

Of the 37 major diseases present in developing nations,
21 are water and sanitation related

a local source of drinking water liberia, west africa



unsafe water is drawn from stagnant ponds

charity: water.

objective:

To offer New Yorkers and visitors to New York an opportunity to help some of the 1.2 Billion people in impoverished nations without access to clean drinking water by creating a highly visible, impacting display that will be exhibited in various parks throughout the city.

why water:

According to the UN, more than 25,000 people die every day from diseases stemming from the consumption and exposure of unsafe water, and most of the world's people must walk at least 3 hours to fetch water. More people die each year from unsafe water than from all kinds of violence, including war.

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a well can provide clean water to more than 250 people per day for more than 15 years

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description:

The display occupies 360 square feet. The exterior of the display is a thin aquatic layer built into 4 walls containing dirty water simulating the condition of common water sources in the developing world. The inside of the supporting walls presents educational photographs and statistics about preventable diseases and stories of those who live with no access to clean water. Alongside the stories are highlights of the work of selected charities addressing the needs, a freshwater well, and maps showing well locations. A typical water well costs only \$2000. In the middle of the display, a 1/4 inch plexiglass frame structure holds 500 empty charity: water bottles. A clear cooler at the base contains cold 16.9 oz. bottles of charity: water. The water is sold for \$20 per bottle. The bottle profile is similar to a Poland Spring bottle and is bottled under exclusive contract with Spring Waters of Elmira, New York. 100% of the money raised is audited by a CPA firm and distributed evenly to the 4 charities featured in the exhibit. The exhibition producer, New York non-profit entity Charity Global, receives no funding from the event.

charity selection process:

Charity Global has identified 4 small non-profit organizations that have had a successful ongoing presence in some of the neediest regions of the world. These organizations dig freshwater wells in India, Asia, Africa and South America and have been carefully selected as a result of the highest criteria and evaluation standards by CharityNavigator.com, America's largest charitable organization watchdog group. The four individual charitable organization's financial information is clearly presented on informational handouts. In addition, the selected charities have all agreed to provide reports to donors that support the charity: water project within 3-6 months of receipt of funds, with photos and statistics of the projects made possible with the \$20 purchases. The project is designed not only to educate but also to build a sense of growing community around vitally important issues. It also establishes the cause and effect relationship between awareness and action as the sale of \$20 bottles of water and resulting freshwater wells can provide up to 250 people with clean water daily for more than 15 years.

More people die each year from consuming unsafe water than from all forms of violence combined, including war

cement culverts are built



a freshwater well is completed 3-4 weeks later

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timing:

charity: water. is searching for New York City locations beginning in September in city parks, private outdoor spaces and plazas, and large indoor building lobbies.

most of the world's population must walk at least 3 hours to fetch water



general village health is transformed by the presence of clean water

charity:

511 6th Avenue, Suite 196, NY, NY 10011

about us

charity: is an independent non-for-profit group based in New York City that works in partnership with effective charitable organizations around the world to educate the public on global issues concerning poverty. charity: has a three-fold mission to support both charities and donors in the following ways:

1. Education: charity: takes on issues such as hunger, water and sanitation, genocide, international justice and trafficking, preventable disease and more. Through extensive research and team expertise, charity: presents the issues to the public in innovative and compelling ways to promote higher understanding.
2. Non-Profit Support: charity: seeks to provide financial assistance and promotional support to highly efficient & effective non-profits that lack

adequate public visibility for their cause and financial support for their work. We encourage and facilitate smart giving.

3. Donor Support: charity: enables donors to personally participate and actively engage in the process of giving. Charity: facilitates methods whereby donors experience the impact their gifts really have on those in need.

By staging high profile multimedia exhibitions and events in major cities, occupying both indoor gallery spaces and outdoor parks and streets, charity: brings the focus back to the true meaning of the word, demonstrating the cause and effect relationship of the work done by effective charities in the developing world and the lives improved and saved by sacrifice and efficient service.