



charity: water

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FOR MORE INFORMATION, CONTACT:

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FOR IMMEDIATE RELEASE

CHARITY: WATER ANNOUNCES THE NINTH ANNUAL CHARITY: BALL

New York – Sept. 22, 2014 – Charity: water is proud to present the ninth annual charity: ball. Every year, charity: water teams up with a celebrity supporter to raise awareness and donations for water projects all over the world. This year, the charity: ball will be held at the Duggal Greenhouse in the Brooklyn Navy Yard on Mon., Nov. 17, from 7:30 to 11:30 p.m.

Last year, charity: water raised \$4 million. This year's goal is to raise \$4.5 million, and the proceeds will be added to those raised for the September Campaign. Actress and supporter Kristen Bell will be the host and key speaker of this year's event.

"It was my wish to have a Birthday Project this year for my 30th birthday," said Bell. "My friends and family helped me reach my \$100,000 goal. I was able to go to Ethiopia to see that impact. I am honored to host the charity: ball, and help raise more for this year's September Campaign."

The September Campaign is another focus area for charity: water's fundraising efforts. The objective is to bring clean water to 100,000 people in the Sahel region through individual campaigns and Birthday Projects. Charity: water will reveal the sites for the water projects and the total amount raised for the September Campaign at this year's charity: ball.

"Rising above and pushing further is always our mission at charity: water," said Scott Harrison, founder and CEO of charity: water. "For September, it was our goal to go further than we ever have before. This year, we wanted to bring water to the harshest place on Earth. We deeply thank Kristen for her support, and we know she will make this ball bigger and better than ever."

Advance ticket sales will be available until 11:59 p.m. on Wed., Oct. 15 for \$250. Tickets will be \$300 thereafter. Ticket sales will end at 11:59 p.m. on Thurs., Oct. 30.

About charity: water

charity: water is a non-profit organization bringing clean, safe drinking water to people in developing nations. One hundred percent of public donations directly fund sustainable water solutions in areas of greatest need. Right now, 800 million people on the planet don't have access clean and safe drinking water. That's one in nine of us. Unsafe water and

-- more --

lack of basic sanitation cause 80% of diseases and kill more people every year than all forms of violence, including war. Children are especially vulnerable, as their bodies aren't strong enough to fight diarrhea, dysentery and other illnesses. For more information, please visit www.charitywater.org.

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www.ckinbody.com sample

From: **Courtney Inbody** cinbody@charitywater.org
Subject: Jessica, charity: water's ninth ball is here!
Date: October 5, 2014 at 5:45 PM
To: Jessica Prois Jessica.Prois@huffingtonpost.com

Ms. Prois,

You covered charity: water's charity: ball last year, and we would like to thank you for that coverage. You mentioned the 60,000 people we helped last year – this year, that goal is 100,000. We are hoping for a \$5 million increase over our goal from last year as well.

Nov. 17 will be a day to remember. Kristen Bell is our host and key speaker for the ninth ball. A very special guest will also be with her to announce the sites and money raised for our recently completed September Campaign. We are in contact with one site in Mali and one site in Niger for an exclusive interview about how clean water will affect their villages.

We would love for you to be a part of our ninth ball. Please let us know if you would like to set up an interview.

Best,
Courtney Inbody
Chief Public Affairs and Communications Officer
charity: water



charity: water

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FOR IMMEDIATE RELEASE

DOLLAR FOR DOLLAR MATCHING AMOUNT REVEALED AT CHARITY: WATER'S NINTH ANNUAL CHARITY: BALL

New York - Sept. 25, 2014 – Tariku Savage was born in Ethiopia and lived there for the first four years of his life. He watched his little brother pass away from diarrhea, all because the family did not have access to clean water. Ben and Amy Savage adopted him in 2009 and brought him to the United States. It was then that Tariku knew he wanted to raise money for charity: water, to bring clean water to the place he once lived.

Every year for his birthday, Tariku starts a Birthday Project and asks friends and family to donate to charity: water. This year, instead of raising money for his village in Ethiopia, he is supporting charity: water's September Campaign.

"For September, it was our goal to go further than we ever have before," said Scott Harrison, founder and CEO of charity: water. "We wanted to bring water to the harshest place on Earth. The Sahel region reaches temperatures upwards of 100 degrees every single day. To bring water projects to this region – helping 100,000 men, women and children – that is our current passion."

The ninth annual charity: ball will be held at the Duggal Greenhouse in the Brooklyn Navy Yard on Mon., Nov. 17, from 7:30 to 11:30 p.m. The goal is to raise \$4.5 million, and the proceeds will be added to those raised from the September Campaign. This year, actress and supporter Kristen Bell will be the host and key speaker.

"It was my wish to have a Birthday Project this year for my 30th birthday," said Bell. "My friends and family helped me reach my \$100,000 goal. I am honored to host this year's charity: ball, and help Tariku reach his goal and bring more water to villages just like his."

Virginia Clay, an early supporter and donor to charity: water, is matching up to \$1,000,000 for the September Campaign. Tariku is invited to reveal the final amount from campaigns and Birthday Projects, along with Clay's matched donation, for a total dollar amount raised. He, along with Bell, will reveal the sites for water projects in the Sahel region at the charity: ball.

"My mom and dad are very proud of me. And it's my ninth birthday, for the ninth ball," Tariku said. "I'm so excited to meet Kristen Bell, and give water to the people in the Sahel region. Thank you charity: water for

-- more --

letting me say which villages are getting more water!”

Advance ticket sales will be available until 11:59 p.m. on Wed., Oct. 15 for \$250 at the charity: water 2014 website. Tickets will be \$300 thereafter. Sales will end at 11:59 p.m. on Thurs., Oct. 30. Help Tariku give back and bring clean water to villages like his own in Mali and Niger, and add to this very important September Campaign.

About charity: water

charity: water is a non-profit organization bringing clean, safe drinking water to people in developing nations. One hundred percent of public donations directly fund sustainable water solutions in areas of greatest need. Right now, 800 million people on the planet don't have access clean and safe drinking water. That's one in nine of us. Unsafe water and lack of basic sanitation cause 80% of diseases and kill more people every year than all forms of violence, including war. Children are especially vulnerable, as their bodies aren't strong enough to fight diarrhea, dysentery and other illnesses. For more information, please visit www.charitywater.org.

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charity: water Audience Personas - Celebrities, Donors, Staff

Charity: water Audience Personas: Celebrities

I. Goals/Aspirations

- a. Actor Zane Nachmius, 26
- b. Trying to be socially conscious/wants to make an impact in the world in a meaningful way, not only donating money
 - i. Instead of just making movies, he wants to be known for his community/global outreach and involvement
- c. Hopes to raise more than \$10,000 for the organization through his Birthday Project; with the help of other celebrities and fans

II. Problems

- a. Trying to find a meaningful way to give back without disrupting his busy work schedule
- b. How to continue to give after the one big event
- c. Reliability that the money they will give goes to the right place
- d. Wants reinforcement of his donation – to see the outcome at the place of impact

III. Media

- a. Social medias: Twitter, Facebook, Instagram, YouTube
- b. NYT, LAT, Esquire, GQ
- c. Individual charity websites

IV. Reach

- a. Photography, billboards, magazine ads, television ads

V. Word, Phrases

- a. Charity, outreach, community impact, help, Africa, Birthday Projects, individuals, dirty water, clean water, hope, future

VI. Images, Multimedia

- a. Visuals: photography with the yellow bucket, images of the people in the countries with water projects, videos, graphs, charts of statistics, pictures that are Instagram-able

VII. Writing Style (Short, Verbose)

- a. Short, clipped, less than 140 characters
- b. Blog posts with statistics to reinforce impact
- c. Catch phrases and memorable quotes

Charity: water Audience Personas: Donors

I. Goals/Aspirations

- a. Companies that do not give money to the cause, but support the organization through tangible donations
 - i. Merchandise, server space, cameras, computers, chargers, jerry cans, paint, paper, office equipment
- b. Help to make charity: water's work more efficient
- c. Spreading the word for a great cause
- d. Be able to say that they are donors for a cause worthy of the company

II. Problems

- a. Competition in the space of the same products
- b. Getting to the organization first
- c. Making sure their donations are equal to the impact the organization makes on the global environment/community
- d. Having enough money to spend on these items, while also funding other initiatives company wide

III. Media

- a. Major news outlets: television, radio, newspaper around the country, and internationally where the organization works
 - i. Both the social and financial aspects to these outlets
- b. Social medias: Twitter, Facebook, blogs, YouTube

IV. Reach

- a. Email, direct mail, newspaper ads, magazine ads, Intranets

V. Word, Phrases

- a. Charity, outreach, community impact, help, Africa, dirty water, clean water, hope, future
- b. Charitable, impactful, proud, achievements, well-being, sustainable, prosperity, goals, attainable

VI. Images, Multimedia

- a. Very visual, showing their products in use, photography, slideshows, graphs and charts of impact, videos of products in use

VII. Writing Style (Short, Verbose)

- a. Can be more lengthy, descriptive language of their products in use in either the community or in the office
- b. Blog posts can be longer, to show the impact
- c. Tweets that link to a longer story, probably in the NYT

Charity: water Audience Personas: Staff

I. Goals/Aspirations

- a. Malia Tazseltsky, 32
- b. Works for charity: water to give back to the community
- c. Worked in the Peace Corps in West Africa – wants to go back and see her impact
- d. Sees the efforts of the team come together
- e. Does not like the corporate lifestyle
- f. Wanted to be a part of a large international charitable organization that is not UNICEF or Red Cross

II. Problems

- a. Time commitment
- b. Money to go to the site of impact in foreign countries
- c. Hails from California; now has to live in NYC (most of the staff members are from California)

III. Media

- a. HBO, the Food Network, TNT, CBS, TMZ
- b. Social medias: Facebook, Twitter, Instagram, Pinterest, YouTube
- c. NYT, International NYT

IV. Reach

- a. Email, direct mail, magazine ads, television ads

V. Word, Phrases

- a. Africa, impact, individuals from (insert country here), clean water, water projects, fundraising, charity, global outreach, yellow, jerry can, full can, Birthday Project, donations

VI. Images, Multimedia

- a. Photographs on site, of the yellow cans, of donors, of fundraisers
 - i. Children, parents, celebrities, companies
- b. Graphs and charts of money raised, a world map with countries impacted
 - i. Gallons of water, how many people in a town/community impacted
 - ii. Money raised, countdown ticker
 - iii. Matching funds

VII. Writing Style (Short, Verbose)

- a. Charity: water style is short and sweet
 - i. Catch phrases, short sentences
 - ii. Simple language
 - iii. Descriptions of info-graphics in less than 25 words
 - iv. Longer blog post, but short sentences, keeping attention



charity: water

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charity: water Merger - Goal, Objectives, Messages, Tactics, Evaluation

Goal

To let the charity: water staff know about the merger with Matt Damon's water charity, water.org, from Kansas City, Missouri – in order to bring water to new countries

Objectives

1. Inform all 60 staff members by Friday, 10/25
2. Get all 60 confirmations for the calendar request for a staff meeting by Thursday, October 24

Key Messages

1. South America, Papua New Guinea and Australia are two areas where charity: water can bring about change to many lives, and water.org can provide the relationships to get into these continents and countries
2. The goal for the 10 year anniversary of charity: water (by 2016) is to be in 4 of 7 continents
3. This merger is mutually beneficial to bring more endorsements/donors (Matt Damon created water.org) to finance new water projects and solutions dealing now with toilets and not just wells

Tactics

1. Write an email letting the charity: water staff know about the merger
2. Hold a mandatory staff meeting with the CEO, Scott Harrison on Friday, 10/25
3. Create a PowerPoint with information about the new sites and water solutions now available to charity: water through water.org's relationships

Evaluation

- The email was effective if all 60 staff members accepted the calendar request for the meeting on Friday, 10/25
- Read receipt on the email to make sure everyone opened/saw the email



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charity: water Newsletter Story to Staff Members

To reach charity: water's tenth anniversary goal of bringing clean and accessible water to 4 of the 7 continents on this beautiful planet, we will be merging with Matt Damon's charity, water.org. The relationships water.org has with countries in South America, along with Papua New Guinea and the aborigine villages in Australia, will enable us to further our mission of saving thousands of lives one clean drop at a time.

The charity: water name will be alive and well in not only our lively home of New York City, but also in Kansas City. We will be re-opening the water.org office space as the second charity: water office by early 2015. The Kansas City team will focus on the newest villages we are able to support. With the addition of these sites, we will need water project leaders to coordinate charity: water activities in these locations. Onsite visits and research teams will be lead by our new employees from water.org.

In addition to the new locations, we are also receiving more funding from water.org's current endorsers and donors. Mr. Damon confirmed last week that he is attending our ninth annual charity: ball to announce our merger with water.org.

These funds will allow us to expand our water projects and solutions. Currently, our solutions include wells, water catchments, piping, purification systems, filters and shelters for safer bathroom usage. Water.org's partnerships allow for the successful installation of toilets for safer sanitation and improved hygiene. We are proud to announce that the merger with water.org will allow us to include toilet and toilet piping installations as the newest charity: water solution.

Merging with water.org allows us to reach more people and impact more lives than we could have ever imagined possible. We cannot wait for thousands of yellow jerry cans to touch the soil and souls of individuals in new continents and countries. Congratulations team on turning our 2016 goal into an accomplishment.



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charity: water Diversity Hire Memorandum

MEMORANDUM

TO: Scott Harrison

FROM: Courtney Inbody, chief public affairs and communications officer

DATE: Nov. 23, 2014

Re: New Public Relations Staff

I believe we should hire the following types of men and women to create a diverse and well-rounded public relations staff for charity: water. Considering the countries we are trying to work with, and the countries that we are currently in, we should focus on people with those backgrounds to help us with relationship building on the ground as we create new water sites.

The countries that we are trying to make way into, especially Asian countries abroad, respond better to men, so having at least three men, out of the five team members, will be beneficial. Men and women with backgrounds in countries such as Singapore, Bangladesh, Cambodia, Malaysia and Nepal, as well as those country's native languages, will serve as important and crucial liaisons to these countries in the future. Study abroad, origination, familial ties or anthropological and foreign affairs knowledge in these countries constitutes a strong background.

Any of the new staff members who are Muslim, Hindu or Buddhist will also give charity: water a broader perspective to the villages our water projects will impact. These men and women, with these backgrounds, will benefit charity: water's communication strategy, in the United States and on the ground in countries we want to impact.

Courtney Inbody



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charity: water Intranet/Email

From: **Scott Harrison** sharrison@charitywater.org
Subject: Welcome Courtney, PR Manager!
Date: October 11, 2014 at 9:02 AM
To: Staff staff@charitywater.org

We would like to introduce Courtney Inbody as our new Public Relations Manager here at charity: water! Courtney hails from Southern California, but will tell people she is from Los Angeles, not Orange County, just to avoid the “do you know Lauren Conrad” question.

Courtney graduated summa cum laude from Syracuse University with a bachelor’s in public relations, with minors in marketing and anthropology. Her love of different cultures led her to become an intern with charity: water during the summer of 2014, where she helped narrow down sites for water projects in Mali and Niger for our September Campaign. She was an integral part of determining what translated phrases were best for our video about the Sahel region.

We decided to keep her around because of her public relations experience in the nonprofit world. She worked for the Karen Klein Anti-Bullying Foundation in upstate N.Y., and Chrysalis, a nonprofit helping homeless and previously incarcerated men and women get back into the work force in Los Angeles.

When she is not pitching our fundraising efforts to journalists, or writing up new slogans to create interesting and fun water hashtags, you can find her at Starbucks with her fancy engraved gold card. She hopes to use her awesome writing and people skills to bring more awareness to our cause and to bring more water to people in need.

Please stop by her cubical to say hello. She enjoys talking about Marvel characters and all things puppy related.



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charity: water CEO Op-Ed Piece

There is no doubt that the Ebola Virus Disease has caused pain and destruction to the lives of many human beings, and has been a controversial topic in our own country. But this is not the only disease that people should be concerned about. In fact, there are multiple diseases that should be raising the type of panic that is currently found in the American people.

The Center for Disease Control (CDC) places the total death count from Ebola in West Africa at 4,912, as of Oct. 25. One person has died in Mali, eight in Nigeria, and sadly, one in the United States. These numbers, however, are not as striking as those from waterborne diseases in the same countries; waterborne diseases kill more children in one day than Ebola has in the course of a few months.

It is imperative for everyone to know just as much about waterborne diseases as they do about the Ebola virus. Diseases such as malaria, hepatitis, tinea, cholera, dengue fever and onchocerciasis all have one thing in common: dehydration and diarrhea.

Diarrhea kills more children in African countries than malaria, measles, AIDS, and now Ebola, combined. The World Health Organization (WHO) has found nearly 1.7 billion cases of diarrheal diseases every year. The CDC reports that diarrheal diseases cause one in nine child deaths worldwide. Coming as a close second to neonatal diseases, diarrheal diseases are now the second leading cause of death for children under the age of 5.

Germs that create this disease are normally spread through contaminated water, or the lack thereof, and poor personal hygiene. Food that is also polluted by unsafe or unsanitary water can also spread the disease, leading to harsher conditions such as malnutrition and dehydration. Worldwide, over 800 million people lack access to safe drinking water. The WHO also declares that a significantly higher number, 2.5 billion people, lack basic sanitation. These are problems that can easily be solved.

The CDC reports around 88 percent of the deaths caused by these diseases are the result of unsafe and unsanitary water, inadequate sanitation and poor hygiene. Charity: water provides the tools and resources necessary to save these lives, before the threat of death is imminent.

Wells to reach aquifers, rainwater catchments, piping systems, water purification systems and latrines are exactly the kind of infrastructure that needs to be invested in to lower the death rate caused by these waterborne diseases. Investing in this life-saving infrastructure, monitoring the progress that it provides – these are the ways to stop the problem.

Yes, Ebola is a disease that must be contained. The Senegal and Nigerian outbreaks have been declared over since Oct. 17 and 19, respectively. But waterborne diseases will never be contained. The least we can do is invest in the lives and futures of those who are presented with this unfortunate problem.

Donating to charity: water is one way to help. One hundred percent of the proceeds raised for our water projects go directly to restoring the health and happiness of these men, women and children. Waterborne diseases can be prevented, one drop and one dollar at a time.

Written by Scott Harrison, founder and CEO of charity: water

www.ckinbody.com sample



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charity: water CEO Letter to the Editor

To the Editor:

I am writing to you in response to David Bornstein's August 21, 2013 article "The Real Future of Clean Water." To narrow the scope of charity: water's work to that of "generously paying affluent people in the West fixing the water problem in the world" is disrespectful to the thousands of other people who donate their time and money into an organization that has helped millions of lives.

Charity: water is based off the idea that everyone can contribute to the cause, not just those that are wealthy. Our donations come from everyday men, women and children who feel that charity: water deserves their support. We would not have our matching programs in place if these people did not exist. The Birthday Project concept allows younger individuals, as young as eight years old, to impact lives in places they could only dream about. These small projects amount to big influences in the world of water.

I would also encourage you to take a closer look at the work that charity: water is doing, so you can truly see that we are not just riding on the "buzz and fanfare" of being a well-marketed organization. Every one of our projects includes a long-term sustainability plan, so that our solutions are not just "billions of dollars worth of broken wells and pumps." Mr. White and Mr. Damon are doing amazing work with water.org. They have found a different approach to the water crisis, and I can appreciate their impact around the world. However, comparing our nonprofits is discrediting the impact of charity: water's efforts. Money is not our main objective.

Thank you,
Scott Harrison
Founder and CEO of charity: water



charity: water

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charity: water Website Content

*Note: This would be at the top of the countries (<http://www.charitywater.org/projects/countries>) page as a pullout note on top of both blue location dots on the map over West Africa to announce the two new countries for water projects, as they haven't had them before.



THE SAHEL, NO LONGER “WATERLOCKED”

Water projects will start in Mali and Niger, the harshest countries in the world.

We are proud to announce that Mali and Niger, the two countries in Northwest Africa deemed the harshest places to live on earth, are getting water! As a team, we are so thrilled with the response to our call for action in the Sahel region for our September Campaign. We are excited to get some bright yellow cans into the hands of those deserving children and families.

Drilling and piping teams will be in both countries by the end of December, and our first completed water projects will be reported on by the end of February 2015. Niger is the largest country in West Africa, with plenty of water underground but no way to access it. This is our first goal: to drill those wells and give villages access to the plentiful resources they have right underneath them.

The drilling team will instill wells to reach aquifers, large pools of water under the surface holding fresh water. Networks of pipes will then be put in place to supply water through different tap stands around the villages in both countries.

Thanks to you, no longer will the words “coming soon” be displayed next to both countries. Tune in to our charity: ball live stream at 9 p.m. EST on Nov. 17 for the sites and dollar amounts raised for these two countries in need of our help.



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charity: water Newsjacking Key Audiences and Tactics for charity: water

*Obama announced earlier this morning (Nov. 13) that he would be sending Peace Corps members into the country of Myanmar (Burma) by late 2015. This is the first time Peace Corps members will be allowed in the country, as it makes its way to becoming a democratic state. Obama believes that the United States' cooperation will be best seen through a "person-to-person connection at a grassroots level" (VOA News). With the push for humanitarianism in Burma, the current Burmese water crisis, and the alignment of charity: water's 10th Anniversary, announcing the next water campaign for Burma is a strategically good move.

Key Audiences

1. Donors, because they are the ones who support the campaigns that charity: water creates, in order to fund the water projects
2. The government, because President Obama and the ASEAN committee in the United States will be further monitoring the progress of humanitarianism in Burma, a country that is still considered politically unstable for the time being
3. Internal, because the organization will need to hire or reimagine the position of one of the current staff members to include the country of Burma, and have them create the relationships on the ground to implement water solutions

Tactics

1. Take advantage of #Burma – include the President's message in tweets over the next week to introduce to idea of a Burmese campaign, to benefit from the presidential visit
2. Make a new banner on the charitywater.org website for the introduction of a new country into the charity: water portfolio
3. Write a press release about the announcement of charity: water going into Burma to help with the President's plan to bolster democracy in this rising country
4. Write an email from Scott Harrison (CEO) about the new country acquisition, and ask who would like to take on this new country's relationship building efforts
5. Write the Burma announcement in the weekly newsletter to staff members



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charity: water Ebola/Waterborne Diseases Talking Points (CEO Speech)

1. Waterborne diseases that lead to diarrhea and dehydration are just as important as the Ebola virus, if not more
2. Diarrhea kills more children than malaria, measles, AIDS and Ebola combined
3. Contaminated water, lack of access to clean water and poor personal hygiene are the cause of these diseases and are easily preventable
4. Charity: water's infrastructure and monitoring capabilities are what is needed to solve this problem
5. Donating can help prevent waterborne diseases from occurring in the future, thus saving thousands of lives

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charity: water Ebola/Waterborne Diseases Speech

Good afternoon, ladies and gentleman. My name is Scott Harrison, and I am the founder and chief executive officer of charity: water. I am excited and thankful to be chosen to speak for the November 2014 Water Initiative Summit. When Tom Frieden, the director of the CDC, invited me to speak today, I was touched at how close this summit's topics are to my heart.

As you know, I created charity: water in 2006 because I believed that more could be done to serve the men, women and children around the world without access to clean water. My trip to Liberia opened my eyes to the severity of the problem at hand, and how poverty and harsh conditions could lead to the damage of many lives.

Now we are faced with a new problem, one that is currently touching the lives of thousands on the same continent I once visited. The Ebola virus has caused over 4,900 deaths in men, women and children in West Africa as of October 25, 2014. It has even gone as far as our own borders here in the United States. But as big as 4,912 sounds, it is a miniscule number in comparison to the deaths caused by waterborne diseases. These diseases are just as important as Ebola, if not more so.

Waterborne diseases, such as cholera, malaria, hepatitis and many others, all have two things in common: dehydration and diarrhea. At this point in time, diarrhea kills more children than malaria, measles, AIDS and Ebola combined. That is a tremendous amount of death; all because of the lack of something we take for granted every single day.

As you can see, you all have a glass of water in front of you. Eight ounces, multiplied by the 200 or so people in this room, equals 1,600 ounces of water. That is 12.5 gallons of water, more water than some of the children charity: water helps will see in their entire lifetime. The work that we do helps to provide a constant flow of the one thing that sustains our lives on a daily basis: clean, sanitary water.

The World Health Organization has found almost 1.7 billion cases of diarrheal diseases every year; that equates to one in nine child deaths worldwide. 88% of the deaths caused by any of these diseases are the result of unsafe and unsanitary water, inadequate sanitation and poor hygiene. Food that is also polluted by this water can spread these diseases, leading to malnutrition and dehydration as well.

Over 800 million people lack access to safe drinking water, and 2.5 billion people do not have access to basic sanitation. Even though these numbers are staggering, water problems that lead to these life-threatening diseases are easily preventable.

When it does rain, rainwater catchments, spring protections and gravity fed systems help to direct the flow of rainfall into a sanitary holding tank. Piping systems, water purification systems and BioSand filters can be installed to supply water to different community taps from aquifers, and remove contaminants in the process. Lastly, covered shelters for safe bathroom use provide communities with the resources they need to practice healthy sanitation.

These are only some of the examples of the infrastructure needed to save millions of lives around the world, especially in Africa. I am proud to announce that all of these solutions are possible through the hard work and donations through charity: water every year.

Donating to charity: water is one of the ways every dollar and every drop can count. It is our job to be aware of the problem, and find viable solutions to help reduce the number of men, women and children that

are a part of the statistic. All proceeds for charity: water projects lead to solutions that restore the health and livelihoods of thousands.

Again, thank you for allowing me to speak to you about the impact of something as simple as water. It is my absolute pleasure to open your eyes to something that is so often overlooked, especially in the midst of other world health concerns.

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