in collaboration with Clean Fuels Alliance America and the state associations of Connecticut, New York, and Rhode Island, this campaign helped educate consumers about the benefits of Bioheat® fuel. Social media platforms, primarily Facebook and Instagram, were used to promote the message of renewable liquid heating fuels and carbon reduction, reaching millions of viewers across four states.

The association also invested heavily in consumer education initiatives focused on Bioheat® fuel. A statewide radio campaign featured six retailers from various regions discussing the industry’s ongoing transition to renewable fuels. These commercials aired on leading radio stations in Boston, Springfield, and Cape Cod. Complementing the radio outreach, a television campaign used animated messaging to highlight the clean and renewable qualities of Bioheat® fuel, airing on local news stations in Boston and Springfield.

A social media campaign featuring actor Donnie Wahlberg added a strong social media presence, ensuring consistent messaging across multiple media platforms. Collectively, these campaigns reached millions of consumers throughout Massachusetts, strengthening awareness and support for cleaner, more efficient liquid heating fuels.

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## MICHIGAN

Michigan Petroleum Association  
(MPA)  
Michigan Association of Convenience Stores  
(MACS)

MPA and MACS continued their efforts to promote energy efficiency, consumer engagement, and the adoption of Bioheat® fuel through a series of NORA-funded initiatives in 2024.

The *Efficiency & Upgrade* program focused on digital marketing and outreach to strengthen consumer awareness and dealer participation. This included website hosting and optimization for UseOilheatMichigan.com,

regular blog updates, active social media engagement through the *Love My Oilheat Michigan* Facebook page, and publication of the *Efficiency Matters* in Michigan newsletters. The program also managed rebate administration and created promotional content for Michigan Marketers magazine. Together, these efforts successfully attracted new visitors, increased engagement, and supported the state’s goal of advancing energy-efficient oilheat and Bioheat® fuel usage.

Within the Research & Demonstration category, the rebate initiative continued to be a cornerstone of Michigan’s consumer outreach strategy. The *Efficiency Matters in Michigan* newsletters and related dealer communications encouraged participation in the rebate program and highlighted the benefits of upgrading to high-efficiency heating equipment. Maintaining the Michigan rebate portal ensured that applications were processed accurately and in a timely manner, allowing fuel marketers and consumers to access the program with confidence.

Under Consumer Education, Safety & Training, MPA/MACS focused on equipping heating oil companies with modern communication and promotional tools. Through website management, blogging, SEO, social media campaigns, and newsletter production, the association provided members with content to effectively connect with customers and promote the benefits of clean, efficient oilheat systems. These initiatives strengthened consumer trust and supported Michigan’s ongoing transition toward higher efficiency and renewable liquid heating fuels.

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## NEW HAMPSHIRE

Energy Marketers Association of New Hampshire  
(EMANH)

EMANH used NORA funds in 2024 to promote cleaner, more efficient oilheat in New Hampshire through a coordinated mix of rebates, workforce development, and consumer and marketer outreach.

The Oil Tank Rebate Program encouraged homeowners to replace older fuel storage tanks with newer, safer models, leading to 227 upgraded tanks.

The Boiler Rebate Program supported the installation of higher-efficiency boilers and furnaces, resulting in 137 system upgrades and the removal of outdated, less efficient equipment.

Together, these initiatives improved

system performance, reduced emissions, and strengthened environmental and safety outcomes for households across the state.

Workforce development remained a key priority. The Technician Training Grant Program provided grants to individuals who completed a NORA Bronze, Silver, or Gold training program and passed the certification exam, with two technicians earning their certifications and helping employers address ongoing staffing challenges.

At the same time, EMANH expanded consumer education and digital engagement by redesigning *CleanOilHeatNH.com* with a modern layout, clearer navigation, and updated content on ultra-low sulfur heating oil, heating system efficiency, and available rebate opportunities. Regular homepage updates, platform maintenance, and monthly blog posts improved search visibility and gave consumers and marketers a reliable source for information on heating oil, energy efficiency, and rebates.

Clean Oil Heat NH's Facebook page, YouTube content, and online display advertising extended the reach of these messages, driving homeowners to the website and highlighting the benefits of ultra-low sulfur heating oil, tank replacement, high-efficiency equipment, and equipment upgrade programs.

New videos showcased technicians at work, featured local delivery companies as trusted community partners, and underscored the environmental, reliability, and comfort advantages of modern oilheat.

Monthly email outreach to member and non-member marketers reinforced these efforts by summarizing available programs, training opportunities, and marketing resources, and directing retailers back to EMANH and *CleanOilHeatNH.com*.

Collectively, these initiatives maximized the impact of NORA funds and advanced the adoption of efficient, clean-burning oilheat across New Hampshire.

## NEW JERSEY

Fuel Merchants Association of New Jersey  
(FMANJ)

*OilheatNewJersey.com* content development, workforce outreach and targeted consumer education are helping strengthen New Jersey's heating oil industry while advancing energy efficiency and safety for homeowners. With NORA support, the Fuel Merchants Association of New Jersey works with local marketers and educators on projects that reach consumers, future employees and

real estate professionals.

*OilheatNewJersey.com* serves as the state-wide online resource for heating oil information. Funding supports blogs, website articles and social media posts that focus on energy-saving practices, equipment maintenance and safety. This practical information helps homeowners understand their systems, reduce energy use, improve safety and feel more confident in their choices.

To support a strong workforce, the *Generation Next Energy Pros* program engages students at technical schools, high schools and other institutions. The initiative introduces young people to careers in the heating oil and Bioheat® fuel industry, emphasizing safety practices, energy efficiency and new technologies. As these students move into roles as technicians, installers and support staff, they are better prepared to help customers upgrade equipment, adopt renewable fuels and achieve greater comfort and energy savings.

New Jersey also targets the real estate community through the *Partnership for Realty and Oilheat Success* program. Educational materials and presentations give Realtors, home inspectors and buyers and sellers accurate information about oilheat systems, tanks, safety and energy efficiency. This outreach helps clear up misconceptions, supports more informed decisions during real estate transactions and encourages investments in upgrades that improve comfort, safety and long-term energy performance in oil-heated homes.

On the research and demonstration side, support for the state's equipment rebate infrastructure keeps efficiency upgrades within reach. Administrative work behind the rebate program—such as managing the online portal and tracking submissions—ensures a simple process for dealers and a smooth experience for homeowners. Rebates for higher-efficiency boilers, furnaces and integrated systems reduce the barrier to upgrading, leading to lower fuel use, better comfort and reduced energy consumption.

Carryover activities funded with current NORA support extend successful initiatives from the previous year, including website hosting and maintenance, new blogs on pro-oilheat topics and customer communications promoting equipment rebates and available incentives.

Together, these efforts encourage homeowners to upgrade to high-efficiency heating oil equipment and make informed decisions that improve safety, reduce energy use and support a more efficient energy future for New Jersey.

## NEW YORK

Upstate New York Energy Association  
(UNYEA)  
Hudson Valley Oil & Energy Council  
(HVOEC)  
Empire State Energy Association  
(ESEA),  
New York State Energy Coalition  
(NYSEC)

NORA funding is used to improve the energy efficiency and safety of existing oil-fired boilers, furnaces, and storage tanks; expand technical education and training opportunities; provide communications tools that help retailers educate customers about renewable Bioheat® fuel and energy efficiency; and develop electronic, print, and social media campaigns that highlight the industry's transition to low-carbon liquid fuels and modern, efficient equipment.

Across Upstate New York, UNYEA and HVOEC administer an equipment rebate program that promotes the installation of higher-efficiency heating equipment in existing oil-heated homes. Rebates are available for the replacement or upgrade of boilers, furnaces, and storage tanks. Research and field experience show that property owners with modern, high-efficiency equipment enjoy better comfort, burn less fuel, lower their operating costs, and reduce carbon emissions. The *Upgrade and Save Energy Efficiency* and Safety Rebate Program has been developed in accordance with NORA guidelines and is open to all eligible heating oil consumers, who benefit from greater comfort, cleaner air inside and outside the home, and peace of mind through safer, updated fuel storage.

A similar *Upgrade and Save Energy Efficiency* and Safety Rebate Program operates in New York City and on Long Island under NYSEC's direction. Here too, the goal is to encourage the installation of higher-efficiency equipment in existing oil-heated homes in the five boroughs and on Long Island. Rebates are available for replacement or efficiency upgrades of boilers, furnaces, and tanks. Homeowners gain improved comfort, reduced fuel use, and lower emissions, while contributing to overall environmental stewardship. State-wide, these rebate efforts form one of the most visible and impactful ways NORA funds help consumers modernize their heating systems.

Workforce development is another major focus of New York's NORA-funded initiatives. The *Generation Next Energy Pros* program reaches out to technical schools across Upstate New York to introduce students,

instructors, and administrators to the career opportunities available in the heating oil and renewable liquid fuel industry. Staff and volunteers from heating oil companies visit classrooms to explain the inner workings of retail heating oil businesses, describe the roles of service technicians and other positions, and highlight the technological advancements in high-efficiency equipment and renewable fuels. The program also emphasizes opportunities for USA military veterans, providing training, education, and support for companies offering stable, long-term employment. A dedicated *Generation Next Energy Pros* website serves as an employment marketplace, connecting job-seeking technical students with heating oil companies looking for new talent.

Technical education and training extend beyond recruitment. In cooperation with NORA, UNYEA and ESEA conduct technician training classes on heating system installation, troubleshooting, service, emerging technologies, and low-carbon liquid fuels.

Downstate, NYSEC partners in a state-of-the-art training and education facility in Plainview, Long Island. There, technicians receive ongoing instruction on equipment installations, the latest fire and electrical safety codes, system maintenance, and the use of advanced low-carbon fuels. Together, these programs raise the overall skill level of the workforce, enhancing safety, reliability, and efficiency for oil-heated homes and businesses throughout the state.

Consumer and dealer education campaigns form another pillar of the NORA-funded efforts. UNYEA and HVOEC's *One Industry One Choice* campaign was created to secure a stable future for the heating oil industry by educating retailers about Bioheat blends and supporting them as they transition customers to renewable liquid fuels. The campaign encourages marketers to participate in webinars, use available marketing and employee training resources, and promote the environmental and efficiency benefits of Bioheat fuel. On the consumer side, an integrated digital marketing effort across Upstate New York uses the *BetterwithBioheat.com* website and a series of informational videos to explain how Bioheat fuel supports cleaner, more sustainable home heating.

NYSEC's consumer communication programs complement these efforts in the downstate region. *Green Ideas* and other consumer-focused newsletters present educational facts about Bioheat fuel, conservation tips, explanations of relevant heating oil require-

ments, and updates on NORA-supported programs, including rebates and training. NYSEC also publishes The Voice newsletter and e-newsletter for heating oil companies, providing updates on NORA training opportunities, rebate program details, Bioheat developments, and other industry information that helps retailers better serve and educate their customers.

Consumer-facing websites extend the reach of these messages. The UNYEA website serves as an educational resource for consumers, real estate professionals, builders, and heating oil dealers throughout Upstate New York. It is periodically updated with information on NORA training, program details, industry training, tools for realtors and home inspectors, and promotion of the Upgrade and Save rebate program.

The ESEA website provides similar resources for consumers and dealers, including current heating oil guidelines, Bioheat® fuel benefits, equipment upgrade information, NORA programs, the NORA fuel savings analysis calculator, industry training opportunities, and promotion of both *Upgrade and Save* and the *One Industry One Choice* campaign.

In the Hudson Valley, a dedicated Bioheat Hudson Valley website offers consumers and dealers localized information on Bioheat® fuel benefits, equipment upgrades, and NORA training. These sites are hosted and maintained by industry communications partners working closely with the associations to ensure content remains timely and accurate.

Taken together, the NORA-funded programs operated by UNYEA, HVOEC, ESEA, and NYSEC are transforming the residential and commercial energy landscape in New York State. By upgrading equipment, advancing workforce skills, educating consumers and retailers, and accelerating the transition to renewable Bioheat fuel, these organizations are helping to reduce fossil fuel use, enhance safety and comfort, and support the state's long-term goals for emissions reduction and climate resilience.

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## NORTH CAROLINA

North Carolina Petroleum & Convenience  
Marketers  
(NCPCM)

NORA funding is used to drive energy efficiency improvements, environmental stewardship and consumer education through a coordinated set of programs. A major focus is the replacement of older

heating oil equipment with modern, high-efficiency systems.

NCPCM administers a statewide rebate program that helps homeowners replace aging aboveground storage tanks as well as furnaces, boilers and water heaters. By lowering the upfront cost of these upgrades, the program encourages companies and their customers to retire older equipment sooner, improving operating efficiency and enhancing safety in homes and businesses across the state.

These equipment rebate initiatives also serve as a powerful platform for research and demonstration. By tracking participation and performance, NCPCM is able to document how modern tanks and heating systems reduce fuel use, lower emissions and improve reliability. This data helps demonstrate to policymakers, consumers and industry stakeholders that today's advanced oilheat and HVAC technologies support both environmental progress and long-term affordability. At the same time, the program messaging reinforces the connection between equipment upgrades, cleaner operation and lower energy consumption.

NCPCM further supports these goals through a robust consumer education, safety and training effort centered on the *Upgrade & Save Energy Efficiency & Safety Rebate Program* and related digital services.

These digital resources make it easier for both marketers and homeowners to learn about rebate opportunities, understand the benefits of modern heating oil tanks and systems, and complete the application process.

Together, the equipment rebate programs, research and demonstration activities, digital platforms and administrative support form a comprehensive strategy to advance efficiency, safety, and the adoption of modern heating oil technologies throughout North Carolina.

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## OHIO

Ohio Oilheat Council  
(OHC)

OHC is proposing a comprehensive heating oil equipment rebate initiative designed to help homeowners upgrade aging systems while improving efficiency and environmental protection.

Through a dedicated tank replacement fund, participating companies will be able to offer homeowners rebates when they replace older aboveground storage tanks

with new, state-of-the-art models. Encouraging proactive tank replacement reduces the risk of leaks, protects soil and groundwater, and gives consumers greater peace of mind about the safety of their home heating systems.

A companion fund will support the replacement of outdated oil-fired furnaces, boilers and water heaters with modern, high-efficiency equipment. By working through local heating oil companies, the program makes these upgrades more affordable and accessible, helping households lower their fuel consumption, improve comfort and reduce emissions. Each installation becomes an opportunity for contractors to talk with customers about the advantages of today's advanced heating oil and HVAC technologies, including improved reliability, quieter operation and better overall performance.

In addition to driving efficiency upgrades, the program will serve an important educational role. By highlighting the environmental benefits and potential cost savings associated with new tanks and heating systems, the initiative will help consumers better understand the value of investing in their home energy infrastructure. Over time, these equipment replacements will modernize a significant portion of the housing stock served by heating oil, strengthening environmental stewardship while supporting local fuel dealers and service companies.

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## PENNSYLVANIA

Pennsylvania Petroleum Association (PPA)

PPA employs NORA rebates to enhance support for heating oil distributors and consumers throughout the Commonwealth. The funds provided by NORA are allocated to initiatives that focus on specialized industry training, educate stakeholders regarding best practices to minimize energy consumption while transitioning to lower-emission fuels, such as Bioheat®, and offer consumer rebates designed to improve the efficiency and safety of oil heating equipment.

The PPA operates the Pennsylvania Petroleum Association Technical Education Center (PPATEC), an industry-specific trade school that serves as a postsecondary career training institution. PPATEC is licensed by the Pennsylvania State Board of Private Licensed Schools and is approved by the Veterans Administration to accept GI Bill® benefits. In addition to its state and federal-approved programs, PPATEC provides on-the-job training solutions

for contractors.

Through NORA funding, PPA offers rebates to heating oil consumers intending to upgrade their existing boilers, furnaces, and storage tanks. This program has successfully facilitated thousands of upgrades, resulting in decreased consumer costs, reduced fuel consumption and better reliability for Pennsylvania residents.

PPA maintains outreach programs for real estate professionals and homeowners, delivering education on energy efficiency recommended practices, equipment rebate opportunities and the incorporation of renewable fuels.

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## RHODE ISLAND

Energy Marketers Association of Rhode Island (EMARI)

NORA funding plays a central role in improving the energy efficiency and safety of existing heating systems across Rhode Island. Working through EMAR, these funds support rebates that encourage homeowners to upgrade to high-efficiency equipment and modern fuel storage tanks, reducing energy use, enhancing environmental stewardship and improving home comfort.

EMARI's *Upgrade and Save Rhode Island* program is the cornerstone of this effort. By helping consumers replace older fuel storage tanks and outdated furnaces or boilers with new, high-efficiency systems, the program has become EMARI's most successful initiative and a key driver of energy efficiency and safety improvements for Oilheat customers throughout the state.

NORA funding also supports research and demonstration activities that strengthen the industry's transition to renewable liquid heating fuels. Boston Environmental developed a marketing web campaign to highlight the benefits of biodiesel and the importance of ongoing research and education, delivering NORA's messages to consumers through social media platforms such as Facebook and Instagram. EMARI holds informational webinars, mailings and consumer communications, helping explain *Upgrade and Save* and promoting the environmental and efficiency benefits of today's Oilheat systems and renewable blends.

EMARI also participated in the Donnie Wahlberg consumer education campaign, which brought national attention to the industry's progress and NORA's role in advancing cleaner fuels and technologies

EMARI's web site serves as a central hub

for consumer education, safety information, rebate details and industry updates, and it showcases

EMARI's training opportunities, including Basic Oil Heat and Pipefitter classes.

In partnership with NORA, Rhode Island Real Jobs and the New England Institute of Technology, EMARI offers Basic Oil Heat Technician and Pipefitter II Technician training and certification, both based on the NORA curriculum. These classes are offered regularly throughout the year, with NORA helping to support their cost. By investing in technician training, EMARI ensures that the heating oil industry has a pipeline of knowledgeable, highly skilled professionals who are prepared to install and maintain modern, efficient, low-carbon heating systems for Rhode Island homeowners.

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## SOUTH CAROLINA

South Carolina Convenience & Petroleum Marketers Association (SCCPMA)

SCCPMA is dedicated to promoting awareness of energy efficiency and the significant role that contemporary heating oil systems play in achieving this objective.

The association underscores the industry's transition towards low-sulfur fuels and the increasing use of renewable liquid heating fuels.

Additionally, SCCPMA provides equipment rebates and offers educational resources for real estate agents, home sellers, home buyers, and home inspectors regarding the efficiency, reliability, and environmental advantages of incorporating renewable liquid fuels for heating purposes.

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## VERMONT

The Vermont Fuel Dealers Association (VFDA)

VFDA uses its NORA allocations to support the oilheat and heating service industry across Vermont. Funding is directed toward improving the energy efficiency and safety of existing boilers, furnaces and storage tanks; providing education and training for industry employees; developing customer communication materials about renewable Bioheat® fuel and efficiency measures; and creating electronic, print and social media campaigns that highlight the industry's transition to low-carbon liquid heating

fuels. These programs help improve home and commercial energy performance while supporting Vermont's goals to reduce fossil fuel use and address climate change.

A major initiative is the *Vermont Energy Efficiency and Safety Outreach* effort. VFDA has developed a two-part carbonless tank safety inspection form and a fuel tank installation date tag to support compliance with the state's Aboveground Storage Tank rules and to help track tank age and condition. It also created a system of red and yellow tags to identify noncompliant tanks

VFDA produces durable heating vent signs that meet Vermont Fire Code requirements for through-the-wall vents in public buildings. To support inspector training, the association developed an Aboveground Tank Inspection and Regulations video aligned with the revised AST rules and offers partial reimbursement for NORA Bronze courses.

NORA funding also supports research, development and demonstration activities related to tank safety and regulation. VFDA collaborates with the Vermont Agency of Natural Resources, answering technical questions, moderating tank safety discussions at industry events, creating updated AST slide decks and quizzes, and presenting seminars used in training videos. This work helps ensure that oilheat tank inspectors and fuel dealers have a clear and consistent understanding of current requirements and best practices.

A further priority is technician education. NORA funds are dedicated to training programs that include NORA Bronze and Silver classes for oilheat technicians. Bronze

Certification provides foundational skills for those beginning careers as service technicians, while Silver Certification recognizes experienced technicians who demonstrate technical competence and successfully complete a comprehensive exam based on the *Oilheat Technicians Manual*. By investing in workforce training and certification, VFDA helps maintain a highly skilled, safety-focused workforce capable of improving system performance and energy efficiency for oilheated homes and businesses throughout Vermont.

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## WISCONSIN

Wisconsin Fuel & Retail Association  
(WFRA)

In Wisconsin, NORA funding supports a coordinated communications, education and rebate program that helps oilheat customers use energy more efficiently, operate equipment more safely and better understand the benefits of heating oil. Blogs and other online content focus on practical efficiency measures and safety, giving homeowners clear guidance on saving energy, managing heating costs and keeping their systems and tanks in good working order.

Social media campaigns and pay per click advertising drive consumers to *OilheatWisconsin.com*, where they can learn about equipment and storage tank rebates, safety practices and energy-saving steps for their homes. These efforts are reinforced by additional social media content that highlights the advantages of heating oil, helping to build a more positive perception of the fuel, the

equipment and the companies that deliver it. Printed communication remains an important tool.

The *Efficiency Matters* in Wisconsin customer newsletter is distributed through fuel companies and devotes significant space to tank rebates, tank components, safety topics, energy efficiency improvements and the overall benefits of heating oil. This newsletter makes it easier for marketers to keep customers informed and to encourage participation in rebate programs.

NORA funding also supports outreach to professionals who influence decisions about oil-heated homes. Through the *Partnership for Realty and Oilheat Success* program, Realtors, home inspectors, buyers and sellers receive information, presentations and materials such as the "Improving Energy-Efficiency in Your Oil-Heated Home" brochure. This helps clarify how to evaluate oilheat systems and tanks, address misconceptions and promote safe, efficient comfort during real estate transactions. Behind the scenes,

NORA resources help administer Wisconsin's equipment rebate program, including the online submission portal and tracking of all rebates, ensuring a simple process for fuel dealers and a smooth experience for homeowners installing higher-efficiency equipment.

Additional dealer-focused content in association publications and the *Informer* magazine encourages fuel companies to make full use of NORA programs and consumer-facing materials, increasing awareness of heating oil's benefits and expanding rebate participation across the state.



**Financial report** The following pages contain the financial report for the NORA for its 2023-2022 fiscal years.

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## **INDEPENDENT AUDITOR'S REPORT**

The Board of Directors  
National Oilheat Research Alliance, Inc.  
Norwalk, Connecticut

### **Opinion**

We have audited the accompanying financial statements of National Oilheat Research Alliance, Inc. (the Alliance, a not-for-profit organization), which comprise the statements of financial position as of December 31, 2024 and 2023, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Alliance as of December 31, 2024 and 2023, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

### **Basis for Opinion**

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Alliance and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Emphasis of Matter – Adoption of New Accounting Pronouncement**

As discussed in Note 10 to the financial statements, the Alliance adopted Accounting Standards Update (ASU) No. 2025-05, *Financial Instruments – Credit Losses (Topic 326): Measurement of Credit Losses for Accounts Receivable and Contract Assets* in 2024. Our opinion is not modified with respect to this matter.

### **Responsibilities of Management for the Financial Statements**

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Alliance's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

### **Auditor's Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with auditing standards generally accepted in the United States of America will always detect a material misstatement when it exists.

The Board of Directors  
National Oilheat Research Alliance, Inc.  
Norwalk, Connecticut

### **Auditor's Responsibilities for the Audit of the Financial Statements (continued)**

The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with auditing standards generally accepted in the United States of America, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Alliance's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Alliance's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

### **Supplementary Information**

Our audits were conducted for the purpose of forming an opinion on the financial statements as a whole. The Schedules of Expenses by State/Jurisdiction on pages 16-19 for the year ended December 31, 2024, are presented for purposes of additional analysis and are not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.

The logo for WHY LLP, featuring the letters 'WHY' in a large, stylized, handwritten font, with 'LLP' in a smaller, simpler font to the right.

McLean, Virginia  
October 30, 2025

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**STATEMENTS OF FINANCIAL POSITION**  
**DECEMBER 31, 2024 AND 2023**

ASSETS

	2024	2023
<b>ASSETS</b>		
Cash and cash equivalents	\$ 8,309,500	\$ 9,212,417
Assessments receivable	2,434,916	2,424,760
Operating right-of-use asset	575,689	664,986
Cash held in escrow	10,303,314	8,114,766
Other assets	60,211	57,361
	\$ 21,683,630	\$ 20,474,290

LIABILITIES AND NET ASSETS

<b>LIABILITIES</b>		
Accounts payable	\$ 181,037	\$ 153,115
Deferred contract revenue	385,292	375,490
Refunds payable	586,119	490,229
State grants payable	1,490,211	1,970,550
Obligation for unallocated state rebates	2,381,568	2,868,676
Operating lease liability	603,003	687,625
Other liabilities	110,349	75,274
	5,737,579	6,620,959

**NET ASSETS**

Net assets without donor restrictions available for obligation - other than for consumer education, safety, and training	505,427	56,271
Designated net assets:		
Pre-2014 reauthorization net assets	55,933	55,933
Unavailable for obligation until October 1, 2028	12,062,773	9,962,430
National spending not yet incurred:		
Research, development, and demonstration - not yet obligated	2,770,900	3,214,931
Research, development, and demonstration - obligated under contract	-	67,594
Heating oil efficiency and upgrade - not yet obligated	269,380	230,025
Consumer education, safety, and training - not yet obligated	281,638	266,147
	15,946,051	13,853,331

<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 21,683,630</b>	<b>\$ 20,474,290</b>
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**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**STATEMENTS OF ACTIVITIES**  
**FOR THE YEARS ENDED DECEMBER 31, 2024 AND 2023**

	2024	2023
CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS		
REVENUE		
Assessments revenue, net of refunds	\$ 7,220,333	\$ 7,209,975
Other income	1,271,434	561,900
Total revenue	8,491,767	7,771,875
EXPENSES		
Program services:		
Research, development, and demonstration	2,889,971	3,041,576
Heating oil efficiency and upgrade	880,723	820,638
Consumer education, safety, and training	1,435,128	1,554,774
Unallocated state rebates	508,395	922,404
Total program expenses	5,714,217	6,339,392
Administrative costs	288,411	262,327
General and special projects:		
Assessment and collection costs	316,093	246,501
Annual report costs	80,326	64,758
Total general and special projects	396,419	311,259
Total expenses	6,399,047	6,912,978
CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS	2,092,720	858,897
NET ASSETS, BEGINNING OF YEAR	13,853,331	12,994,434
NET ASSETS, END OF YEAR	\$ 15,946,051	\$ 13,853,331

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**STATEMENTS OF FUNCTIONAL EXPENSES**  
**FOR THE YEARS ENDED DECEMBER 31, 2024 AND 2023**

2024

	PROGRAM SERVICES						Total 2024
	Research, Development, and Demonstration	Heating Oil Efficiency and Upgrade	Consumer Education, Safety, and Training	Unallocated State Rebates	Program Services	General and Special Projects	
Grants	\$ 1,004,938	\$ 861,579	\$ 1,198,619	\$ 508,395	\$ 3,573,531	\$ -	\$ 3,573,531
Salaries, taxes, and benefits	988,701	18,519	32,261	-	1,039,481	57,042	1,177,226
Professional fees	605,560	625	199,756	-	805,941	201,175	1,312,381
Occupancy	113,180	-	-	-	113,180	2,130	115,310
Other expenses	177,592	-	4,492	-	182,084	28,064	220,599
<b>TOTAL EXPENSES</b>	<b>\$ 2,889,971</b>	<b>\$ 880,723</b>	<b>\$ 1,435,128</b>	<b>\$ 508,395</b>	<b>\$ 5,714,217</b>	<b>\$ 288,411</b>	<b>\$ 6,399,047</b>

2023

	PROGRAM SERVICES						Total 2023
	Research, Development, and Demonstration	Heating Oil Efficiency and Upgrade	Consumer Education, Safety, and Training	Unallocated State Rebates	Program Services	General and Special Projects	
Grants	\$ 1,174,414	\$ 802,853	\$ 1,369,747	\$ 922,404	\$ 4,269,418	\$ -	\$ 4,269,418
Salaries, taxes, and benefits	888,574	16,792	46,321	-	951,687	63,113	1,048,530
Professional fees	687,102	993	115,494	-	803,589	170,101	1,251,093
Occupancy	144,230	-	-	-	144,230	2,100	146,330
Other expenses	147,256	-	23,212	-	170,468	27,013	197,607
<b>TOTAL EXPENSES</b>	<b>\$ 3,041,576</b>	<b>\$ 820,638</b>	<b>\$ 1,554,774</b>	<b>\$ 922,404</b>	<b>\$ 6,339,392</b>	<b>\$ 262,327</b>	<b>\$ 6,912,978</b>

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**STATEMENTS OF CASH FLOWS**  
**FOR THE YEARS ENDED DECEMBER 31, 2024 AND 2023**

	2024	2023
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Change in net assets	\$ 2,092,720	\$ 858,897
Adjustments to reconcile change in net assets to net change in cash from operating activities:		
Operating lease	4,675	15,837
Changes in assets and liabilities:		
Assessments receivable	(10,156)	231,353
Other assets	(2,850)	43,203
Accounts payable	27,922	(68,205)
Deferred contract liability	9,802	103,438
Refunds payable	95,890	66,583
State grants payable	(480,339)	(271,781)
Obligation for unallocated state rebates	(487,108)	465,515
Other liabilities	35,075	17,371
	1,285,631	1,462,211
<b>NET CHANGE IN CASH, CASH EQUIVALENTS, AND CASH HELD IN ESCROW</b>		
	1,285,631	1,462,211
<b>CASH, CASH EQUIVALENTS, AND CASH HELD IN ESCROW, BEGINNING OF YEAR</b>	17,327,183	15,864,972
<b>CASH, CASH EQUIVALENTS, AND CASH HELD IN ESCROW, END OF YEAR</b>	\$ 18,612,814	\$ 17,327,183
<b>SUPPLEMENTAL DISCLOSURE OF NONCASH INVESTING AND FINANCING ACTIVITY:</b>		
Noncash change in operating right-of-use asset	\$ 89,297	\$ (390,474)
Noncash change in operating lease liability	\$ (84,622)	\$ 406,311
<b>SUPPLEMENTAL BREAKDOWN OF CASH, CASH EQUIVALENTS, AND CASH HELD IN ESCROW:</b>		
Cash and cash equivalents	\$ 8,309,500	\$ 9,212,417
Cash held in escrow	10,303,314	8,114,766
Total cash, cash equivalents, and cash held in escrow	\$ 18,612,814	\$ 17,327,183

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024 AND 2023**

**NOTE 1 - THE ORGANIZATION**

National Oilheat Research Alliance, Inc. (the Alliance) is a not-for-profit trade organization developed under *the National Oilheat Research Alliance Act of 2000* (NORA), Public Law 106-469, legislation passed by the United States Congress and signed into law in November 2000. The law was amended in 2014 under Public Law 113-79. The Alliance was created to educate consumers about the benefits of oilheat, to perform research and development, to encourage heating oil efficiency and upgrades, and to provide technical training to the public to provide better customer service. The Alliance's Board consists of members from the oilheat industry, retail markets, wholesale distributors, public members, and representatives from the states with the highest oilheat sales. The Alliance was incorporated on January 31, 2001. Funding under the Public Law 106-469 ceased on February 6, 2010. On February 7, 2014, the Public Law 113-79 extended the provisions of Public Law 106-469 to February 6, 2019. Funding under Public Law 113-79 resumed effective April 1, 2014. On December 20, 2018, Public Law 115-334, *the Agriculture Improvement Act of 2018* was signed. Public Law 115-334 extended and modified the provisions of Public Law 113-79 to February 6, 2029.

Pursuant to Public Law 113-79, Congress established a limit on the use of assessments revenue of 30 percent for consumer education, safety, and training; a minimum of at least 30 percent of assessments revenue for research, development, and demonstration; a minimum of at least 15 percent of assessments revenue for heating oil efficiency and upgrade; and a limit on the use of assessments revenue of 5 percent for administrative costs. Beginning February 6, 2019, Public Law 115-334 increased the limit on administrative costs to 7 percent of assessments revenue. Furthermore, Public Law 115-334 requires in each calendar year beginning February 6, 2019, the Alliance may not obligate an amount greater than the sum of (1) 75 percent of the amount of assessments estimated to be collected in the calendar year; (2) 75 percent of the amount of assessments actually collected in the most recent calendar year for which an audit report has been submitted less the amount estimated in (1) above; and (3) amounts permitted in preceding calendar years to be obligated that have been obligated. The assessments collected in excess of the amounts permitted to be obligated in (1), (2), and (3) above, shall be deposited in an escrow account and be unavailable for use until October 1, 2028, when it can be used consistent with the provisions of Public Law 106-469. In the years ended December 31, 2024 and 2023, the Alliance was in compliance with these percentages. From time-to-time, the Alliance may receive inquiries from government agencies and other organizations, because of the nature of its funding sources. In the year ended December 31, 2024, and subsequent to year-end, the Alliance received such inquiries. Management does not expect the result of such inquiries to impact the financial information of the Alliance.

**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES****Basis of Accounting**

The financial statements have been prepared on the accrual basis of accounting following the Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC), which is the sole source of authoritative accounting principles generally accepted in the United States of America (GAAP). The Alliance reports information regarding its financial position and activities according to two classes of net assets: with donor restrictions and without donor restrictions.

**Accounting Estimates**

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that could affect certain reported amounts of assets, liabilities, revenue, and expenses; the disclosure of contingent assets and liabilities at the date of the financial statements; and functional allocations during the year. Actual results could differ from those estimates.

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024 AND 2023**

**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)**

**Cash and Cash Equivalents**

The Alliance considers all highly liquid investments available for current use with a maturity of three months or less to be cash equivalents. Cash and cash equivalents consist of cash held in bank accounts. The Alliance also has cash held in an escrow account under the requirements of the Public Law 115-334 that is reported separate from cash and cash equivalents in the accompanying statements of financial position.

**State Grants Payable and Obligation for Unallocated Rebates**

Under Public Laws 113-79 and 115-334 each year, the Alliance makes grant contributions to state organizations to accomplish its mission. Grants are recorded as payables at the beginning of the year when the grant budget estimate is finalized. Periodically, at the discretion of the Board, the grants payable is adjusted up or down during the year when there are significant differences between budgeted and actual assessments revenue. Grants are paid as the state organizations provide documentation of the expenditure of funds. The outstanding grant liability by program was as follows as of December 31:

	2024	2023
Research, development, and demonstration	\$ 735,974	\$ 814,672
Heating oil efficiency and upgrade	229,084	355,126
Consumer education, safety, and training	525,153	800,752
Total state grants payable	1,490,211	1,970,550
Unallocated state rebates	2,381,568	2,868,676
Total state grants payable and obligation for unallocated state rebates	\$ 3,871,779	\$ 4,839,226

**Leases**

The Alliance determines if an arrangement is a lease at inception by determining whether the agreement conveys the right to control the use of the identified asset for a period of time, whether the Alliance has the right to obtain substantially all of the economic benefits from use of the identified asset, and the right to direct the use of the asset. Lease liabilities are recognized at the commencement date based upon the present value of the remaining future minimum lease payments over the lease term using a risk-free rate as of the commencement date. The Alliance's lease terms include options to renew or terminate the lease when it is reasonably certain that the Alliance will exercise the option.

The lease right-of-use assets are initially measured at the carrying amount of the lease liability and adjusted for any prepaid or accrued lease payments, remaining balance of lease incentives received, unamortized initial direct costs, or impairment charges relating to the right-of-use-asset. The Alliance's lease contains escalation clauses, which are factored into the right-of-use asset where appropriate. Lease expense for minimum lease payments are recognized on straight-line basis over the lease term. The Alliance's lease agreements do not contain any material residual value guarantees or material restrictive covenants. Short-term leases (those with an initial term of twelve months or less and no purchase option) are expensed over their terms, with no corresponding right-of-use asset or lease liability recorded.

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024 AND 2023**

**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)**

**Income Tax Status**

The Alliance received a determination letter from the Internal Revenue Service (IRS) that it has been granted an exemption from federal income taxes and it qualifies under Section 501(c)(6) of the Internal Revenue Code. The Alliance believes its operations are consistent with the nature of their exemption granted by the IRS. There is no current liability for income taxes on unrelated business income and no temporary differences resulting in deferred taxes as of December 31, 2024 and 2023.

The Alliance is required to measure, recognize, present, and disclose in its financial statements uncertain income tax positions the Alliance has taken in the tax years that remain subject to examination or expects to take on an income tax return. The Alliance recognizes the tax benefits from uncertain income tax positions only if it is more likely than not the tax position will be sustained on examination by tax authorities. The Alliance recorded no liability for uncertain income tax positions for any open tax years.

**Revenue Recognition**

Assessments Revenue

The Public Laws 113-79 and 115-334 require wholesale distributors of No. 1 distillate and No. 2 dyed distillate to remit an assessment of two-tenths of one cent per gallon at the point of sale to the Alliance. If the No. 1 distillate or No. 2 dyed distillate is imported after the point of sale, the assessment is to be made when the product enters the United States of America. Assessments are self-reported by wholesalers and distributors of distillate to the Alliance and are due to be remitted to the Alliance at least quarterly based on actual sales. Assessments revenue is heavily impacted by weather in the states with the highest oilheat usage, the economy, and other factors that impact the sale of distillate.

Assessments Receivable

The amount of assessments to be received, but not remitted to the Alliance as of year-end, was recognized as assessments receivable of \$2,434,916, \$2,424,760, and \$2,656,113 as of December 31, 2024, 2023, and 2022, respectively, based upon amounts self-reported to the Alliance by wholesalers and retailers of distillate subsequent to year-end related to the years ended December 31. The Alliance adopted the practical expedient to assume that current conditions as of the statement of financial position date do not change for the remaining life of the asset. The Alliance also uses the accounting policy election to consider collection activity through May 31 of the subsequent year, when estimating expected credit losses. As of December 31, 2024 and 2023, no allowance for credit losses was considered necessary by management.

Refunds Payable

Under the Public Laws 113-79 and 115-334's collections rules, any dyed distillate or blends are subject to assessment. Some of this fuel is used for non-heating applications and can be refunded. Assessments revenue is presented in the accompanying statements of activities net of refunds recorded of \$1,155,673 and \$1,169,277 for the years ended December 31, 2024 and 2023, respectively. The Alliance recorded a refunds payable of \$586,119, \$490,229, and \$423,646 as of December 31, 2024, 2023, and 2022, respectively, for estimated refunds remaining unpaid based on historical and subsequent refunds paid.

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024 AND 2023**

**NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)**

**Revenue Recognition (continued)**

Other Income and Deferred Contract Revenue

Other income includes contract revenue which is earned from research and development contracts with third parties and is recognized when services have been completed based on time and materials expended. Contract revenue received in advance of when service is provided is recorded as deferred contract liability and was \$385,292, \$375,490, and \$272,052 as of December 31, 2024, 2023, and 2022 respectively. A detail of other income as of December 31, is as follows:

	2024	2023
Contract revenue	\$ 540,198	\$ 346,562
Gross sales of publications	79,698	82,172
Less: cost of sales	(49,390)	(90,112)
Interest income	687,515	219,833
Other income	13,413	3,445
Total other income	\$ 1,271,434	\$ 561,900

**Functional Allocation of Expenses**

The cost of providing the various programs and other activities have been presented on a functional basis in the accompanying statements of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited based on estimates of time and effort of staff.

**Reclassifications**

Certain prior year balances have been reclassified to conform with current year presentation.

**Subsequent Events**

The Alliance has evaluated subsequent events through October 1, 2025, which is the date the financial statements were available to be issued.

**NOTE 3 - PROGRAM SERVICES**

The Public Laws 113-79 and 115-334 place requirements on how the Alliance can spend the assessments it collects. At the beginning of each year, the Alliance makes an estimate of what total assessments are anticipated to be in the coming year. Grants are made to state organizations and national (central) campaigns are undertaken based on the estimates. Actual assessments revenue differ from the estimates and the requirements of Public Laws 113-79 and 115-334. The difference between the estimates and actual assessments are to be reflected in the grants made in future years. The law establishes strict percentage allocations for program spending and these percentages are tied to the revenue received from assessments. Management has developed procedures to ensure these percentages are reflected in budgets and carried forward as appropriate. Variances between the percentages disclosed in the program descriptions below are descriptive of the current year's operations and management believes they do not indicate non-compliance with the statute.

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024 AND 2023**

**NOTE 3 - PROGRAM SERVICES (continued)**

**Research, Development, and Demonstration**

The Public Laws 113-79 and 115-334 require the Alliance to ensure not less than 30 percent of the assessments collected for each calendar year after the amounts required to be escrowed and not obligated until October 1, 2028, under Public Law 115-334 are used by qualified state associations or the Alliance to conduct research, development, and demonstration activities relating to oilheat fuel, including the development of energy-efficient heating systems to be placed into the marketplace. This also includes the Alliance, in conjunction with an institution or organization engaged in biofuels research, to develop consumer education materials describing the benefits of using biofuels as or in oilheat fuel based on the technical information developed.

In 2024, the Alliance granted or expended \$2,889,971 for the research, development, and demonstration program, including \$1,885,033 in national spending of past year's assessments revenue. In 2021, the Alliance Board voted to reallocate up to \$1.0 million in national spending not yet incurred for research, development, and demonstration to those states that have utilized their budgeted grants for research, development, and demonstration for additional research, development, and demonstration spending. The remaining amount of the \$1.0 million not spent in 2021, was reallocated in 2022 in addition to up to another \$1.0 million for grants to states that have used their research, development, and demonstration budgets. To date, the following amounts have been expended of the total \$2.0 million available to be utilized: \$242,197, \$613,441, \$370,743, and \$307,545 in the years ended December 31, 2024, 2023, 2022, and 2021, respectively.

The Alliance also budgeted \$1,143,000 in additional national spending from 2024 assessments revenue to be spent subsequent to year-end for the research, development, and demonstration program making the total for 2024, 35 percent of net assessments revenue after deducting the amount added to net assets unavailable for obligation until October 1, 2028. Additionally, unallocated state rebates of 2024 assessments revenue will be used for the research, development, and demonstration program.

**Heating Oil Efficiency and Upgrade**

The Public Laws 113-79 and 115-334 require the Alliance to ensure not less than 15 percent of the assessments collected for each calendar year after the amounts required to be escrowed and not obligated until October 1, 2028, under Public Law 115-334 are used by qualified state associations or the Alliance to carry out programs to assist consumers (i) to make cost-effective upgrades to more fuel efficient heating oil systems or otherwise make cost-effective modifications to an existing heating system to improve the efficiency of the system, (ii) to improve energy efficiency or reduce energy consumption through cost-effective energy efficiency programs for consumers, or (iii) to improve the safe operation of a heating system.

In 2024, the Alliance granted or expended \$880,723 for the heating oil efficiency and upgrade program, including \$19,144 in national spending of past year's assessments revenue. The Alliance also budgeted \$58,500 in additional national spending from 2024 assessments revenue to be spent subsequent to year-end for the heating oil efficiency and upgrade program, making the total for 2024, 17 percent of net assessments revenue after deducting the amount added to net assets unavailable for obligation until October 1, 2028. Additionally, unallocated state rebates of 2024 assessments revenue will be used for the heating oil efficiency and upgrade program.

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024 AND 2023**

**NOTE 3 - PROGRAM SERVICES (continued)**

**Consumer Education, Safety, and Training**

The Public Laws 113-79 and 115-334 require the Alliance to ensure not more than 30 percent of the assessments collected for each calendar year after the amounts required to be escrowed and not obligated until October 1, 2028, under Public Law 115-334 are used (i) to conduct consumer education activities relating to oilheat fuel, including providing information to consumers on energy conservation strategies, safety, new technologies that reduce consumption or improve safety and comfort, the use of biofuel blends, and federal, state, and local programs designed to assist oilheat fuel consumers, (ii) to conduct worker safety and training activities relating to oilheat fuel, including energy efficiency training, (iii) to carry out other activities recommended by the Secretary of Energy, or (iv) to establish a data collection process to track equipment, service, and related safety issues to develop measures to improve safety.

In 2024, the Alliance granted or expended \$1,435,128 for the consumer education, safety, and training program, including \$236,509 in national spending of past year's assessments revenue. The Alliance also budgeted \$252,000 in additional national spending from 2024 assessments revenue for the consumer education, safety, and training program, making the total for 2024, 27 percent of net assessments revenue after deducting the amount added to net assets unavailable for obligation until October 1, 2028.

**Unallocated State Rebates**

In addition to the specific program commitments discussed previously, the Alliance has committed \$508,395 to state organizations, which is 9 percent of net 2024 assessment revenue after deducting the amount added to net assets unavailable for obligation until October 1, 2028, for state rebates that had not yet been allocated to a program specified in Public Law 115-334. The Alliance plans to allocate these state rebates to the research, development, and demonstration and/or heating oil efficiency and upgrade programs. State organizations develop detailed plans for use of the rebates to do work under these programs. These funds will be allocated between programs in accordance with the requirements of Public Laws 113-79 and 115-334 as discussed previously.

**NOTE 4 - ADMINISTRATIVE EXPENSE CAP**

Public Law 115-334 requires the Alliance to limit expenditures for "Administrative" costs to 7 percent of revenue generated by assessment remittances net of amounts unavailable for obligation until October 1, 2028. The Alliance expended \$288,411 and \$262,327 for Administrative expenses, in the years ended December 31, 2024 and 2023, respectively, which was 5 percent each year, of net assessments revenue after deducting the amount added to net assets unavailable for obligation until October 1, 2028. Thus, management believes the Alliance is in compliance with this provision of Public Laws 113-79 and 115-334.

**NOTE 5 - ASSESSMENT AND COLLECTION COSTS**

The Alliance has developed an audit system for collections compliance and has the legal authority to conduct audits to ensure member compliance. Collection costs include the costs incurred to process annual assessments, to publicize the collection system, and to ascertain compliance as stipulated by Public Laws 113-79 and 115-334. Assessment and collection costs were \$316,093 and \$246,501 for the years ended December 31, 2024 and 2023, respectively.

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024 AND 2023**

**NOTE 6 - LEASE COMMITMENTS**

The Alliance has an operating lease agreement for a liquid fuels research center with an extended term through December 31, 2025. The lease contains an option for a second renewal term through December 31, 2030, that has been exercised subsequent to year end, however, management determined in 2023 that it is reasonably certain to be exercised. The remaining weighted-average lease term is 84 months. The Alliance has recorded an operating right-of-use asset of \$575,689 and \$664,986 and an operating lease liability of \$603,003 and \$687,625 as of December 31, 2024 and 2023, respectively, based on a weighted-average discount rate of 1.72 percent and 1.63 percent, respectively. The Alliance also has two short-term leases for the storage of liquid fuels and equipment. Total rent expense under the liquid fuels research center lease was \$100,101 and \$133,322 for the years ended December 31, 2024 and 2023, respectively, and is included in occupancy on the accompanying statements of functional expenses. Future minimum lease payments including those for the lease renewal that is reasonably certain to be exercised are as follows for the years ending December 31:

<u>Year ending December 31,</u>	
2025	\$ 98,056
2026	100,998
2027	104,028
2028	107,149
Thereafter	<u>224,037</u>
Undiscounted future cash flows	634,268
Less: discount to present value	<u>(31,265)</u>
Total operating lease liability	<u><u>\$ 603,003</u></u>

**NOTE 7 - CONCENTRATIONS OF CREDIT RISK**

The Alliance maintains cash and investments in federally insured banks and broker-managed accounts and has exposure to credit risk on those accounts. Cash held with commercial banks is insured up to Federal Deposit Insurance Corporation (FDIC) limits. As of December 31, 2024, the Alliance had \$17,661,717 cash in excess of FDIC limits. Management does not consider this a significant concentration of credit risk.

As of December 31, 2024, 42 percent of the Alliance's accounts receivable came from five companies and 55 percent of total revenue and gains/losses were from seven companies or sources.

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024 AND 2023**

**NOTE 8 - NET ASSETS****Pre-2014 Reauthorization Designated Net Assets**

As discussed previously, Public Law 113-79 became effective April 1, 2014. The Alliance designated the remaining net assets under the former Public Law 106-469 for use in a national oilheat education program. As of December 31, 2024 and 2023, \$55,933 remained unspent and are designated for future use.

**National Spending Not Yet Incurred Designated Net Assets**

The Alliance budgets national spending in the accomplishment of its mission under Public Laws 113-79 and 115-334. The Alliance recorded \$3,321,918 and \$3,778,697 in national spending of assessments revenue, which had not yet been incurred as of December 31, 2024 and 2023, respectively. The Alliance has designated net assets in these amounts for future program spending, some of which, the Alliance has approved contracts to expend.

**Net Assets Available for Obligation - Other Than For Consumer Education, Safety, and Training**

The amount reported as net assets without donor restrictions available for obligation - other than for consumer education, safety, and training are the net amounts available for future obligation for all purposes other than consumer education, safety, and training, since Public Laws 113-79 and 115-334 have placed limits on the use of assessments revenue from consumer education, safety, and training.

**Net Assets Unavailable for Obligation Until October 1, 2028**

Public Law 115-334 established a requirement that funds be maintained in escrow and be unavailable for use until October 1, 2028. Net assets unavailable for obligation until October 1, 2028, is an accumulation of these net assets plus interest. The Alliance makes contributions annually to the escrow for the prior year's assessments after the conclusion of the audit.

The following is a detail of amounts unavailable for use until October 1, 2028, as of December 31:

	Assessments	Interest	Total
Unavailable balance, January 1, 2023	\$ 8,038,653	\$ 3,498	\$ 8,042,151
Income on escrow	-	116,021	116,021
Assessments	1,804,258	-	1,804,258
Unavailable balance, December 31, 2023	9,842,911	119,519	9,962,430
Income on escrow	-	295,260	295,260
Assessments	1,805,083	-	1,805,083
Unavailable balance, December 31, 2024	<u>\$ 11,647,994</u>	<u>\$ 414,779</u>	12,062,773
Cash held in escrow account, December 31, 2024			<u>10,303,314</u>
Amount to be deposited in escrow after year-end			<u>\$ 1,759,459</u>

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**NOTES TO FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024 AND 2023**

**NOTE 9 - FINANCIAL ASSETS AND LIQUIDITY**

The Alliance has a budgetary process to develop estimates and make grant payables to comply with Public Laws 113-79 and 115-334. Liquid assets are maintained in cash accounts to minimize risk of loss. Financial assets available within one year for operations that are not subject to restrictions that make them unavailable for general operations as of December 31, were as follows:

	2024	2023
Cash, except cash held in escrow	\$ 8,309,500	\$ 9,212,417
Assessments receivable due within one year	2,434,916	2,424,760
Other assets	1,095	12,921
Less: state grants payable	(1,490,211)	(1,970,550)
Less: obligation for unallocated state rebates	(2,381,568)	(2,868,676)
Less: amounts to be transferred to escrow	(1,759,459)	(1,847,664)
Less: designated net assets for national spending not yet incurred	(3,321,918)	(3,778,697)
Total financial assets available within one year for operations	\$ 1,792,355	\$ 1,184,511

**NOTE 10 - ADOPTION OF A NEW ACCOUNTING STANDARD**

During the year ended December 31, 2024, the Alliance elected to early implement Accounting Standards Update (ASU) No. 2025-05, *Financial Instruments – Credit Losses (Topic 326): Measurement of Credit Losses for Accounts Receivable and Contract Assets*. The update has a practical expedient that entities may elect to assume that current conditions as of the statement of financial position date do not change for the remaining life of the asset. The update also has an accounting policy election that permits non-public entities to consider collection activity after the statement of financial position date when estimating expected credit losses. The Alliance adopted both the practical expedient and the accounting policy election effective January 1, 2024. The adoption did not significantly impact the Alliance's allowance for credit losses balance.

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**SUPPLEMENTAL SCHEDULE OF EXPENSES BY STATE/JURISDICTION**  
**- RESEARCH, DEVELOPMENT, AND DEMONSTRATION**  
**FOR THE YEAR ENDED DECEMBER 31, 2024**

	Initial Amounts Granted in 2024	Additional Amounts Expended From National Budget	Total
<b>STATE GRANTS:</b>			
Connecticut	\$ 89,174	\$ -	\$ 89,174
Indiana	492	-	492
Kentucky	10,532	-	10,532
Maine	42,270	52,026	94,296
MAPDA (Delaware, Maryland, and Washington, D.C.)	24,997	-	24,997
Massachusetts	71,550	92,325	163,875
Michigan	13,201	3,464	16,665
Nevada	140	-	140
New Hampshire	57,366	139	57,505
New Jersey	-	43,335	43,335
New York:			
UNYEA	36,442	27,442	63,884
HVOEC	33,969	14,557	48,526
NYSEC	75,358	8,910	84,268
North Carolina	64,500	-	64,500
Ohio	19,941	-	19,941
Pennsylvania	103,186	-	103,186
Rhode Island	24,225	-	24,225
South Carolina	12,427	-	12,427
Vermont	15,026	-	15,026
Virginia	50,390	-	50,390
Washington	2,247	-	2,247
Wisconsin	15,307	-	15,307
	<u>\$ 762,740</u>	<u>\$ 242,198</u>	<u>1,004,938</u>
			<u>1,885,033</u>
<b>NATIONAL SPENDING IN 2024</b>			<u>1,885,033</u>
<b>TOTAL 2024 EXPENSE</b>			<u>\$ 2,889,971</u>
<b>2024 NATIONAL BUDGET NOT YET SPENT</b>			<u>\$ 1,143,000</u>

In addition to these amounts, the unallocated state rebates detailed in the accompanying supplemental schedule of expenses by state/jurisdiction - unallocated state rebates will be used for either this program or for the heating oil efficiency and upgrade program.

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**SUPPLEMENTAL SCHEDULE OF EXPENSES BY STATE/JURISDICTION**  
**- HEATING OIL EFFICIENCY AND UPGRADE**  
**FOR THE YEAR ENDED DECEMBER 31, 2024**

	Amounts Granted in 2024	
STATE GRANTS:		
Connecticut	\$ 99,741	
Indiana	550	
Kentucky	11,780	
Maine	47,279	
MAPDA (Delaware, Maryland, and Washington, D.C.)	27,959	
Massachusetts	80,029	
Michigan	14,765	
Nevada	157	
New Hampshire	30,237	
New Jersey	33,928	
New York:		
UNYEA	40,760	
HVOEC	24,456	
NYSEC	97,825	
North Carolina	84,000	
Ohio	22,304	
Pennsylvania	115,137	
Rhode Island	27,095	
South Carolina	13,901	
Vermont	16,807	
Virginia	53,235	
Washington	5,992	
Wisconsin	13,642	
Total state grant expense		\$ 861,579
NATIONAL SPENDING IN 2024		19,144
TOTAL 2024 EXPENSE		\$ 880,723
2024 NATIONAL BUDGET NOT YET SPENT		\$ 58,500

In addition to these amounts, the unallocated state rebates detailed in the accompanying supplemental schedule of expenses by state/jurisdiction - unallocated state rebates will be used for either this program or for the research, development, and demonstration program.

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**SUPPLEMENTAL SCHEDULE OF EXPENSES BY STATE/JURISDICTION**  
**- CONSUMER EDUCATION, SAFETY, AND TRAINING**  
**FOR THE YEAR ENDED DECEMBER 31, 2024**

		Amounts Granted in 2024
		<u>2024</u>
STATE GRANTS		
Connecticut	\$	164,137
Indiana		905
Kentucky		19,386
Maine		77,804
MAPDA (Delaware, Maryland, and Washington, D.C.)		46,010
Massachusetts		131,697
Michigan		24,297
Nevada		258
New Hampshire		51,586
New Jersey		54,005
New York:		
UNYEA		67,077
HVOEC		40,246
NYSEC		160,984
North Carolina		15,170
Ohio		36,705
Pennsylvania		189,467
Rhode Island		44,588
South Carolina		22,876
Vermont		27,658
Virginia		(8,548)
Washington		4,136
Wisconsin		28,175
		<u>28,175</u>
Total state grant expense	\$	1,198,619
NATIONAL SPENDING IN 2024		<u>236,509</u>
TOTAL 2024 EXPENSE	\$	<u><u>1,435,128</u></u>
2024 NATIONAL BUDGET NOT YET SPENT	\$	<u><u>252,000</u></u>

**NATIONAL OILHEAT RESEARCH ALLIANCE, INC.**  
**SUPPLEMENTAL SCHEDULE OF EXPENSES BY STATE/JURISDICTION**  
**- UNALLOCATED STATE REBATES**  
**FOR THE YEAR ENDED DECEMBER 31, 2024**

	Amounts Granted in 2024
	2024
UNALLOCATED STATE REBATES:	
Connecticut	\$ 69,994
Indiana	386
Kentucky	8,267
Maine	33,178
MAPDA (Delaware, Maryland, and Washington, D.C.)	19,620
Massachusetts	56,161
Michigan	10,361
Nevada	110
New Hampshire	21,219
New Jersey	23,809
New York:	
UNYEA	28,604
HVOEC	17,162
NYSEC	68,650
North Carolina	(18,768)
Ohio	15,652
Pennsylvania	80,799
Rhode Island	19,014
South Carolina	9,755
Vermont	11,794
Virginia	18,849
Washington	1,764
Wisconsin	12,015
	508,395
TOTAL 2024 EXPENSE	\$ <u><u>508,395</u></u>

These unallocated state rebates will be allocated to either the research, development, and demonstration or the heating oil efficiency and upgrade programs based on detailed plans for use of the rebates to be submitted by the states.

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NORA was authorized by Congress in 2000 to facilitate the liquid heating industry's efforts to provide more efficient, more reliable and lower-carbon home heating and hot water to six million homes.

NORA receives \$0.002 at the wholesale level on every gallon of liquid heating fuel sold in the 21 states who voluntarily participate in the NORA program.

NORA receives no federal funds and is 100% industry funded.

As mandated by Congress, NORA directs annual fee receipts to support (1) Consumer Education, Safety & Training; (2) Research, Development & Demonstration; and (3) Heating Oil *Efficiency & Upgrade* Program.

For more information visit [NORAweb.org](http://NORAweb.org) or contact [info@noraweb.org](mailto:info@noraweb.org).

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