



April 2, 2010

To Whom It May Concern:

The earthquake in Haiti has displaced hundreds of thousands of people who now live huddled together under tarps and tents. Security in these camps has been identified as a major problem, due in part to the lack of adequate lighting. With streetlights installed as part of peace-building efforts uprooted and the electricity grid broken down, there has been a rise in reports of rape and other violent attacks. EarthSpark International, a U.S.-based 501(c)(3) nonprofit that operates in Haiti, is working to mobilize solar-powered lights for distribution to women by community groups and disaster relief organizations.

Solar lighting can have an immediate impact on security by providing a bright, reliable and clean source of lighting. We are partnering with the Clinton Global Initiative, Partners in Health, the Ministry of Women's Affairs, and smaller organizations to distribute these solar lights to women and families. Thus far, we have distributed 3,000 of these lights. Left in the sunlight during the day, the lights will last for six to eight hours. They can be used as flashlights or for room lighting, and some also double as phone-chargers.

The cost of purchasing and shipping these solar products to Haiti is where a donor like you could make a significant and meaningful contribution to the relief efforts. We've set a goal to raise \$300,000 towards this initiative, which will purchase approximately 20,000 lamps. To achieve our fundraising goal, we are requesting donations at different levels of sponsorship. In return for your gift, we will acknowledge your generosity on our website, and in our forthcoming annual report. You may also publicize your support for this initiative in promotional materials and on your website.

EarthSpark International is uniquely positioned to lead this initiative as we:

- Operate existing clean energy technology supply chains in Haiti,
- Maintain close ties with the technology suppliers and vouch for the quality of their products,
- Have working relationships with the heads of relief and community organizations currently operating in Haiti.

You can help the women of Port-au-Prince and other affected areas by supplying them with a clean and reliable source of light and power during this difficult time. Please complete the attached reply form if you would like to become a sponsor. Contact Katherine Michonski with any questions at 203.561.5952 or [kmichonski@earthsparkinternational.org](mailto:kmichonski@earthsparkinternational.org).

Warm regards,

Dan Schnitzer  
Executive Director, EarthSpark International  
[dschnitzer@earthsparkinternational.org](mailto:dschnitzer@earthsparkinternational.org)  
tel. 347-415-7288



## SPONSORSHIP REPLY FORM

Yes! We/I want to join EarthSpark in mobilizing over \$300,000 to purchase 20,000 solar-powered lights for distribution by on-the-ground disaster relief agencies in Port-au-Prince.

### Contact Information:

Name/Company (as you would like it to appear in print/online):

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Address:

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City / State / Zip:

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Phone:

Fax:

Email:

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Choose your sponsorship and fund allocation levels. Funds may be directed entirely towards EarthSpark's relief efforts, or in part towards EarthSpark's ongoing clean energy capacity building activities in Haiti, efforts that will facilitate Haiti's post-disaster recovery and reconstruction.

### Sponsorship Level:

Spark Circle \$5,000  
 Candle Circle \$10,000  
 Lantern Circle \$15,000  
 Searchlight Circle \*\* \$25,000  
 Beacon Circle \*\* \$50,000  
 Sun Circle \*\* \$100,000

### Fund allocation:

100% Disaster Relief / 0% EarthSpark  
 70% Disaster Relief / 30% EarthSpark  
 50% Disaster Relief / 50% EarthSpark

Your name/corporation will appear on our relief donations page next to your sponsorship level at: <http://earthsparkinternational.org/relief.html>.

\*\*You will also be acknowledged for your generosity at our Washington, DC and New York fundraisers.

### Payment Method:

Wire transfer to EarthSpark International

Check payable to "EarthSpark International," mailed to: EarthSpark International  
P.O. Box 381890  
Cambridge, MA 02238

### Return Form:

Please fax this completed form to 203.661.3375 or email it to [kmichonski@earthsparkinternational.org](mailto:kmichonski@earthsparkinternational.org).

EarthSpark Sponsorship Contact: Katherine Michonski  
tel. 203.561.5952, [kmichonski@earthsparkinternational.org](mailto:kmichonski@earthsparkinternational.org)



## Executive Summary

### What is EarthSpark International

EarthSpark International is a nonprofit organization that operates in Haiti with a mission to empower communities by eradicating energy poverty. We achieve this by partnering with entrepreneurs to develop local businesses and country-scale supply chains for clean and efficient energy technologies.

### What is Energy Poverty?

Energy poverty refers to a dependence on low-quality energy sources, such as wood, charcoal, kerosene, or biomass. It is estimated that 1.5 billion people in the world lack access to electricity and 2 million people die every year from causes related to using dirty fuels.

### Energy Poverty in Haiti

Haiti is the poorest country in the Western hemisphere. Over half its population lives on less than a dollar a day and about 70 percent of Haitians lack access to electricity. According to data collected by EarthSpark, rural Haitian households spend an average of 6.5 percent of their annual income on kerosene and candles for household lighting, thirteen times what the average American family spends on household lighting each year.

### EarthSpark's Model

EarthSpark brings together clean energy suppliers, entrepreneurs and microfinance to create a model for providing affordable clean energy technology to the world's most impoverished communities. This model operates on three levels:

- 1) **Local franchises:** At the community level, we develop clean energy retail franchises with local partners to act as the front line in providing clean energy products and services to households and small businesses.
- 2) **National supply chains:** We work at the country level to develop supply chains for clean energy products and services by partnering with domestic suppliers, importers, and distributors to meet retail demand.
- 3) **International due diligence and financing:** We evaluate and partner with NGOs, multilateral institutions and the private sector to locate and improve energy technologies and provide support to the retail franchises, microfinance institutions and businesses in the clean energy supply chains.

### Accomplishments and Plans for 2010

A mere ten months after becoming a 501(c)3 organization, EarthSpark has accomplished a great deal. We have:

- Fielded market research surveys in over 450 households in three towns in two different parts of Haiti to determine local energy needs and end-user financing.
- Built Haiti's first Clean Energy Store in Les Anglais, which will sell solar-powered lamps, efficient stoves and charbon alternatif presses starting in early 2010.
- Entered into a partnership with Fonkoze, Haiti's premier microfinance institution, to pilot an "energy lending" program through the Les Anglais Clean Energy Store in April 2010.
- Field-tested several models of locally available stoves to choose suppliers of efficient models.

### Why We're Unique

EarthSpark is the only nonprofit working in Haiti to establish country-wide supply chains for clean energy technologies. By tapping into the capabilities of local entrepreneurs to create social enterprises, EarthSpark is uniquely positioned to bring clean energy to communities in Haiti.



## PRESS RELEASE

### EarthSpark mobilizes solar-powered lighting for disaster relief in Haiti

Cambridge, MA—January 20, 2010—EarthSpark International, a U.S.-based nonprofit that operates in Haiti, is raising money to send solar lamps to the country to assist in disaster relief efforts. The organization is working with a coalition of fellow Clinton Global Initiative members to coordinate the supply and distribution of solar-powered products in Port-au-Prince. These portable power options can have an immediate impact on the communities and individuals in terms of safety and well-being.

“Port-au-Prince is without light or power,” says **General Wesley K. Clark, U.S Army (ret.)**, “EarthSpark and its partners are working to provide thousands of solar lamps and mobile phone chargers. These are a simple and efficient solution that will greatly address both the lighting needs and the security of the devastated communities across Port-au-Prince.”

Companies including SunNight Solar, SunTransfer, D.Light Design, and Barefoot Power are poised to send over 50,000 solar lamps, mobile chargers, and flashlights. The coalition has secured donor commitment for the deployment of 6,500 lamps and 800 mobile phone chargers, which are already en route to Haiti. They are partnering with Partners in Health and relief organizations to distribute these products on the ground.

EarthSpark has also raised funds to install 1.8 kilowatts of solar-powered lighting in hospitals run by Partners in Health. “Lighting is critical to our operations, but the diesel to run our generators is scarce,” says **Partners in Health founder Paul Farmer**. “The provision of solar-powered lighting, facilitated by EarthSpark, will allow us to focus our efforts on supplying medical services to those in need.”

EarthSpark was created to reduce energy poverty in developing countries by creating supply chains for clean energy technology. Last year EarthSpark opened a clean energy store in Haiti to sell products such as efficient stoves, solar lamps, and solar home systems, and to become a hub for clean energy knowledge resources. The organization has fielded over 450 energy poverty surveys in two regions of the country to determine the appropriate technologies and pricing for the products it sells in its store. EarthSpark’s mission is to replicate this model in other locations in the country, which will facilitate Haiti’s post-disaster recovery.

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Learn more about EarthSpark’s relief efforts at [www.earthsparkinternational.org/relief.html](http://www.earthsparkinternational.org/relief.html). Please contact Dan Schnitzer at **347.415.7288** or email him at [dschnitzer@earthsparkinternational.org](mailto:dschnitzer@earthsparkinternational.org) for further information.