

**Clean, reliable  
energy for all.**



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## Our 2021 in review.

2021 was a year of recovery. There was a change of administration in the US, and the world ushered in vaccines to protect against the spread of COVID-19. With new variants of the virus, however, schools and businesses adopted ever-changing policies in response to a continually unpredictable health crisis. Inflation soared while supply chains and international logistics became ever more complicated. During this time, many non-profit organizations also curtailed their on-the-ground efforts out of concerns for the safety and well-being of their staff. In all these instances, questions of equity were raised as the same considerations and choices were not available to all.

That said, MPOWERD, working with our amazing relief partners, continued our mission and supported deployments to multiple natural disaster and humanitarian response efforts, both domestically and across the globe.

We continued to speak out on crucial progressive social and environmental issues knowing that the effects of climate change and the lack of access to adequate resources disproportionately affect the marginalized and their communities.

Organizationally, we moved to a remote work environment which, as a B Corp and a Benefit corporation, is better for our employees' quality of life; reduces our in-office and transportation environmental footprints; and has proven to be effective and efficient. The company continues to provide additional paid employment days for volunteer work and voting.

We continued to expand our product portfolio with a focus on transformational, solar products that can be used for outdoor recreation as well as in emergency preparedness and disaster relief. For instance, our patent pending Luci Beam is a 2-in-1 rechargeable solar product that provides ultimate versatility and reliability in being able to convert from a flashlight into a headlamp. Through our innovative products and unique business model, we have impacted over 3.88M lives and averted over 2.54M tons of CO2 to date. **Thank you for all of your support throughout the years!**  **The MPOWERD team**



## Our impact numbers.

Year over year, as our company grows, so too does our impact. Through our partnerships, Give Luci program, and every Luci purchase, our ability to impact lives and the environment increases. Whether it's on a societal level, or an environmental one, energy inequality around the world has huge effects on our global communities and atmosphere. In the larger picture, our numbers are humble, but we aim to make the biggest impact we can in the hope of inspiring others to take action too.

*“Our consumers are our engine for good. Through their purchase, they enable us to deploy lights to those who need them most”*

*John Salzinger, Founder, MPOWERD*

	2018	2019	2020	2021
US tons of CO2 averted	1,208,737	1,488,437	2,442,756	2,540,585
Lives impacted	2,955,660	3,639,595	3,733,210	3,882,720
NGO partners	502	650	700	700+

## UN SDGs.

We are committed to working towards the UN Sustainable Development Goals. Our products have both a direct and indirect impact to 9 of the goals.



# Sustainability recap.

Aside from the inherent sustainable nature of our products, we are continuously looking for new innovative ways to be more responsible and reduce our impact on the environment, while providing the best possible product for consumers.

In 2021, we made great gains in reducing our footprint. We continued our “zero physical collateral” approach throughout the year, and also made the decision to switch from being temporarily remote, to taking the plunge of officially becoming a fully remote company! This saves our employees’ travel time, in-office electricity consumption, and numerous other byproducts, such as eliminating the inevitable single-use plastics of lunchtime takeouts, for example.

Speaking of office commutes, 2021 saw us successfully launch our newest innovation, the Luci Solar Bike Light Set. This product was designed with commuters in mind, encouraging the move away from gas emitting journeys and giving consumers the sustainable option the industry has been crying out for.

Always with one eye on the future, we continued our work in educating the youth on renewable energy. As the effects of climate change become more evident, we feel a strong responsibility to teach our future leaders the benefits of adopting sustainable practices and championing environmental change.

Certified



Corporation

## “Good business” is good business



MPOWERD has been a certified B Corp since 2014 and has been constantly improving on our overall score. To recap, a B Corp is a for-profit company that uses the power of business to build a more inclusive and sustainable economy. In short, using business as a force for global good!

Since there was no formal renewal of status in 2021, our B Corp standing remains unchanged. Our rating is 104 in all areas including our governance practices, treatment of workers, impact on the community, impact on the environment, and our serving of customers. And we’re in great company too; Patagonia, Ben & Jerry’s, Allbirds, Cotopaxi, Bombas, Athleta, Kickstarter, and Klean Kanteen, just to name a few, are all certified B Corps!

## Stories from the field.

Through our partnerships, we're able to make a huge difference to millions of lives, all while creating a more sustainable planet. We have hundreds of inspiring stories and achievements stemming from our partners, and last year was no exception. While we can't showcase all of them, here are a few highlights from 2021...





**“Really, every place  
needs light”**

*Hellen Gelband, Bikes for the World*

## Lighting up Lunsar.

28 July, 2021 | Sierra Leone | Tucked in a shipment of bicycles, 150 Luci lights, Sierra Leone bound, made the journey via the Village Bicycle Project, with the mission of lighting up the Lunsar community.

Lack of access to electricity in Sierra Leone is a problem for many people, particularly those in the Lunsar community who had been without regular electricity for the entire year. Schools, businesses, students wanting to study at home, and importantly, medical clinics; all without regular electricity. For a year.

Nurses in the community were delivering babies and tending to other emergencies at night using only the light from their phones. Students trying to study for their most important national exam and entry into high school had to cease their studies once the sun set - or use their phones for light. Local businesses were not able to light their store safely or have the autonomy of closing for the day at a time of their choosing. Thanks to incredible partners and community leaders on the ground, we were able to alleviate some of the issues that a lack of electricity presents.

Through the work of Hellen Gelband, previously on the board of Bikes for the World, and Lunsar local Karim Kamara, the Village Bicycle Project Country Director, we were able to get our lights in the hands of the community members who needed them most. Karim distributed lights to most of Lunsar’s public places including schools, local coffee shops, individual students, and of course, the Lunsar Health Center where 90% of the local community goes to seek medical attention. According to Karim, the lights “came as a huge surprise” to the nurses and elicited “incredible excitement”.

We’re incredibly grateful to our wonderful partners and proud to call them as such. Hearing that something as simple as our solar lights “brought big smiles to faces... and made a great difference in all aspects of life”, increases our drive to further our mission. □



# Hurricanes in 2021.

**September, 2021 | Gulf Coast** | According to Climate Central, since 1979, the likelihood of a hurricane reaching Category 3 or higher in the Atlantic has increased from 20 to 40 percent.

Unusually warm waters, fueled by climate change, is playing a large role in the frequency and power of hurricanes. These changes are creating heavier rains, slower movements, and the rapid intensification of hurricanes.

In 2020, we saw an abnormally active hurricane season (the most ever in one year), and 2021 ranked as the third most active year in history with a total of 21 named storms. One of the larger hurricanes of the season was the Category 4 Hurricane Ida, which made landfall along the Gulf Coast on Sunday, September 12th - the 16th anniversary of Hurricane Katrina.

Shortly after the hurricane hit, the MPOWERD team mobilized and prepared for our relief efforts. Working with numerous partners, including Amazon Disaster Relief and Save the Children, we sent over 2,000 solar lights to the region to help those affected. Visit [our website](#) to discover more about our relief efforts. □



Sources: Climate Central, The Weather Channel, NPR, New York Times

Photo: Newsweek

# A changing climate.

**2021 | West Coast & beyond** | According to The Environmental Defense Fund, not only is the average wildfire season three and a half months longer than it was a few decades back, but the number of annual large fires in the West has tripled — burning twice as many acres.

With temperatures rising and droughts becoming more extreme, the potential for wildfire increases dramatically. Once a fire starts, the warmer temperatures and drier conditions help fires spread and make them harder to put out.

No doubt, human activity has a large impact on wildfires. Most fires are started by human activity—campfires, cigarettes, and even gender-reveal parties. We're also building closer to woodland areas, meaning that when fires do occur, they cause more damage to homes and businesses.

While we often create the spark that lights the flame, climate change makes the areas much more susceptible to burning and expanding the spread. Winter snowpacks drying earlier means longer periods of dryness; shifting meteorological patterns caused by climate change driving rain away from wildfire-prone regions; and many more factors add to the increasingly common scenes we're seeing year after year.

As drought and temperatures continue to rise, along with our contributions to greenhouse gas emissions, we expect to see longer, more frequent and severe fire seasons.

Together, we have the power to better manage the effects of climate change and slow the train that's already in motion. We can do this by bringing back Indigenous land management practices, championing for better building and zoning rules near fire-prone forests, and of course, working together to reduce our emissions that are changing the climate. □



Photo: Statesman Journal

Sources: Center for Climate and Energy Solutions, Environmental Defense Fund, Vox Media, CNET



*“We are excited to have the Welcome Backpacks as a new part of our work to welcome asylum seekers”*

*Bethany Showalter, CWS*

Photo: CWS



## You are welcome here.

August, 2021 | Edmond, Oklahoma | Whether it's providing blankets and supplies to families affected by hurricanes or tornadoes, or providing protection to communities fleeing their homes from war, or supporting persecuted people seeking asylum in the United States, CWS and its supporters are there to help. One of only nine agencies that help the U.S. government resettle refugees here in the United States, CWS is there on arrival to give a warm welcome and say "you are welcome here."

When people seeking asylum are released from government custody to await their court date, a network of CWS-supported respite shelters provide them with "a warm place to sleep, good food to eat, a chance to bathe, and space to rest for a day or two."

Not only does CWS provide relief upon arrival, they also provide unaccompanied children, families, and individuals with the essentials for the next phase of their journey. The CWS Welcome Backpacks contain a selection of carefully chosen items for the days ahead: food and water, children's activities, a blanket, basic hygiene items and personal protective equipment, all packed in a sturdy backpack. In August 2021, MPOWERD was proud to become a partner and have our Luci Solar Lights included in the CWS Welcome Backpacks.

A CWS group gathered in Edmond, OK to assemble 1,000 Welcome Backpacks for people seeking asylum from Afghanistan. After Afghanistan fell to the Taliban and thousands of Afghans started arriving on military bases in the United States, the group shipped the backpacks to teams across the U.S. for deployment for these newest neighbors. Many of the families arriving from Kabul had nothing but the clothes on their backs and the hope of a better life. Not only do the backpacks serve as relief for the days ahead, but the gesture behind the backpacks shows an appreciation for human



rights defenders and gratitude to people who have risked their lives to serve our country in times of peril.

"The CWS Welcome Backpacks came just in time to help Afghans, but are also a tangible way to support other displaced people," says Rev. Rebekah Belase, Senior Director of Funds Development and the organizer of the backpack assembly event.

In October, 2021 our CEO Seungah Jeong joined CWS Executive VP Maurice Bloem on his 10th annual 100 Mile Hunger Walk to raise awareness and funds for people facing hunger and poverty. Everyone at MPOWERD is proud to be associated with causes that aim to uplift underserved communities, and we're thankful for our partner, CWS, in providing our Luci Solar Lights to migrant children and families. □



Seungah Jeong & Maurice Bloem



Photo: David Middleton



# The safe answer to an open flame.

October, 2021 | In the island community of Bonacca, near Roatán, a devastating fire destroyed the homes of 130 families over a weekend in late-October. The cause of this fire? A single candle.

Not only did the fire destroy homes, it also took out the electricity for the 1,700 residents in the community. Providing direct relief, and also as a means of preventing this from happening in the future, one of our partners - the Abundant Life Foundation - provided the affected families in the community with a safe answer to an open flame; Luci Solar Lights.



1,600 of our solar lights were distributed to provide a clean, reliable, and safe option to light the 800 homes in the community. Needing only the power of the sun, these lights will allow people to keep their businesses open after dark, allow students to study at night, and provide a sustainable light source for family homes without the danger and worry an open flame brings.

Together, we can provide more communities with the means to live sustainably, autonomously, and safely. Together we can change the face of energy in the future. □

## What's next?

2022 will no doubt bring forth new challenges and obstacles, but with the support of our partners and people like you, MPOWERD will continue to grow and increase our global impact. From reducing the CO<sub>2</sub> emissions, to supporting communities around the world, we aim to make 2022 a pivotal year in our impact work with the hope of inspiring others to take action too.

MPOWERD®