



Fundraise for SolarAid and light up lives in Africa



# SolarAid needs you!

We believe that universal access to renewable energy is the best way to alleviate poverty and combat climate change.

Can you help us light up a continent?







# The remarkable impact you can have



## *Supply a light*

It costs only £3 to get a clean, safe, affordable solar light to rural Africa. Just one light will save a family \$70 each year and encourage an extra hour of study each night.

**£3**



## *Make a school shine*

A donation of £500 would provide enough solar lights to support an entire school, improving attendance and increasing study time. We'll even show you which school you're helping.

**£500**



## *Light up a community*

£3,000 helps us distribute 1,000 solar lights to a rural community in Africa. This will help 6,000 people access solar and create savings of over £125,500 over the lifetime of the light.

**£3000**



# What could you do?



## *Solar Sports*

Sean cycled around the world to raise sponsorship money for SolarAid. We don't expect you to go that far! But why not do a run for the sun, hold a 24hr football competition or organise a yoga session to salute the sun?



## *Solar Session*

This superstar sang a song or two on a SolarAid stage. Do you or does anyone you know have any creative talent that you could share? Perhaps you could find a local venue and invite people along to a music, comedy or open mic night.

## *Solar Supper*

Everybody loves to eat and some of our supporters have hosted dinners by solar light. You could bake cakes, have a summer BBQ or dedicate your birthday to SolarAid. Find out how to get hold of solar lights overleaf.



## *Solar Shout-out*

People love to hear the SolarAid story and the more people you can share it with the better. Rick de Gaay gave a talk on the infamous TEDx stage. We've put together a presentation kit on our website so that you can also spread the news.





# Top tips from our fundraisers

“Set up a **JustGiving** webpage at [www.justgiving.com/solaraid](http://www.justgiving.com/solaraid) to make it easy for your friends and family to see what you're up to and donate.”

“Go to SolarAid's **website** to get **posters, videos** or a **presentation kit** to help you share the SolarAid story with people you know via **Facebook, Twitter**, email or in person.”

“Get your **local school** involved or the **company** you work for behind you.”



“Make a ‘**Sunshine is free head**’ out of a tennis racket and some paper mache! Take a look **here** to find out how.”

“Visit SolarAid's online e-shop at [www.solar-aid-eco-shop.co.uk/](http://www.solar-aid-eco-shop.co.uk/) to buy a solar light so that you can show off how it works to friends and family.”





## Learn more about SolarAid and SunnyMoney

SolarAid does not give lights away. Rather, through its social enterprise SunnyMoney, it creates markets for small solar lights in remote African communities where their sale is not currently profitable. SunnyMoney undertakes the expensive and difficult challenge of building trust in - and access to - solar lights in areas with little infrastructure and poor retail networks. As a thriving market takes shape, it attracts other organisations, prices fall and a sustainable market is established.

This business-based approach not only gets solar lights to people quickly but provides job and business opportunities. SunnyMoney also works on initiatives, such as pay-as-you go technologies, to reach those who cannot afford the up-front cost of a light.

As one region reaches a solar 'tipping point', SunnyMoney moves to another, reinvesting any profits back into this work. Donations are therefore recycled time and time again, giving more people access to life-changing solar technology.

## Eradicating Kerosene from Africa by 2020

SolarAid supports SunnyMoney as it builds sustainable markets for small solar lights across Africa, whilst additionally campaigning and lobbying for wider business and policy development. We believe that this is the most effective way of eradicating the kerosene lamp from Africa by 2020.





# SunnyMoney teams bring lights to rural areas



DONATIONS COVER THE COSTS OF ACCESSING REMOTE REGIONS AND BUILDING TRUST AND AWARENESS OF SOLAR TECHNOLOGY.



## Solar lights up lives

### HEALTH

A SOLAR LIGHT REDUCES THE RISK OF INDOOR AIR POLLUTION, FIRE AND POISONING.

In sub-Saharan Africa indoor smoke causes around 400,000 deaths a year. Infants in the WHO African Region have three times the incidence of burn deaths than infants worldwide.

*"The little ones were coughing but stopped when we started using solar."*

Grace Harawa, Malawi

### EDUCATION

A SOLAR LIGHT ALLOWS CHILDREN TO STUDY MORE AT NIGHT.

Our early research shows that, on average, the children of solar light customers' are doing double the amount of homework every evening.

*"Kerosene was expensive for me so I did not allow my daughter to study at night but now she is free to study any time she wishes."*

Honoratha Elipidi, Tanzania







## ECONOMIC DEVELOPMENT

A SOLAR LIGHT CAN LIFT MILLIONS FROM FUEL POVERTY.

Lighting is often the most expensive item in the household budget of Africa's poorest families, typically accounting for 10–15% of total household income. Our research shows that fuel savings are usually spent on more nutritious food, education and farming inputs.

*"I am now healthier than before because the money used to buy paraffin has been diverted to food."*

Gilbert Mafunda Mwalwanda, Malawi

## SOCIAL DEVELOPMENT

A SOLAR LIGHT PROMOTES SOCIAL ACTIVITY AND OPPORTUNITY.

In Malawi, solar customers interviewed commented on the benefits of having freedom of lighting and the improvements a solar light made to basic social interactions and family life.

*"There is complete change in the life of family members. Everyone is free to do any work during night."*

Tapiwa Mwamulima, Malawi





## ENTERPRISE

A SOLAR LIGHT CREATES JOBS AND EMPLOYMENT.

In Kenya, solar customers have reported that fuel savings might be spent on small businesses. In addition, SunnyMoney creates jobs and employment opportunities as it builds solar markets across rural Africa - 600 school leavers will be recruited as solar entrepreneurs in Tanzania this year.

*"I have seen a lot of changes. I have started a business for my wife and I have more money too."*

Noorkisaruni Osono, Kenya



## ENVIRONMENT

A SOLAR LIGHT PROTECTS THE ENVIRONMENT.

Over 290 million people in Africa use kerosene as their main source of lighting. As well as CO<sub>2</sub> emissions, new research indicates that one kilogram of black carbon, emitted by kerosene lamps, produces as much warming in a month as 700 kilograms of carbon dioxide does over 100 years.

*"New information on kerosene lamp emissions reveals that their climate impacts are substantial."*

Jacobson et. al 2013, Black Carbon and Kerosene Lighting





## Will you help us light up lives in Africa?

If you have a fundraising idea then we'd love to hear about it. The best way to tell us is by taking a picture and tweeting us [@SolarAid](#), sharing it on [Facebook](#) or emailing [grace.power@solar-aid.org](mailto:grace.power@solar-aid.org)

Once you have raised some money you should bank the cash and either:

1. Send a cheque to SolarAid at:  
The Foundry  
19 Oval Way  
London SE11 5RR
2. Make an online donation at [www.solar-aid.org/donate](http://www.solar-aid.org/donate)
3. Call us on 020 7278 0400 to donate over the phone

IF YOU SET UP A JUSTGIVING PAGE THE MONEY WILL TRANSFER TO US AUTOMATICALLY AS PEOPLE SPONSOR YOU.



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Thank you!

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