

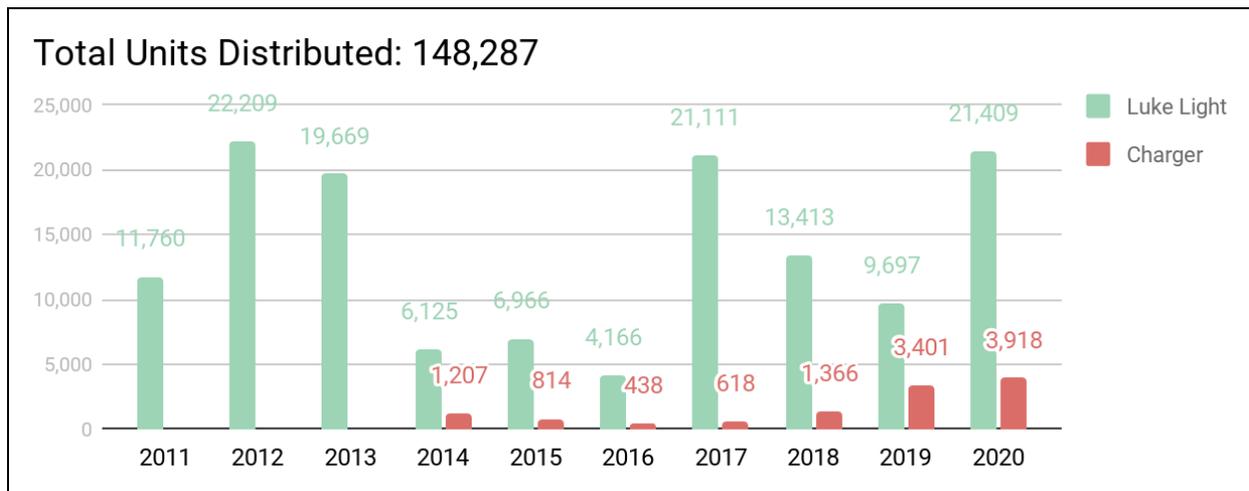


2020 Year End Summary

Lights Distributed

Unite to Light distributed 21,409 Luke Lights and 3,918 Solar Chargers in 2020. This totals 25,327 units for the year - the most units the organization has ever distributed in a year.

Through the end of 2020 UTL's total lights distributed over the life of the organization has grown to 148,287 lights and 73 countries (this does not count the lights paid for through projects or BOGO but not yet distributed).



COVID-19 Pandemic

The COVID pandemic resulted in significant constraints to the organization around shipping, fundraising and distribution. Several projects had to be reorganized or re-prioritized. It also magnified the problem of access to power for our neighbors experiencing homelessness in the US. This resulted in a greater distribution of products in the US than ever before.

Projects & Partnerships

Education: Shipping constraints significantly decreased our ability to ship to our regular education partners in Africa and Haiti. Countries closed their borders and closed schools to minimize exposure to COVID-19.

We did successfully ship lights to Sierra Leone in conjunction with ChildFund. We donated the lights and they covered shipping and logistics. We also shipped lights to Children in the

Wilderness (CITW) in Malawi but as of the end of the year, they were still stuck in customs in Malawi. CITW is confident that they will be able to get the lights released without paying duties, but we are waiting for government approval.

Gisela inspired a successful partnership between Newton South High School in Massachusetts and TEMA International School in Ghana. The students and supporters raised funds to send 1,000 Luke Lights and 200 Chargers to Ghana where the TEMA students will distribute them to people in the rural regions of Ghana.

The Light Libraries we created in 2017 and 2018 continue to show improved test scores with average pass rates increasing approximately 25% when we give students solar lights. This includes a third year of students using the lights from 2017 and a second year from 2018 (2019 test scores).

Global Health/Midwives: In the beginning of the year we sent 250 Solar Chargers to UNFPA in Haiti in partnership with Maternity Foundation for their training app and raised funds to send 58 to Papua New Guinea. We also are working with Hope Health Action Network to provide Chargers to their midwives to power tablets and the Cradle Device, a blood pressure monitor for birthing mothers.

Local Health/Homelessness: Because of COVID-19, public spaces and businesses like libraries and coffee shops were asked to close their doors, and our neighbors experiencing homelessness were left with nowhere to charge their phones. They didn't want to go to shelters for fear of catching COVID and were asked to "shelter in place" in their tents in the streets, and near train tracks and river beds.

Our Solar Chargers became lifelines for people experiencing homelessness. We mobilized quickly to get out as many of our Solar Chargers as we could. We started with our local partners at United Way, the County of Santa Barbara and Santa Barbara Street Medicine, but quickly grew our outreach to organizations in Los Angeles, San Francisco, Chicago, New York, Boston and Nashville. In all we distributed over 3,000 Chargers to people living on the streets in the US.

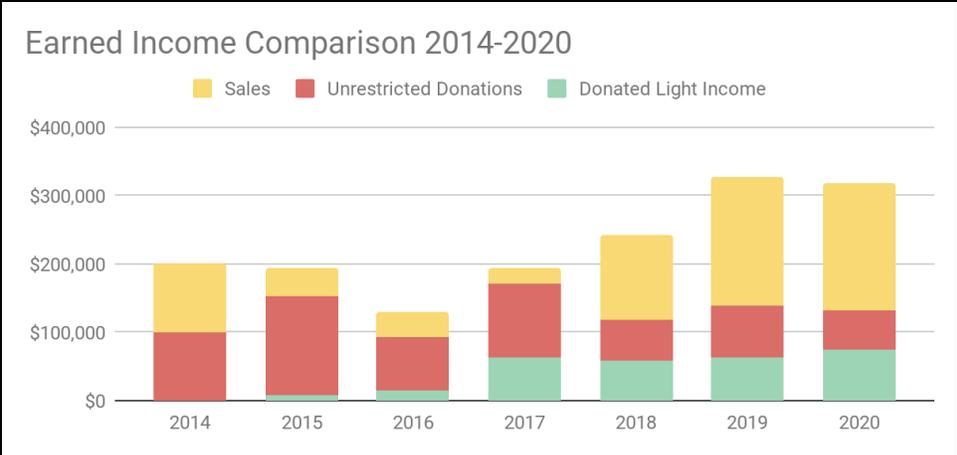
Disaster Response: Direct Relief received two orders of 5,000 branded Luke Lights in 2020 (10,000 lights total). The lights will go into their Emergency Hygiene Kits. In addition, we sent 1,600 Luke Lights to Community Health Partners and ChildFund in Honduras to aid after the region was hit by two hurricanes in the fall.

We also received grants from Southern California Edison and 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 received a grant from the University of California to create carbon offsets by selling our Luke Lights. This pilot project was completed in partnership with Solar Sister in Tanzania. Solar Sister received 5,000 discounted Luke Lights to resell through their entrepreneur network. We are working with the UC to ensure the credits are created as expected and set a plan for a larger project in 2021 and beyond.

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 \$74,000 was raised in Donated Light Income (see graph below). This number was similar to past years.



Direct Sales: In addition to raising funds for our own projects, Unite to Light sells lights to other organizations to further their missions. This year Direct Relief and the University of California made up the largest chunk of sales, but sales of Solar Chargers to US based NGOs and governmental agencies working with people experiencing homelessness increased significantly. In 2019 we only distributed 72 Chargers to Safe Parking in Santa Barbara, in 2020 we distributed 3,000 Chargers to aid people experiencing homelessness. Many of them were purchased by groups like United Way or local counties.

Marketing and Outreach

With everyone stuck at home, we prioritized on our internet and social media presence. In June we launched a new website in conjunction with FlipCause. This allowed us to modernize our website, better take donations and build an online community through peer-to-peer fundraising and online events. Unfortunately, the sales features were lacking, so in August we invested in a new shopping software as well as new shipping software. We are still working on the implementation but the goal is to streamline online and direct sale orders, inventory and distribution.

Due to the website changes and an issue with our Google Analytics tracking, we had a significant dip in web searches and our Google AdGrant. Things are working again as expected.

While we held a small, online event and auction in the spring and raised \$3,500. In order to build support, awareness and raise funds, we launched our inaugural: You Light the Night 5K Event. Co-chaired by Audrey & Sofia Tognotti we raised \$13,000 and got a lot of new people involved. It was a great success.

To build our social media presence we decided to bring in a consultant. In October, The Purpose Collective started with a social media plan and then implementation began in November. We are already seeing significant increases in engagement and followers.

Financial Snapshot

Sales were down 3.75% from 2019, but Direct Relief owes \$21,500 for lights received at the very end of 2020. Donated Light Income was up slightly and Unrestricted Donations were down, but together the two combined were the exact same as last year.

Cost of Goods sold was up 8.9% due primarily to an increase in shipping costs from COVID. Operating expenses were down 8.3%, mostly due to a decrease in payroll as we let Richard, our VP of Operations go in October.

Income	Sales & Shipping	\$189,424
	Donated Light Income	\$74,013
	Unrestricted Donations	\$64,292
	Total Income	\$327,729
Expenses	Purchase of Lights	\$150,835
	Shipping, Freight & Delivery	\$51,132
	Total Cost of Goods Sold	\$201,967
	Office Expenses	\$9,347
	Fundraising & Advertising	\$6,639
	Payroll Expenses	\$106,240
	Taxes, Insurance, Commissions & Fees	\$10,547
	Rent - Donated	\$6,000
	Total Operating Expenses	\$138,773
Net Profit/Loss		-\$13,011