

Voluntary carbon reduction through rooftop solar

How it works

Voluntary memberships

Climate-conscious Americans buy monthly subscriptions to help fight climate change.

Voluntary carbon market

Corporate buyers pay to offset carbon.

Upfront money for rooftop solar

For eligible families in coal-heavy places, focused on underserved communities.

Reduced emissions

Solar energy replaces coal pollution.

Measurable impact

Contributors track their impact in real-time as new installations happen.

Carbon math



x



x



=



expected MWh from solar each year

emissions per MWh of grid energy each year

panel lifetime

tons of avoided CO₂

Underserved groups benefit most

- Incentives **must** go to people who won't install solar anyway for additionality
- Thousands of dollars upfront make solar more accessible to low-income households
- Reduces energy burdens and seeds new areas with solar



Sophia Westwood: Product director and software engineer at Quip + Salesforce, built voter turnout and online education tools at nonprofits.



Jon McAlister: Distinguished Engineer (highest possible) at Quip + Salesforce, Senior Staff Software Engineer at Google.

Public benefit company, formed July 2021

Want to help fight climate change?

Your membership puts panels on rooftops each month.

Let's replace coal pollution with clean power.

[Get started](#)

Your money becomes a **direct upfront discount** for families to install new solar in coal-heavy places.

Build solar where it matters most.

Solar replaces coal to measurably reduce emissions.

- Join to help put up new solar and cut carbon.
- That money directly helps families install rooftop solar.
- Track your panels each month as installations progress.