

FOR IMMEDIATE RELEASE

Yomdel links up with Just a Drop to support safe water projects

Yomdel's "Spend a Penny" campaign to support Just a Drop in its work bringing safe water and sanitation to communities worldwide.

9 January, 2020. As a new decade dawns, Yomdel, the UK's leading provider of managed live chat, is delighted to announce a new strategic partnership with [Just a Drop](#), the global charity working to bring sustainable safe water, sanitation and hygiene projects to communities around the world.

Under the "Spend a Penny" campaign, Yomdel clients in multiple sectors including property, travel, financial services and many more will be invited to "drip" in tiny donations to a Just a Drop fund. Yomdel will in turn also contribute to boost donation volumes. Contributions start at just 1p per live chat that Yomdel manages on their client's behalf, meaning this is a very affordable way to help make a real difference to vulnerable people.

Yomdel believes that in a civilised world access to clean water and sanitation is a fundamental human right. The World Health Organisation estimates 785 million people globally don't have access to clean water, with around two billion people reliant on drinking water sources contaminated with faeces.

"We're thrilled to have joined up with Just a Drop, who have some amazing projects around the world," said Yomdel Founder Andy Soloman. "We're now in the third decade of the 21st century and it is simply wrong that a child somewhere dies every two minutes from a water-related disease."

"Our new 'Spend a Penny' campaign is very affordable to everyone, and we believe it is a way our wonderful clients can help support the amazing work Just a Drop does. If enough of our partners contribute this could add up to be a sizeable sum," Soloman added.

During 2019, Just a Drop reached an incredible 165,753 people across Africa, Asia and Latin America with projects for safe water, sanitation and hygiene. You can read more about their work [here](#).

Founder of the charity, Fiona Jeffery OBE said, "At Just a Drop, we are delighted to be involved in Yomdel's 'Spend a Penny' initiative. We are an organisation which genuinely changes and improves lives and Yomdel's support will play a big part in this and make a world of difference going forward."

"I've always believed that from small acorns grow oak trees and our partnership with Yomdel's 'Spend a Penny' campaign is a true testament to that," she added.

[Watch a video about Just a Drop here](#)

Contaminated water can transmit diseases such as diarrhoea, cholera, dysentery, typhoid, and polio. Sickness from water-borne disease, or having to spend hours collecting water, in turn slows economic activity meaning people spend a disproportionate amount of time simply trying to survive as opposed to building happy, healthy and sustainable lives and livelihoods.

In many developing countries, the primary responsibility of collecting water falls to women and children, who spend hours a day walking to collect water. These journeys are arduous and dangerous, with women and children at risk of abduction, rape and animal attack. Yomdel is also providing for free its award-winning 24/7 managed live chat service on the Just a Drop website to help increase direct donations and grow awareness of the organisation's activities.

Aside from Just a Drop, Yomdel also supports the following charities:

[Chestnut Tree House](#), a children's hospice in West Sussex which cares for 300 children and young adults with progressive life-shortening conditions. Yomdel COO Tim Breden is also a patron here.

[SOS Children's Villages in Davao](#), Philippines, where we support the education for one child for a year. The village in Davao is home to around 145 children and it is part of [SOS Children's Villages International](#) which is active in 135 countries or territories around the world and works to protect and care for children who have lost parental care, or who are at risk of losing it.

For more information about the Yomdel – Just a Drop “Spend a Penny” campaign or Yomdel’s other charitable activities, please contact:

Yomdel:

For more information contact Yomdel on +44 (0)1403 616000 or email info@yomdel.com. Andy Solomon can be contacted on andy.soloman@yomdel.com or +44 7928 542917

Related links:

www.yomdel.com
www.twitter.com/yomdel

Just a Drop:

For more information contact Alice Mellar, Partnership and Events Manager at Just a Drop on 020 8189 6657 or email alice.mellar@justadrop.org.

Related links:

<https://www.justadrop.org>
[https://twitter.com/Just a Drop](https://twitter.com/Just_a_Drop)

NOTES TO EDITORS:

About Yomdel



Yomdel is based in Billingshurst in West Sussex and was the first company in the UK to offer 24/7 managed live chat services, and now also offers mystery shopping and a range of experiential and customer research services. Yomdel clients have

live chat software and fully trained operators standing ready to engage with website visitors 24 hours a day, 365 days a year.

Yomdel's live chat services can be used on any website for online sales, lead generation or customer service and support. Companies that can benefit from Yomdel include everyone from very small, low traffic private businesses to global corporations.

Yomdel is active across multiple sectors, including, property, travel, financial services, medical, legal and many more.

About Just a Drop



Just a Drop is a registered charity and believes everyone, everywhere, should have access to clean water as a basic right. They want to see a world where everyone has clean water and adequate sanitation, and the increased health and prosperity this brings.

The Just a Drop approach is to support marginalised people across the world through community-led development, rather than aid; and to focus on sustainability and quality, ensuring a project's transformative impact is felt for decades to come.

For more information about our projects please contact Alice Mellar at Just a Drop on 020 8189 6657

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