

Winter 2007 News Update

A Note from The President

I continue to stand in awe of just how incredible it is to be a small part of Thirst Relief International. From the incredible staff that surrounds me with such unique giftings that balance all of us, to our trusted partner organizations on the ground level, to the generosity of donors that continue to fund our ongoing water projects, to the many volunteers that give of their time, talent, and energy – it's a team effort all the way! What it all comes down to is that without each other, none of the good that is being accomplished by Thirst Relief International would exist. Thirst Relief is not just an office full of passionate volunteers giving ourselves to an incredible cause.... WE as a whole make up Thirst Relief. That's every one of us that somehow, someway, work together to accomplish incredible good by saving lives one at a time. So, thanks to all of you that make up the collaborative effort that equals out to Thirst Relief International.
– Jim Hicks, President & CEO

Take The H2O Challenge

We are excited to announce that Thirst Relief International has been selected to participate in The H2O Project (www.theh2oproject.org). In support of this, we are asking you and everyone you know to consider a simple, two-week effort called **The H2O Challenge**. This project provides you with a unique opportunity to save a life, and to make a big impact through a small sacrifice.

Here is how it works: Make water your only beverage for two weeks, and collect the money you would have otherwise spent on soda, coffee, milk, juice, etc. in the cup provided by The H2O Project. At the end of two weeks, send the money you saved to Thirst Relief International, and be a part of the solution to provide safe, clean drinking water to those in need around the world. Order the free media kit (video, collection cups, wristbands, brochures, posters, flyers, tally sheets, etc.) at The H2O Project website, www.theh2oproject.org.

This is a great way to get involved with saving lives and changing the world, whether on an individual basis, or as a group activity for church youth groups, social organizations, or your department at work. This project allows you to move money that would have gone to CONSUMPTION over to a valuable CONTRIBUTION. Take The H2O Challenge today!

Highlights from this issue:

- ◆ A Note from The President
- ◆ Take the H2O Challenge
- ◆ Disaster Relief Response in Zambia
- ◆ March 22nd is World Water Day
- ◆ Tanzania Water Project
- ◆ Indonesia Water Project
- ◆ WPPI Mentor Auction Fundraiser Recap
- ◆ Thirsty for More? – Introducing Thirst Relief Bottled Water
- ◆ Donor Spotlight
- ◆ Get Involved
- ◆ How To Contribute

UP FOR THE CHALLENGE?



Check out the simplest way to save a life.

The H2O Project: Bringing water to the world by moving from consumption to contribution.

Log on to www.theh2oproject.org



Disaster Relief Response in Zambia

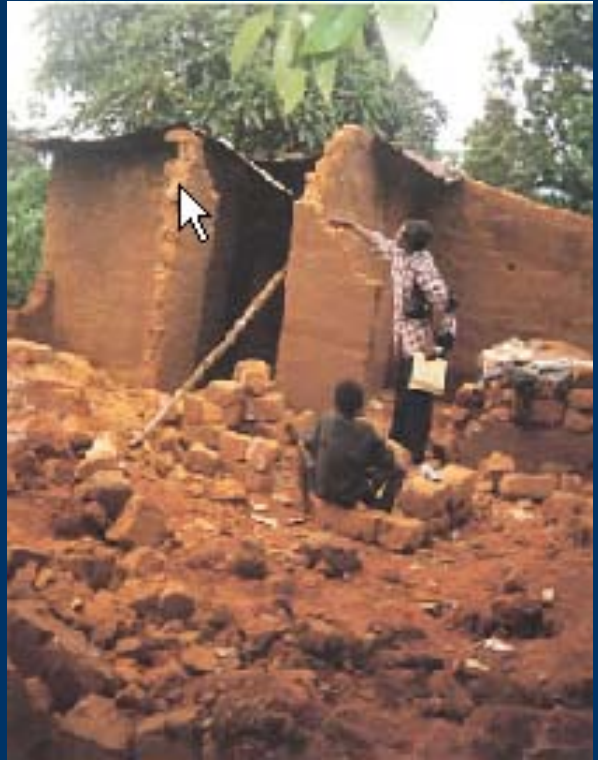
Zambia has experienced torrential rainfall since mid-December 2006. The heavy rains and resulting floods have destroyed hundreds of houses and affected water and sanitation facilities over a large region of the country. Since most houses are made of mud, they are prone to collapse when faced with heavy downpours and flooding. Further, the majority of communities rely on shallow wells for their water source. With the collapse of latrines, the shallow wells and water table become contaminated and pose an increased risk for the outbreak of water-related diseases such as cholera.

Thirst Relief International, in coordination with our partner organization Seeds of Hope, continues to help address the flooding crisis in Chipulukusu, a community near Ndola. As the heavy rains have continued, hundreds of families are now homeless as their houses have literally collapsed around them. At the request of the Chipulukusu community leaders, we have helped to address the critical water contamination issues by supplying Biosand water filters. The filters have been strategically located throughout the community of 65,000 people, thereby providing a sustainable supply of clean drinking water to those in the midst of crisis. To date, over 100 Biosand filters have been installed in area homes, and Thirst Relief has funded the construction and distribution of an additional 150 Biosand filters to help address the need for clean drinking water.

Thanks to all of our Thirst Partners who answered the call back in January for funding to meet this disaster relief need. However, even after the torrential rains stop and the floodwaters recede, the need for clean drinking water in Zambia will remain. In Chipulukusu alone, there is a need for an additional 6,750 Biosand filters. Please consider financially supporting our clean water efforts in Zambia. \$50 funds a Biosand filter, \$500 funds a broken well hand pump repair, and \$3,000 drills a new well – \$5 really can save a life!

March 22nd is World Water Day

March 22, 2007 marks the United Nations' World Water Day. In December of 1992, the United Nations General Assembly declared March 22nd of each year World Day for Water. Countries were invited to devote the day to activities related to the conservation and development of water resources, such as the promotion of public awareness, conferences, round tables, seminars and expositions. The theme for World Water Day 2007 is "Coping with Water Scarcity", and Thirst Relief International is proud to be part of the solution to the world water crisis. For more information on World Water Day, visit www.un.org/waterforlifedecade and www.worldwaterday07.org.



One of the hundreds of collapsed homes in Chipulukusu



Biosand water filters being installed to meet the clean drinking water need in Chipulukusu

Tanzania Water Project

The Tanzania Water Project is planned to begin in Fall 2007 (actual point of need implementation to begin January 2008). The Tanzania Water Project seeks to address the clean drinking water needs of those living in Dar Es Salaam, the capital of Tanzania. With a current population of nearly 5 million people, this semi-developed metro area is one of the top 10 fastest growing cities in the world. A major contributor to this growth is the influx of people coming from the rural areas to find a "better life" in the city. However, a large portion of the population in Dar lives in shantytowns, so the amount of people without public services is significant. It is estimated that 1 in 4 people do not have access to an improved water source.



Tanzanian children from one of the many Dar Es Salaam shantytowns

The water supply within the city itself is unreliable, requiring rationing, and is often contaminated due to frequent water main breaks and contamination of the water table during the rainy season. This is causing cholera outbreaks and other water-related health issues throughout the city. To circumvent the unreliable water supply, those that can afford the cost dig water wells in their backyards to meet their own needs, and then sell the well water to those without access to the city tap water. However, these wells often end up contaminated, proliferating the spread of water-related sickness and disease. The city officials are instructing the people to refrain from digging these wells, but the people are desperate.

Being a new project launch with no infrastructure in place, we have selected the distribution of plastic Biosand filters as the solution of choice to provide a sustainable supply of clean drinking water for the people of Dar Es Salaam. The lightweight plastic version of the filter allows for improved distribution/installation logistics to meet the clean water needs of this densely populated urban center. The plastic filter housings weigh less than 10 lbs (versus the 250 lb concrete Biosand filter), and we can potentially manufacture locally, or, if needed, ship from our US manufacturer up to 1600 filters at a time. The cost to manufacture, ship, and install a plastic Biosand water filter is \$50, which in turn benefits 10 to 20 people in need.

Indonesia Water Project

The Indonesia Water Project is also planned for implementation beginning Fall 2007. The Indonesia Water Project addresses the clean drinking water needs of those inhabiting the remote rural areas of Indonesia. Although Indonesia has made progress in providing water to its people, standards remain below those of its neighboring Southeast Asian countries. Only 15% of rural households and just 13% of the poorest households obtained drinking water from pipe or pump sources in 2002, according to a Government survey. As these statistics show, millions of rural people in Indonesia lack access to clean water.

The majority of rural inhabitants take their water source from shallow wells, rainwater collection, or nearby rivers or springs. These water sources become easily contaminated by human waste and other contaminants, especially during the rainy season when flooding occurs. Inadequate access to clean water has resulted in high rates of diseases such as diarrhea, intestinal worms, skin diseases, and other water-related illnesses such as malaria and dengue. Poor people in remote rural areas, particularly women, children, and the elderly, suffer the most. Access to clean drinking water will greatly reduce the incidence of water-related diseases and significantly improve the recipients' quality of life. As with the Tanzania Water Project, this new water project will distribute plastic Biosand filters at a cost of \$50 each to meet the clean water needs of rural Indonesia.



A villager and volunteer at an existing well project in Indonesia

WPPI Mentor Auction Fundraiser Recap

Last year photographer Davina Fear had an innovative fundraising idea just two weeks before the annual WPPI (Wedding and Portrait Photographers International) conference, which is held in Las Vegas. Why not ask some of the more sought after photographers to volunteer 90 minutes of mentoring time, auction the mentoring sessions off to the highest bidder, and then have 100% of the proceeds directly benefit Thirst Relief International. Well, this year it morphed into something that is unbelievable. If you likened it to a movie star mentor program of sorts, last year was like having Orlando Bloom (David Jay was the big name last year), who was just making a name for himself on the photography speaking circuit. This year it was like having Mel Gibson, Angelina, Brad, Denzel, Julia Roberts, Tom Cruise, and more! Here is the full list of photographers who participated as mentors: Becker, Charles and Jennifer Maring, Chenin and Doug Boutwell, Chris LaLonde, Dane Sanders, David Beckstead, David Jay, Davina Fear, Denis Reggie, DQ Studios, Garrett and Joy Nudd, Gary Fong, Gene Higa, Huy from f8, Jeff Jochum, Jefferson Todd, Jeffrey and Julia Woods, Jerry Ghionis, Jessica Claire, Jim and Lara Davis-Hicks, Jim Kennedy, Joe Photo, John Solano, John Michael Cooper, Joseph Victor Stefanchik, Laura Novak, Liana Lehman, Marcus Bell, Matt Antonino, Me Ra Koh, Michele Celentano, Mike Colon, Mike Larson, Nathan and Amber Holritz, Parker Pfister, Pepper Nix, Rachel and Andrew LaCour, Ryan Joseph, Stephen and Jenn Bebb, Vanessa Hall, Vicki Taufer, and Yervant.

When it was all said and done, the mentor auction raised over \$25,000 for Thirst Relief. We would like to offer a huge thank you to all of the photographers that donated their time, wisdom, experience, money, and products so generously. And special thanks to John at fotoverite.com for donating the online auction site to us!

Thirsty for More? – Introducing Thirst Relief Bottled Water

There was an interesting article in the March 2007 edition of Entrepreneur Magazine. It turns out the generation branded Millennials – those up to age 29, are seeking beverages that deliver the benefits promised and serve a greater purpose, such as benefiting humankind. What better fit than a nonprofit organization selling purified bottled water to help finance its worldwide clean drinking water projects?

Thirst Relief International is now selling purified bottled water under the Thirst Relief name/logo to raise funds to support our ever-expanding water projects. The bottled water is available for both retail sale and for Thirst Relief fundraising events. If you are involved with a business or organization that buys or consumes bottled water, please consider learning more about our bottled water program. This is truly a win-win proposal, as Thirst Relief receives direct funding and advertising for our cause with the sale of each bottle, and the business/organization gains invaluable “cause marketing” equity in the eyes of its consumers. If you want to get involved with fundraising on behalf of Thirst Relief, we can provide you bottled water for sale and/or promotion at your planned event. For more information, please e-mail us at info@thirstrelief.org, or give us a call at 1-866-5THIRST.

Donor Spotlight

Special thanks to **Alexa Jean Schneider** from Bear Lake, Michigan for her generous Christmas gift to Thirst Relief. Alexa, who is 13, stopped by our exhibit at the Alive Festival (June 2006) to learn more about our clean drinking water projects. She then saved her money throughout the remainder of the year to be able to send us \$50 to fund a Biosand water filter. Because of Alexa's generosity, a family in need now has a sustainable supply of safe, clean drinking water, and the health and life that comes with it.

Get Involved

Consider partnering with us in the following ways:

- 1. We need your financial support** to continue/expand our existing water projects, and start new water projects in other areas of need.
- 2. Get Involved...Get the Word Out!** Join our grassroots marketing campaign to help spread the word about Thirst Relief International.
- 3. Do you have a creative fundraising idea?** Let us know! We'll support you with whatever resources we can to make your event successful.

How to Contribute

Two Ways to Donate

1. Donate by Check

Thirst Relief International

P.O. Box 436

Lewis Center, OH 43035-0436

2. Donate Online

www.thirstrelief.org

Contact Us

Toll Free Phone: 1-866-5THIRST

Voice: 614-899-7909

E-Mail: info@thirstrelief.org