

kindredSun™

Solar Pledge Program

“Quick Look” Play Book



TABLE OF CONTENTS

Chapter 1:

The kindredSun™ Purpose	3
The Vision	4
The Problem	5
The Need	7
The Solution	9

Chapter 2:

The Nuts and Bolts	10
What It's NOT	11
What It IS	12
How It WORKS	13

Chapter 3:

Frequently Asked Questions	19
Contact Us	35
Endnotes	36



CHAPTER 1:

The kindredSun™ Purpose



Why does kindredSun™ exist? What is its purpose? What need does it strive to meet and what is the solution it proposes?



The Vision



The vision of kindredSun™ is to ensure that every child and/or youth in America has access to quality afterschool community-based programs.

The Problem

Community-based afterschool programs for kids have suffered billions in dollars of funding cuts in recent years

- The demand for afterschool programs increased to 19.4 million in 2014
- By 2020, it's estimated that 30,000 US schools will no longer offer afterschool programs
- Demand is especially high among low-income families
- In some cases, these vital youth programs have literally saved the lives of at-risk kids





“For every child enrolled in a program, there are two who would enroll if they could.”

Despite an increase in participation over the last decade, a new study finds a significant gap between the demand and supply of afterschool programs. The 2014 edition of *America After 3PM*, which includes responses from 30,000 American families, finds that for every child enrolled in a program, there are two who are not and whose parents would enroll their child, if a program were available.

“Our country is nowhere close to meeting the demand for afterschool,” says Afterschool Alliance Executive Director Jodi Grant. “Across the country, more than 800,000 elementary school children spend time without adult supervision during the afterschool hours. One reason is that federal funding for afterschool programs has been stalled for years.”

The Need

Afterschool programs are a wise investment.

Unfortunately, we are not investing enough.

Good Kids = Better Adults = Best Future

- The **physical and mental health** of our youth today will affect the **quality of society** they will live in tomorrow
- Afterschool programs teach **priceless social lessons**, skills and **promote self-esteem** that can't be learned from books, computers or TV
- They only get to be kids once – they shouldn't have to **“pay to play”**





“America needs governments, philanthropies and businesses to step up.”

“Afterschool programs do remarkable things for our children, families and communities.” states former California governor Arnold Schwarzenegger. “Reams of data show it, and I’ve seen it in my own work. These programs help kids with homework, teach them teamwork, engage them in community service, pair them with mentors, help them be physically fit, involve them in activities like rocketry and robotics, and much more.”

Eighty-nine percent of parents say they are satisfied with their child’s afterschool program. Support for afterschool programs crosses party and demographic lines. We all agree – we need to find a way to fund quality afterschool programs that keep kids safe, inspire them to learn, help working families and promote healthy habits.

The Solution

The kindredSun™ Solar Pledge Program will reduce or eliminate the cost of afterschool and extra-curricular programs across America using **renewable energy funding**.

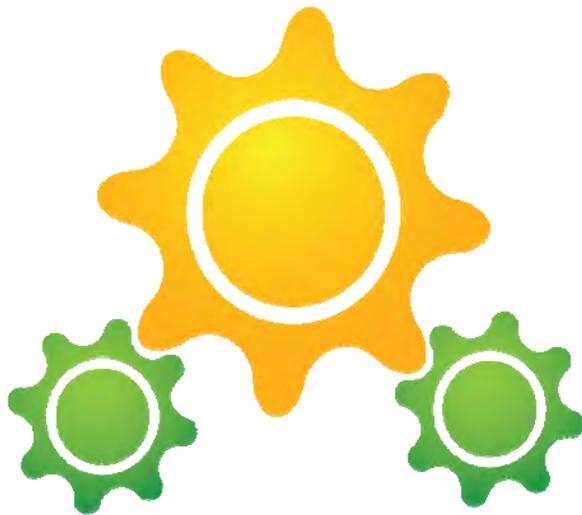
Our patent-pending Solar Pledge Program is a community solar energy revenue sharing business model that transfers legal ownership of a guaranteed percentage of the energy revenues generated by solar power back to the community as an entitlement. This ensures that **funds for community programs are guaranteed in perpetuity**.



CHAPTER 2:

The Nuts and Bolts

“Share the Sun”



Now you might be thinking ... what *exactly* is the kindredSun™ Solar Pledge Program and *how does it work?*

But first, it might be easier to answer the question – what is it NOT?



What it's NOT

- The kindredSun™ Solar Pledge Program is not a “profit-sharing marketing scheme.
- It is not solar farming for savings.
- It is not putting solar systems on schools.
- It is not a form of “energy credit offsets.”



What it IS

The kindredSun™ Solar Pledge Program transfers a guaranteed percentage of the revenue generated based on the actual measured energy produced by your community's participating homes and businesses solar installations.

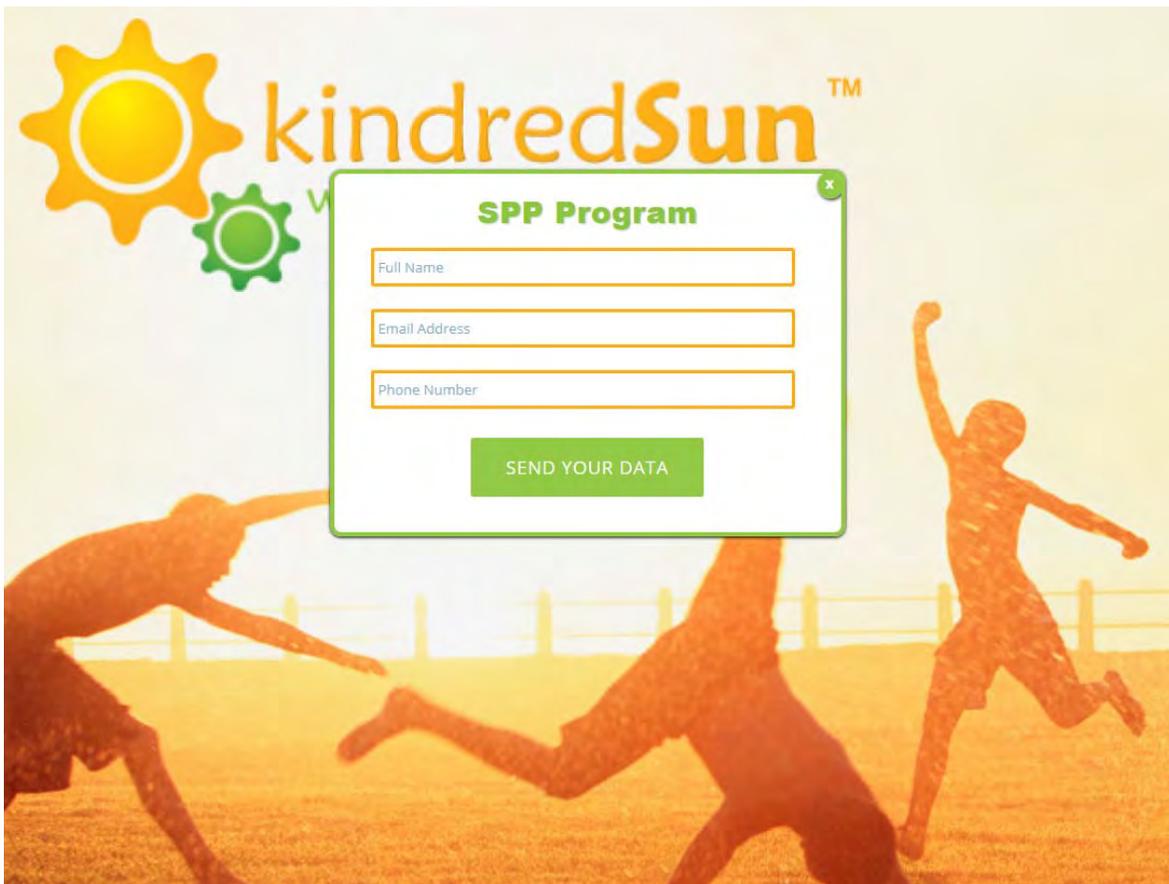
These revenues are distributed back to the originating non-profit community organization for allocation to their afterschool program or activity of choice.



How it WORKS

1. “Reach out” Get involved! Simply fill out our information request form on kindredsun.com. We will send you our:

“Solar Power Pledge” program, “Community Organizing” and optionally our “Fundraising for kindredSun Foundation guides.

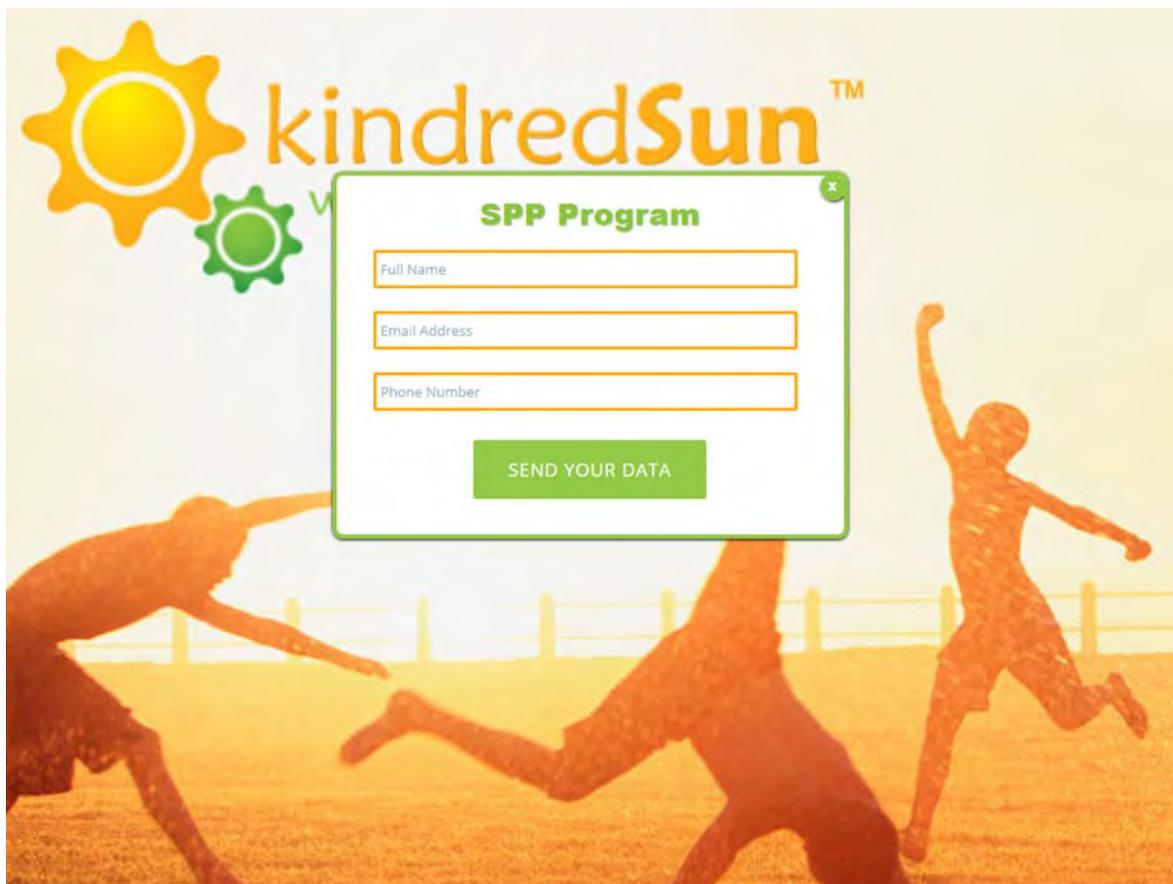


How it WORKS

2. "Shout out" By **signing and sharing** our petition to "End Pay to Play" costs for program and participation fees in our community afterschool programs.

Visit www.kindredsun.com/shoutout or **change.org**

This will help create community awareness for our "Solar Power Pledge" program and your support for your community organization's campaign.



How it WORKS

3. “Roll Out” Enroll your non-profit after school support organization to get approved for both potential public, private and community business sponsored campaign marketing funds, and all of the long term, ongoing solar revenues your organization can sponsor!

We have no boundaries so its best to get in early before all the homes and businesses in your community's are taken!

Visit www.kindredsun.com/rollout

The screenshot shows a web browser window displaying the registration page for community organizations on the kindredSun website. The page title is "Register your Community Organization with kindredSun™". Below the title, it says "Get your school or community youth non-profit registered and approved for our program funding." The form is divided into three main sections: "NAME OF ORGANIZATION", "DIRECTOR CONTACT INFORMATION", and "NON-PROFIT REGISTRY NUMBER". Each section contains several input fields for text and a large text area for a "BRIEF SUMMARY OF FUNDING NEEDS". A green "SUBMIT" button is located at the bottom center of the form. The website header includes the kindredSun logo, a navigation menu, and social media icons.

How it WORKS

3. “Get Out” Get out the word! to everyone you know and ask them to do the same.

Once approved, you can access our “media kits” which include: Videos, brochures, Tri-folds, flyers, pamphlets, door hangers, and more.

Use our **kindredSun “Rewards Based Donation Platform”** to help raise additional campaign funds. Simply ask your donors to including your organizations “source code” when they choose their rewards! It works.

Visit www.kindredsun.com and click on the **gofundme** widget at the top of the page.

To go big Make It Fun!

Use **“Block and Tackle”** parties, they work the best. Get your teams together and “tackle one block at a time”.



Organize **“Solar Block Party”** when your new solar systems are installed in your communities. It's a great way to show your appreciation.

How it WORKS

4. Interested homeowners participate in a phone interview or visit in person with one of kindredSun's solar provider partners to determine the feasibility of installing a solar



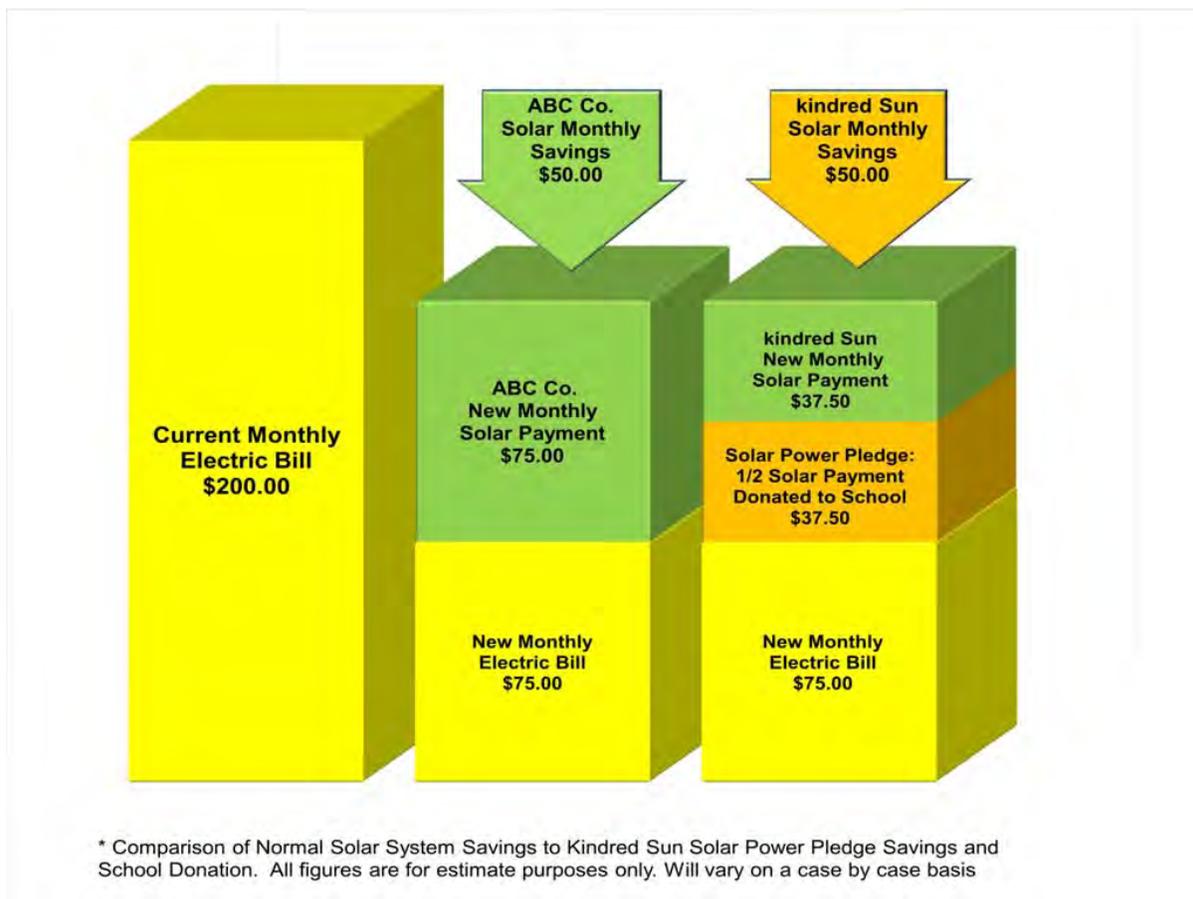
How it WORKS

5. Homeowners that are approved for a solar system installation designate the community program of their choice.



How it WORKS

- The homeowner saves money by installing the solar system as well as energy savings, which are precisely measured and donated to kindredSun Foundation. In turn, the foundation donates to the designated community program.



How it WORKS

7. The homeowner can elect to donate an additional portion of their savings to benefit the kids in their community.



How it WORKS

8. The homeowner may qualify for a tax credit on funds donated to kindredSun™, which could add up to hundreds, even thousands of dollars, per year.



How it WORKS

9. Designated community programs distribute funds based on simple kindredSun™ guidelines



That's it! It's simple - but profound!

CHAPTER 3:

Frequently Asked Questions



This next section will provide the answers to the most frequently asked questions we have encountered as we have shared this exciting new program across the country.



FAQs

Q. Who pays for the program?

A. The source of revenue is not simply tied to a higher rate, but rather is based on the sum of efficiencies generated from solar energy savings magnified by mass community participation.



FAQs

Q. Who benefits from the program?

The kindredSun™ Solar Pledge Program is a **win-win-win-win-win** proposition!

1. **Schools** win through increased funding for afterschool and supplemental funds for classrooms.
2. **Customers** win because they save as much money as they would with other distributors, but with the added benefit of knowing they're doing their part to help kids in their community.
3. **Our environment** wins with clean, green solar energy.
4. **Project funders** win with the same (or better) return on investment than other business models.
5. **Vendors** win with lower acquisition costs and higher, more predictable sales volumes.
6. **Our Government** wins with a 100% return on federal and state sustainable energy subsidies. Revenue neutral to taxpayers, it is the first program to indirectly through community funding pay the government back!



FAQs

Q. How do homeowners benefit?

- A. The kindredSun™ Solar Pledge Program helps homeowners
- Reduce their energy bill
 - Protect themselves from utility rate hikes
 - Get rebates and tax credits
 - Finance the installation costs
 - Create a greener, safer world!



FAQs

Q. What community programs are eligible?

A. Organizations that provide programs for kids are eligible. This includes (but is not limited to):

- Afterschool programs
- Extracurricular programs
- Sports and activities programs
- Coaching associations
- Parent/Teacher Associations
- Up2U organizations
- Music, art and drama programs
- Clubs (Rotary, Kiwanis, Boys and Girls Clubs, Boy Scouts, Girl Scouts, Camp Fire Kids, etc.)
- Schools (for unbudgeted classroom materials and supplies)

FAQs

Q. What are the community boundaries?

A. This depends on how you define your community. A family, neighborhood, town, county, state, country...planet? In essence, we do not place limitations on what you consider your community.



FAQs

Q. What are the rules for spending the funds?

A. Funds must be

- Spent ethically and in a timely manner
- Distributed to an approved non-profit
- Directly linked to programs that service kids / youth
- Spent on approved equipment and supply vendors
- Discretionary funds will be approved on a case-by-case basis (for example, teacher expenses for a special needs child)
- Less allowable approved administrative costs

FAQs

Q. What are the requirements for community participation?

A. Participating community programs must be a nonprofit or a public institution (not-for-profit) verified and in good standing, with a mission to provide services to kids. A participating community organization will need:

- Future funding projections generated using our solar calculator (rates of funding will increase as more homeowners participate in the program)
- A basic budget for printing media kit items and mailers
- Internal resources to manage the funds once they are distributed
- Optional (but recommended) local sponsors (local banks, credit unions, local businesses, etc.) to invest in your campaign

FAQs

Q. Are there up-front costs required from the community group that wants to enroll?

A. No. There are no requirements for “money down” or any “out-of-pocket” costs.



FAQs

Q. How much money can communities expect to generate?

A. We estimate that if as few as 1-3% of your town's homeowners and businesses participate, you could generate hundreds – even millions – of dollars in annual renewable funding (based on 100,000 town residents.)

That's why we're so optimistic about truly ending "pay to play" costs for kids!



FAQs

Q. How long will it take until our community starts receiving funds?

A. A well-organized and modestly funded community campaign could easily contract and install enough solar systems to generate \$100,000 in annual youth program funding within months to a year. It could happen that fast!



FAQs

Q. What kind of support will approved organizations receive to assist with community outreach?

A. kindredSun™ LLC will provide marketing assistance like radio and cable TV ads and a comprehensive social media outreach for the benefit of all affiliate youth groups.



FAQs

Q. What other support will communities receive?

A. kindredSun™ will hire retired teachers and coaches as community liaisons. They will ensure youth groups receive personal campaign assistance as well as provide ethical oversight for funds appropriations, making sure your kids come first!



FAQs

Q. How can I enroll my community organization?

A. Enrollment is easy and FREE! Just go to <http://www.kindredsun.com/kindredSun-community> and fill out the “Roll Out” form.

The screenshot shows a web browser window displaying the registration form for community organizations on the KindredSun website. The page title is "Register your Community Organization with kindredSun™" and the subtitle is "Get your school or community youth non-profit registered and approved for our program funding." The form is divided into three main sections: "NAME OF ORGANIZATION", "DIRECTOR CONTACT INFORMATION", and "NON-PROFIT REGISTRY NUMBER". The "NAME OF ORGANIZATION" section includes fields for "PHYSICAL ADDRESS", "MAILING ADDRESS", "MAIN CONTACT NAME", "MAIN CONTACT TITLE", "MAIN CONTACT PHONE", and "MAIN CONTACT E-MAIL". The "DIRECTOR CONTACT INFORMATION" section includes a large text area for "DIRECTOR CONTACT INFORMATION", a "WEBSITE URL" field, and a "SCHOOL NAME" field. The "NON-PROFIT REGISTRY NUMBER" section includes a "NON-PROFIT REGISTRY NUMBER" field, an "ENDOWMENT INFORMATION" field, and a "BRIEF SUMMARY OF FUNDING NEEDS" text area. A green "SUBMIT" button is located at the bottom center of the form. The website header features the KindredSun logo, a "Donate some kindRedSun! on gofundme" button, and social media icons for Facebook, Twitter, LinkedIn, and YouTube. A navigation menu is visible below the header.

FAQs

Q. How can I help the effort?

- A. The kindredSun™ Solar Pledge Program needs donations to kickstart the program. Go to <http://www.gofundme.com/kindredsunschools> to donate.



FAQs

Q. How will my donations be spent?

- A. Donations will be used to raise money for basic operations to get the program started. Specifically, your donations will go to:
- Collect and distribute solar revenues
 - Marketing and advertising
 - Community support through hiring retired teachers and coaches



Contact Us

Here's how to contact us:

Website: <http://www.kindredsun.com/>

Email: info@kindredsun.com

Phone: 1-855-438-5733

You can also connect with us on social media:

Facebook: <https://www.facebook.com/kindredsun>

Twitter: <https://twitter.com/kindredSun>

Google+: <http://plus.google.com/kindredSun>

LinkedIn: <https://www.linkedin.com/company/kindredsun-foundation>

YouTube: <https://www.youtube.com/channel/kindredsun>



Endnotes

Afterschool Alliance. (2014). *America After 3PM: Afterschool Programs in Demand*. Washington, D.C.

200'Donnell, P., & Ford, J. (2013). *The Continuing Demand for 21st Century Community Learning Centers across America: More than four billion dollars of unmet need*; Peterson, T., Fowler, S. and Dunham, T.F. (2013). "Creating the Recent Force Field: A Growing Infrastructure for Quality Afterschool and Summer Learning Opportunities." *Expanding Minds and Opportunities: Leveraging the Power of Afterschool and Summer Learning for Student Success*. Washington, D.C.: Collaborative Communications Group.

For more
information, visit
<http://www.kindredsun.com>



kindredSunTM
FOUNDATION

It's only fair, and about time.

