



Business Plan

Solar Empowerment Initiative Incorporated (SEI)

Vision: Clean, safe solar light for all

Motto: Light in the night

Background:

The Solar Empowerment Initiative conducted its first mission in March 2016 with the distribution of 60 solar light systems in the village of Cissé Mass, Senegal. It expanded its operations significantly in 2017, distributing approximately 2300 solar lights to 12 villages in Senegal. It also added to its mission activities distribution of solar lanterns to the homeless living on the streets of the Baltimore. This significant expansion was made possible by importing the solar lights directly from China at a significant cost savings. And that in turn was made possible by the support of Fortesa International Senegal, which handles all logistics on the Senegal end.

SEI was up until that time operating as a semi-independent part of the Solar Village Project (SVP). In August 2017, the decision was made to form SEI as separate organization. SVP agreed to handle the finances of the new organization until the IRS approved its tax-exempt status. SEI held its first board meeting on September 10, 2017.

Mission: To provide solar lights, and where needed a solar cell phone charging capability, to families living in remote villages overseas that are not connected to the power grid, and (2) to provide solar lights to homeless individuals living on the streets in the US.

Strategy: To maximize the impact of limited resources, SEI partners with other organizations that can assist in the distribution of solar lights, share the costs, and support in other ways, particularly with logistics.

Goals:

- (1) Become a fully functioning tax-exempt charitable organization.
- (2) Order an adequate number of solar lights annually to sustain operations in the US and overseas.
- (3) Raise funds through individual donations, lanterns sales, and corporate support to sustain operations.

(4) Build partnerships to support operations and share financial and logistical burdens.

(5) Grow the donor base.

(6) Minimize costs.

(7) Foster the economic prosperity of villages in Senegal and Gambia.

(8) Improve the safety and quality of life of homeless who live on the streets of US cities or in encampments, by providing them with solar lanterns

Objectives:

(1) Obtain IRS approval of SEI tax exempt status under section 501(3)(c) by the spring of 2018.

(2) Place orders for solar lights before the end of 2018 to enable distribution in the US and overseas in 2019.

(3) Raise \$18,000 by the end of November 2018 through:

(a) Direct email solicitations

(b) Lantern sales at least two festivals.

(c) Participation in the Combined Federal Campaign

(4) Build partnerships with three additional US-based tax-exempt organizations in 2018.

(5) Increase the number of individual Combined Federal Campaign donors by 20%, i.e., from 50 to 75, and the dollar amount of donations from

(6) Motivate at least five villages to share the costs of shipping and delivering solar lights through by selling the SF-1S lantern and splitting the proceeds with SEI.

(7) Encourage at least five villages to use the proceeds from the sale of lanterns for projects that benefit the entire community.

(8) Distribute at least 800 solar lanterns to the homeless in the US who sleep outside.

Attachment

Financial Plan (2018)