



SAMPLE "TheWaterProject.org" FUNDRAISING APPEAL

Some Water Statistics

- More than 1 in 6 people in the world remain without access to safe drinking water.
- Over one-third of the world's population has no access to sanitation facilities.
- In developing countries, it is common for water collectors, usually women and girls, to have to walk several kilometers every day to fetch water. Once filled, pots and jerry cans weigh as much as 20 kilograms.
- In developing countries, about 80% of illnesses are linked to poor water and sanitation conditions.
- 1 out of every 4 deaths under the age of 5 worldwide is due to a water-related disease.
- At any one time, half of the world's hospital beds are occupied by patients suffering from water-borne diseases.
- A person living in Sub-Saharan Africa uses about 10-20 litres of water a day; on average, a Canadian uses 326 litres a day.
- Canada controls 20% of the world's available fresh water.
- A child dies every 8 seconds from diseases associated with lack of access to safe drinking water, inadequate sanitation and poor hygiene.

I/we feel called to action, in response to the facts of water scarcity in the developing world. We have recently learned about the devastating effect the lack of clean drinking water can have in a community.

Today we are beginning “The Water Project.” We have pledged to raise \$?? over the next year to construct a water collection and filtration system in a community in Kenya (or the developing world).

We would like to take on the sole responsibility for raising the money needed to complete a entire project and we are confident we can do so with your help.

When the water project is constructed, only weeks after the money is raised, the system will provide fresh drinking water to upwards of 1,000 people within a 1 kilometer walk – not for one day, not for one week, but for years and years to come.

We believe this essential, life changing project will relieve suffering, open doors to education and economic development, and most importantly demonstrate what it means to love your neighbor.

We are asking you to very seriously consider how you might be a part of this effort with us.

First, please visit TheWaterProject.org. This website is at the core of what we’re doing to bring water to those who need it. Here, you can read for yourselves what this is really all about. Please consider making a donation while your there.

Second, we are asking you to consider eliminating or drastically changing how you consume bottled water.

In light of the situation of 1.1 billion people who have no clean water to drink, we believe bottled water is a luxury that few if any of us can justify.

Please consider the following:

- Every year over \$100 Billion dollars is spent on bottled water world-wide.
- The United Nations estimates that if given just 1/6th of that money, \$15 billion, they could cut in half the number of people without access to clean water.
- 40% of bottled water begins as tap water. It is purchased by bottling companies for much less than you pay for your own tap water.
- Tap water, by law, is held to higher standards for safety and purity than bottled water. Many experts have testified that tap water is actually better for your health.
- Bottled water can cost up to 10,000 times more than tap water, and is often more expensive than gasoline.
- We believe that bottled water is essentially wasteful and not a good use of the wealth we have been blessed with.

Therefore, we are challenging you to do one of two things. Both of which will serve as an example to others in our community.

- First, consider giving up the bottle altogether. Either go back to drinking water from the tap, or buy an inexpensive charcoal filter, like a Brita, and bottle water yourself. We would ask that you donate the savings to TheWaterProject.org
- Or, you might consider this... for every dollar you do spend on bottled water, donate an additional dollar to TheWaterProject.org.

Please visit TheWaterProject.org and take the “No Bottled Water Challenge”

You may be surprised how quickly we will, together, be able to provide clean water for thousands of people for many years to come.

Thank you!