

Sola
Foundation

BRAND
BOOK

2020





CONTENTS

3	Welcome	9	Theory of Change
4	Vision	10	Theory of Change (Model)
5	Mission	11	Internal Team Brand
6	The Sola Promise	12	Meet Awa
7	Problem	13	The Sola Brand
8	Solution	14	The Sola Identity



WELCOME _____

TOGETHER, WE'RE GOING TO BE THE THOUGHT LEADERS OF TOMORROW.

Sola Foundation is a nonprofit organization focused on the rehabilitation of Afghanistan through the pursuit of sustainable peace and prosperity. The Sola Foundation drives change by investing, connecting, and celebrating social entrepreneurship and innovations dedicated to solving Afghanistan's problems.

A strong brand can set us apart and amplify our message in a country that is heavily reliant on the donor community. It is time to reclaim our story and pave the path for future generations.

This Brand Book should galvanize you to join the cause for creating a better Afghanistan, while understanding the core attributes that make Sola Foundation unique.



OUR VISION _____

REBRAND AFGHANISTAN

At Sola Foundation, we're working towards the Afghanistan we wish to see - for us, by us. We will be genuine, transparent and a brand built on hope, integrity and happiness.



OUR MISSION _____

To connect the global community with sustainable, high impact social innovations that have the potential to transformatively rehabilitate Afghanistan. Sola Foundation aims to empower Afghan youth by equipping them with the tools and resources they require to solve complex and challenging problems through Sola Branded initiatives such as the Sola Summit and the Sola Ideas Lab.

OUR SOUL _____

Reclaim our own narrative

THE SOLA PROMISE

Our promise is multifaceted.



Sola
Foundation

Summit

Ideas Lab

Scholarships

Partnerships



PROBLEM

FOR OVER FORTY YEARS, AFGHANISTAN HAS BEEN THE SUBJECT OF A BRUTAL WAR.

At nearly 70% of the population, Afghanistan's youth has more potential today, than any generation before it, to stabilize the country and achieve long lasting peace.

Outside of the country, much of the Afghan diaspora has found itself empowered to contribute to Afghanistan's rehabilitation process using the skills and education they have amassed in their host countries.

However, while this group may have the tools and opportunities to contribute, they remain disconnected from the conflict by an inherent lack of understanding. Thus, there exists a huge gap between the resources and opportunities available abroad and realistic, sustainable solutions to social problems experienced by Afghans.

Between rapid urbanization, a growing youth population, and the resources the Afghan diaspora is equipped with, Afghanistan is in the best place it has ever been to leverage the private sector as a means of achieving peace and stability in the country.



PROPOSED SOLUTION ---

BEYOND TRADITIONAL PHILANTHROPY

Sola Foundation is an inclusive platform for the Afghan people, by the Afghan people, that facilitates physical and digital connections between our diverse global community - regardless of ethnicity, gender, religion or geography. Stakeholders can connect and share resources with each other to amplify the impact of existing social innovations, or come together to create new ones.

Each year, the forum will culminate in the Sola Summit, a platform where the community is invited to exchange ideas and activate solutions. Initiatives that display particularly high potential are pitched to a global audience, who will then be afforded the opportunity to invest in the causes that they believe in.

In an effort to earn this sought after space on the digital stage, programs selected by the Sola Foundation will have to comply with our rigorous standards for sustainability. We will partner with experts to ensure all initiatives that come in front of partner organizations and investors are truly high potential, with measurable social impact targets, and can demonstrate financial sustainability.



THEORY OF CHANGE

OUR FUNDAMENTAL BELIEF

At Sola Foundation, we believe that the Afghan people have the power to transform Afghanistan into a peaceful, abundant, and prosperous society. Many previous attempts to rehabilitate Afghanistan failed to consider the widespread nature of the Afghan people - not just physically, but through lived experiences.

Our organization seeks to truly unite the global community by transcending the traditional barriers we have been facing for the last several decades - invisible lines dividing us along ethnicity, language, religion, education level, geography, political beliefs, gender, and so much more.

It's time we left the past behind us. Those approaches clearly weren't working. Sola Foundation's commitment to the future of the Afghan people is pledged by fully embracing the diverse nature of our community.

We wholeheartedly believe that if Afghans were provided with an inclusive and equitable platform facilitating their connection to each other, regardless of who they are, it would lead to important dialogue. Within these conversations, the community will exchange ideas, skills, and resources that are activated into solutions through the power of social innovation.



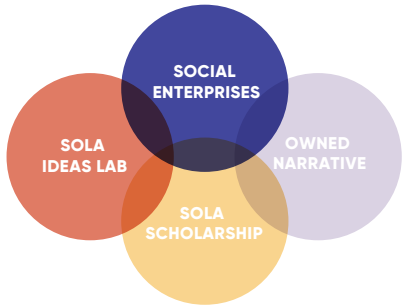
MODEL _____



WILL COME TOGETHER TO

- | | |
|--------------------|------------------------|
| EXCHANGE IDEAS | SHARE RESOURCES |
| HOLD DIALOGUE | RAISE AWARENESS |
| MOBILIZE TEAMS | BUILD CAPACITIES |
| RAISE MONEY | DOCUMENT HISTORY |
| PROVIDE MENTORSHIP | CREATE THOUGHT LEADERS |

RESULTING IN



WITH THE OBJECTIVES TO



IN ORDER TO ULTIMATELY

RESTORE PEACE AND STABILITY.



Meet Awa _____

For the Afghan people, the dove is a sentiment of home. Through every hardship, she is steadfast, remaining calm and gentle. Whether at the doorsteps of Shah Do Shamsira mosque or soaring above the gardens of Babur - when we see her, she reminds us of our pursuit for freedom. Perhaps, this is why Afghans share a homeland with her.

To us, Awa is a beacon of hope. Sola chose Awa as our mascot because she embodies an unwavering commitment to the Afghan people. Awa is a universal symbol of peace - a reminder of what we are all working towards.





THE SOLA BRAND _____

THERE IS LIFE TO THE IDENTITY



THE SOLA BRAND

OUR FUTURE

We want our internal Sola members to take ownership and pride in the work they do. Whether you're speaking to our big donors or behind the screen coding our digital identity - you're important to us.

Sola Foundation Departments.

FINANCE
COMMUNICATIONS
OPERATIONS
STRATEGY
PROGRAMMING

