

Human Vitality

Foster Human Rights

Preserve Culture & Diversity

Protect Health & Wellbeing

- Climate Change & Health
- Disease Prevention
- Education & Lifelong Learning
- Exercise & Fitness
- **Extreme Poverty**
- Global Hunger
- Hazard-Free Household
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Fund Clean Drinking Water Campaigns & Save Lives!

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Water supplies around the world, particularly in developing countries, often become contaminated with pollutants like pesticides, heavy metals, waste, and ironically even chemicals used to treat the water. Unsafe drinking water contributes heavily to the poverty trap experienced by millions in developing countries. Safe drinking water sources and improved sanitation could stop more than 9% of global **diseases** and more than 6% of all deaths.^[i]

Quality of life in community is important to the Hearts movement, and access to safe drinking water is an important part of maintaining quality of life. The fantastic news is that there are so many fun and exciting social enterprises today that you can invest in – and receive a monetary return – it's hard not to get involved! Keep reading to find out how you can fund innovative solutions to water issues and make a real difference in lives saved.



Quick Guide: Developing Cleaner Water Supplies

- **780 million without clean water:** According to the WHO, more than 780 million people do not have access to safe drinking water.^[ii] In total, more than 2.5 billion people lack adequate sanitation and hygiene facilities.^[iii]
- **2,200 children die daily from water borne diseases:** Lack of safe drinking water and hygiene contributes to nearly 90% of all fatal diarrheal diseases. Approximately 801,000 children under five die each year from diarrhea – 2,200 every single day.^[iv]
- **2 hours wasted daily by women & girls collecting water:** Worldwide, women in extremely poor, rural regions spend an average of two hours daily collecting water,^[v] contributing to lower productivity and educational outcomes because of wasted time.
- **\$28.4 billion in lost productivity for African countries:** A lack of water means less food for farmers to grow crops, which leads to more hunger and lower productivity, further entrapping communities in poverty. Lack of access to safe water impoverishes African communities on the order of \$28.4 billion every single year, pushing entire countries further into poverty.^[vi]
- **10% increase in deaths due to future water shortages:** As populations grow and the rate of climate change increases, scientists expect water shortages to affect all parts of the world and see as much as a 10% increase in deaths due to diarrhea. Water shortages will also make things even more difficult for farmers already struggling to produce enough crops; this will have devastating consequences for our food supplies.^[vii]

[Back The Pack](#) from [David Darg](#) on [Vimeo](#).

Take Action! Support Clean Water Projects

1. **Support social enterprises that fight water shortages:** Put your investment money to good use by funding innovative

water carrying solutions developed by social entrepreneurs. Two water carriers include the [Wello Water Wheel](#) and the [WaterWear Backpack](#), or check out this low-cost water filtration system from [Ecofiltro](#). Businesses like [Terra Clear](#), [PapaMaji Ceramic Water Filters](#), and [Village Forward](#) work with communities to build affordable new ceramic water filters. Local social enterprises like [Project SafeWater Colon](#) are working to build new hygiene and sanitation facilities in Honduras. New innovative enterprises are starting each day, like the [Eliodomestic oven](#) which turns salt water into drinkable water using only sunlight. Find other social enterprises you can help fund on sites like [Kiva](#).

2. **Fund playful water collection for kids:** Beyond funding new social enterprises that provide good jobs and clean water solutions, some organizations are creating fun methods for children to play, be more active, and learn about water. Some examples include the [Play Pump Merry-Go-Round](#), [The Joy Pump](#) See-Saw and the [LifeStraw](#).
3. **Support innovative water research:** Both academic organizations like [MIT](#) and private enterprises like [Circle of Blue](#) are working to create small-scale desalination and water filtration systems to make them more accessible. Support their work as a volunteer or by providing funding for their work.
4. **Support political campaigns to improve infrastructure:** The United Nations, The World Health Organization, and UNICEF are all participating in a [joint venture to help improve water](#) and sanitation facilities in developing countries. Although there is much to be done, the programs are aiming to cut the number of people without access to adequate water and hygiene facilities in half by 2015. Check out the programs and see how you can support them politically or as a volunteer.

Dig Deeper: Clean Water Initiatives Around the World

- Learn more about the epidemic of water-borne disease in developing nations at the [National Institutes of Health](#).
- Learn more about how [WASH](#) (Water, Sanitation, and Hygiene), is working to [improve sanitation](#) and water facilities in more than 90 countries.
- Discover other ways to donate or support clean drinking water and hygiene facilities through [Water.org](#).

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