



TanzSolar Ltd.

May 2010 TanzSolar Newsletter

Edition 2 - March 2010

GlobalGiving Funds Enable Increased Outreach



Now in our third year of operations, we are pleased to report that TanzSolar has provided solar electric lighting to thousands of homes in Tanzania.

The funds raised through the Global Giving website from US donors have allowed us to greatly expand the reach of our program. We give our sincere thanks to all of you who are supporting our work and helping families in Tanzania to purchase their first electric light and their first solar panel. The villagers thank you as well.

With these funds we have been able to reduce the price of the solar lighting systems by 50%. This reduction has enabled many villagers to purchase the systems. They simply could not come

up with the money to invest in these systems at the original price, our cost. During March and April we held the half-price sale. Our market research indicated that this was the price where many people could afford the systems, and we were very pleased to verify this. Nearly 1,000 homes were equipped with solar lighting during this promotion.

TanzSolar worked with Juasolar staff to build a shade structure and to step up our efforts to reach as many village markets as possible. We have a list of 15 of the larger village markets that we are attending on a monthly basis in an effort to educate as many villagers as possible. We also have representatives going to schools and religious institutions to spread the word about the solar lights. These lights are an ideal first solar product for the rural populations since they are about the lowest cost way to get high-quality solar LED light.



MAGGIE EDUCATING VILLAGE RESIDENTS ABOUT THE SOLAR LIGHTS.



THE NEW SHADE STRUCTURE AT A LOCAL VILLAGE MARKET.



SIGN ANNOUNCES 1/2 PRICE SALE IN KISWAHILI AND ENGLISH.



TANZSOLAR INSTALLING A PANEL ON THE ROOF OF A VILLAGE HOME.

Who's making it happen



JUSTIN IBRAHIM – LAKE ZONE PROGRAM COORDINATOR

Justin Ibrahim is managing the outreach efforts in the Lake Zone region. He works out of the TanzSolar office in Musoma. Justin works with the Juasolar staff every day to implement the solar light distribution to the villages and to coordinate the education programs.

WWW.TANZSOLAR.ORG

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