



**SAFE WATER &**  
**the dignity of a toilet**  
**IN OUR LIFETIME**





We are grateful for your consideration and this great opportunity to present a profile about the global water crisis, those affected, and how your connection with influential audiences is able to support those in need.

We often look at our own lives and believe that we are very lucky. The taps in our homes open easily to offer clean water for drinking, cooking, bathing—we greet each day clean and refreshed. In so many parts of the world our lives are easy in ways that have become utterly invisible to most of us. And yet, the contrast for nearly one billion people worldwide who do not have access to clean water is stark. As cofounders of Water.org, we have one simple and daunting mission: everyone in the world can access a safe drink of water and experience the dignity of a toilet—in our lifetime. It will require bold action and commitment. In 2012, diarrheal disease killed 1.5 million children—more children than malaria, AIDS, and measles combined. Imagine if, today, we discovered the cure for AIDS—and a century later children were still dying because we couldn't figure out a way to deliver it. The time to act is now.

Included on the following pages are facts about the crisis, the people most affected, and about how Water.org is forging large-scale solutions. We've also included information about what needs to be done in order to save lives and how your community can not only participate in the cause but actively help spur on the movement that we so desperately need.

In all, it is through your work and credible connections that will make a difference. We have an open door to queries about our work, our goals and accomplishments and an invitation to learn more on the ground. With your leadership, we can bring to life the personal stories of hope and inspiration that will surely move your readers and ignite them to help transform the lives of millions.

Thank you again for this invaluable opportunity to share more about our work and this critically important cause.



Gary White &  
Matt Damon

COFOUNDERS, WATER.ORG

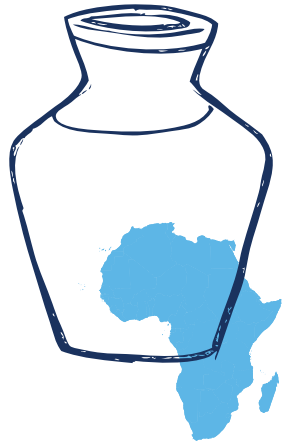




Imagine that when you woke up today, before logging online to check email or today's headlines, you had to walk a mile or more, wait in line with as many buckets as you could carry, fill them with whatever water you can find, and haul the 50 lbs or so of water you collected back to your house, splashing on your face and up your arms with each step. It's the only water you and your family will have for the rest of the day. You'll bathe from these buckets, wash your clothes, cook your food, and drink whatever water you need to survive. It's not exactly safe to drink and one day, it could kill you. But if you and your family don't drink it, you'll certainly die. This is the downward spiral of water poverty that nearly a billion people are living in around the world every day.

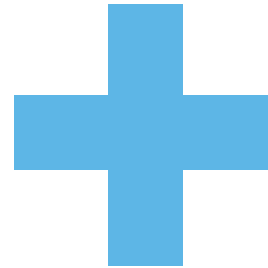
Now imagine that you can transform the life of this woman by simply donating your voice and passion to the cause at [Water.org](https://www.water.org).





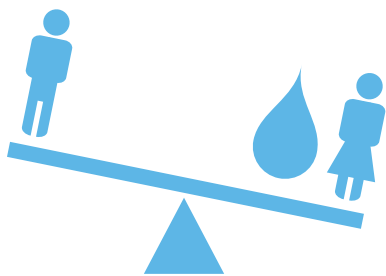
### Bigger than Africa

884 million people lack access to clean water. That is almost 3X the United States population. Beyond water, more people in the world have access to a cell phone than to a toilet.



### Impacts health

Half of the hospital beds in the world are occupied by patients suffering from diseases associated with lack of access to safe drinking water, inadequate sanitation and poor hygiene.



### Disproportionately affects women & children

Traditionally a woman's duty in many cultures, collecting water consumes millions of hours of productivity each day. For children, diarrhea is the second-leading cause of death in children under five.



### Requires an integrated approach

Lack of sanitation is the world's leading cause of infection. For billions of women, this means tremendous indignity and risk. Water and toilets couldn't be more linked.





1<sup>in</sup> 8 people on the planet  
lack access to safe water

Without water, life would not exist. It is a necessity for all human and economic development. We've known how to make water safe and to eradicate water-related diseases in the US for more than a century. Yet today, almost one in eight people on the planet won't be able to secure even a glass of safe water to drink. A third of the world won't be able to experience the dignity of using a toilet.

We envision a time when our collective consciousness rejects the inhumanity of it all. It's entirely possible to solve this crisis.

While recent media has shed light on the seriousness of looming water shortages in many developed countries like the U.S., the reality is that billions are living a debilitating water crisis now.

The good news is that there are solutions that work. What we need now more than ever is to turn up the volume and ignite the movement that this cause deserves.



At Water.org, we think about the one billion people who are living and dying for water access differently than a traditional philanthropic approach—we see them as individuals with financial power, rights, responsibilities, and the energy to design their own futures. When a family gains access to safe drinking water and basic sanitation services, the benefits are transformative:

**Dollars Saved.**

Every \$1 invested in water and sanitation generates an approximate \$8 return in the form of saved time, increased productivity, and/or reduced health care costs for the average family.

**Economic Productivity.**

Lack of sanitation services cost developing countries five billion working days a year to hygiene-related illnesses. With access to safe water and a toilet, parents can go to work and children can go to school.

**Dignity.**

Increased privacy and dignity for girls and women, particularly when the effects of menstruation, pregnancy, and childbirth can be managed discreetly.

**Improved Health.**

Women sustain physical injury from constantly lifting and carrying heavy loads of water. Also, water-related illness is the number one killer of children under five—more than malaria and HIV/AIDS combined.

**Safety.**

Risk of harassment or sexual assault dramatically decline when women and girls do not have to visit remote and dangerous places to defecate or to fetch water during the hours of darkness.

**Girls in School.**

If we were to achieve universal access to water and sanitation, girls around the world would gain 272 million school days a year.





## WATERCREDIT

### Small Loans, Big Effect

There will never be enough charity in the world to solve the global water and sanitation crisis one well or community at a time. For too long, communities have had to wait to win the “charity lottery,” hoping that someday a nonprofit like Water.org will arrive. That’s why we have pioneered a new innovation called WaterCredit.

We recognized early on that most families, even though they are “poor” by economic definition, are still spending countless dollars of precious disposable income each day on the most basic clean water and sanitation services they can afford. Access to larger sums of financing could help them break free of the vicious cycle of poverty, and put in place a permanent and sustainable solutions. By providing families with micro-sized loans to purchase their own water connection or toilet, we empower families to take charge of their own futures. And, as loans are repaid, they can be loaned out again to the next family in need. WaterCredit enables us to reach families four to five times faster than a more traditional approach and, to date, global repayment of these loans has remained at 97 percent.





## DIRECT IMPACT

### The Most Basic Needs

Where it is most needed—primarily in communities which face extreme poverty and isolation—we carefully select local partner organizations that have deep-rooted cultural knowledge and relationships with communities in need, who can work collaboratively with families to build or rehabilitate the water and sanitation infrastructure that they need. We take pride in our approach; we work closely with each community to ensure there is true demand and some cost sharing in the form of time and energy. This approach not only ensures sustainability of the improvements, it also gives community members a sense of ownership and pride. In addition to drilling a well or building a toilet, we invest in training and monitoring to guarantee that solutions endure.

We envision the day when everyone in the world can take a safe drink of water. It will be in our lifetime.





Water.org is empowering millions of individuals around the world with access to clean water and sanitation, ensuring a better life for generations ahead.

### Water.org Presence

#### Latin America & the Caribbean

- 1. Honduras
- 2. Haiti

#### East Asia

- 3. India
- 4. Bangladesh

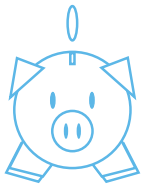
#### Africa

- 5. Ghana
- 6. Uganda
- 7. Ethiopia
- 8. Kenya





## Three Easy Ways to Join the Movement



### Create a Fundraiser

Create a fundraiser and invite your friends to get involved online



### Donate Your Voice

Sign up at [Water.org](http://Water.org) and spread the message online by allowing us to post facts and stories on your Facebook or Twitter account to help spread the word about the crisis. It's easy, and your voice really has the power to make a difference.



### Follow Our Work

Follow a community to see firsthand as projects unfold in real-time with live updates

## Additional Ways to Get Involved:

- Learn about the water crisis at [Water.org](http://Water.org).
- Donate \$25 and help one person get water for life.
- Race, run, or walk for the cause with Kyle Damon and TEAM. [Water.org](http://Water.org).
- Join and keep up with the [Water.org](http://Water.org) community on Facebook, Twitter, or Pinterest.
- Be an ambassador for the cause with the purchase of a [Water.org](http://Water.org) Water Bottle.





Yordanos Aregawi with a bottle of unsafe water collected from an open well.



Safe water well in Ethiopia.



Mr. Ganeshan and his newly constructed toilet.



Collecting water from a public tap in India.



Safe hygiene practices in rural Kenya



Each day, nearly a billion people face a challenge that threatens the health of families and communities worldwide. The year ahead will present several key milestones and moments in time to rally awareness and influence for this important cause—and ways that your audiences can learn more and get involved themselves. Below is a snapshot of just a few of those milestones.

### August 2012

#### WORLD WATER WEEK, STOCKHOLM

World Water Week is hosted and organized by the Stockholm International Water Institute (SIWI) and takes place each year in Stockholm. Thousands of policy makers and non-governmental organizations come together in Stockholm to mark the annual event.

### September 2012

#### BACK-TO-SCHOOL

Without safe water access, school days are often lost due to water-related illness or the long daily trek to the nearest water source. Families in the U.S. will have the opportunity to support children in need of safe water.

#### CLINTON GLOBAL INITIATIVE

This month also marks the annual United Nations General Assembly and annual meeting of the Clinton Global Initiative. These weeks in New York City reaffirm the world's foreign policy and development priorities, and provide an opportunity to firmly embed the global water crisis within the International Development agenda.

### November-December 2012

#### HOLIDAY

During this season of giving, Water.org raises awareness about water, which underpins all social and economic issues globally. Water.org encourages charitable giving as a means to provide families and children freedom from the burden of water poverty.

### March 2013

#### WORLD WATER DAY

The United Nations General Assembly designated March 22, 1993 as World Water Day. Each year, World Water Day highlights a specific aspect of freshwater. This year, the 20th anniversary of World Water Day will provide a unique opportunity to share the great strides made toward universal access to safe water and sanitation. Safe drinking water and sanitation remain the most effective and efficient means for foreign assistance investment, and private philanthropic dollars, to improve health and alleviate poverty worldwide.

### May 2013

#### MOTHER'S DAY

Water.org encourages people to honor their mothers and honor a mother across the world, by giving them hope and the means to transform their lives. By honoring our mothers with a donation to Water.org, we can transform the life of another mother across the world and give women hope, children health, and communities a future.

Water.org teams are on the ground every month worldwide. Given this schedule and dedication, opportunities may exist to host interested parties on a visit to important regions and communities where we work and advance the cause around delivering access to safe water.

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