

A photograph of a well interior. A yellow plastic container is attached to a metal pipe that extends from the bottom of the well. The walls of the well are made of reddish-brown bricks. The lighting is dim, highlighting the texture of the bricks and the weathered appearance of the pipe and container.

# CRAFT *of* WATER



water for people  
EVERYONE • FOREVER

[waterforpeople.org](http://waterforpeople.org)



**2.1 billion people** around the world don't have access to safe water and **4.5 billion** lack access to adequate sanitation. Women and children spend more than four hours walking for water each day, and more than 840,000 people die each year from water-related diseases.



water for people  
EVERYONE • FOREVER

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Water For People envisions a world where every person has access to reliable and safe drinking water and sanitation. Partner with us to make this vision a reality.

Water For People is a global nonprofit working across nine countries to achieve lasting quality water and sanitation services. Sustained access to these services improves health and education and drives economic productivity – especially for women and girls. Water For People empowers local governments, community members, and service providers to invest in the long-term solutions and systems that are right for them. We ensure that every community will have lasting access to safe water and sanitation for generations to come – we call this impact model Everyone Forever.

Everyone Forever means reliable and lasting water and sanitation services for every family, clinic, and school in the communities where we work.

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# CRAFT *of* WATER

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Craft of Water partnerships are a way for consumer brands to help solve the global water crisis. A Craft of Water partnership with Water For People allows for a positive, highly impactful philanthropic endeavor for the partner. Through product sales, cause marketing campaigns, events, and collaborative fundraising efforts, a Craft of Water partnership raises funds for Water For People's work while giving consumers a way to solve the global water crisis.

Through Craft of Water partnerships, Water For People can help your company reach an untapped market of aspirational consumers who are educated, engaged, and socially conscious. They want to invest in themselves, while simultaneously investing in social change. Water For People is the type of organization they want to invest in (fearless, transparent, bold, vocal, pushing for change), and Everyone Forever is meaningful and lasting impact. Craft of Water partnerships give brands the opportunity, tools, and know-how to raise awareness of the global water crisis and help their audiences and employees invest in the solution.

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## ENGAGEMENT OPPORTUNITIES & BENEFITS

By becoming a Craft of Water partner, you're supporting Water For People's work, whether it is through marketing campaigns, fundraising, advocacy, or more. Engagement opportunities and benefits for partners include:



### REACH

- A growing audience of aspirational consumers
- New audiences through collaborative events in different cities and countries
- Engage with future Water For People advocates, fundraisers, and potential businesses or clients



### INVEST

- Portion of product sales
- Fundraising
- In-kind product donations
- Annual monetary gift
- Offer promotional code to Water For People supporters once or multiple times a year



### ACTIVATE

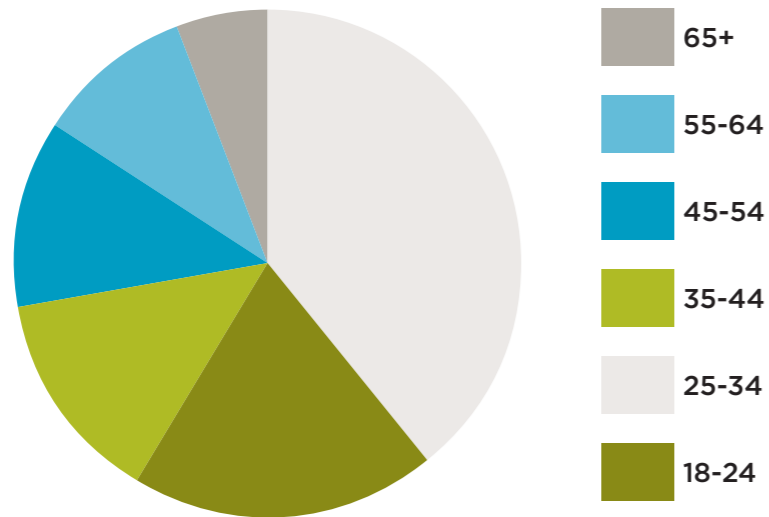
- Host marketing-related events with a fundraising component for Water For People
- Employee engagement through workplace giving, events, and community outreach
- Collaborate around events related to Water For People
- Promote the partnership by providing a match during Water For People's spring or winter fundraising campaigns



### AMPLIFY

- Share message on digital platforms
- Build custom content around water in your industry
- Drive brand awareness alongside a global cause

**AVERAGE AGE OF WEBSITE VISITOR**



**EMAIL**

**26,000+** GENERAL EMAIL LIST  
**16.3%** AVERAGE OPEN RATE

**WEBSITE**

**200K+** ANNUAL VISITORS  
**500K+** ANNUAL PAGE VIEWS

**DONOR INFO**

**5,000+** ANNUAL,  
LONG-TERM DONORS

**300** CORPORATE  
PARTNERS ARE  
RESPONSIBLE FOR  
INVESTING OVER  
**\$4 MILLION** A YEAR  
IN OUR WORK

**\$100** AVERAGE GIFT  
FROM INDIVIDUALS

OUR ROOTS IN THE  
WATER INDUSTRY:  
AMERICAN  
WATER WORKS  
ASSOCIATION  
(AWWA) HAS **50,000**  
MEMBERS & WATER  
ENVIRONMENT  
FEDERATION  
(WEF) HAS  
**36,000** MEMBERS

**SOCIAL MEDIA INFO**



**TWITTER 48,000**



**FACEBOOK 51,000**



**INSTAGRAM 8,350**



**LINKEDIN 4,500**

CRAFT  
*of* WATER

WATER FOR PEOPLE  
*Case Studies*

## CASE STUDY: ABSOLUT ELYX

### MARKETING-DRIVEN / PRODUCT SALES / EMPLOYEE ENGAGEMENT EXAMPLE

In September 2015, Absolut Elyx launched a five-year partnership with Water For People to provide access to safe water to over 100,000 people through product sales, marketing and communications efforts, and fundraising events. As a part of The Absolut Company, Absolut Elyx is leveraging their brand as a vehicle to drive awareness to the global water crisis. Water is the foundation of both our organizations, but it's our shared commitment to integrity, creativity, and sustainability that brought us together.

To date, the Absolut Elyx partnership has raised more than \$500,000 to support Water For People's work. From events such as art auctions at Art Basel in Miami, to boutique and online product sales, to the wildly successful #RaiseltForward social media campaign, the Elyx partnership has made an incredible impact for the brand and Water For People's work.





## CASE STUDY : TOMS ROASTING CO.

### PRODUCT / PARTNERSHIP EXAMPLE

Through our partnership with TOMS, every bag of coffee purchased supports sustainable water systems in the countries from which their beans are sourced — Rwanda, Malawi, Honduras, Guatemala, and Peru — through Water For People's work.

Together, we've created customized campaigns to push co-branded social media and online content, we've collaborated on tastings and events to build awareness, and we have encouraged individual and corporate coffee sales over the holidays and throughout the year.

The screenshot displays the TOMS Roasting Co. website. At the top, there is a navigation bar with 'TOMS', 'Shop', 'How We Give', and 'Join Us'. A 'PASSPORT TO THE WORLD' logo is in the top right. The hero section features a scenic coffee plantation background with the TOMS ROASTING CO. logo and 'LEARN MORE' and 'SHOP NOW' buttons. Below the hero is an email sign-up form. The main content area is titled 'COFFEE FOR YOU | WATER FOR ALL' and includes a paragraph about the company's mission: 'As a company, we're in business to help improve lives. Our latest mission helps our customers provide the most basic human need: With every bag of coffee you purchase, TOMS will give one week of clean water to a person in need. One for One.®'. This is accompanied by an image of a TOMS coffee bag. Below this is a 'FEATURED SEASONAL ROASTS' section with a descriptive paragraph and four colored boxes for 'RWANDA ROAST' (floral, sweet, lemon), 'MALAWI ROAST' (berry, cocoa, marmalade), 'HONDURAS ROAST', and 'CARPE DIEM ESPRESSO' (complex, walnut, spicy). Two buttons, 'SHOP ALL COFFEE' and 'JOIN THE TOMS ROASTING CLUB', are present. A paragraph about the TOMS Roasting Club is also included. The bottom section, 'DIRECT TRADE MEETS ONE FOR ONE®', features an infographic with three icons: a dollar sign for 'FARMERS ARE PAID FAIRLY', a water drop for 'A COMMUNITY GETS CLEAN WATER', and a coffee bean for 'YOU GET SELECT PREMIUM COFFEE'. Each icon has a brief explanatory text below it.

**CASE STUDY: COTTONELLE & KIMBERLY-CLARK CORPORATION**

**IN-STORE PRODUCT PROMOTION / EXAMPLE AND #GOCOMMANDO4ACAUSE SOCIAL MEDIA CAMPAIGN**

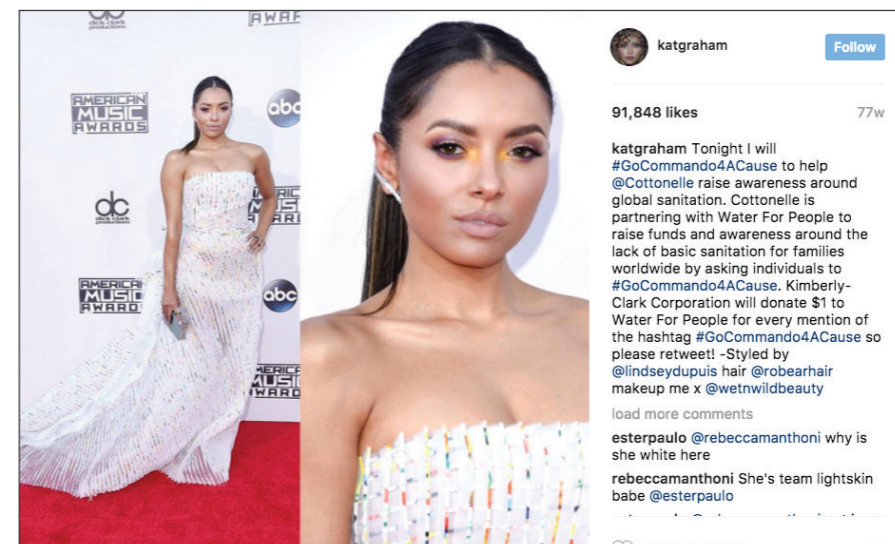
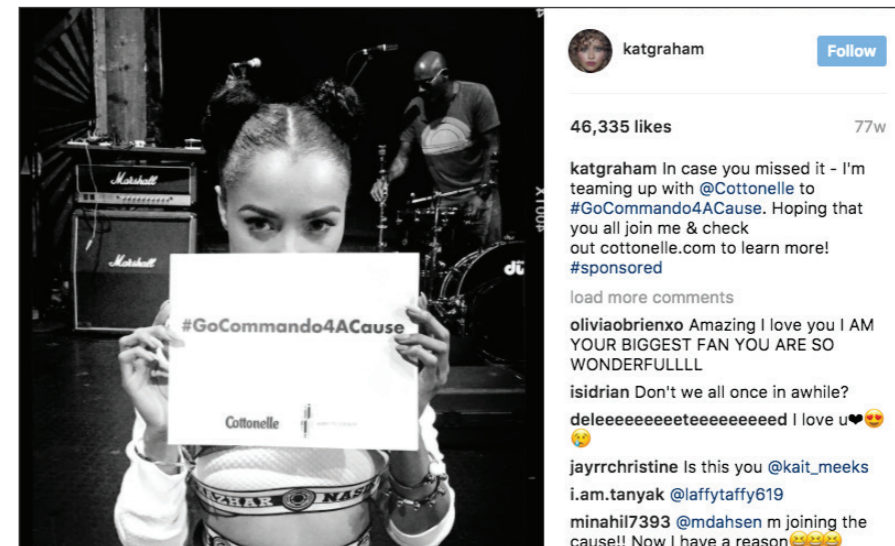
In an effort to reach a wider audience in their Latin American market, Water For People’s long-time partner Kimberly-Clark launched a branded campaign with their brand Scott Tissue to promote sanitation and hygiene education within Bolivia.

In honor of World Toilet Day, Cottonelle and Kimberly-Clark Corporation donated \$1 to Water For People for every mention of the hashtag #GoCommando4ACause on social media from Nov. 19–26 (up to \$50,000).

This \$50,000 unrestricted partnership was executed across Twitter, Facebook, and Instagram in an effort to engage the Water For People and Cottonelle audiences.

- Water For People gained 1,000+ followers over the course of the campaign.
- Cottonelle’s marketing and PR teams worked with celebrity Kat Graham to promote the campaign leading up to, and during, The American Music Awards.
- Our custom webpage received 700 unique page views

Kat Graham published two Twitter posts and two Instagram posts promoting the campaign and our work — she has 2.2M Instagram followers and 3.03M Twitter followers.



## CASE STUDY: TRADITIONAL CORPORATE PARTNERS

300 corporate partners are responsible for investing over \$4M in our work annually. Their employees and staff also invest an invaluable amount of time and enthusiasm through Workplace Giving programs, fundraising events, marketing campaign matches, and clientele **awareness**.



Neptune Technology provided a \$10K Match on #GivingTuesday, which triggered \$93K+ in donations, the most #GivingTuesday donations raised in Water For People's history.

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CDM Smith recognized Water For People on the Jumbotron at Boston's Fenway Park for more than 400 clients during a fundraising event at ACE, one of the largest annual water and wastewater conferences. CDM Smith also highlighted their relationship with Water For People in the 800 invitations they sent out around the event.

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CH2M employees raised a record-breaking \$250K in their Workplace Giving campaign by employees giving back through their paychecks and putting on events to fundraise for Water For People — typical office events include: H2O Challenge, Pay it Forward Potlucks, Ping Pong Tournaments, Softball Tournaments, Bingo lunches, and Dollars for Flushes.

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The Rocky Mountain Committee, made up of volunteers across Colorado and New Mexico, raised over \$44K for Water For People on Colorado Gives Day.

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ARCADIS sponsored and participated in multiple Water For People events, including a Technical Session at the American Water Works Association's annual conference in Boston, an annual Water For People bike ride, and a VIP Lounge at our Big Easy Bash at the Water Environment Federation's annual conference in New Orleans.

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# JOIN THE MOVEMENT

If you'd like to become a Craft of Water partner and learn more about Water For People's work, please contact:

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[waterforpeople.org](http://waterforpeople.org)