

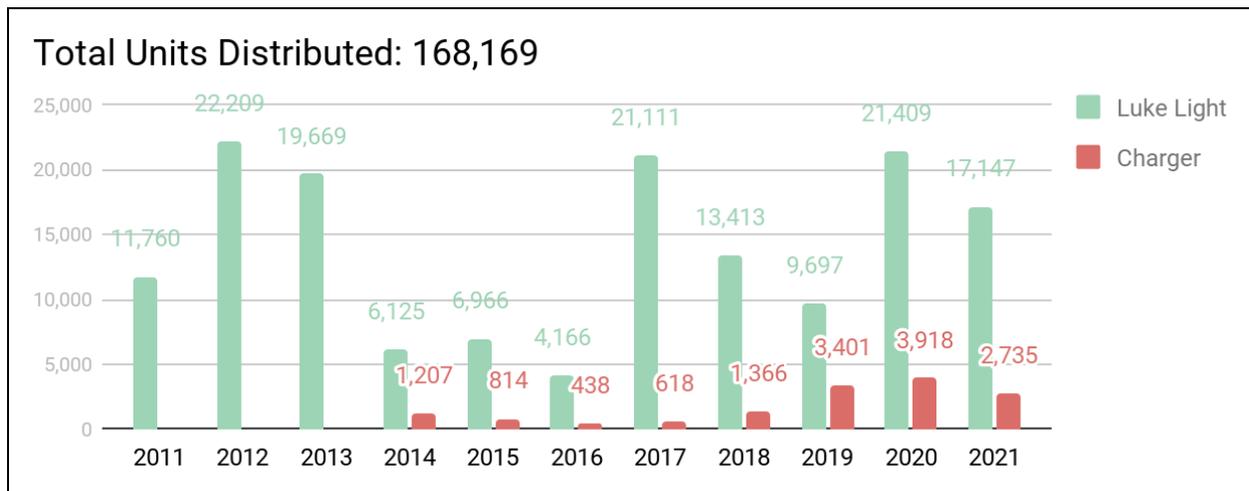


## 2021 Year End Summary

### Lights Distributed

Unite to Light distributed 17,147 Luke Lights and 2,735 Solar Chargers in 2021. This totals 19,882 units for the year.

Through the end of 2021 UTL's total lights distributed over the life of the organization has grown to 168,169 lights and 78 countries (this does not count the lights paid for through projects or BOGO but not yet distributed).



### COVID-19 Pandemic

The COVID pandemic continued to impact the organization around manufacturing, shipping, fundraising and distribution. The global IC Chip shortage meant that we had to pre-order all of our Luke Lights for the year in early spring, which limited our inventory over the summer and left us with excess units in December. Luckily a donation from the manufacturer, Branford, allowed us to distribute those units to partners before the end of the year. International shipping was also impacted in both timing and costs. Shipments that had taken 30 days took 90 and increased in cost, and some shipments were unable to move because shippers stopped taking Dangerous Goods (which the Charger is classified as).

### Gift of Light Grant Program

The Gift of Light Grant was inspired by the COVID-19 pandemic and the civil unrest of 2020. Due to increased need in the US and global shipping interruptions during the pandemic, Unite to

Light significantly increased US based Luke Light and Chandler Charger donations to aid people experiencing homelessness during the pandemic. The civil unrest of that year also convinced UTL that we could do better in diversifying the beneficiaries and more inclusive of people that have been overlooked or left behind. The Grant program was funded in part through our BOGO purchases and by a generous donation from [Shuji Nakamura](#) .

The goals of the Gift of Light (GOL) Grant were to open access to donated products and build new partnerships. Working with a team of student interns from the University of California, Santa Barbara Minor in Poverty, Inequality and Social Justice, UTL built an online application process and began recruiting organizations in Q1 2021. There were two application windows, the first closed May 31, 2021 and the second closed August 31, 2021. The grant committees were made up of UTL Board Members, community members, and students. Over the two application periods, 29 organizations applied for grants and 12 were selected. In total 329 Chandler Chargers and 2477 Luke Lights were distributed in 2021 through the GOL Grant and partner associated fundraising. You can learn more through our [year end report here](#).

### **Key Focus Areas**

**Education:** ChildFund in Honduras and The Gambia, and Children in the Wilderness (CITW) in Malawi continued to be strong partners this year. We also brought on a new partner: REACH for Uganda.

We also continued the partnership with TEMA International School in Ghana thanks to the donation from Branford. We sent them 4000 lights in December and they will work to distribute them to people in the rural regions of Ghana.

We also started raising funds to put solar on a school in Honduras and are halfway to the goal of \$20,000.

**Global Health:** We distributed 75 Chargers to the UNFPA and Maternity foundation in Papua New Guinea. Gisela introduced us to a new group: Community Health Partners Honduras. Through them we distributed 2000 Luke Lights across urban and rural Honduras. Gisela traveled with the group to help with distribution and begin a study of the lifespan and impact of our Luke Lights. 200 individuals were selected and will be followed throughout 2022.

**Local Health/Homelessness:** COVID-19 continued to impact people experiencing homelessness more acutely than the general population. Half of the Gift of Light grant recipients, and half of the funds, were distributed to organizations aiding people experiencing homelessness. Santa Barbara Street Medicine and Backpacks for the Streets continue to be strong partners in these efforts.

**Disaster Response:** Direct Relief ordered another of 5,000 branded Luke Lights. The lights will go into their Emergency Hygiene Kits. In addition, we donated Chandler Chargers to Direct Relief for distribution in Texas, Haiti and Louisiana.

In addition, we sent Luke Lights and Chargers to Haiti after another earthquake, followed by a hurricane. Gisela spearheaded the fundraising efforts and brought in over \$25,000 - our biggest fundraising effort of the year.

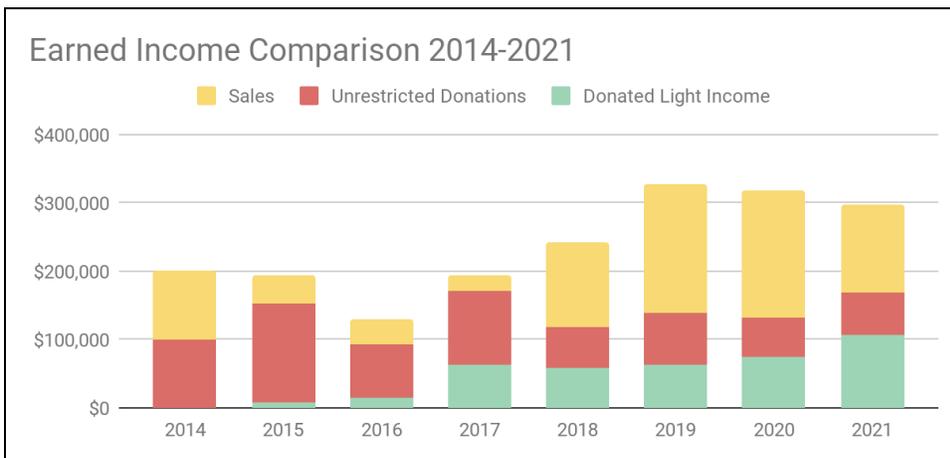
For the second year, we received a grant from the California Fire Foundation to provide Solar Chargers to eastern Ventura County to people in high risk, low income areas so they can be prepared for power outages and wildfires. We partnered with One Step A La Vez for distribution.

**Carbon Offsets:** We continued to develop the Carbon Offset project. We completed a Transition Plan to a larger, 7 year, 50,000 unit project. We are pursuing both a partnership with the University of California, and getting listed on Gold Standard, an independent third party verification site that would allow us to sell our offsets to anyone in an open market. We are currently exploring funding for the Gold Standard route. We are also exploring adjustments to the Luke Light after feedback from Solar Sister that their clients want a more ambient light.

The Luke Light is also going through Verasol certification in order to be qualified for future Carbon Offset projects.

## **Sales**

**Donated Light Income:** When people donate funds to support lights for specific projects, it is characterized as Donated Light Income. Funds are restricted to supporting lights. Approximately \$107,600 was raised in Donated Light Income (see graph below).



**Direct Sales:** In addition to raising funds for our own projects, Unite to Light sells lights to other organizations to further their missions and sells to consumers on a Buy One, Give One (BOGO) basis. BOGO Sales comprised just over \$22,000 or just over 16% of total sales. It is difficult to compare year over year because we changed sales platforms in 2020, but we should be able to do so going forward. Overall, sales were down significantly from the last two years and roughly in line with 2018.

## **Marketing and Outreach**

To build our social media presence we decided to bring in a consultant. 2021 was the first full year working with The Purpose Collective. We were able to increase our audience across all social media platforms by 19% and increase the traffic to our website from social media from just over 1% to 4.4%.

We also added two new Board Members, both with experience in Public Relations. We were able to create a communications plan but did not have the bandwidth to implement. We are hoping to implement it in 2022.

We updated the name of our solar charger to the Chandler Charger in honor of Chandler Merilien, a WE Haiti employee and dynamic community member who has helped Gisela with distributions in Haiti over the years.

While we held an online travel auction in February, hoping to tap into people's desire to travel, assuming that the worst of COVID would have passed. Unfortunately that was not true. We raised about \$5,500, with minimal overhead, but we likely will not do it again.

We also held our second You Light the Night 5K Event. Co-chaired by Audrey & Sofia Tognotti we raised \$5,000 and got a lot of new people involved, but it was not as successful as last year. Part of the problem was that there were overlapping disasters in Haiti and the US that diverted our attention, and the attention of our followers. You can read a full summary of the [5K here](#).

Gisela held her annual Luke's Lights event and for the second time, it was virtual. You can [watch the event here](#).

## **Financial Snapshot**

Sales were down from 2020 by almost 30% but Direct Relief owed \$21,500 for lights received at the very end of 2021 and nonprofits had a tough year given the ongoing pandemic. Donated Light Income was up significantly at 45% and Unrestricted Donations about the same as the past few years. Income also includes loan forgiveness for both Round I and II of the Paycheck Protection Program loan.

Cost of Goods sold was down due to purchasing less inventory than expected. We do have some shipping costs still owed (awaiting billing) for several end of year shipments, which we expect will bring Shipping costs closer to \$50k. Operating expenses were down 10%, mostly due to decreases in Fundraising and Office Expenses.

We ended the year with a net income of \$115,345.

2021 P&L		
<b>Income</b>	Sales & Shipping	\$136,419
	Donated Light Income	\$107,639
	Unrestricted Donations	\$61,225
	PPP Loan	\$42,985
	<b>Total Income</b>	<b>\$348,268</b>
<b>Expenses</b>	Purchase of Lights	\$75,674
	Shipping, Freight & Delivery	\$37,610
	<b>Total Cost of Goods Sold</b>	<b>\$113,284</b>
	Office Expenses	\$5,190
	Fundraising & Advertising	\$887
	Consultants & Contractors	\$10,201
	Payroll Expenses	\$94,099
	Taxes, Insurance, Commissions & Fees	\$9,263
	<b>Total Operating Expenses</b>	<b>\$119,639</b>