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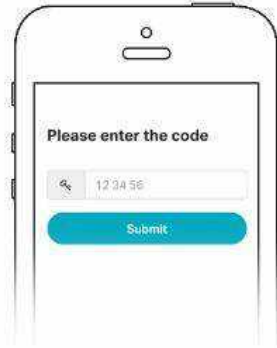
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charity: water

Selen Kürkçüoğlu
Tunya Irkad
Can Şahin



AGENDA

General Information

Projects

Events & Campaigns

Success & Failure Stories

Current Situation

Similar NGOs

Q&A



General Information

663 Million people live without clean water = 1/10 of people worldwide = twice the population of the USA

The majority live in isolated rural areas, spend hours every day walking to collect water for their family. This keeps kids out of school, takes up time that parents could be using to earn money, carries diseases that make them sick.

Water can improve health, increase access to food, grow local economies, and help kids spend more time in school.



General Information

1



HEALTH

Diseases from water kill more than violence.

43% of those deaths are children under 5,
access to water can save 16.000 lives per week.

2



TIME

Women spend 40 Billion hours to collect water.

Accessing water provides more time for growing food and
generating income.

3



EDUCATION

Clean water helps keep kids in school, especially girls.

Through decreasing time for collecting water, kids now have more time
for classes. Also, girls don't have to stay at home once in a while.

4



WOMEN EMPOWERMENT

Women collect 72% of the water in Sub-Saharan Africa

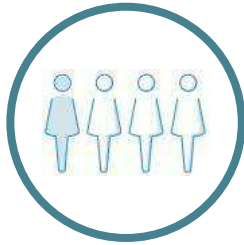
Communities with clean water provide women opportunities for starting up businesses
and improving their standards.

Impact of Clean Water on Education



31% of schools

lack access to safe water and
adequate sanitation globally



1 in 4 girls

do not complete primary
school (compared to 1 in 7
boys)



15% increase

in female enrollment when
provided with clean water



443 million days

absent due to preventable
water-related diseases each
day



Access to clean water reduces the amount of time that children, who often help with chores at home, spend walking and waiting to collect water each day. Clean water gives kids a chance to attend school and build a better future.

General Information

https://www.youtube.com/watch?v=b_FfY-3vUv4



Founded in 2006, in New York, by Scott Harrison

From 2004, Harrison committed two years of his life to the poor through volunteer service in Liberia with Mercy Ships. He recognized that problems surrounding education, safety, and health may trace back to a lack of clean water and basic sanitation systems.



charity: water

Mission: charity: water is a nonprofit organization bringing clean and safe drinking water to people in developing countries.



General Information

Works with local experts & community members to
find the best sustainable solution



The partners coordinate sanitation and hygiene
training and establish a local Water Committee to
help keep water flowing for years to come.



**4,500 KIDS WILL DIE TODAY FROM
WATER-RELATED DISEASES. [HELP.](#)**

charitywater.org

General Information

2006

Founded in
NY

Received \$5 million grant from Google's Global Impact Awards to install 4000 sensors to showing status conditions of wells installed in Ethiopia, Nepal, and a few other nations in Africa & Asia.

2012



2015

Partnered with the silicone bracelet company, Lokai.

10% of every purchase is donated to charity: water.

2017

Raised more than **\$252 million** for more than **25,000 water projects** in **24 countries** benefiting over **8.2 million people**.

mycharity: water Fundraising Platform

Donate

- ★ Give once
- ★ Give monthly
- ★ Donate in someone's honor
- ★ Sponsor a community



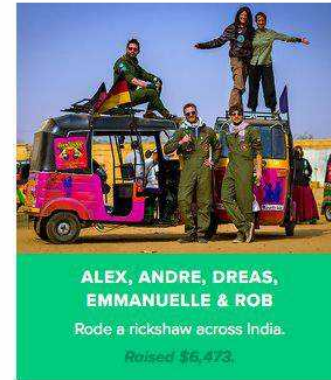
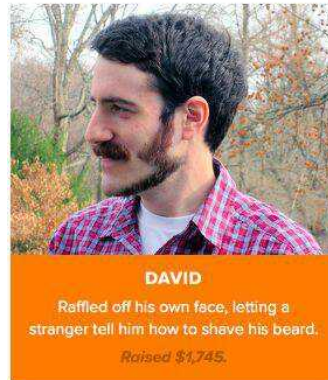
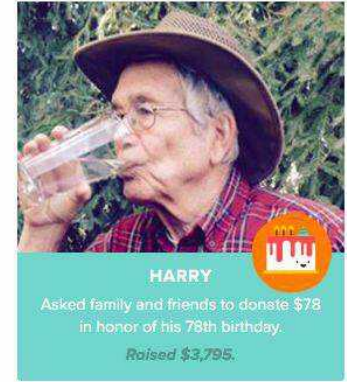
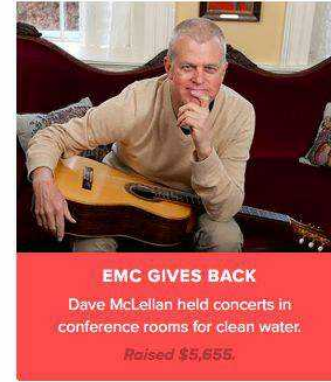
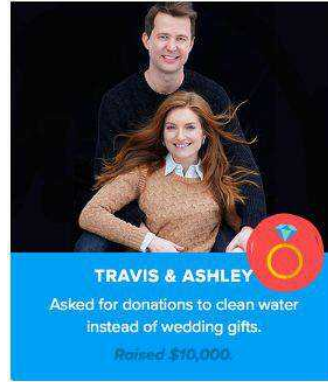
Fundraise

- ★ Create a campaign
- ★ Find a campaign
- ★ Pledge your birthday

mycharity: water Fundraising Platform

mycharity: water is an online fundraising platform, in which anyone can start his/her own campaign to raise money for clean water projects.

mycharity: water also uses Dollars to Projects, which tracks the total money that a campaign gathers.



Starting a Campaign

STEP 1

See that 663 million people don't have clean water, and decide to help.

It only takes a minute to set up a campaign. Decide what to do. Pick a name. Pick a photo. And just like that, you'll be ready to start raising money to help build clean water projects for people in need.



STEP 3

See exactly where your money goes and who it helps.

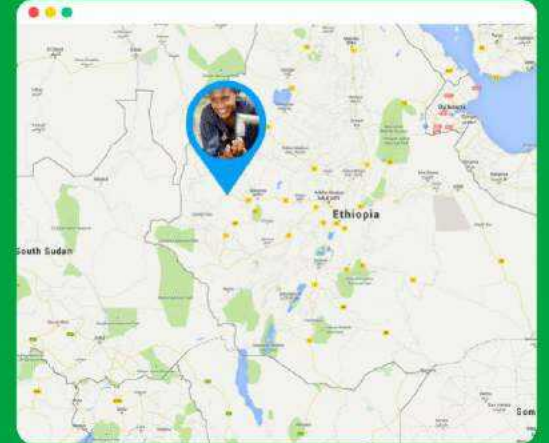
After your campaign is over, we'll send 100% of what you raise directly to the field. We'll keep track of where it goes. Then, we'll report back to you with info about the actual people your money helps.

Ready? Get your campaign started!

STEP 2

Spread the word about your fundraiser and ask your friends to give.

Once your campaign is set up, tell everyone about it. The more people you tell, the quicker you'll reach your goal. Then sit back and watch the donations to clean water projects roll in.



Influencers

Vegan Ultraman and author Rich Roll captured the attention of over 1000 people, raising over \$68,000



YouTuber Casey Neistat ran a campaign that received over 1,000 donations and raised over \$17,000.



Kendall Jenner celebrated her 22nd birthday with a clean water campaign and raised almost \$68,000.

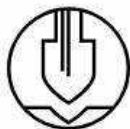


Fashion and interior design blogger Aimee Song raised over \$80,000 thanks to more than 580 individual donations.

Approach

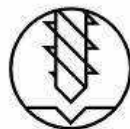


Solutions



Hand-Dug Wells

Skilled laborers dig up to 15 meters by hand to reach aquifers below.



Drilled Wells

A drilling team drills deep into the earth to reach fresh aquifers.



Rainwater Catchments

Gutters on rooftops direct the flow of rainfall into a sanitary holding tank.



BioSand Filters

Layers of sand and microbacterial film filter out contaminants.



Spring Protections

A system captures and safely stores pure water from a natural spring.



Latrines

Covered shelters provide safety and privacy for bathroom users.



Gravity Fed Systems

The force of gravity feeds water into a community from an elevated source.



Piped Systems

Networks of pipes supply water to different community tap stands.



Water Purification Systems

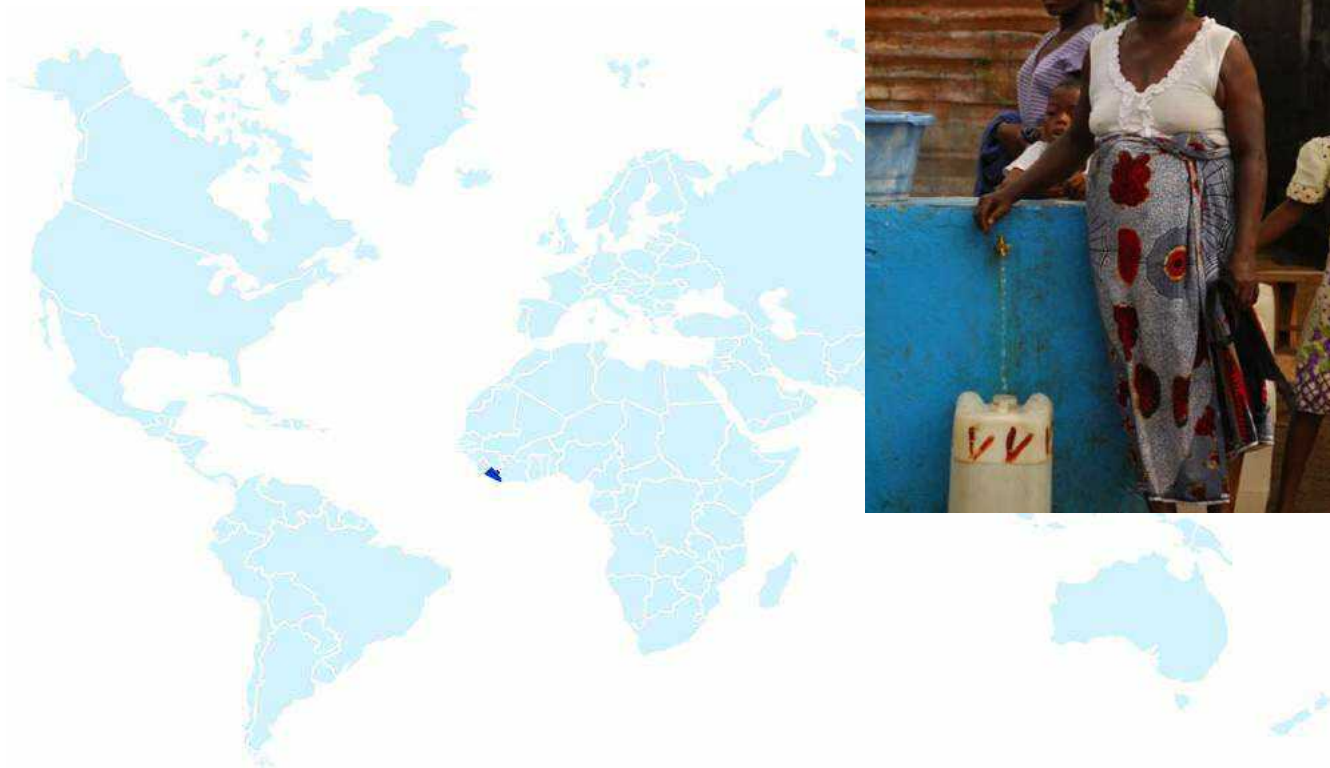
Installed treatment systems remove contaminants from existing systems.

Projects

Clara Town 5, Liberia

Charity:water, with Concern Worldwide U.S. has aided 950 with tap stands.

Started working in 2007, charity:water has served 131,082 people in Liberia and funded 222 projects.



Projects

VH Dishoni Baloyi, Malawi

VH Dishoni Baloyi received a drilled well, through the efforts of charity:water and World Vision Inc. 144 people receive clean water through this project.

charity:Water, operating since 2007, is helping over 69.000 people with 287 well and pipeline projects.

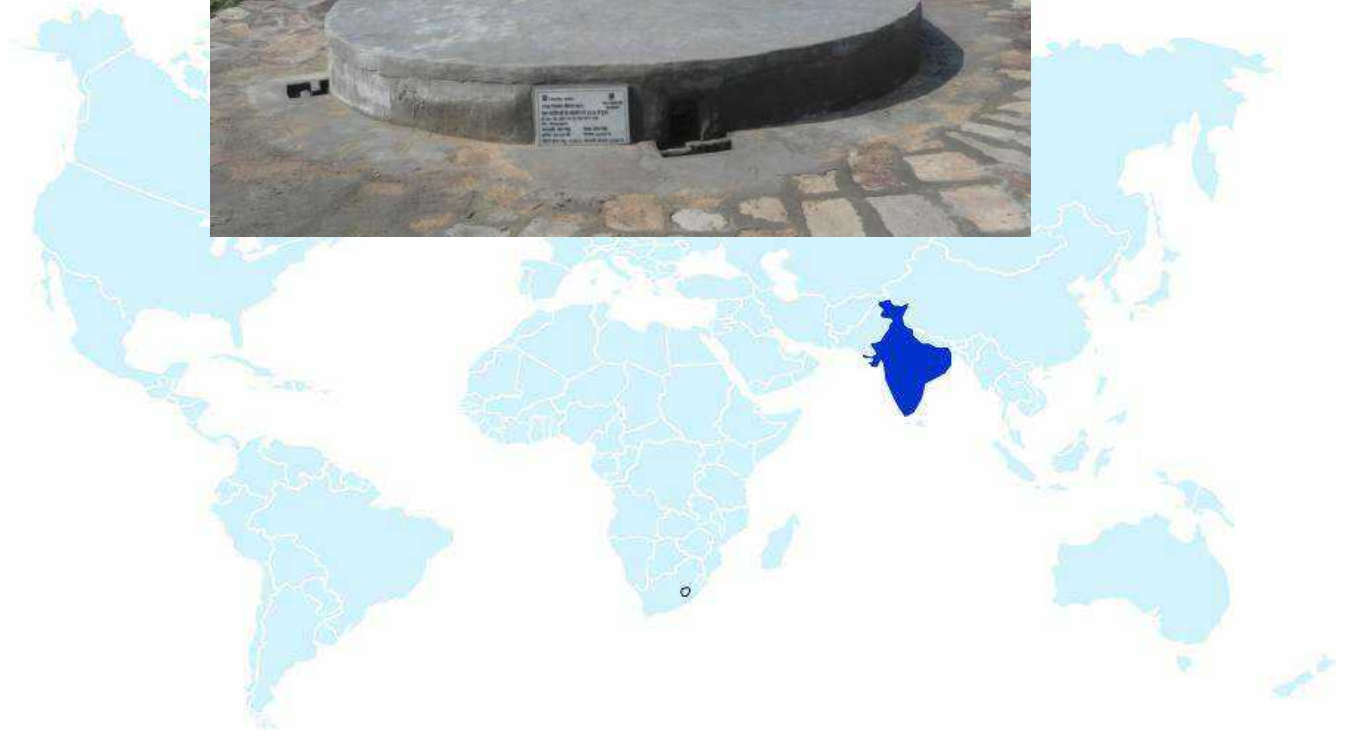


Projects

Bhangarh, India

With the help of the Jal Bhagirathi Foundation, charity:water established tankas which provide 135 villagers with water.

It is stated that charity:water served over 390.000 people in India since 2008.



Projects

Lubunga, Kongo

Initiated in 2008, charity:water is working with Action Against Hunger to help communities to install hand-pumps for clean water.

Through rehabilitated tap stands, charity:water has completed a project in Lubunga, aiding 350 people.



Projects

Okile, Uganda

The community is and its 2525 people were aided through rehabilitated wells by charity:water. The project was co-operated with The International Life Fund.

2017 Annual Report points that charity:Water has 146 projects in Uganda, and these projects have served 69.280 people.



EVENTS & CAMPAIGNS

“Water Walk” - Elmo

The organization created a “*Waterwalk*” event in Times Square and other locations around the world in order to highlight the fact that **many poor individuals have to walk several miles a day carrying heavy “jerry cans”** to secure water that might not even be safe to drink.



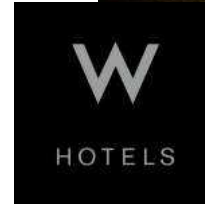
EVENTS & CAMPAIGNS

“Charity : Ball” - 2012

“Take the walk and through the generous support from TOMS and W Hotels, you'll help bring clean water to over 19,400 people in India. ”



One for One



“The Waterwalk is a constant at every charity: ball. Millions of people around the world walk hours each day to collect dirty water, so we ask our guests to walk a fraction of the distance in someone else's shoes to experience it for themselves.”



EVENTS & CAMPAIGNS

“Pledge Your Birthday”

Birthday Facts

19 Million

birthdays are celebrated around the world every day.

\$770

average amount raised by a person's birthday campaign.

38 People

get clean water as a result of an average birthday campaign.

\$9M

has already been raised for clean water through birthdays.

How it works.



Pledge your birthday

The first step is simple - just pledge your birthday by using the form above, and share your pledge to let the world know you're serious.



Start a campaign

When your birthday is near, we'll remind you to start a fundraising page and ask your friends to donate to clean water for your big day.



Give people clean water

We'll use 100% of the money you raise to fund clean water projects. When complete, you'll see the exact projects you funded with photos and GPS.

EVENTS & CAMPAIGNS

“Pledge Your Birthday”

 charity: water

[DONATE](#)



**Pledge your birthday
and help change lives.**

It's easy. Instead of gifts, ask for donations.

[PLEDGE NOW](#)



EVENTS & CAMPAIGNS

“Pledge Your Birthday”



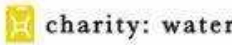
Pledge your birthday and help change lives.
It's easy. Instead of gifts, ask for donations.

MM DD YYYY

Full Name

Email

PLEDGE NOW



100% of your money brings clean water to people in need.

GIVE ONCE MONTHLY

Enter an amount to give

\$ 60 USD

▶ Give in honor of someone

DONATE

EVENTS & CAMPAIGNS

“Pledge Your Birthday”

People have donated \$6 for each, instead of giving a birthday present.

98,515 people
have already
pledged.

[PLEDGE NOW](#)

A birthday story: meet Lory.



Brand Partners



Amazon donates percentage of AmazonSmile purchases to customers who choose charity:Water. They also funded water projects and highlighted charity:water in The Today Show



TOMS has released a limited-edition eyewear collection to raise money for households in Orissa, India. They're contributing \$10 from the sale of each pair.



Nautica has sponsored a waterwalk, held a holiday photo challenge and collected \$3 Million for water projects in 8 nations.



Success Stories

CAROLINA AND TABIA'S WALK FOR WATER

Southern Malawi, February 6th, 2008

- 2 girls aged 12 and 14, walking through corn fields and rows of maize in Chileka at 5 a.m.
- After 45 minutes, arrival to a water hole that is 2 feet in diameter, filled up with run-off water overnight.
- rain → mud, waste and bacteria → outbreaks of diseases like cholera and diarrhea
- The Chitundu Primary School has 205 students, all relying on a distant well that they share with a nearby village. A group of girls in uniforms walk to this well to get some water. They must compete with the older women of the village, and wait for their turn at the pump.
- They missed 1 hour of class.



With local partner Water For People, 10 well rehabilitations in Malawi, and 6 new wells are funded.

Success Stories

*Shramik Shanti School, Kathmandu Valley, Nepal,
December, 2008*

- Population density of the Kathmandu: 5 x NYC
- At Shramik Shanti School, groundskeepers were assigned the responsibility of collecting water from the same nearby water source. They walked up to 30 times each day, collecting one jug at a time.
- In the end, every student would get to drink one cup of water.

charity: water & Splash purified the same water that was going to the dirty fountain outside and pumped it into the school.

***an iron removal system on the rooftop and then piping water through a purification unit inside the school → clean water at separate drinking and hand washing stations.**



A Failure Story

Moale Village, Central African Republic

On charity:water's fourth anniversary, the charity had a 'Live Drill' event in which they were planning to complete their 200th project in the Central African Republic.

Bayaka people of Moale Village was expecting clean water for a decade, and there were 2 unsuccessful drill trials beforehand.

Charity:water hoped to share joyful images of people finally accessing to water, yet their drill also failed.



Current Situation

35, 281

Water projects funded

37

Local partners

9,562,163

People will get clean water

27

Countries



Current Local Partners



Similar NGOs



Helps bring safe water to Ugandans.

Gravity Flow System

At ACTS we build what's called a Gravity Flow System: We find a water spring source in the hills above the communities in need, protect the source, then build a network of pipelines, reservoirs, and accessible tap stands to give clean water to several villages. Once the system has been created, no manual labour (such as pumping water) is required. Gravity does the work for us.



Similar NGOs



Helps bring safe water to Ugandans.



Works with local governments to achieve its goals of clean water, sanitation and hygiene. Especially for girls and women.

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Focuses on connecting organizations that fund clean water, sanitation and hygiene projects through the developed and developing world.

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Bloodwater is an NGO throughout Africa to help support technical, organization, and financial efforts ongoing in these communities.

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A close-up photograph of two hands being washed under a running faucet. Water is splashing upwards from the hands, creating a dynamic and refreshing scene. The background is blurred, focusing attention on the hands and the water. A semi-transparent yellow rectangular box is overlaid in the center of the image, containing the text "Thank You!".

Thank You!

A close-up photograph of two hands being washed under a running faucet. Water is splashing upwards and outwards from the hands. The image has a yellow overlay in the center where the text is located.

Q&A