



WORKPLACE GIVING

Be a force for good with modern
giving in the workplace!

“Feel empowered locally and impact globally. **With the gift of Light**”

Welcome to our workplace giving information pack! This is our guide to modern giving in the workplace for purpose driven organisations, a simple yet cost-effective way to make a real and positive change in the lives of children living in energy poverty.

This guide will provide you with all the information you need to become an empowered global change-maker and illuminate futures with your gift of light.



IN THIS GUIDE YOU WILL FIND NOTES ON:

- About SolarBuddy
- Our Workplace Giving Program
- How To Engage with SolarBuddy
- WPG Information Session
- Light Fundraising Challenge
- Host A Light Lunch Activity
- Become a Regular Donor
- Frequently Asked Questions

“Education is the most powerful weapon which you can use to change the world.” **Nelson Mandela**

SolarBuddy is an Australian charity uniting a global community with a big dream to gift six million solar lights to children living in energy poverty by 2030, to help improve their education outcomes and break the cycle of poverty they are born into.

Across our planet, 1.4 billion people live in energy poverty. This means that each night many of the world’s poorest and most marginalised are plunged into complete darkness when the sun sets or are reliant on toxic energy sources like kerosene and diesel for their cooking and lighting needs. This situation is especially tough on children and has a profound impact on their health and wellbeing, ability to learn, and economic stability.

The gift of a simple solar light can have a remarkable positive impact; it enables a child to study long after the sun has gone down improving their education outcomes; helps to improve indoor air pollution in the family home leading to better eyesight and respiratory health; and reduces weekly expenditure on kerosene.

OUR WORKPLACE GIVING PROGRAM



Workplace giving is a simple, yet cost-effective way for purpose driven organisations to make a difference. Delivered with authenticity it can help to increase employee retention, enhance customer loyalty, and improve profitability.

We've created an inspiring turnkey giving program that empowers employees through a creative hands-on experience, delivers excellent ROI to employers and reinforces a culture of giving back. Our program drives engagement year-round, it empowers employers and employees to contribute in ways that are comfortable for them and their budgets.

It's with the support of our workplace giving partners that we will move closer to our goal to illuminate the lives of 6 million children living in energy poverty.

SolarBuddy is an Australian registered charity and is recognised by the Australian Charities and Not-for-profit Commission (ACNC) with Deductible Gift Recipient 1 status.

HOW TO ENGAGE WITH SOLARBUFFY



1 WPG INFORMATION SESSION

Details

A brief powerpoint presentation on the SolarBuddy initiative and importance of WPG. Employees will be provided with sample lights to observe and examine. The focus of the session is learning about the initiative via conversation to emphasise the limitations of living without safe lighting and how you can be empowered to create real change through WPG.

Cost

\$nil upfront

Inclusions

SolarBuddy representative
Motivating presentation
Interactive, fun, and engaging activities
Sample lights for session aid

Session Length

30 minutes

Number of Participants

Groups of 25-50 people



2 LIGHT FUNDRAISING CHALLENGE

Details

Employees fundraise toward hosting their own light-building activity. Each organisation is provided with their very own tailor-made online fundraising page set up with the assistance of an experienced SolarBuddy representative.

Cost

\$nil upfront. The goal is to collectively fundraise toward a light-building session within your workplace.

Timeframe

This is completely up to you. As a guide, we recommend a 6 week target/end date, if your target is to raise and build 25 lights, you'll need to raise \$1,250 (\$50 per light). Having a timeframe means increased likelihood for your supporters to act now. This date can always be changed as required.

Number of Fundraising Participants

Unlimited. You can share your URL with clients, colleagues, friends, family or anyone you like, whomever you think would love to help you reach your goal. You could receive fantastic support and brand exposure for your organisation via sharing your goal on social media. Once your goal is reached you could then invite your supporters along to your light-building activity day.



3 HOST A LIGHT LUNCH ACTIVITY

Details

Employees receive a presentation from SolarBuddy and assemble lights under the guidance of a SolarBuddy representative, or alternatively you can self-facilitate the entire activity with provided instructions. A session can be performed in teams or individually and the focus is on the assembly and the tangible impact of the technology and solar light. Participants will assemble solar lights and write a personalised message of hope to a child who will receive the gifted light.

Cost

The cost of the program is on a per light / per participant basis, and can be broken down as follows:

\$50 per light x 25 lights = AUD \$1,250

\$50 per light x 50 lights = \$2,500

\$50 per light x 100 lights = \$5,000

Buckets come in increments of 25 lights.

Session Length

60 – 90 minutes

Number of Participants

Unlimited. Our activity can be used as a team-building exercise with lights assembled in pairs or as individuals.



4 BECOME A REGULAR DONOR

Step 1 - Choose your contribution

The joy of workplace giving is that you can nominate to contribute as little as \$2 per week and still have immense impact in the lives of children living in energy poverty. As a guide, SolarBuddy recommends a minimum of \$15 per month (\$3.50 p/wk), which means that you will be responsible for gifting one light to a child every two months. That is six lights per year!

This allows us to plan for the future and place more life-changing solar lights in children's hands. The end result is YOU feel inspired, SolarBuddy is grateful, and a child feels hopeful about their future.

Step 2 - Give your consent

Please sign the attached 'Employee Workplace Giving Authorisation Form' and return the form to your payroll officer.

You can be provided with a summary statement of your contributions at EOFY.

Step 3 - SolarBuddy thanks you

We are passionate about demonstrating the impact of our donors giving activities through inspiring and creative content. Follow us on social media and sign up to Buddy News at www.solarbuddy.org to stay in touch and witness the impact of your generosity.

FREQUENTLY ASKED QUESTIONS

1) Why is the minimum order 25 lights to participate in a light-building activity?

Our lights are made in our UN Vetted factory in China. They are only shipped to destination upon orders made. The lights are delivered in 2 specially designed bucket sizes that hold 25 lights and 50 lights. This allows us to ensure that all lights are tracked and handled with all the care needed to ensure safe and efficient delivery to participants and recipients. Sustainability is crucial to the continued success of our initiative.

2) Where do the lights go?

Once the lights have been assembled, we collect them, along with the handwritten letters of encouragement, and distribute them to children in partner communities living in energy poverty. Our in-country partners make sure the lights reach the children who need them most, which means they often travel huge distances to get to some of the most remote off-grid communities in the world.

We have gifted lights to children in 21 countries across the globe and we are currently working in countries such as: Tanzania, Dominican Republic, Papua New Guinea, Vanuatu, Timor-Leste, Cambodia, India and South Africa. All lights assembled by our wonderful Australian donors will be sent to children living in energy poverty, within the South Pacific region.

3) What can you tell me about the SolarBuddy light design?

The SolarBuddy light has been specifically designed for children to use and is easy to operate, carry and charge. It has been constructed from high UV resistant plastic and encased in a tough rubber bumper to protect against accidental damage. Our solar LED lights are made with a 0.6W solar panel and provide eight hours of light on full and 16 hours of light on half beam. Our lights have been endorsed by the World Wide Fund for Nature (WWF), and are used by Australian Aid, and other agencies and NGOs around the world. The lights are also a core item in the UNHCR relief kit.

4) Can you tell me about the safety aspects of the lights?

Assembling the product only requires a basic screwdriver and there is no risk to injury or shock to the person assembling the product. There is no risk of damaging the product during the assembly process, so long as the instructions are followed.

5) Can WPG really have an impact if I'm only contributing \$3.50 per week?

Yes, it can! \$3.50 per week means that we can send one light to a child every two months just from your contribution alone, and you are actually only out of pocket \$2.40 with automatic tax deduction. WPG cuts freight costs enormously, as it means we can send our lights directly from the factory to the country in need, so that our trusted NGO partners on the ground can distribute. The more people who support WPG, the better SolarBuddy can to sustainably plan projects for the future and illuminate many more lives.

6) What is donation matching, and why is it valuable?

Donation matching is when an employer matches the amount their employees contribute. Some employees will choose a maximum \$ amount for the year, per person. This is such a valuable way to lead by example, and showcase your core values, whilst embracing the collaborative team effort to achieve double the impact. Learn more HERE: <https://youtu.be/Ohkaqp5rnRs>

7) What do other organisations say about Workplace Giving?

'**JB Hi-Fi** recognises its responsibility to give back to the community. We believe workplace giving is an efficient and effective way to do so. With JB Hi-Fi matching staff contributions dollar-for-dollar we effectively double the positive impact to our charities and community.'

'Corporate social responsibility is not just a policy at **ARUP**, it's a way of working, and its embedded in everything we do. In many parts of the world, communities face unimaginable challenges each and every day. We feel a responsibility to support these communities, to help them become more self-reliant and resilient, and not suffer in isolation.'

‘The collective impact of employee’s generosity, boosted by **FCTG** matching their donations and covering Foundation costs, allows us to make annual commitments to our charity partners. These commitments mean our partners can plan for the year ahead with an element of program funding locked in.’

8) Can I support SolarBuddy’s light giving community in multiple ways at the same time?

Yes, you can! You can select a combination of options at any time. For example, you could kick-start your journey with pre-payroll giving, whilst also fundraising to participate in your very own workplace light-building activity.

9) Do I get to learn about the impact of our gift?

Yes, of course! We send regular updates to our supporters and you can also learn more by following us on social media and signing up to our online Buddy News newsletter subscription.

10) What is SolarBuddy’s alignment with United Nations Sustainable Development Goals?

In 2015, 193 world leaders came together to agree to 17 Sustainable Development Goals (SDGs), otherwise known as the Global Goals. They are the world’s blueprint for achieving peace and prosperity for all people everywhere by 2030. They are a universal call to action by all countries – poor, rich and middle-income – to end all forms of poverty, fight inequalities and tackle climate change, while ensuring that no one is left behind. When SolarBuddy launched in 2016, we aligned our program and projects with the Global Goals. Our key areas of focus are #3 Good Health and Wellbeing, #4 Quality Education, #7 Affordable and Clean Energy, #13 Climate Action, and #17 Partnerships for the Goals.

Join our global
community of
light givers.
**Feel empowered
locally, while
impacting globally.**

Learn more at:

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SOLARBUDDY