

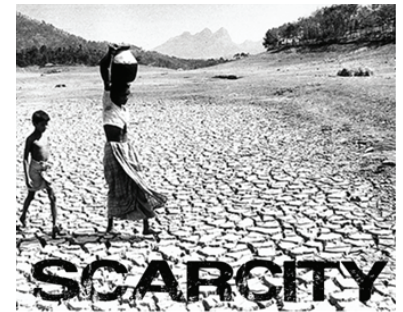
Save the Rain

SAVE A RAINDROP. SAVE A LIFE.

THE GLOBAL WATER CRISIS IS IT REALLY ABOUT WATER?

Or is it really about our perceptions of Abundance vs. Scarcity ? Most of the world's issues exist because we have skewed perceptions about abundance and scarcity. What do those words even mean?

Scarcity implies limited resources, that not all of society's goals can be pursued at the same time; trade offs need to be made regardless of their value. How are those decisions made? And by whom? Who pays the price? Who benefits?



Abundance implies plenty, but we usually associate it with wealth, however today, the poorest Americans, those living below the poverty line, have more than the richest Americans did 100 years ago.

- * 99% have electricity, clean drinking water, flushing toilets and a refrigerator
- * 88% have a phone
- * 70% have an air conditioner
- * 71% have a car

Yet everyday, women and children will walk more than 200 million hours in search of water that is not even clean. Abundance is not about providing everyone with luxury. It is about providing everyone with possibility. There is enough to sustain the entire human family, everyone we share the planet with and the earth itself. We just need to adjust our thinking.

WHAT'S THE REAL STORY?

Here's the bad news...

- Every 15 seconds someone dies from the lack of clean drinking water.
- Nearly 1 out of every 5 deaths under the age of 5 is due to a water-related disease.
- More than 3.4 million people die each year from water, sanitation, and hygiene-related causes. Nearly all deaths, 99%, occur in the developing world.
- The water and sanitation crisis claims more lives through disease than any war claims through guns.
- An American taking a five-minute shower uses more water than the average person in a developing country slum uses for an entire day.
- More people have a mobile phone than a toilet.
- 443 million school days are lost each year due to water-related diseases.
- In developing countries, as much as 80% of illnesses are linked to poor water and sanitation conditions.
- Water-related diseases are one of the leading cause death in the world. 50% of the world's hospital beds are occupied by someone suffering from a water related illness.
- 2.6 billion people in the world lack access to proper sanitation resources.
- A person needs 4 to 5 gallons of water per day to survive. The average American individual uses 100 to 176 gallons of water each day. The average African family uses about 5 gallons of water each day.
- Water systems fail at a rate of 50% or higher because they are dependent on components recipients can not afford to maintain.
- Poor people who are likely to live in slum areas often pay 5-10 times more for per liter of water than wealthy people living in the same city.

HERE'S THE GOOD NEWS!

- When school aged children get access to clean water, they continue their education into secondary school. Every extra year of secondary school increases earning potential by 15% to 25%.

- After 6 months of having clean water, there was a 45% decrease of kids suffering from water borne illnesses. After 5 years of having access to clean water, 96% of children had drastic improvements in their health.

- The 1st school system ever done initiated latrine pit construction, enabling girls to stay in school. Each additional year of female education reduces child mortality by 18 per thousand births. With the Women's Water Initiative, giving access to clean water at home, girls and women are empowered and no longer needing to walk for water for their families.

- When projects are complete, students no longer need to walk for water for their school's needs. Prior to clean water access, a small number of students were continuing school past 13 years old. Within the first year of access to clean water, 99% of students passed the national exam to be able to continue on to high school and more than 50% of them were girls.

- Diarrheal diseases are the second leading cause of death in children worldwide and can spread person-to-person by poor personal hygiene. Hand-washing alone can reduce water-related deaths by 35%. We build rainwater harvesting hand washing stations off of latrine pits. We educate students on how to keep themselves healthy by teaching them to keep themselves clean. It can be essential to their survival. Sanitation alone can reduce water-related deaths by 37.5%. Together they make a world of difference.

WHAT CAN YOU DO?

JOIN THE LET IT RAIN CAMPAIGN!

Have you ever had the courage to stand out in the rain? Lifted your head to the sky and let raindrops pour down on you? Nothing in the world feels quite like it. It fills you with wonder and a sense that anything is possible. We are living in a time where that sense of endless potential is desperately needed. We are also living in a time where connecting to a sense of wonder is more challenging. Our goal in creating the Let It Rain campaign was to help create a simple path to the wonder of empowerment by letting people know that changing the world is easy.

What is the Let It Rain Campaign? Take a minute to imagine what the world would look like if we all worked together. Would there still be war? Hunger? A global water crisis? There is no doubt these problems can feel overwhelming, no matter how old you are. If governments are failing to solve a giant issue like the global water crisis, how can we be expected to make an impact? The answer is easy: stop imagining and make it happen. Choose to make a difference. We all have the power to help end one of the greatest crises facing humanity. All it takes is the time and energy to find \$15.

Forfeit 3 cups of fancy coffee, let go of one of those loved albums or apps on iTunes, save your pennies. No matter what you do, make it simple. Once you start, finding \$15 can happen really quickly.

Why \$15? Because that is all it takes to bring a child clean water for the rest of their life and the life of their future offspring. You have the power to change the life of one other person. And that changes the world because it changes their world. It is so easy to act on your compassion, to come together and solve problems. Most importantly, like raindrops, imagine how much we can do if we each do our small part. Like a storm of goodness, things will indeed get better for everyone.

Why water?

The global water crisis is one of the fastest growing problems affecting the planet. It claims the more lives than people killed by war and malaria and HIV combined. In fact every 15 seconds a child dies from lack of clean drinking water. By partnering with Save the Rain we can continue to teach water starved communities to use the rain as a sustainable water supply to stop these needless deaths.

Join the Let it Rain Campaign online at www.savetherain.org/getinvolved