

This provides an update on World Vision water efforts to address the global water crisis.

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World Vision Water Update: July 2016



El Nino Hits India and Ethiopia

The current El Nino is one of the worst in decades and causing massive droughts and/or flooding in much of the world including Latin America, East and Southern Africa, and India. World Vision has seen that communities where we've already provided sustainable water sources are faring better than other areas and this is particularly evident in areas in Ethiopia where we've worked for decades. The scale of these droughts are worthy of our attention and response so we're highlighting them this month.

INDIA: A massive drought in India is impacting an unbelievable 330 million people - or roughly the entire population of the U.S. Weaker than expected monsoons have resulted in

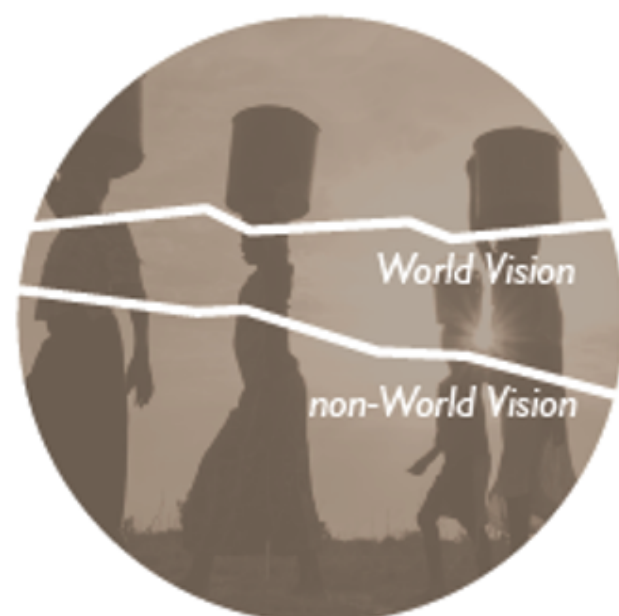
crop failure and temperatures above 110°F are resulting in the closing of schools. Malnutrition is rampant in the impacted areas with an estimated 50% of families surviving on a limited diet of rice and potatoes. World Vision is well positioned in 15 districts of the country to help with both food assistance and life-saving emergency provision of water through water tankering. We are also working to provide more sustainable water solutions through rain water harvesting.

ETHIOPIA: Ethiopia is in the midst of the worst drought in decades. While the Ethiopia drought and famine is not receiving the media attention that it did in the 1980's, the impact is just as severe. In fact because of the drought and resulting failed crops, more than 10 million people are receiving food assistance. World Vision Ethiopia is well positioned to help and has been a leader in much of the response effort. Based on our ongoing water, sanitation, and hygiene program and a new \$10 million UNICEF grant, we have been able to help construct and repair hundreds of water points, provide water access in schools and health clinics, form water committees, and teach improved hygiene and sanitation practices. In the first six months of the year, we have provided 383,710 Ethiopians with clean water including nearly a quarter of a million children. World Vision is seeking \$3 million to meet the urgent needs of an additional 185,000 people. Because of a matching grant, your contribution will be doubled.

**KEEPING THE WATER FLOWING:
UNC study highlights sustainability
of World Vision's water systems in
Ghana**




In 2015, The Water Institute at the University of North Carolina, together with the international organization Water and Sanitation for Africa, published the results of an independent study examining the long-term functioning of water sources in rural Ghana. The results showed that water sources provided by World Vision had the highest rates of long-term functionality in the region and identified key factors linked to sustainability.



We've prepared a downloadable two page summary highlighting these results ([LINK](#)).

Fresh Water 4 All



The advertisement features a green Subway logo at the top left. A clear plastic Dasani water bottle is tilted, pouring water into a clear glass. The bottle label includes the text 'PURIFIED WATER' and 'DASANI'. The main headline reads '1 BOTTLE WILL HELP BRING 1 MONTH OF CLEAN WATER TO 1 PERSON.' Below this, a text box explains the donation program: 'Help World Vision® and the global water crisis! For every bottle of DASANI® water you purchase through August 31, 2016, SUBWAY® restaurants will donate 30¢ to World Vision, helping deliver lasting access to clean water to one new person every 30 seconds.' The website 'FreshWater4All.com' and the hashtag '#igavecleanwater' are prominently displayed. Logos for World Vision and EKO CENTER (presented by Coca-Cola) are also included. A small disclaimer at the bottom states: 'For every bottle (any flavor) of water sold from July 11 - August 31, 2016 at a participating SUBWAY® Restaurant location, SUBWAY® restaurants will donate \$0.30 to World Vision, up to a maximum donation of \$125,000. Every \$0.01 provides one day's worth of clean water to a person in need. ©2016 DASANI is a registered trademark of The Coca-Cola Company. SUBWAY® is a registered trademark of SUBWAY® IP Inc. ©2016 Subway® IP Inc.'

We're excited to team up with Subway in a new cause marketing program. For every bottle of Dasani purchased in Subway between now and August 31st, Subway restaurants will donate 30¢ to World Vision. World Vision will provide water access in communities close to Coca-Cola's EkoCenter. This program is a great fit with Subway's equity. <http://freshwater4all.com>

BREAKING NEWS



Celebrating 10 Billion Liters of Clean Drinking Water



World Vision helped Procter & Gamble (P&G) celebrate 10 billion liters of clean drinking water provided by the P&G purification packets. The ceremonial 10 billionth liter was provided to a family in a World Vision program in Oaxaca, Mexico. P&G President and CEO David Taylor shares his gratitude and appreciation for World Vision and other partners in [this video](#). World Vision have now provided the P&G packets in 35 countries both in emergency situations and as a bridge while we work to provide a more sustainable water source. Congratulations to P&G!



Please click the icons below to share this newsletter with others you know who believe that **every child deserves clean water.**

Dr. Greg Allgood

Dr. Greg Allgood
Vice President, Water
World Vision U.S.





worldvision.org/our-impact/clean-water

World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. World Vision serves all people, regardless of religion, race, ethnicity, or gender.

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