

## NAHAD SOCIAL CAUSE INITIATIVE

Earlier this year the NAHAD board formed a new Task Force to explore opportunities for the association, and its members, to embrace a critical social cause or human service project, where the association's and members' talents and resources could help make a positive difference. One such cause under consideration, which could be well-supported by the hose industry, would be a clean water project. After careful review and analysis, NAHAD has selected charity: water as its charity for this initiative.



**Location:** charity: water is based in New York, NY, but working in 24 countries worldwide in Africa, Asia, Central and South America. Water scarcity, poverty, political stability and strong partner organizations play a part in where charity: water chooses to work, focusing on providing rural communities with their first access to clean water. Through this initiative, NAHAD will be able to sponsor a water project in a developing country with the most need.

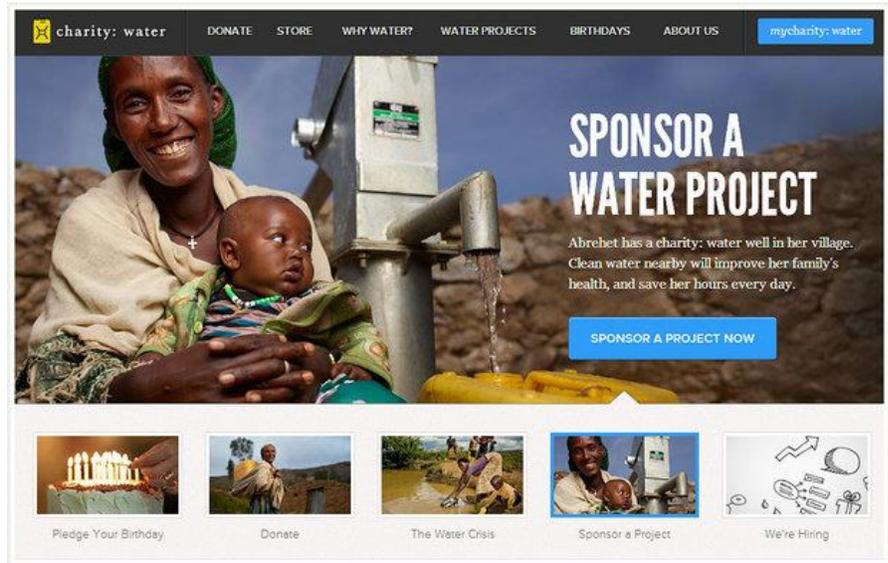
**Mission:** charity: water has implemented almost 20,000 water projects around the world through a four step process: planning (location, technology, partners); implementation (project costs, timeline, local governments); maintenance (sustainability, monitoring); and proving it (Dollars to Projects GPS). In their experience, bringing clean water to people looks different in each country. Water sources, terrain, and population all play a part in determining what technology is required to serve people well. Their implementation efforts include hand-dug wells, drilled wells, rainwater catchments, gravity fed systems, piped systems, water purification systems, BioSand filters, spring protections, and latrines tailored to the unique needs of each individual country.



## NAHAD as a Water Project

### Sponsor:

Clean Water Project supporters are recognized for individual projects they support starting at the \$10,000 donation level which is the recommended goal for the first year for NAHAD. charity: water uses 100% of all public donations to directly fund water projects for communities in need. The organization first determines the best location for a project and once completed, proves the location and results to its project sponsor using GPS coordinates on Google Maps. It takes 21 months of planning and community training to make a water project successful. During that time, charity:water provides updates and send campaign donors a report when the project is complete.



**MyCharityWater** is an online fundraising element where NAHAD will also create an online campaign starting in Summer 2016 where individual member companies, supporters and others can contribute directly to the project online, complete with campaign updates, project visuals and location information.

### What will NAHAD's Water Project Sponsorship Cover:

Fully 100% of NAHAD's donation goes to water project costs "on the ground." (Private donors cover salaries and overhead.) Individual costs can vary by country, partner, and technology, however overall:

- 50% for materials: cement, pipes, pumps, construction supplies, training materials
- 20% for local staff costs: drillers, welders, well technicians and hydrogeologists
- 20% for in-country program support: accountants, drivers, computers, internet
- 10% for mobilization: fuel, vehicles, lodging for drill crews in remote areas

**Budget:** \$43.4 million in 2014 with \$27.9 million directed to water, sanitation and hygiene programs

**Charitable Ranking:** 4 star ranking on Charity Navigator with 82 percent directed to programs

**Overall Financials:** <http://www.charitywater.org/about/financials.php>

**GET INVOLVED:** Contact Molly Alton Mullins, NAHAD's Associate Executive Director, at [mmullins@nahad.org](mailto:mmullins@nahad.org) or 410-940-6360 to learn more about how you and your company can get involved.

