



# ANNUAL REPORT 2016 - 2017

We bring life-  
changing products  
to people who  
need them most

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A table of contents where each item is enclosed in a yellow hexagon. A dotted yellow line starts at the top left, loops down and right to connect the first two items, then continues down and right to connect the next three items, then loops down and right to connect the next three items, and finally loops down and right to connect the last two items. The line ends at a small yellow bee icon on the right side of the page.

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*message*

# FROM THE POLLINATE ENERGY TEAM

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## NEW MILESTONES

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Pollinate Energy is continuing to break new ground while maturing into a world-class organisation. This year we reached important new milestones that support our goal to deliver life-changing products to families in need:



### IMPACT

We reached our 100,000th person via our dedicated Pollinator network.



### GROWTH

We launched our fifth city location, Kanpur (Uttar Pradesh).



### PARTNERS

We partnered with two major funders - TATA Trusts (India) and the Draper Richards Kaplan Foundation (USA).

Both funders are committed to product access movements, and have backed our model to help us continue to grow.



## RENEWED FOCUS ON DIVERSITY

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Beyond our achievements in the communities and the support we secured through partnerships, we have seen critical shifts in the make-up of our internal team.

### WOMEN EMPOWERMENT PROGRAM

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In December 2016, we were alarmed to identify that we had not successfully recruited a female Pollinator in over 18 months, nor had we hired any female staff members in our India team that year.

In an effort to reverse this trend, we launched our Women Empowerment Program - a new approach to hiring, training and retention that would guarantee a more diverse and inclusive team at Pollinate Energy.

*Within six months of launching the initiative, we employed three female Indian staff members and ten female Pollinators.*

You can read more about how working at Pollinate Energy is transforming women's lives, in our Women Empowerment Program update.





## RENEWED FOCUS ON DIVERSITY

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Beyond our achievements in the communities and the support we secured through partnerships, we have seen critical shifts in the make-up of our internal team.



**Sujoy**

Kolkata's Pollinator living with a disability

### EQUAL OPPORTUNITIES INITIATIVE

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Providing access and opportunities for disadvantaged people in the community is at the core of what we do - and we work hard to maximise our impact. During the year, we started a new initiative to enable people living with a disability to become Pollinators.

With the dedicated support of our recruitment team and Hive managers, we developed partnerships with local organisations to create opportunities for five people living with a disability.

It was a fantastic learning experience for the organisation and we will continue to ensure roles within the organisation are accessible to all members of the community.

*With the success of our Women Empowerment Program and Equal Opportunities Initiative, we look forward to a team of Pollinators who feel more supported by our organisation, and better connected to our vision and mission.*



## **NEW PRODUCTS**

The world of product access and delivery is emerging as a place for exciting innovation.

**Pollinate Energy was one of the first organisations in India to pilot the latest Pay-As-You-Go (PAYG) solar products offered by our supplier Greenlight Planet.**

Pollinate Energy is proud to be at the forefront of this transition in India. We will continue to push for faster and more innovative development of products and technologies that directly benefit families at the bottom of the pyramid. Read more about the benefits of the PAYG solar product in 'Our Core Focus 2016/17' review.





## FOCUSING ON THE YEAR AHEAD

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Innovation remains key to achieving our goals of impacting millions who need our services.



With five cities now established, we will deepen our impact in those locations and continue to **build stronger and higher performing teams**.



We will review and refine **our organisational structure** to allow Pollinators to be directly employed by Pollinate Energy. This will provide them greater benefits and uphold our commitment to continue to support their development.



We will trial **new models to allow us to enter Tier 2 and Tier 3 cities** utilising our established Hives. India continues to see a trend of large-scale migration into **urban settlements** and a growing trend of families exposed to the conditions of temporary slum housing. It is important we continue to support these people in need.





*message* FROM THE **POLLINATE ENERGY** TEAM



**We continue to  
innovate to find  
the best  
approaches to  
reach people  
needing our  
life-changing  
products**

*the*

# POLLINATE MOVEMENT

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is a world where all communities have equal **access to life-changing products** that improve their lives by raising **awareness about the communities** we work with and supporting the next generation of social entrepreneurs.



## OUR MISSION

# OUR VISION

**improve the lives of India's urban poor**  
by giving them access to sustainable products  
that make their lives better.

**empower local Indian entrepreneurs**  
to be a positive force for change in India's  
urban poor communities.

**make social business mainstream**  
by raising awareness about the communities  
we work with and supporting the next  
generation of social entrepreneurs.





The Pollinate Energy movement comprises local, national and global social leaders.



## **POLLINATORS**

Our local Pollinators are the heart of our organisation.

Through their work, Pollinators gain professional and personal skills that improve their own lives. By prioritising their training and development, we are maximising their performance while supporting their future career aspirations.

## **FELLOWS**

Our Fellows make up a global network of individuals and groups who foster positive change in the world.

Through our programs, we motivate and mentor students and professionals to be changemakers and entrepreneurs. It's our vision to inspire and advocate for social business solutions to tomorrow's problems.



## **TEAM**

Our Indian and Australian teams keep our operations thriving.

We are proud of our very motivated, engaged and inspired staff members. As we continue to build a great workplace, we make a conscious effort to respect our core values and history.

*year*

**IN REVIEW**

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# 2016

## JULY

Launch of our  
**fourth city,**  
Lucknow



## SEPTEMBER

Launch of a new  
**tagline in India** to  
help promote our  
brand to families in  
slums



## NOVEMBER

**In-house servicing  
training for Pollinators**  
in all Hives, so that we  
can respond quickly to  
customer servicing  
needs



## AUGUST

Released our **Impact  
Assessment** report



## OCTOBER

**Tata Trust** signs up  
to support Pollinate  
Energy's fourth city -  
Lucknow



## DECEMBER

**Draper Richard  
Kaplan Foundation**  
signs up to support  
Pollinate Energy as a  
key partner for the next  
three years



# 2017

## JANUARY

New marketing flyers and catalogues rolled out with success - families now have a full view of our product portfolio



## MARCH

Reached 20,000 families

Developed a new safety initiative - 'No nights without lights' - creating a service time of less than one day for a faulty light



## MAY

Launch of **Women Empowerment Program** - A new focus on helping women and other minorities gain employment with our team



## FEBRUARY

Initiative to bring alumni to help co-lead our programs

30th Fellowship - in Kolkata with student Fellows from Australia, Myanmar and India



## APRIL

Launched our **Pollinator Champion** initiative to give Pollinators a greater voice in our organisation



## JUNE

Reached our 100,000th person





## We have impacted the lives of 100,000 people!

In June 2017, 24-year-old Naga, a basket maker, bought a Pollinate Energy solar light for his family of four. His purchase marked a significant milestone for our Pollinators and city teams – they had changed the lives of 100,000 people.

*“All I see around me is darkness. Buying kerosene for our lamp has been our only alternative for light at night.”*

Naga and his family moved from his previous living area in the hope of finding better business opportunities. It takes Naga two hours to make a basket, which he sells for 80-150 rupees depending on the size of the basket. Night lighting is essential for Naga’s business and the safety of this family.

*“The solar light will allow us to make more baskets after dark to sell, clean the house and utensils after cooking, and keep insects and snakes away.”*



*our*

# CORE FOCUS IN 2016-2017

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## New region

Pollinate Uttar Pradesh

In July 2016, we launched a new operation in

**Lucknow**

with the help of supporters via a crowdfunding campaign

Two key indicators determined this location

SLUMS

POPULATION

Our scouting research clearly indicated there was a large population of families living in slums, who needed our services.

Uttar Pradesh is India's most populous state; it has many cities with low electrification and high internal migration into city-based slums.



# New region

Pollinate Uttar Pradesh

**Lucknow**

With a stable operating team reaching higher goals every month in Lucknow, we were able to research and move into the neighbouring city of Kanpur - our fifth city location.

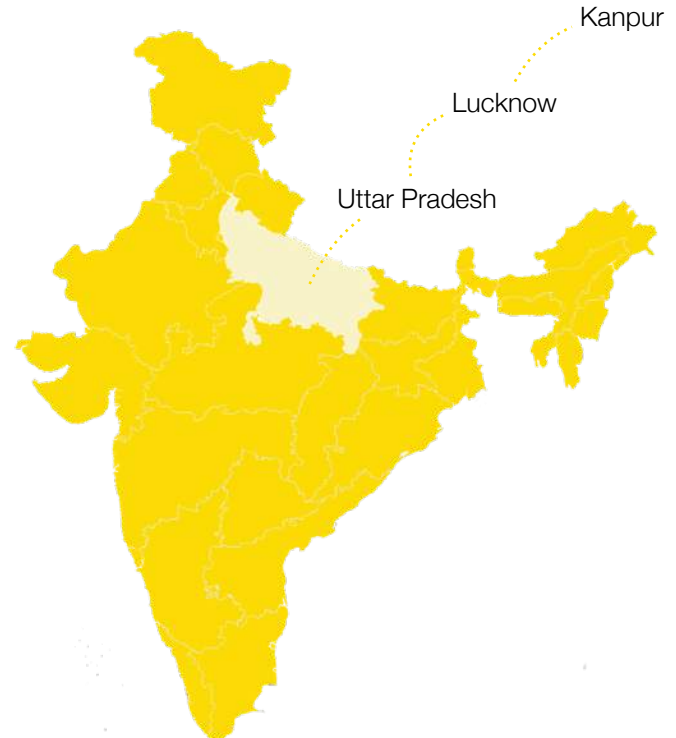
**Kanpur**

our fifth city location

Our goal is to develop a small hub of five to six Pollinators who will aim to reach a breakeven point at the end of 2018.

Kanpur is a smaller Hive that leverages some resources and support from its big sister in Lucknow. We are excited to see how this satellite-city model will succeed and inform our future strategic growth planning.

New approach for our growth





## PAYMENT PLANS

Payment plans are essential to our operations, and we have proven that the families we serve are viable customers of this type of financing model.

However, as we grow, it's important that we continue to improve the way we collect repayments and this includes staying ahead of technology.

### OUR POLLINATORS SAVE TIME

Where previously in some markets Pollinators had only a 40 per cent chance of collecting a repayment on a single visit, they now have an over **70 per cent chance of collecting the payment.** This means they can serve more customers more efficiently on every visit.

### MORE FLEXIBLE PAYMENT TERMS

We can extend more flexible payment terms to lower income families. With the PAYG technology and higher repayment rates, **we can extend our payment terms to 12 weeks and reach more families** who are in desperate need of our products.

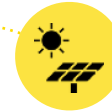
# New technology

Pay-as-you-go (PAYG) solar

**This year,  
we trialled new PAYG solar technology,  
which acts like a prepaid SIM card**



The customer loads up one week's worth of repayment



The light will work without fail until the next repayment date



When the next payment is due, the Pollinator will be on site ready to collect this payment

*Since we implemented this technology, we have seen an increase in sales rates and an increase in on-time collections.*

*our*

**IMPACT**

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## Our Products and Our Families

In this year alone,  
**we reached  
35,162 people.**

What an incredible year  
of growth for Pollinate  
Energy!

On June 30, 2017  
Pollinate Energy had  
provided 22,375  
products to families in  
need and  
**impacted 102,925  
people**

### What does it mean to reach a new family?

For our solar lights,  
we have  
conducted two  
Impact  
Assessments, and  
here are the  
results:

#### Customer Profile

**US\$1.95**

average income  
per person per day  
(16% remitted  
back to village)

**30% 1-5 years**

**50% > 5 years**  
Average length of  
time living in the  
community

**4.3**

Average no of  
people in a  
household

#### Key Impacts



**1.58 USD** - Average amount families save per week from reduced expenditure on kerosene (USD)



**90%** - Reduction of households using kerosene



**18%** - Increase in time students spend doing homework per day



**2.71 million** - Kilograms of CO2 saved



**100%** - Of customers would recommend Pollinate Energy products



The most common benefits reported by customers are: brighter light in the home, financial benefits, women can more easily cook after dark, a reduction in rats/ snakes in the home; and children can study at night.



## Our Products and Our Families

Over the past year we have introduced new products to our range, including:

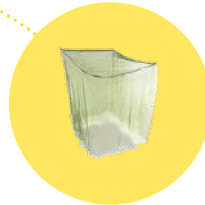


### **SOLAR FAN**

solar powered fans to protect families from the heat and keep mosquitoes away

### **MOSQUITO NET**

medicated mosquito nets for sleeping under



### **THE BOOM**

solar-powered lantern with a Radio, MP3 player and Mobile Phone Charging

In late 2017 and early 2018, we will conduct our third Impact Assessment, this time to evaluate the long term benefits of these products as well as our presence in these communities.





## Our Products and Our Families

### Laxmi's story

Five years ago, Laxmi moved her family to the “desert slum community” of Hyderabad to find employment. Born into poverty, Laxmi has lived a challenging life with few opportunities. She earns only 200 rupees (AUS \$3.94) per day as a Dhobi, a traditional occupation that involves washing and ironing clothes.

Despite her low income, Laxmi has been able to access Pollinate Energy's sustainable products by entering our five week payment plan. She is the proud owner of one of our latest products, the Sun King Boom. The solar powered light includes a digital FM Radio, MP3 player and mobile phone chargers.

Laxmi's light allows her to work extended hours in the evenings and consequently increase her earnings. Her grandchildren are benefiting too. For example, instead of straining their eyes under the dim light of a kerosene lamp and breathing in toxic gases, they can safely study under the bright solar lamp. Plus, the radio provides great entertainment for the entire household!

*“My biggest wish for the future is to build a good home for my family.”*





## Our Products and Our Families



### Safiku and Jumman's story

Safiku and Jumman live with their son and six daughters in one of Lucknow's slum communities. They are the owners of numerous Pollinate Energy products, including a Sunking Pro2 and a Home System.

Life has not been easy for Safiku and Jumman. The family was forced to move to the slum community 20 years ago because of the terrible conditions they faced at their rental property. As well as enduring physical and verbal abuse from their landlord, crime was rife in their neighbourhood.

They decided that living on the road side was safer than staying in their home.

Today, Safiku and Jumman own a clay business selling pots, diyas and clay faces. With an income of 200 rupees per day (AUS \$3,90), they rely on higher sales during the festival season to pay debts and feed their children. A life in poverty has tested their happiness many times, but their determination remains strong.

*"Facing problems gives you wisdom and experience, that's what life is all about. Face it as it comes."*



our **IMPACT**



## Our Pollinators

**Not only do we help people in India's tent cities get access to sustainable, life-changing products, we also provide a livelihood to our sales people:**

### the Pollinators

Since Pollinate Energy started five years ago, we have reached tens of thousands of vulnerable people in India's tent cities.

We have already expanded into five cities across India, and we are continuing to uncover more and more slum communities with the help of our Pollinators.

Pollinators are people who rely on the work Pollinate Energy provides. In addition to gaining the income and skills to help lift their families out of poverty, they acquire a sense of achievement from what they do.





## Our Pollinators

### Sandeep's story



**Sandeep is a Pollinator in our fourth city Hive, Lucknow, launched in July 2016.**

As a child, Sandeep dreamed of joining the army, a dream fuelled by an intense desire to serve his country. However, when his elder sister passed away, his family experienced great trauma, and **Sandeep gave up his dream to work to support them financially.**

Being a Pollinator not only guarantees him a steady income, but inspires him to persevere on a daily basis. During community visits, Sandeep meets parents who face the tough choice between sending their children to school or putting dinner on the table. Showing these families **the long-term benefits of buying a solar light takes time**, and Sandeep often faces rejection. But he never loses hope.

*"I like that I can help more and more people drive out the darkness from their homes."*

While providing for his family is Sandeep's absolute priority, he wishes to put some of his income aside to realise another big dream: **to open a martial arts academy.** Martial arts, and in particular the opportunity to teach others, is his personal passion outside his work.

We are proud that Pollinate Energy serves as a **springboard for Pollinators like Sandeep to turn ambitions into reality.** The business skills and experience he gains as a Pollinator will undoubtedly place him in good stead to launch his academy



our **IMPACT**



## Our Fellowship Programs

**We think we are onto a winning formula**

Every year we host over 100 bright, entrepreneurial and innovative individuals from across the globe who join us in India to dive deep into the world of social enterprise.

To date, we have seen **377 International Fellows** participate in our Fellowship Programs, working side by side with over **170 local Indian Fellows**.

The 2016/17 financial year saw over 100 new Fellows collaborating on exciting programs to help solve our biggest problems, scout new locations, and support us to scale.

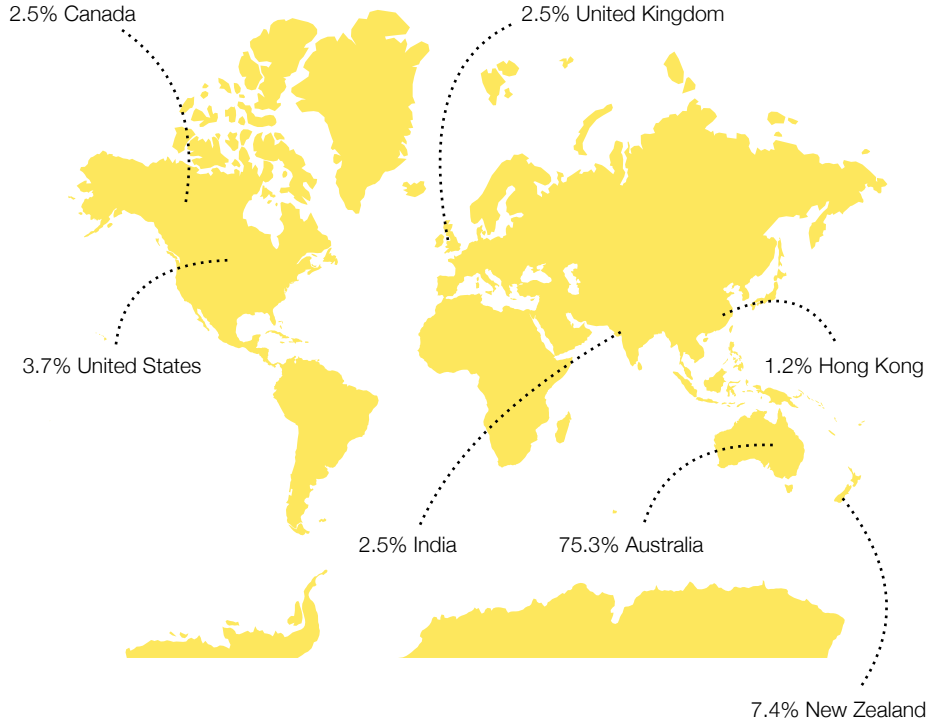
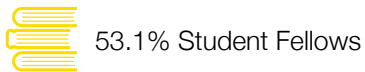
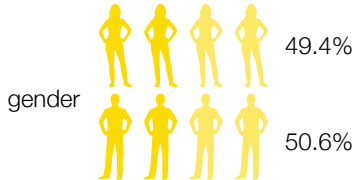




## Our Fellowship Programs

### Year in review

81 international Fellowship participants  
34 local Fellowship participants  
11 countries - 5 continents



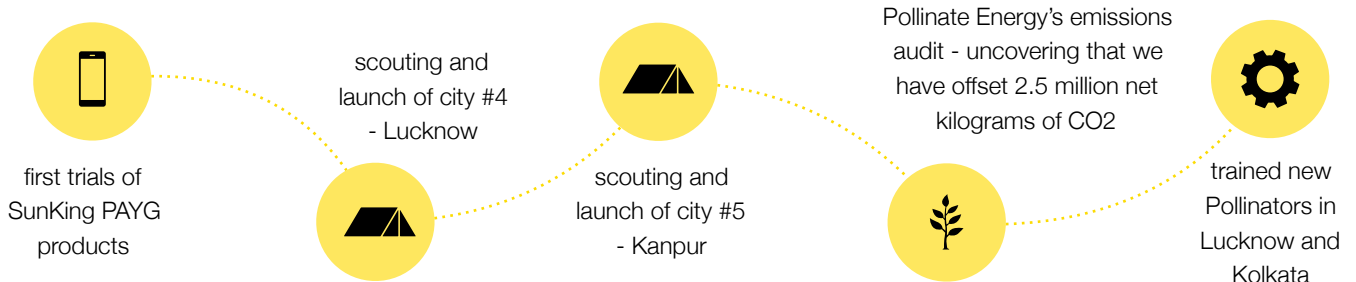


## Our Fellowship Programs

### Year in review

Our first Fellowship of the year scouted Bhubaneswar and Lucknow, and made the recommendation that Lucknow should be the fourth Pollinate Energy city.

Our group of Fellows participated in 11 programs over the year, contributing to essential developments including:



Although participation rates were lower in this financial year due to a reduced number of program offerings, the launching of Lucknow and Kanpur, and the scouting of two locations, made it one of the most productive Fellowship years on record.



## Our Fellowship Programs

### Corporate Partners

Partnerships with corporate organisations and universities have grown this past year.

Pollinate Energy has continued to receive Fellowship support from **Worley Parsons, Arup, Pitcher Partners** and **AECOM**, hosting over two dozen employees from these organisations.



Public participants of the program were employees of a diverse range of organisations, including:







## Our Fellowship Programs



**Tillie Sweeney of Pitcher Partners**

Professional Fellow, Lucknow, April 2017

“As an accountant who usually assesses businesses from a numbers perspective, the Professional Fellowship gave me an **opportunity to go out there and get my hands dirty** in the actual workings of a social business.

Not only did I get to experience the difficulties and accomplishments faced by Pollinate Energy, but I also gained an **understanding of the challenges faced by those living in poverty**. It’s an incredible experience that not only tests you, but also assists you to improve both personal and professional skills.”



**Patrick Muston**

Student Fellow, Lucknow, December 2016

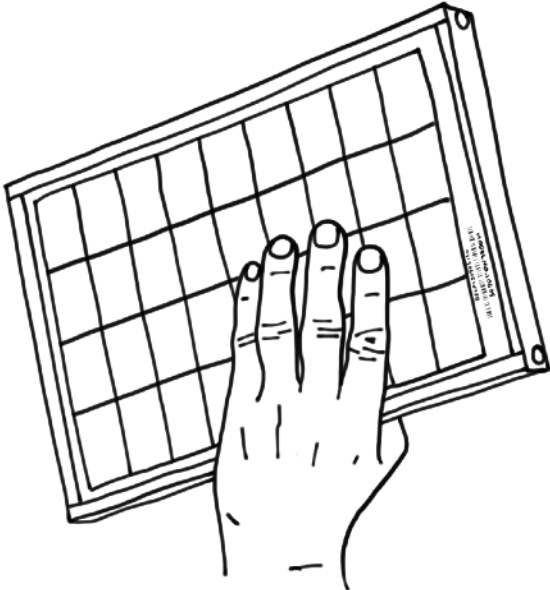
“**I learnt a lot about the world and myself**. I was exposed to new things and was put outside my comfort zone. I had an opportunity to develop in a supportive environment and had my communication skills tested.

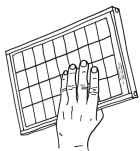
I feel that for many young people finishing their degree and not sure about their future, what their values are, or where they would like to work, this is the **perfect program to focus on these questions by testing** how you feel when exposed to certain stimuli you aren't exposed to at home.”

*city profiles*

**AND IMPACT IN FY**

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## our CITY PROFILES AND IMPACT IN FY



### BANGALORE

**204 Communities served**  
**5,459 Families impacted**

Bangalore introduced new products so we can continue to better serve our existing families and penetrate deeper into these communities. The team explored peri-urban regions and neighbouring cities with plans to expand into these regions next year.



### HYDERABAD

**107 Communities served**  
**644 Families impacted**

The Hyderabad team had a changeover this year which impacted their final results. They implemented strategies to provide needed opportunities for women in nearby villages, and are leading the way in bringing more diversity into our Pollinator team across India. They are also on track with a full Pollinator team. Hyderabad's focus is to accelerate our new training programs to improve Pollinator performance.



### KOLKATA

**93 Communities served**  
**1,065 Families impacted**

Kolkata drove the introduction of our new medicated mosquito net range this year and tested our PAYG technology. They also led the way in testing new appliances such as mixer/blender products to reduce the time women spend doing chores. Kolkata will be shifting to PAYG in the next year to better serve their communities.



### LUCKNOW

**47 Communities served**  
**273 Families impacted**

Lucknow launched in July and have successfully set up their operation with an established leadership and Pollinator team. Lucknow's success enabled them to support the launch of Kanpur. Over the next year they will be reaching out to more communities across the city and supporting Kanpur's start-up.



### KANPUR

**Kanpur just launched!**

This year is about building a strong and stable team and reaching their first 500 people.

*celebrating*

**WOMEN**

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## Women Empowerment Program

Madhavi, our Head of People and Culture, and Rani, our Pollinator Experience Officer, have supercharged the Women Empowerment Program and tackled the challenges women face upon entering the workforce. In many of the communities in which we operate, it is unusual for women to work. Families are concerned for the safety of their wives, sisters or daughters, especially since Pollinators work in the evening. By June 2016, women made up almost one third of the team, with 10 female Pollinators across our Hives - and that number keeps growing.

### **Our Senior Pollinators have reported the following benefits since we introduced our Women Empowerment Program:**

#### **THE BENEFITS**

Increased  
diversity  
across all  
hives

Increased  
empowerment of  
female Pollinators  
and the women in  
their communities

Increased  
appreciation for  
women among male  
staff members

More female  
Pollinators are  
motivated to educate  
their children (male  
and female) to study  
and work

Increased instances  
of male Pollinators  
allowing their female  
family members to work  
after seeing their female  
colleagues at work



*celebrating* **WOMEN**



picture credit: Pravin Tamang



*“We hope to improve the lives of these women by giving them employment opportunities and the chance to raise their families with greater financial support, as well as improved understanding of finances and how their work makes a difference to people.”*

**Madhavi Kulkarni**  
**Head of People and Culture**



*celebrating* **WOMEN**



**Surekha, Mounika U, Aishwarya and Mounika D** make up our first intake of **female Pollinators** who have relocated from rural areas to Hyderabad with the help of Pollinate Energy. Our Recruitment Officer Rani Kamuni is helping them adjust **to city life and has arranged accommodation for the team** in a city hostel. From there, they can easily reach the communities they service.

*“Learning to adapt to new places and new people, and interacting with the families, has made a major change in my life after shifting to Hyderabad to work as a Pollinator at Pollinate Energy,” says Surekha.*

For the majority of these young women, Pollinate Energy marks the beginning of their career. Their work not only provides them with access to professional development opportunities, but also directly impacts the communities in their respective villages.

*Aishwarya says, “Being the oldest in my family means it is my responsibility to help support my family financially and my siblings’ education. Pollinate Energy gave me the platform to do so along with having a social impact, which gives me lot of satisfaction.”*

The program has been a successful step forward in our efforts to empower more women on their path to financial independence, and in expanding our reach into rural communities. We look forward to piloting similar programs in our other Hives over the coming year.



# Relocation Program for Female Pollinators



*celebrating* **WOMEN**



While Pollinate Energy has a strong history of women in executive leadership positions, in 2016 we realised that few of our staff members and Pollinators were female.

**We have now welcomed four female staff members to our team:**



**Madhavi Kulkarni**

Head of People and Culture



**Sarah Kelly**

City Co-founder, UP Growth



**Rani Kamuni**

Recruitment Officer



**Marie-Luise Schega**

Fundraising and Communications Officer

**EMPOWER WOMEN**





celebrating **WOMEN**



## Rani Kamuni's story

Pollinate Energy's first female Recruitment Officer

*"At Pollinate Energy we are trying to encourage people to consider women as equal to men. Since joining Pollinate Energy, our female Pollinators have seen a lot of improvement in their day to day home life, have been given voice in family decisions, and have more confidence. This is why I feel giving equal opportunities, irrespective of gender, is important."*

Rani grew up in a small town and graduated at the top of her class, which guaranteed her full government reimbursement for her post-secondary studies. After graduating, she worked as a senior development engineer, but had to leave her job to support her parents with their financial and health issues. It was at these challenging crossroads that she decided to join the Pollinate Energy team.

*"After being unemployed for two months I came across Pollinate Energy. I liked the idea of 'social business' and creating impact for the forgotten slum community families. I found the role perfect for me - I can support myself financially, and I have the chance to be part of a team striving to create impact for families who need help."*

Based in our Hyderabad Hive, Rani's focus is to increase our engagement of women across the organisation. In her first three months, Rani successfully recruited a number of female Pollinators, achieving a 50:50 gender split in Hyderabad, and nearing a similar split in Kolkata. She has also developed the Lady Pollinators Relocation Program to support women from rural areas to begin their careers in the city.

*"Being at Pollinate Energy is like being at home. People are very open to feedback and suggestions. We are all equals which is a very positive environment to work in."*

*our*

# GOVERNANCE

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## The Pollinate Energy family

### Pollinators

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Pollinators are the heart of our team. They locate and support families in need. They are committed to building trusted relationships with families, providing access to our products, and contributing key advice to shape the organisation's growth based on direct feedback from community members.

### City Hive Sales and Operations Staff

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Sale and Operations Managers lead each city Hive. They are responsible for general operations, training Pollinators, supporting Fellowships and providing key advice for our growth.

### Global team

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Pollinate Energy is supported by a committed team operating from our HQ offices in Bangalore, India and Melbourne, Australia. The team members have specialist roles in finance, operations, recruitment, products, programs, marketing and communications, and business development.

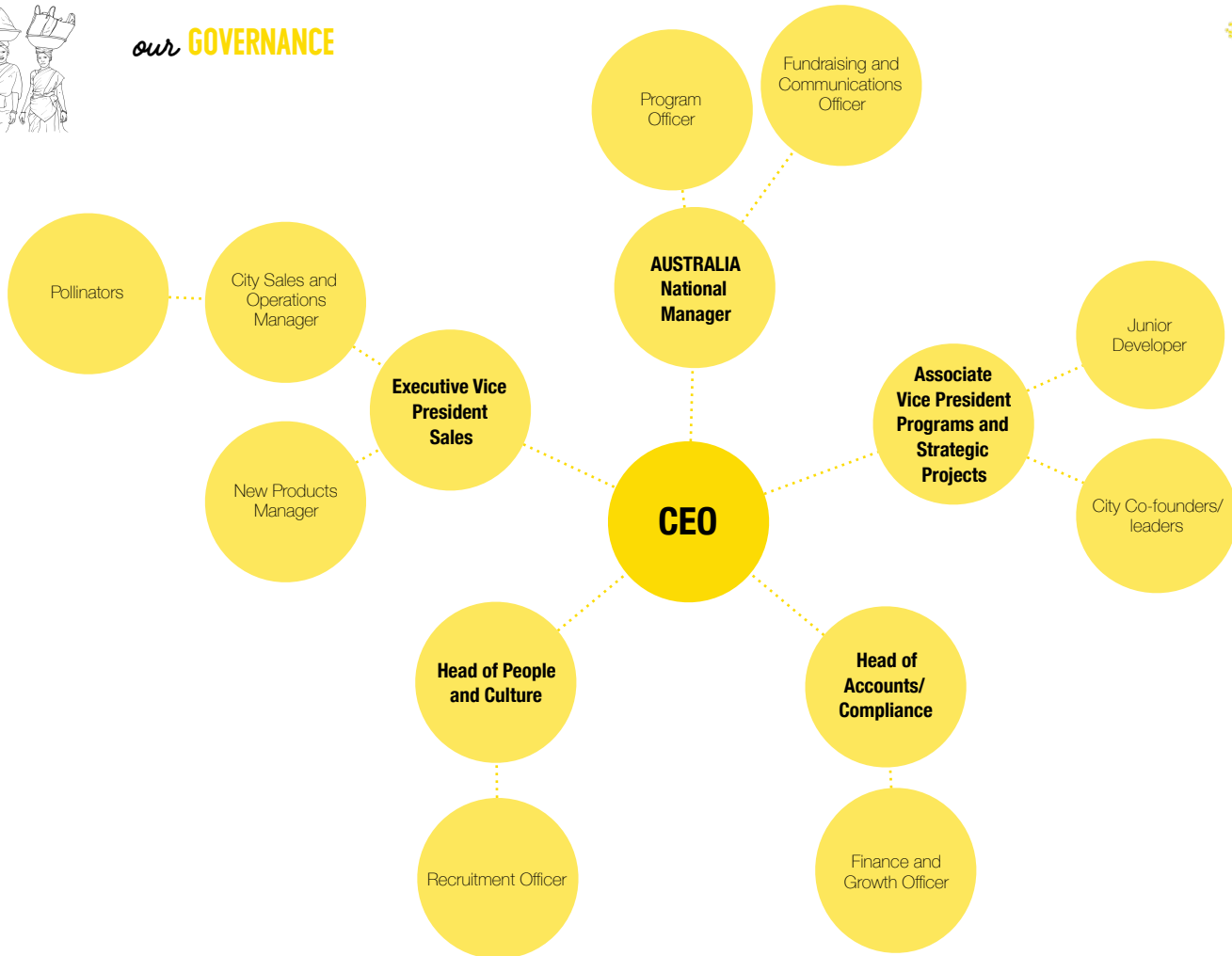
### Executive leadership

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Pollinate Energy HQ in Bangalore, India, is supported by a core executive team. The Chief Executive Officer (CEO), Executive Vice President (Sales), Head of Operations, Head of People and Culture, and National Manager (Australia) support the organisation to carry out our mission.






## our GOVERNANCE





Over the past year we have made great strides toward becoming the **#1 workplace**, in line with our Vision 2020.

## We ask and listen

-  We ran the **Great Place to Work** survey.
-  We revised **staff remuneration** against benchmark reviews and implemented annual increments.
-  We rolled out **PF (superannuation) and ESI (health and medical insurance)** for all Indian staff - based on the results of our Great Place to Work survey.

## We invest to be the best

-  We appointed a **Pollinator Experience Officer and a Head of People and Culture** to uphold the best working environment and opportunities for development for our people.
-  We developed a **key commitment for the recruitment of women** across all positions in the organisation.
-  We brought our **Indian team together** for a series of workshops to reflect on our work to date, and plan the future.



## our GOVERNANCE



Siddharta first joined Pollinate Energy as an intern in the Lucknow Hive, where his talent and passion did not go unnoticed.

Following his successful internship, Pollinate Energy offered him a permanent place on the team, and he has since been promoted to Operations Manager. **Siddharta's goal is to raise people's awareness of solutions that are already available**, such as the life-changing products and employment opportunities Pollinate Energy provides.

*"I have witnessed how small solar lamps have raised the level of happiness of people who live in small shanty tents. I have seen local candidates who were helped by Pollinate Energy staff to receive training and education to become entrepreneurs: Pollinators."*

Having worked with Pollinate Energy for a year now, **Siddharta benefits from a variety of new professional skills**, as well as the flexibility that the job offers.

Most notably, he finds a great sense of happiness in educating families on the benefits of the sustainable products the team sells in Lucknow's slum communities.



## Siddharta's story

*"I am completely aware that Pollinate Energy is not a place where I am going to make millions or billions of rupees, but I am going to spread million dollar smiles. That gives me more happiness than money does."*

*key*

# INITIATIVES FOR 2017-2018

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## key INITIATIVES FOR 2017-2018

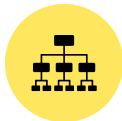
### The focus for our teams is to maximise the number of people they can reach as they track towards financial sustainability in their locations.

This financial year, we grew by 32 per cent compared to the previous year in terms of product distribution. That means we are impacting more lives more quickly. At the same time, we have been working on other critical pieces that will set us up to sustain and accelerate that growth into the next year, including:

#### LEADERSHIP TEAMS



strong local leadership teams in our Hives, who deeply understand our mission, vision and organisational goals, and are committed to growing their teams.



#### IMPROVED STRUCTURE

improved structure to enable staff to onboard, train and retain Pollinators more easily, maximising our performance at the Pollinator level.



#### SUSTAINABLE PRODUCTS

a consolidated suite of sustainable products that are suitable for family needs.



#### IMPROVED PAYMENT PLANS

improved payment plan technology that allows us to reach lower income communities.





## key INITIATIVES FOR 2017-2018

**Our key  
strategic  
activities for  
the coming  
year are to:**

**Penetrate deeper into our existing cities** this includes all Hives, with an expectation of growing sales rates by another 50 to 200 per cent, depending on the location.

**Test new models of distribution** that will enable us to grow organically into neighbouring tier 2 and tier 3 cities, leveraging our existing Hive locations to provide support.

**Improve our training processes** for staff and Pollinators to provide more consistent development experiences.

**Increase participation of our alumni** from our Fellowship programs, by providing development opportunities such as leadership of future Fellowship programs or internships

**In achieving  
these  
objectives  
we will:**

Increase our impact and our rate of growth.

Prove our model's capacity to scale into new regions.

Demonstrate our ability to adapt to on-ground realities in these locations

**Critically, we will continuously innovate to bring essential products and services to families who are still out of our reach.**

*how*

**YOU CAN HELP**

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## how CAN YOU HELP

### Donate to Pollinate Energy

Your donation allows Pollinate Energy to bring more life-changing products to more families in slums across India. You can make a lasting impact with a regular donation! All Australian donations are tax deductible.

Visit [www.pollinateenergy.org/donate-now](http://www.pollinateenergy.org/donate-now) to donate now, or place your direct donation to:  
**Account name: Pollinate Energy**  
**BSB: 083-004**  
**Account number: 98-618-4984**

### Join a Fellowship

If you are a university student or a professional with an interest in social entrepreneurship, poverty alleviation, international development, sustainability or business start-ups, this is the program for you!

Apply to join a Fellowship program at [www.pollinateenergy.org/fellowship/](http://www.pollinateenergy.org/fellowship/)

### Shop our products

Our families love our solar lights because they are bright, durable and last up to 72 hours on one charge! You too can enjoy a solar light, KeepCup and gift card from our online shop.

Shop now via [www.pollinateenergy.org/shop](http://www.pollinateenergy.org/shop)

### Sign up to Pollinate Power

By switching your power company to Powershop you will be supporting renewable energy investment in Australia, and Powershop will donate to Pollinate Energy on your behalf.

Take five minutes to make the switch now at [www.powershop.com.au/pollinatepower](http://www.powershop.com.au/pollinatepower)

*our*

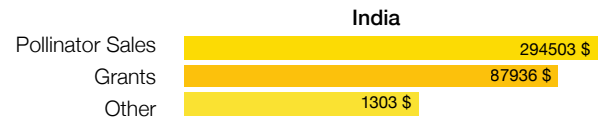
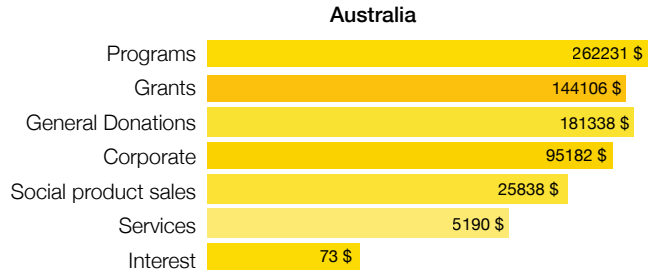
# FINANCIALS

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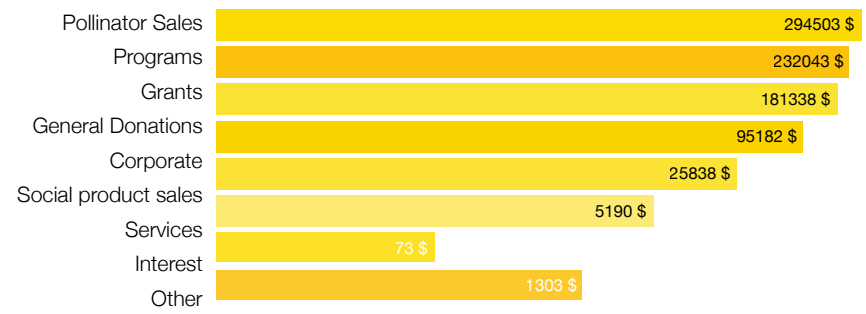
## Revenue FY-2016-17 (AUD)



**Total Australia 713,957 AUD**

**Total India 383,743 AUD**

**Total Consolidated**

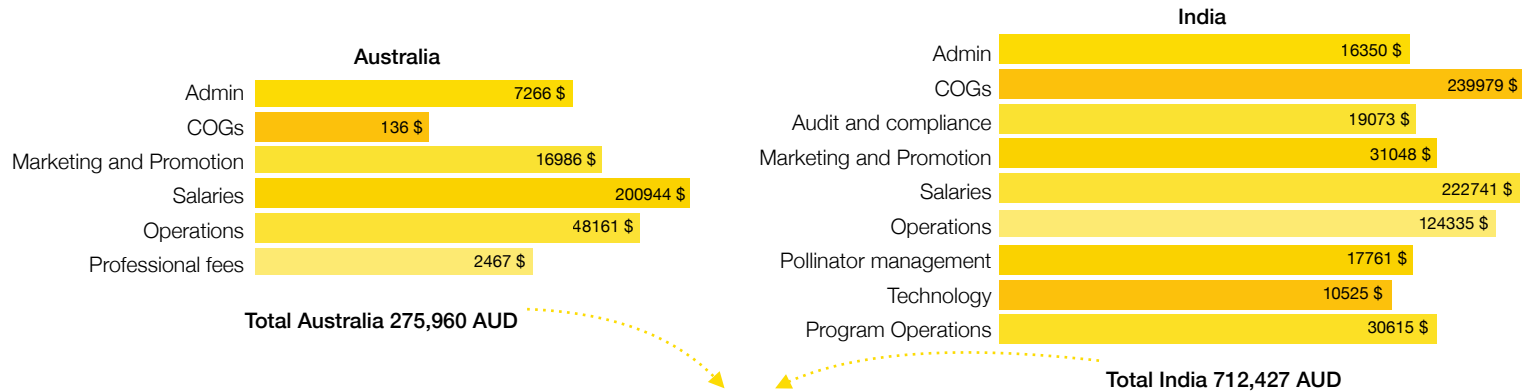


**Total 1,097,700 AUD**

note: at the time of printing the finance audit was not yet complete.



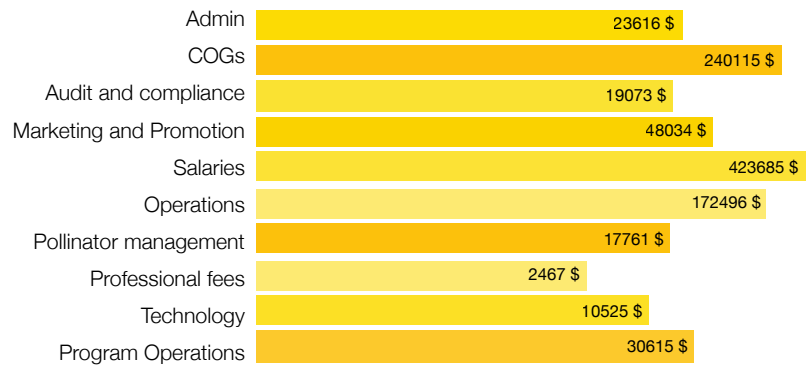
## Expenses FY-2016-17 (AUD)



**Total Australia 275,960 AUD**

**Total India 712,427 AUD**

### Total Consolidated



**Total 988,386 AUD**

note: at the time of printing the finance audit was not yet complete.



## Balance Sheet

	TOTAL FY-2016-17 (AUD)	TOTAL FY-2015-16 (AUD)	TOTAL FY-2014-15 (AUD)
<b>ASSETS</b>			
Account			
Cash and Cash Equivalents	600,505	217,695	121,139
Accounts receivable	183,374	26,774	38,354
Other Assets	87,330	56,812	51,596
<b>Total Assets</b>	<b>871,209</b>	<b>301,281</b>	<b>211,089</b>
<b>LIABILITIES</b>			
Accounts payable	409,137	37,803	60,310
Other	68,416	3,283	4,552
Non Current Liabilities	151,993	50,000	
<b>Total Liabilities</b>	<b>629,546</b>	<b>91,086</b>	<b>64,862</b>
<b>EQUITY</b>			
Net income	112,402	63,968	86,616
Previous year's earnings	210,195	146,227	59,611
Current year earnings	-80,934		
<b>Total equity</b>	<b>241,663</b>	<b>210,195</b>	<b>146,227</b>
<b>Total Liabilities and equity</b>	<b>871,209</b>	<b>301,281</b>	<b>211,089</b>

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