

2025 INCOME ELIGIBILITY APPLICATION GUIDELINES

If you have questions, please contact us at homerewards@focusonenergy.com or **800.762.7077**. These guidelines are effective June 2025.

Income-Qualified Eligibility

To be eligible for income-qualified rebates, you must meet all the requirements listed below.

- Be a customer of a participating utility company. Confirm your utility participates at focusonenergy.com/utilities.
- Live in an existing home (new construction is not eligible).
- Mobile homes are NOT eligible for insulation or air sealing. Mobile homes may be eligible for rebates for replacing eligible HVAC equipment.
- Rebates are based on heating fuel and participating utility. Read the program requirements at focusonenergy.com/rebate-program-requirements-for-residential-heating-and-cooling to see if you qualify for rebates.

Streamlined Eligibility

For the following programs, no income eligibility application is required. Must submit proof of enrollment or participation in one of the following programs along with your rebate application.

- Food Distribution Program on Indian Reservations (FDPIR).
- Housing Improvement Program (HIP).
- Housing Opportunities for Persons with AIDS (HOPWA).
- Lifeline Support for Affordable Communications (Lifeline).
- Medicaid.
- National School Lunch Program – Free (NSLP).
- SNAP/FoodShare.
- Supplemental Security Income (SSI).
- Weatherization Assistance Program (WAP).
- Wisconsin Head Start.
- Wisconsin Home Energy Assistance Program (WHEAP).

Annual Income

Annual income is calculated based on your Federal Tax Form 1040, lines 1-8, to calculate the sum of all gross income received during the most recent tax year.

Accepted Income Support Documents:

Federal Tax Form 1040, pages 1 and 2 only. Black out all versions of Social Security numbers on forms prior to uploading. The Wisconsin Tax Form is not accepted for this option.

Monthly Income

Monthly gross income is the total amount earned before any deductions, such as taxes and insurance, are taken out.

Requirements

Read the FOCUS ON ENERGY® Terms and Conditions and Eligibility Declaration Statements at focusonenergy.com/terms. Contact us at **800.762.7077** if you have any questions.

By submitting the income eligibility application, the applicant(s) hereby certifies that they have read, agree to, and have met all terms and conditions and Focus on Energy qualifications as outlined in the application and guidelines.

- Focus on Energy is not responsible for items (e.g., income eligibility applications, supporting documentation, rebate checks) lost or damaged in the mail.
- The applicant may be required to provide proof of any information on this application. Giving false information will invalidate this application, require the return of any rebates received, and possibly subject the applicant to criminal prosecution.
- Applicants who have submitted their applications but have not received approval for income-qualified rebates assume all risk, as they may not be approved for income-qualified rebates and are therefore ineligible for Focus on Energy rebates listed on the application.
- Income eligibility approval does not guarantee payment of a rebate. Applicants must meet all requirements to be eligible for Focus on Energy rebates.
- All installations are subject to verification inspection by Focus on Energy to ensure the measures were installed properly. Residents must allow, if requested, a Focus on Energy representative reasonable access to the home to verify installed measures.
- The applicant can receive one rebate for each piece of qualifying heating equipment installed. Similarly, rebates can only be paid to one person or entity (i.e., either the resident, homeowner, or Trade Ally contractor, not multiple parties).
- The applicant further certifies that all of the information contained in the income eligibility application and supporting documentation is complete, true, and correct, and all household income has been fully disclosed.



Apply online for faster processing:
focusonenergy.com/income-qualified

Or email scanned application and supporting documents to:
homerewards@focusonenergy.com

Or mail to: Focus on Energy Income Eligibility,
3113 W. Beltline Hwy., Suite 201, Madison, WI 53713

Questions: 800.762.7077



Income Documentation Requirements

Income Type	Income Type Description	Accepted Income Support Documents
Alimony Received	Payment(s) received from a former spouse.	<ul style="list-style-type: none"> • Check stubs. • Copy of agreement/divorce papers (include only the section where the amount to be paid is stated).
Child Support	Child support money received is counted toward your income. Child support money paid is deducted from your income.	<ul style="list-style-type: none"> • Statement from child support office. • Check stubs. • Order from the court. • Bank statements.
SSI Caretaker Supplement	Payments received from Social Security for taking care of a disabled person.	<ul style="list-style-type: none"> • Award letter. • Tax Form 1099.
Disability Long Term or Short Term	Payments made by an employer or insurance company for a disability or medical condition (long term or short term).	<ul style="list-style-type: none"> • Award letter. • Check stub/payment receipt. • Tax Form 1099.
Dividends/ Interest/Royalties [*]	Money that is received/earned in any of the 12 months prior to application in excess of \$120 and a household member has access to withdraw the money without penalty. (Examples of interest that might be accessible: IRAs, CDs, etc.)	<ul style="list-style-type: none"> • Check stub/payment receipt. • Tax Form 1099. • Copy of recent taxes. • Statements from companies paying dividends.
Farm Income [*]	Net income earned from farming; zero out losses.	<ul style="list-style-type: none"> • 1040 Schedule 1 and Schedule F. • 12 months of income and expenses.
Gambling/Lottery/Bingo	All income received from gambling, lottery, or bingo activities. Do not deduct losses.	<ul style="list-style-type: none"> • Tax Form 1040 Schedule 1. • Form W-2G.
Land Contract Payment ^{**}	Provide only the interest received from the land contract payment.	<ul style="list-style-type: none"> • Use the amortization chart from the agreement or the amount from the 1099 listed on the most recent tax form divided by 12.
Other	Any other income received that is not listed in the table. Enter the type of income in the source field. Please attach a separate sheet describing the income.	<ul style="list-style-type: none"> • Award letter. • Statement showing the amount of income received. • Check stub/payment receipt.
Pensions, Annuities, and IRAs	These payments are scheduled and paid on a regular basis. For pension or annuities paid on a monthly basis, enter the amount paid each month. For those paid on a quarterly or other basis, enter the average monthly amount. We take the gross amount and do not deduct Medicare.	<ul style="list-style-type: none"> • Pension check stubs. • Statements attached to the pension checks. • Tax Form 1099. • Award letter or statement of benefits.
Rental Income [*]	Net income received from rental properties.	<ul style="list-style-type: none"> • 1040 Schedule 1 and Schedule E. • 12 months of income and expenses (rental receipts). • Copy of lease (if annual documents unavailable).
Self-Employment [*]	The annual income from self-employment reported on the self-owned business's tax forms. The net annual amount is divided by 12 to get a monthly amount.	<ul style="list-style-type: none"> • 1040 Schedule 1 and Schedule C. • 12 months of income and expenses.
Social Security	Gross income received from Social Security because you or your spouse is retired. Medicare Part B (Medicare medical insurance) will not be included in your gross income.	<ul style="list-style-type: none"> • Award letter. • Tax Form 1099.
Social Security Disability Income	Income received from Social Security for long-term disability. This amount includes the Social Security survivor's benefits and ancillary benefits paid to children because of a deceased or disabled parent.	<ul style="list-style-type: none"> • Award letter. • Tax Form 1099.
Tribal per Capita [*]	Tribal per capita gross amounts received in the 12 months prior to application or during the previous tax year, less the first \$2,000 received by the applicant in the same 12 months or the same tax year.	<ul style="list-style-type: none"> • Distribution notice.
Unemployment Compensation ^{**}	Payments received as part of unemployment benefits.	<ul style="list-style-type: none"> • Unemployment Office Statement. • Check stub/payment receipt. • Tax Form 1099-G.
Veterans Benefits	Income from VA Compensation, VA Pension, Retired Military Compensation, or Dependency and Indemnity Compensation (DIC).	<ul style="list-style-type: none"> • Statement of benefits letter. • Income Amount Statement.
Wages and Tips ^{***}	All gross wages and tip income received in the one month prior to the application month. If the primary source of income for an individual is considered seasonal, see *** note below chart for documents needed.	<ul style="list-style-type: none"> • Pay stubs. • Pay statements. • NOTE: If paid biweekly, attach two to three pay statements. If paid weekly, attach four to five pay statements. • W-2.
Workers' Compensation	Money received as an insurance benefit paid to an employee to replace wage income lost due to an injury in a work-related incident. NOTE: Wage income for individuals under the age of 18 and those 18 and older currently enrolled in high school is not entered as counted household income.	<ul style="list-style-type: none"> • W-2. • Pay statements or stubs. • NOTE: If paid biweekly, attach two to three pay statements. If paid weekly, attach four to five pay statements.
Zero Income for Household	For cases when a household is reporting zero income. Requires an explanation of how the household is meeting basic living expenses.	<ul style="list-style-type: none"> • Please call 800.762.7077.

* This income type is based on the average of the prior 12 months of income. A copy of tax records and IRS Form 1099 must be provided.

** Only the interest income received is counted. A copy of the amortization schedule or the IRS Form 1099 issued for tax purposes must be provided.

*** If the household member is a seasonal employee (a person whose main source of income is inconsistent throughout the calendar year), the annual income must be provided for both wages and unemployment compensation received in the prior tax year. Copies of IRS Form 1040, IRS Form W-2, and IRS Form 1099 must be provided. Additional income information may be requested. Call 800.762.7077 if you have questions.



Determining Income Level

Do you meet the income guidelines?

Area Median Income (AMI) Limits by Household (HH) Size and Income (2025)								
Upper Limit: 80% AMI								
County	HH1	HH2	HH3	HH4	HH5	HH6	HH7	HH8
Adams County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Ashland County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Barron County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Bayfield County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Brown County	\$59,950	\$68,500	\$77,050	\$85,600	\$92,450	\$99,300	\$106,150	\$113,000
Buffalo County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Burnett County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Calumet County	\$62,450	\$71,400	\$80,300	\$89,200	\$96,350	\$103,500	\$110,650	\$117,750
Chippewa County	\$57,800	\$66,050	\$74,300	\$82,550	\$89,200	\$95,800	\$102,400	\$109,000
Clark County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Columbia County	\$59,450	\$67,950	\$76,450	\$84,900	\$91,700	\$98,500	\$105,300	\$112,100
Crawford County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Dane County	\$72,700	\$83,100	\$93,500	\$103,850	\$112,200	\$120,500	\$128,800	\$137,100
Dodge County	\$55,200	\$63,050	\$70,950	\$78,800	\$85,150	\$91,450	\$97,750	\$104,050
Door County	\$56,500	\$64,550	\$72,600	\$80,650	\$87,150	\$93,600	\$100,050	\$106,500
Douglas County	\$56,350	\$64,400	\$72,450	\$80,500	\$86,950	\$93,400	\$99,850	\$106,300
Dunn County	\$55,350	\$63,250	\$71,150	\$79,050	\$85,400	\$91,700	\$98,050	\$104,350
Eau Claire County	\$57,800	\$66,050	\$74,300	\$82,550	\$89,200	\$95,800	\$102,400	\$109,000
Florence County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Fond du Lac County	\$54,800	\$62,600	\$70,450	\$78,250	\$84,550	\$90,800	\$97,050	\$103,300
Forest County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Grant County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Green County	\$59,300	\$67,750	\$76,200	\$84,650	\$91,450	\$98,200	\$105,000	\$111,750
Green Lake County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Iowa County	\$63,500	\$72,600	\$81,650	\$90,700	\$98,000	\$105,250	\$112,500	\$119,750
Iron County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Jackson County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Jefferson County	\$61,400	\$70,200	\$78,950	\$87,700	\$94,750	\$101,750	\$108,750	\$115,800
Juneau County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Kenosha County	\$59,850	\$68,400	\$76,950	\$85,450	\$92,300	\$99,150	\$106,000	\$112,800
Kewaunee County	\$59,950	\$68,500	\$77,050	\$85,600	\$92,450	\$99,300	\$106,150	\$113,000
La Crosse County	\$60,150	\$68,750	\$77,350	\$85,900	\$92,800	\$99,650	\$106,550	\$113,400
Lafayette County	\$52,300	\$59,750	\$67,200	\$74,650	\$80,650	\$86,600	\$92,600	\$98,550
Langlade County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Lincoln County	\$53,200	\$60,800	\$68,400	\$76,000	\$82,100	\$88,200	\$94,250	\$100,350
Manitowoc County	\$52,950	\$60,500	\$68,050	\$75,600	\$81,650	\$87,700	\$93,750	\$99,800
Marathon County	\$55,350	\$63,250	\$71,150	\$79,050	\$85,400	\$91,700	\$98,050	\$104,350
Marinette County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Marquette County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Menominee County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Milwaukee County	\$62,000	\$70,850	\$79,700	\$88,550	\$95,650	\$102,750	\$109,850	\$116,900
Monroe County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050



Area Median Income (AMI) Limits by Household (HH) Size and Income (2025)

Upper Limit: 80% AMI

County	HH1	HH2	HH3	HH4	HH5	HH6	HH7	HH8
Oconto County	\$54,850	\$62,650	\$70,500	\$78,300	\$84,600	\$90,850	\$97,100	\$103,400
Oneida County	\$53,950	\$61,650	\$69,350	\$77,050	\$83,250	\$89,400	\$95,550	\$101,750
Outagamie County	\$62,450	\$71,400	\$80,300	\$89,200	\$96,350	\$103,500	\$110,650	\$117,750
Ozaukee County	\$62,000	\$70,850	\$79,700	\$88,550	\$95,650	\$102,750	\$109,850	\$116,900
Pepin County	\$52,550	\$60,050	\$67,550	\$75,050	\$81,100	\$87,100	\$93,100	\$99,100
Pierce County	\$72,950	\$83,400	\$93,800	\$104,200	\$112,550	\$120,900	\$129,250	\$137,550
Polk County	\$54,600	\$62,400	\$70,200	\$78,000	\$84,250	\$90,500	\$96,750	\$103,000
Portage County	\$54,800	\$62,600	\$70,450	\$78,250	\$84,550	\$90,800	\$97,050	\$103,300
Price County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Racine County	\$55,250	\$63,150	\$71,050	\$78,900	\$85,250	\$91,550	\$97,850	\$104,150
Richland County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Rock County	\$52,950	\$60,500	\$68,050	\$75,600	\$81,650	\$87,700	\$93,750	\$99,800
Rusk County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
St. Croix County	\$72,950	\$83,400	\$93,800	\$104,200	\$112,550	\$120,900	\$129,250	\$137,550
Sauk County	\$57,500	\$65,700	\$73,900	\$82,100	\$88,700	\$95,250	\$101,850	\$108,400
Sawyer County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Shawano County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Sheboygan County	\$53,100	\$60,700	\$68,300	\$75,850	\$81,950	\$88,000	\$94,100	\$100,150
Taylor County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Trempealeau County	\$54,750	\$62,550	\$70,350	\$78,150	\$84,450	\$90,700	\$96,950	\$103,200
Vernon County	\$53,450	\$61,050	\$68,700	\$76,300	\$82,450	\$88,550	\$94,650	\$100,750
Vilas County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Walworth County	\$61,400	\$70,200	\$78,950	\$87,700	\$94,750	\$101,750	\$108,750	\$115,800
Washburn County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Washington County	\$62,000	\$70,850	\$79,700	\$88,550	\$95,650	\$102,750	\$109,850	\$116,900
Waukesha County	\$62,000	\$70,850	\$79,700	\$88,550	\$95,650	\$102,750	\$109,850	\$116,900
Waupaca County	\$53,100	\$60,700	\$68,300	\$75,850	\$81,950	\$88,000	\$94,100	\$100,150
Waushara County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050
Winnebago County	\$58,050	\$66,350	\$74,650	\$82,900	\$89,550	\$96,200	\$102,800	\$109,450
Wood County	\$52,000	\$59,400	\$66,850	\$74,250	\$80,200	\$86,150	\$92,100	\$98,050

REDUCING ENERGY WASTE ACROSS WISCONSIN

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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