

Building Collaborative Partnerships

water to thrive
BUILD WELLS CHANGE LIVES



TRUST

IMPACT

Corporate
Social
Responsibility

Growth



water to thrive

BUILD WELLS

CHANGE LIVES

CORPORATE
PARTNERSHIP

SOCIAL INVESTMENT

Effective social investment allows a business to look beyond its immediate bottom line to the more wide-ranging effects of community transformation and the world. Employees respect and appreciate working for a company guided by principles as well as profits. In addition, consumers are more likely to support businesses with a strong sense of corporate social responsibility.

-Partnership Opportunities-

Water to Thrive is an effective partner for any company seeking to transform lives through philanthropic giving. We provide every corporate partner the chance for co-branding in order to promote your company's unique mission, spirit of social responsibility and positive impact in the world.

EMPLOYEE-LEVEL OPPORTUNITIES

- Launch a company-wide campaign to fund water projects
- Start an employee giving match program

CORPORATE-LEVEL OPPORTUNITIES

- Sponsor Water to Thrive initiatives and events
- Donate a percentage of sales one-time or on a recurring basis
- Start an on-going rounding up program

CORPORATE WATER ANGEL

- Co-brand with us for a signature fundraising event
- Make a donation to our growing Endowment Fund

-Collaborating for Success-

We whole heartedly welcome your input and creativity as we collaborate to ensure a successful partnership.



CORPORATE
PARTNERSHIP

TRANSFORMING LIVES

Inhari's Story of Success

Before The Well



I was struggling all day to collect water and to keep my six children alive.

After The Well



I can grow more crops and prepare more feed for my cattle which has resulted in an increase in milk production. With more time and more milk, I am able to make butter which has a high value in our local market. My household income has greatly improved and my children are no longer sick, I am so grateful.

Moving The Needle on Change

Now, 15 years later...

- Infant mortality has decreased from 6% to 2.4%
- Open defecation has decreased by 75%
- 25% increase in clean water access

YOU can be the hero in their stories!

Imagine providing a well to those in desperate need of safe, clean water. Reducing disease within a community, increasing education amongst young girls, and then traveling with us to witness your life-changing impact in person!

Create a legacy of impact!

When you provide clean water through sustainable solutions for those in need, you are generating a lasting ripple effect that will positively influence lives for generations!



CORPORATE
PARTNERSHIP

BENEFITS OF CORPORATE SOCIAL RESPONSIBILITY (CSR)

Giving back by supporting charities is one of the most powerful tools you can use to gain customer loyalty, increase brand awareness, build reputation within the community, and increase productivity by boosting morale within your team.

The Power of Corporate Social Responsibility

Donations increase sales:

According to a recent study in the Journal of Consumer Research, the CSR of a company leads consumers to believe products are better quality. Additionally, when asked if purchasing from a company with strong CSR would influence them to purchase, buyers consistently responded with yes.

According to a study by Cone Communication and Echo:

- Nearly 47% of consumers worldwide report they would be more loyal to a company that supports a social or environmental issue.
- 53% of consumers admit they would be more likely to recommend such a company's products or services to others.

Stand Out and Inspire

With a saturated market, consumers are looking to purchase from a brand they know they can trust. Giving back to a cause is a great way to promote brand awareness, build emotional connections with your customers, and motivate your employees.

- 66% of consumers agreed that they would choose a company that supports a charity over one that does not.
- Studies show that 90% of employees who view their company as charitable, are more productive, motivated, and committed to the overall business goals. (Roper/Starch Worldwide, 1999)
- Supporting charities signals trust in consumers and showcases a brand's commitment, involvement, and concern about causes.



CORPORATE PARTNERSHIP

OUR SUSTAINABILITY MODEL

In 2024, we received a platinum transparency rating from Guide Star

We are very proud of this prestigious rating as it speaks volumes to the efficiency of our processes and allocation of funds.

We stand strong behind our business model and sustainability processes

Our 100 Percent Promise to all donors states that every dollar donated for water is allocated to implement water projects. To ensure our longevity and support our overhead costs, we raise funds through special events and programs.

Working with local Partners

We work with local African partners to implement every water project. Furthering their economy and community cooperative. These locals know the land, the language, and are passionate about transforming their local communities.

Our Wells are projected to last 20 years

Our Partners provide implementation training requirements for every beneficiary community. This training protects the life of the well, ensuring it will provide safe clean water for many years to come.

- Community water committee comprised of at least 50% women
- Water and sanitation training (WASH) provided by our implementing partners
- Specialty training for building and maintaining a latrine

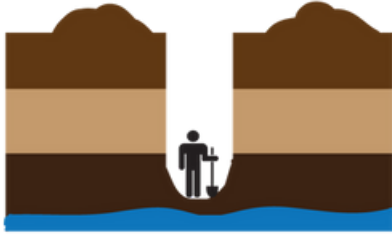
We are committed to serving those with the greatest need

We work in the most rural and marginalized communities, building wells in remote villages on cliffsides, on top of mountains, in valleys—wherever clean water is needed the most. By working in three countries in close proximity, our project manager is able to move between countries and projects to ensure that the wells meet high standards for quality. This model helps us focus our resources, maximize efficiency, and strengthen our impact.

Project Types

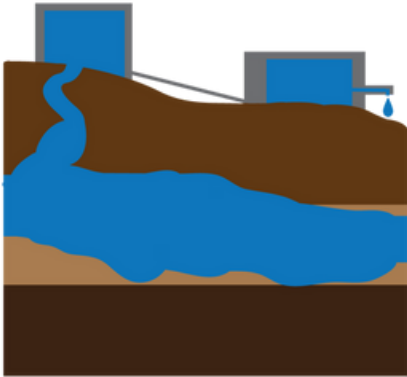
Water to Thrive implements four different types of wells.

Our varied solutions to the African water crisis enable us to meet every community's unique needs.



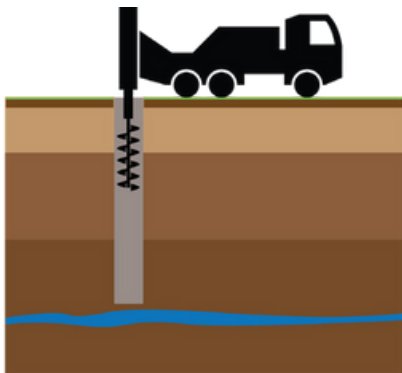
Hand-dug Well

When a good supply of water is near the surface of the ground, a hand-dug well is sufficient. Skilled laborers dig the well, then concrete rings are stacked inside the well to prevent cave-ins, and a filtration system is used along the entire depth of the well shaft. The completed well is covered with a large concrete cap, and a hand pump is installed.



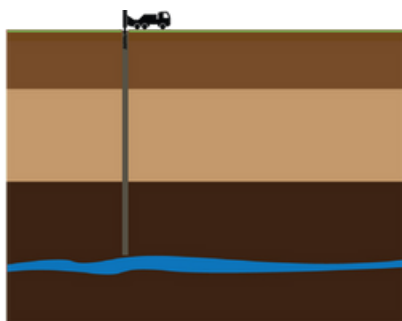
Spring Protection Development

The eye of the spring is carefully capped and covered with a large cement protection box. The box protects the water from surface contamination and also contains a natural filtration system of river gravel and sand. The clean, filtered water is then piped to a reservoir where it collects overnight. During the day, the clean water that has been collected is piped to distribution points where community members can collect it.



Shallow Borehole Well

In some cases a drilling machine is needed to access the water in the deep aquifer. These types of projects require drilling rigs that can dig to depths of 20-50 meters. Once the rig hits water, a steel casing is inserted to protect the deep well from collapsing. A pump is then used to bring this clean, safe water to the surface for communities to use.



Deep Borehole Well

These projects usually require drilling to a depth of 50 to 250 meters, which means a large team of drillers, and a heavy-duty rig, fueled by diesel generators or connected to a power grid. However, once drilled into a high-volume aquifer, these deep boreholes can provide enough clean water for over 15,000 people per year.



15 Years of Clean Water

Fifteen years and counting! Water to Thrive has changed the lives of over 900,000 people living in rural communities in Ethiopia, Uganda, and Tanzania. Through our clean water initiatives, we have built over 1,900 wells and facilitated water projects to strengthen the infrastructure within developing countries. Additionally, through our rehab work, maternal clinic projects, and school well projects, we have increased education, reduced poverty, infant mortality, and the spread of waterborne illnesses and diseases.



GuideStar Platinum Transparency Rating

Achieving the GuideStar Platinum rating signifies that Water to Thrive has met the highest standards of transparency and accountability. This recognition is awarded to nonprofits that go above and beyond in their disclosure of critical information, ensuring that donors, partners, and the general public have access to in-depth data about their operations, financial health, and the measurable outcomes of their programs.



Combined Federal Campaign

Through the support and outreach of the Combined Federal Campaign, we are excited to gain further traction. By increasing awareness of Water to Thrive amongst cause-concerned individuals working for government agencies, we aim to increase our donor base as well as further spread awareness of our cause within these critical support streams.