



OneMillionLights

Change You Can See



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World of Color d.b.a. One Million Lights, a 501(c)3 nonprofit organization, EIN# 26-3027982

Mission

One Million Lights' mission is to improve the daily lives of children and adults by providing clean and healthy lighting. To accomplish this, we are distributing one million rechargeable, environmentally friendly solar lights to children and families around the world. The objective is to enable children to study and adults to generate more income, while replacing harmful and toxic kerosene lamps. One Million Lights is also committed to increasing awareness of global issues with schoolchildren in the US. Solar is a natural choice due to its many additional benefits for the environment and the health of individuals who are currently dependent on kerosene for lighting.

Overview

Founded in late 2008, the team at One Million Lights set out to use simple technological solutions to improve the daily lives of people living in rural poverty - starting with distributing 1,000,000 solar powered, high-efficiency LED lamps that would replace kerosene lanterns and other forms of toxic and expensive evening light. Our solar lantern distribution programs help to improve life for people by improving access to education, boosting income generation and household savings, eliminating carbon emissions, and reducing toxic fumes and risk of fire. One Million Lights brings its mission home by spreading awareness about solar, the environment, and global poverty to more than 3,000 local school children with the goal of raising future leaders to be more informed on complex global issues.

Impact

- By October 2010, One Million Lights had distributed 18,181 solar lights in 77 communities in 19 countries.
- More than 127,000 people now have clean, safe, and affordable evening light that enables households to save 1/3 of their income and repurpose it towards other needs including medicine and education.
- We have added 112 million hours of safe study and work for our light recipients, allowing for the 205 million hours spent near a light in the mornings and evenings to be clean, safe, and affordable.
- By replacing more than 18,000 kerosene lamps and other polluting forms of home lighting, One Million Lights has offset 3,714 tonnes of carbon emissions.
- We have shared our message with 67,000 people through school programs, community events, and corporate programs.





A Message from Founder and CEO, Anna Sidana

Dear Friends,

When I look back on 2009, our first year at One Million Lights, I would have to say that it was a transformational year of learning for us. We had a vision of distributing one million solar lights around the world, but we did not have a plan or the infrastructure to do what we had embarked upon. As the year progressed and we started doing distributions, I realized that we had much to learn. So I decided to travel – from a remote village in the Amazon to the Andes in South America followed by a trip to a Masai village in Africa. I wanted to see for myself and I was rewarded with invaluable experiences. I had the opportunity to sit down with the villagers and learn about their culture, their customs, and practices. Most importantly, I learned about their challenges and needs. As an organization, we also learned a lot about the solar light industry and about managing a global supply chain from sourcing to distribution and monitoring. We are learning the hard way and getting stronger because of that. Our lessons included:



- #1 Free has no value. Even a nominal fee or in-kind gesture is important to create value for our recipients.
- #2 Products in the market are too expensive for the base of the pyramid. The need is vast and the solutions available are narrow and expensive.
- #3 Think globally, but implement locally. We need to adapt our approach to the village level rather than expect the recipients to adapt to us.
- #4 A need to bring our program full circle through local school programs that penetrate the bubble of comfort and gadgetry our own children live in. We sought to inspire children to think green, think solar, and think global. Students responded whole-heartedly, as only children can.
- #5 People are here to help, people like you! Thank you.

I would like to thank everyone who believed in me and supported me with encouragement, time, and money. I am grateful to those who listened to my story, to my amazingly dedicated and talented team, and to my then employer eBay, who made this possible in the first place. I also want to thank our light recipients for welcoming us with open hearts and for sharing their homes and their food, for accepting our gift, and for being open to change century-old habits of dependence on kerosene. I can say without hesitation that this is the most satisfying work I have ever done. I am humbled and inspired. We have together put One Million Lights on the map and I am proud of our achievements.

I am excited about 2010 and hope to have your continued support as we light up lives and minds – both here and abroad.

Thank you,

Anna Sidana, Founder, and CEO of One Million Lights

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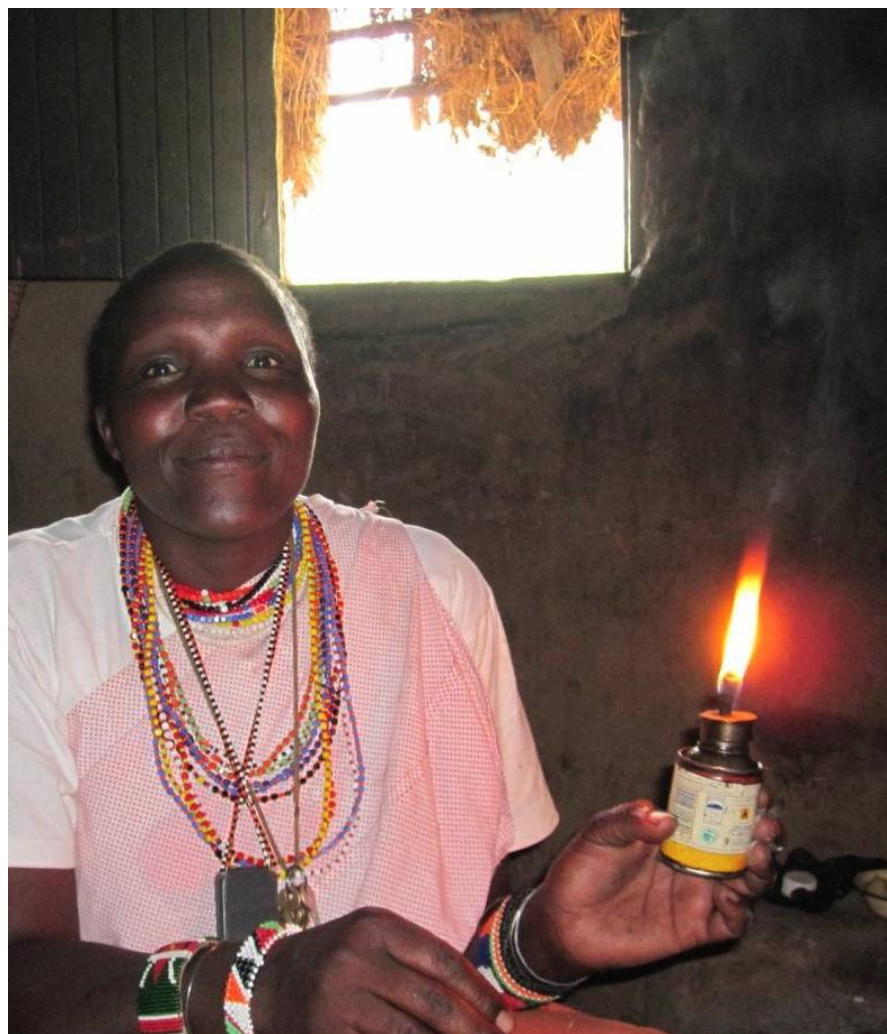
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Background

Imagine that you live in rural Africa in a hut with no electricity. The only way to light your dwelling at night so that your children can study is to burn kerosene. The kerosene lantern fills your home with toxic smoke that poisons the air your children breathe and pollutes the environment. It is highly flammable and accidents are common. It is so expensive that it consumes one-third of your income, yet you have no alternative... except living in darkness.

Many in wealthy countries are unaware that this is the daily reality for hundreds of millions in impoverished countries. One Million Lights is an organization that believes a simple solution to the problem of clean rural lighting is within our grasp.

Smoke inhaled from the simple kerosene lamp pictured here is said to be the equivalent of smoking two packs of cigarettes in one evening.



The Need



kerosene, often walking great distances to purchase it^{1,2}. Although solar lighting seems like an obvious solution, people lacking electricity have been unable to transition from kerosene due to high up-front costs. Those living on less than a dollar a day simply cannot afford a light for \$20-\$50. Our lights help families shift wasteful kerosene cost to productive investments in education, nutrition, and healthcare³.

- Over 1.6 billion people worldwide lack access to electricity and depend on kerosene^{4,5}.
- Families may spend up to half of their income on kerosene, even though it provides inadequate illumination⁶.
- Used 4 hours a day, a kerosene lamp emits over 100 kg of carbon each year. Consequently, the worldwide combustion of fuel for lighting results in 190 million tonnes per year of carbon emissions^{4,7}.
- Kerosene is responsible for 1.5 million deaths from burns and respiratory illnesses annually-62% of which are children.



1. S. Batliwala, A. K. N. Reddy, *Energy Sustain Dev.* 7 (3), 33 (2003).

2. V. Laxmi, *et al.*, *Energy Sustain Dev.* 7 (1), 50 (2003).

3. W. Floor, R. Massé, "Peri-urban electricity consumers, a forgotten but important group: What can we do to electrify them?" [ESM249, Joint U.N. Development Programme (UNDP)/World Bank Energy Sector Management Assistance Program (ESMAP) Report, 2001].

4. *The Next 4 Billion, market Size and Business Strategy at the Base of the Pyramid (BOP)*, published by the World Resource Institute in 2007

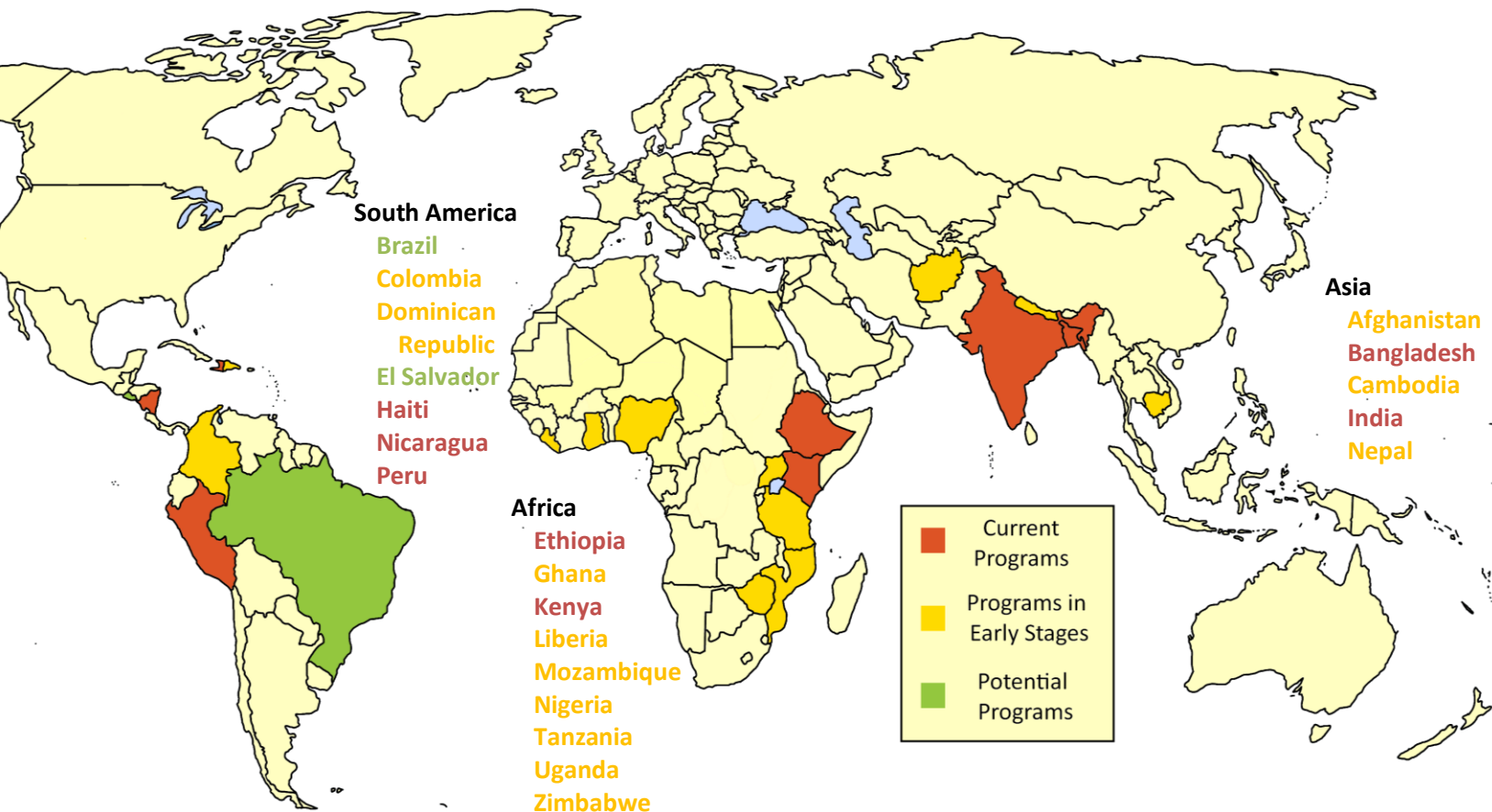
5. International Energy Agency (IEA), in *Outlook 2002*, (IEA, Paris, 2002), chap. 13.).

6. www.sciencemag.org, Evan Mills, 2005

7. Mills, Evan. "The Specter of Fuel-Based Lighting." *Science* 27 May 2005: Vol. 308. no. 5726, pp. 1263 - 1264

Field Programs

By October 2010, One Million Lights had distributed 18,181 solar lanterns in 77 rural communities in 19 countries, including Afghanistan, Bangladesh, Cambodia, Colombia, Dominican Republic, Ethiopia, Ghana, Haiti, India, Kenya, Liberia, Mozambique, Nepal, Nicaragua, Nigeria, Peru, Tanzania, Uganda, and Zimbabwe. Our global distribution programs are gender neutral, and target people who are completely dependent on kerosene, are highly motivated to improve their lives, but cannot afford a solar light. Our programs are centered on schools, healthcare providers, and village artisans.



Our programs have brought clean, safe, and affordable light to 38,605 people. We have added 35.4 million hours for study and work in homes across the world. We have detoxified 64.9 million hours of evening light and offset 1,180 tonnes of carbon emissions.

The 15,000 donated lights in late 2008, by eBay, were managed and distributed by teams at eBay. These distributions were completed by October 2010.

Partners

Collaboration is integral to the One Million Lights plan to distribute 1,000,000 solar lights within the next 8 years. Our approach leverages the resources of students, NGOs, and solar lighting companies. Our partner universities and students contribute passion for combating global issues of poverty and eager individuals to make programs happen. Our partner NGOs have infrastructure in place to execute projects sustainably and appropriately. Our partner solar lighting companies provide the solar products and at times aid in distributions and logistics.

We are partnered with the following in-the-field NGOs, and add more every month:

Country	Organization
Bangladesh	Agami, Inc
Ethiopia	African Village Finance
Ghana	I Stand Above, Inc
Haiti	Enoch Choi Foundation
India	CARE
	Mukti for Social Development
Kenya	American African Nuru Foundation
	Koins for Kenya
Mozambique	Love Mozambique
Nicaragua	Peace Corps
Nigeria	WE CARE Solar
Peru	ANDES
Tanzania	The School Fund



We have an active volunteer base from Universities such as Harvard, Hendrix College, Princeton, Stanford, UC Berkeley, Wharton West Coast MBA program, and Yale as well as companies such as Cisco, eBay, HP, Intel, Lunera Lighting, and Nvidia.

We are vender neutral when it comes to sourcing lights and have worked with solar lighting company partners such as D.Light and SunNight Solar.



Global Ambassador Programs

One Million Lights has revolutionized international development by transforming the relationship between donor/fundraiser and recipients. The pilot program engages students and professionals to become ambassadors for educating and providing clean and healthy lighting alternatives to under-resourced communities around the world.

One Million Lights matches the number of lights fundraised by Global Ambassadors to increase distribution efforts. The objective of the Global Ambassador Program is to give individuals a unique opportunity to meet children and adults in a developing community and personally hand them solar LED lights as well as document the immediate and longer term potential impact.



Ambassadors are entrusted with solar lights to distribute to a community of their choice founded on a criterion that is fair, based on local need, and respects gender equality. The solar LED lights are distributed and documented by Ambassadors on a study abroad semester, vacation to a developing country, mission trip with a community group, or general travel.

Ambassadors promote solar energy use, reduce greenhouse gas emissions, and increase the opportunities for education, health and income generation in developing regions. The research they provide from on-the-ground documentation and observation helps One Million Lights with detailed information on local communities as well as potential for the development of future programs.

Ambassadors are at the forefront of One Million Lights distribution efforts and personally improve the livelihood of a rural community one solar light at a time.



Local School Programs

One Million Lights launched our local school programs in 2009 to great success. We have worked with 4,500 students in Northern and Southern California.

Students participating in our programs learn about a region where they will be sending lights and why this region does not have adequate access to electricity. They discuss how a solar light drastically changes a family's reality over night – from allowing better access to education to enabling a cleaner, safer home and environment.

They are assigned a homework assignment where they spend 2 hours in darkness at home, and then write or draw about the experience. Once they have experienced life without clean, safe light, they organize a school-wide fundraiser to send solar lights to a school in the region they studied. Each class uses age-appropriate and fun techniques to integrate their fundraiser into learning activities.

Students come away with a sense of empowerment through helping to improve the daily lives of children in rural regions of the world, as well as develop empathy for children growing up in poverty. Our goal is to help raise future leaders who are better able make informed decisions about global poverty and the environment.