



# SOLAR AID FUNDRAISING KIT



**You are amazing, thanks so much for deciding to fundraise for SolarAid!**

We really value your support. Here's your trusty fundraising kit full of information and tips to help you successfully raise funds and enjoy doing it!

Please get in touch with any questions and updates on your fundraising, we would love to hear from you and see pictures if you feel comfortable sharing.

Many thanks for supporting our work, good luck and have fun!

**Together, we can ensure a brighter future, for both people and the planet**



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# ABOUT SOLARAID

SolarAid cares deeply about both people and the planet. Together with our social enterprise, SunnyMoney, we work to provide communities with access to solar lights in Zambia and Malawi.

Nearly 600 million people in sub-Saharan Africa are without electricity.

Using a solar light, at the flick of a switch, communities feel safe, children can do their homework and midwives can deliver babies after dark.

Our mission is to light up every home, school and clinic in Africa by 2030, using safe, clean, solar power.



## OUR IMPACT

**2.23 million** lights distributed worldwide.

**12.5 million** people in sub-Saharan Africa reached by clean, safe, affordable light.

**\$298M** saved by families a year



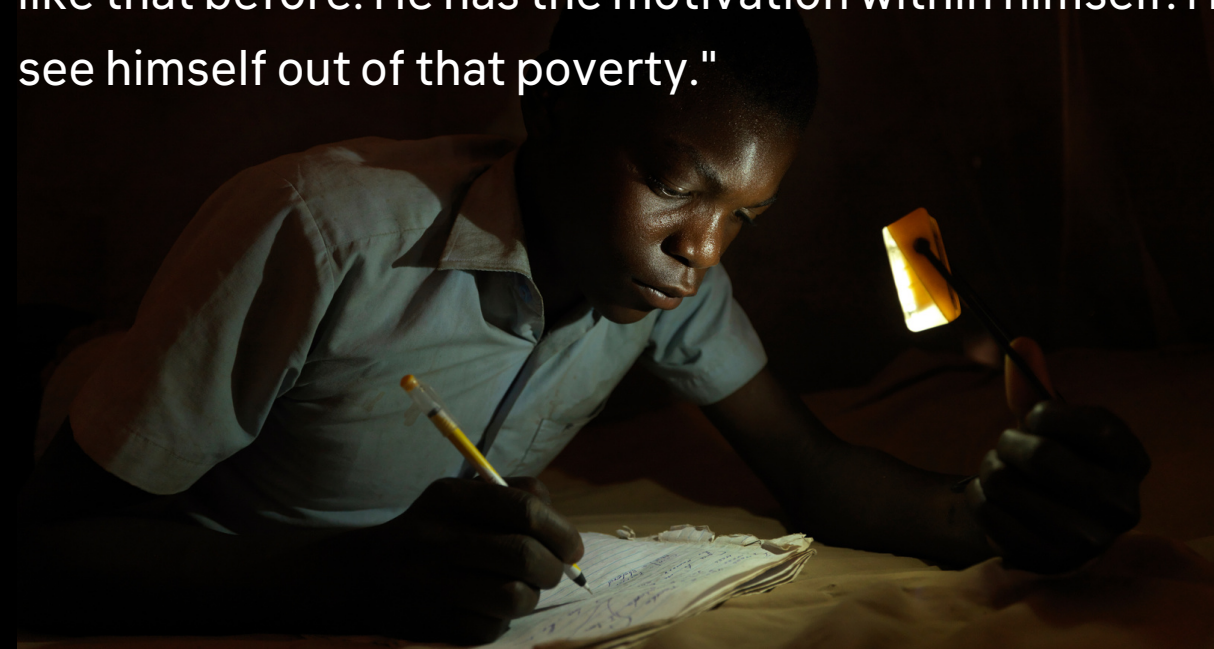
# SOLAR STORIES

## DEREK DREAMS OF BECOMING A TEACHER

Derrick studies at Nyakantingi primary school in Zambia. After dark, there is nothing left to do but to go to sleep. The village, without electricity, becomes pitch black.

In 2019, a Light Library was introduced at Derrick's school. It allows students to borrow a solar light. With a solar light, children can do their homework in the evening. Derrick is one of the students that has been borrowing a solar light to take home.

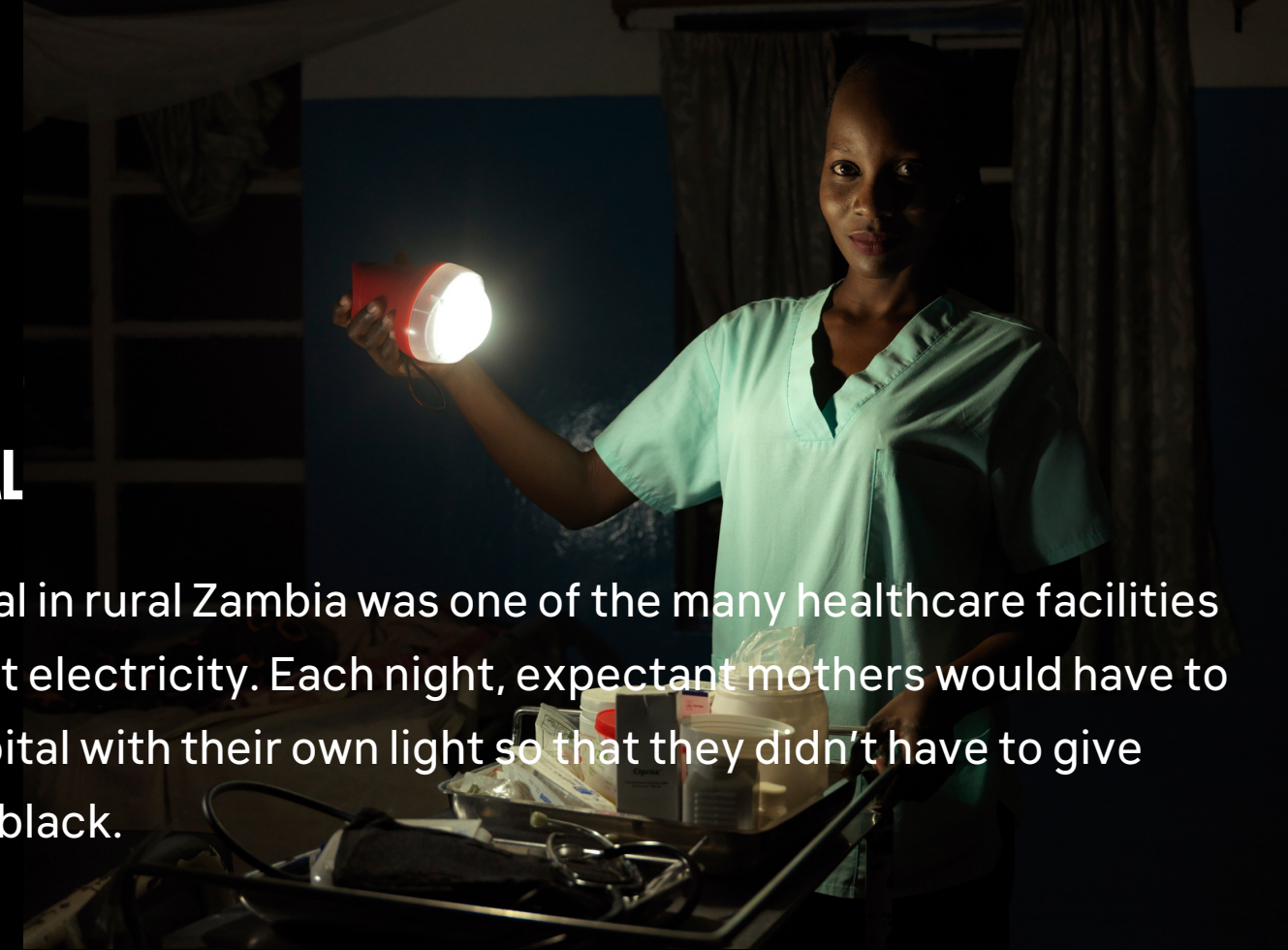
Since borrowing a solar light, Derrick's studies have transformed and he is able to get ahead in school. His teacher Ms. Michelo says, "He has turned out to be the best reader in the school. He wasn't like that before. He has the motivation within himself. He wants to see himself out of that poverty."



## ST LUKE'S HOSPITAL

St. Luke's Hospital in rural Zambia was one of the many healthcare facilities operating without electricity. Each night, expectant mothers would have to come to the hospital with their own light so that they didn't have to give birth in the pitch black.

Now, St. Luke's hospital uses solar light, and healthcare has changed. Midwives can now safely deliver babies. Sister Martha says, "Before there was darkness. There is light now. The sun shines for us, for the people, for everybody."



£100 pays for the distribution of 6 solar lights, reaching 32 people, with 24 currently using dangerous, toxic and poor sources of light.

£250 pays for the distribution of 16 solar lights, leading to a total savings of \$2,021 per year.

£400 pays for the distribution of 26 solar lights, leading to 115 people feeling safer at home, and 24 more children studying after dark.

# FUNDRAISING IDEAS

Whether you want to take on a marathon, hold a bake sale, dive out of a plane or organise a dress up day, there are endless ways to raise funds for SolarAid.

## SOLAR SPORTS

Take part in a sponsored run, hold a marathon football competition or organise a yoga session to salute the sun.

## SOLAR SESSION

Share your talents by holding a music event, organise a quiz night or host a dinner.

## BIRTHDAY FUNDRAISING

We all like to blow candles out on our birthday, you could turn these candles into solar lights! Ask for donations on your birthday, for a brighter future for people and the planet.

## NIGHT WITHOUT LIGHT

SolarAid is challenging everyone to switch off the lights and gadgets they use on a daily basis to experience what it might be like to live without electricity. This could be for a night, or an entire week!



# THE 5 W'S

To help plan your event, consider the 5 W's below:

## WHAT IS YOUR EVENT?

This is the first step! Decide what you are going to do as your fundraiser. Whether it's one of our suggestions or something completely different, having a clear idea is key.

## WHEN IS IT HAPPENING?

Decide on a date! Keep in mind any clashes that your potential attendees may have as this will impact on who can come, and your fundraising. For example, would it be better to hold your event on a weekday or weekend, daytime or evening?

## WHERE IS IT GOING TO BE?

Location is also important to consider. It needs to be easily accessible for your attendees but also have all the equipment you need. Will you need any tech equipment, or access to kitchen facilities to provide food and drinks?

## WHO WILL BE DONATING?

We'd recommend spending some time to map out who your contacts are, and the best way to reach them. Is it social media, email, Whatsapp groups or work intranet?

## WHO CAN HELP YOU?

Are there a couple of key people that can help you? Having people to help with ideas or logistics is just what you need in the run up to an event!



# SOLAR CHAMPIONS

Meet some of our amazing supporters.



## ELLA

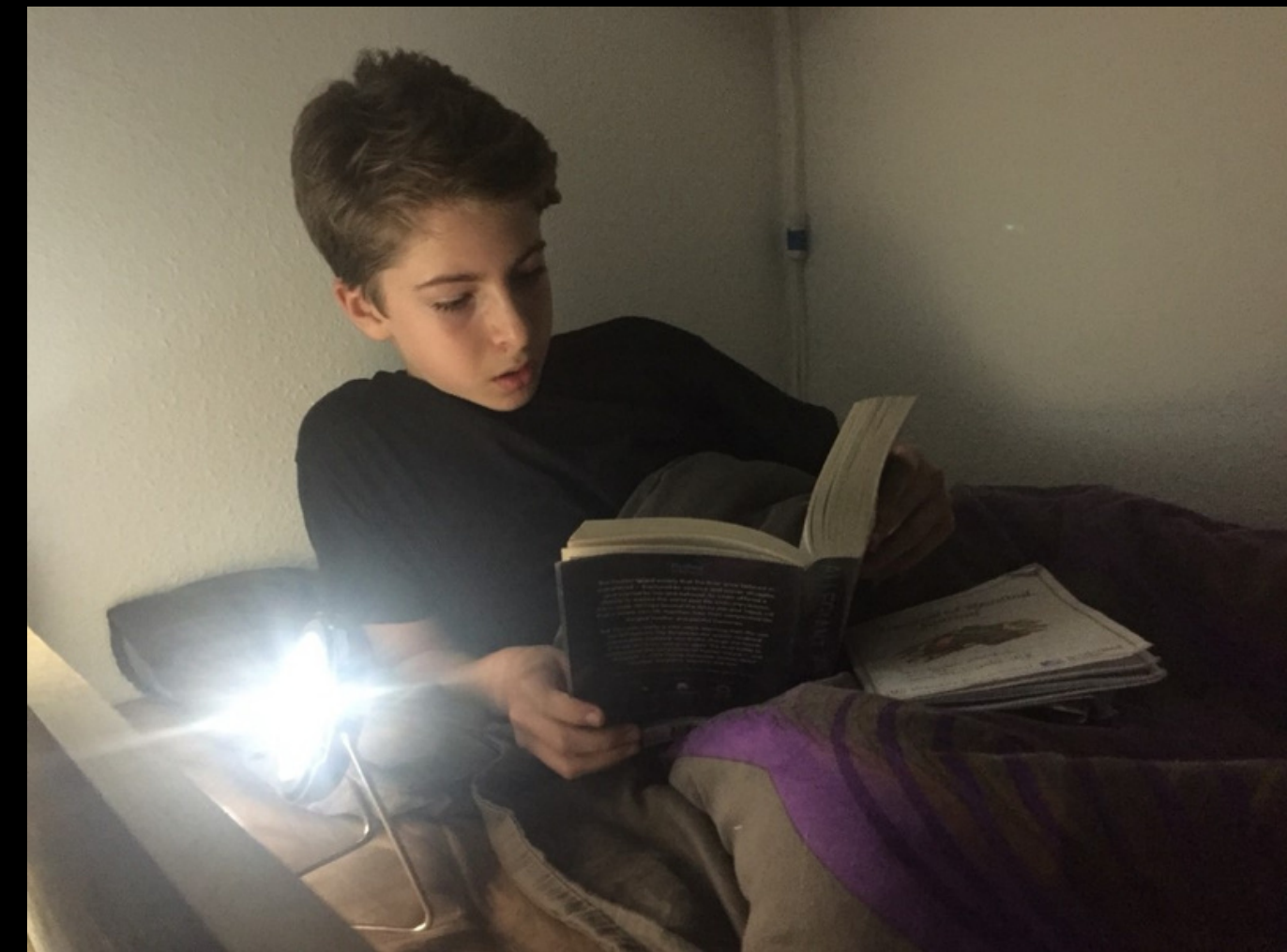
Ella Collins ran the entire length of the Thames Path – covering a distance of almost 300km!

In her own words, Ella said, “I didn’t want to run all that way for a cause that I didn’t 1000% believe was legit. [...] There are a lot of charities that do a lot of good out there but some, like SolarAid, are real unsung heroes.”

## ETHAN

Ethan went without light and gadgets for 5 days to raise funds and awareness for SolarAid!

He said, “I know how lucky my family is to have access to safe light by flicking a switch, and how access to light is one of the keys to escaping poverty. I want the same thing for all families.”





# HOW TO DONATE

There are a number of different ways you can donate what you have raised to SolarAid.

## ONLINE FUNDRAISING PAGE

Set up a [JustGiving](#) page, all funds will be directly donated to us.

## CHEQUE

Make any cheques payable to 'SolarAid' and send to our address below.

## ONLINE

Donate securely at [solar-aid.org/donate](https://solar-aid.org/donate).

## BANK TRANSFER

Co-operative Bank

Sort code: 08-92-99

Account number: 65198643

## OUR CONTACT DETAILS

Address: SolarAid, Creative Works, First Floor, 7

Blackhorse Lane, London E17 6DS

Website: [solar-aid.org](https://solar-aid.org)

Charity no: 1115960

## ANY QUESTIONS?

Email: [info@solar-aid.org](mailto:info@solar-aid.org)

Phone: +44 (0)20 7278 0400



# PROMOTE YOUR FUNDRAISING

To really make your fundraising a success, it's a great idea to promote your efforts to as many people as possible. Tell friends and family, advertise at school, work or on local notice boards in your community.

Social media is a great way to spread the word. We want to help too, so make sure you mention us in your posts!

You can find us on Facebook, Twitter and Instagram as [@SolarAid](#).

On the following pages you will find some useful resources to help you fundraise.



**REMEMBER,  
LIGHT CHANGES  
EVERYTHING.**

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Together, we can ensure a brighter future for people and the planet  
[www.solar-aid.org](http://www.solar-aid.org)



# THANKS FOR YOUR SUPPORT

**SolarAid**

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