

## The SunnyMoney Way – Our market-based model

SolarAid’s mission is to ensure that by 2030 no one is left in the dark. We are doing this by distributing solar lights in the most remote rural communities through our social enterprise, SunnyMoney.

As a charity that owns a social enterprise, we are different to any other solar lighting organisation. We focus solely on our social goal rather than profit, which means we can reach the poorest most remote communities. If we are not reaching these communities, no one else will – they will be left in the dark.

Our trade-not-aid model means we’re empowering people to choose to buy a solar light, rather than give them away. This allows us to provide after-sale service, long-term access and paves the way for sustainable solar markets to catalyse.

**1) School Campaigns:** We work with local head teachers to raise awareness and encourage trust in solar lighting in areas with little or no knowledge of solar power. We show families the benefits a solar light can bring to a child’s studies. The desire to give their children a good education sparks a community’s interest.

*“Kerosene was expensive... I did not allow [my daughter] to study at night but now she is free to study any time.”*

**Honoratha Elipidi, customer in Tanzania**

By working with us for just a few hours a week head teachers boost their, otherwise meagre, salaries, enjoy a higher standard of living, and enable children to do better in school. This is why Ministries of Education fully support our work and partner with us to deliver our model.

*“Some learners are now selected to good schools within [the district], a thing that has created history at our school.”*

**Mr. Ngwira, teacher in Malawi**

**2) Agents and Shops:** Once people see lights shining in their communities, and hear about the benefits of solar from their neighbours, demand takes off. We then build an ecosystem of sales agents (entrepreneurs) creating jobs and providing long-term access to a variety of solar lights.

*“I first heard about SunnyMoney when I attended a SunnyMoney meeting for agent recruitment programme in Choma. The demand for the lights by the people motivated me to be an agent... I set up a signpost at home showing that I sell solar lights”*

**Florence Mubonka, SunnyMoney Sales Agent, Zambia**

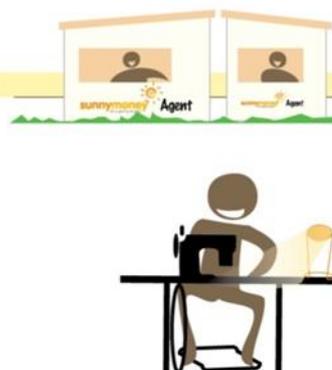
### School Campaigns

Get the market started and build trust by offering entry level solar lights at special prices



### Agents and Shops

Sell and distribute the full range of affordable solar lights and products



### Driving Demand

New products, promotions, advertising, media campaigns, brand building and customer care build demand for off grid lighting

