

wellaware



PARTNERSHIP OPPORTUNITIES

TRANSFORM LIVES THROUGH CLEAN WATER



OUR IMPACT

We fund, implement, and maintain sustainable clean water systems to drive economic development and empower communities in East Africa.

TO DATE, WE HAVE PROVIDED LASTING CLEAN WATER TO MORE THAN 350,000 PEOPLE ACROSS KENYA AND TANZANIA.

Since 2010, our water projects continue to maintain a **100%**



success rate, which is driven by our commitment to technical expertise and ongoing support within our partner communities.



Well Aware is a 501(c)(3) nonprofit with headquarters in Austin, Texas

WHY WATER?



1 in 10 people lack access to clean water



Women and girls walk an average of 3.5 miles every day to collect water



Every 90 seconds, a child dies from a preventable waterborne disease

Lack of clean water severely inhibits individuals, families, and entire communities from leading healthy lives. And, it stifles development. Without clean water, education cannot thrive, gender inequality grows, and the economy becomes stagnant.

With clean water...



**DISEASES
DROP 64%**



**EDUCATION
INCREASES 34%**



**GIRLS' EDUCATION
INCREASES 58%**

...communities are able to thrive, grow, and develop.

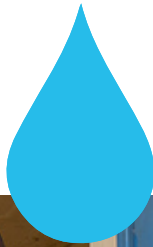
Health drastically improves, agriculture takes off, gender equality improves, and economies grow.



THE WELL AWARE DIFFERENCE

Nearly 60% of clean water projects in Africa fail within the first year due to lack of technical expertise and community involvement. That's where Well Aware is different. Our **community-driven approach**, paired with our **team of technical and local experts** ensure the longevity of our water projects. Since 2010, we have maintained 100% success across all of our water projects in East Africa.

100%
Project Success Rate



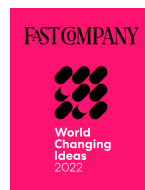
Compared with the average industry success rate of 40%



**OUR VALUES:
INTEGRITY, COMPASSION, COMMUNITY, AND INNOVATION**

“Rather than going into communities and implementing solutions from the top-down, Evans distinguishes her process from many other NGOs by spending a lot of time simply listening to the communities she is there to help.”

- New York Times



OUR 2022 PARTNERS

\$75,000+



\$50,000+



\$30,000+



\$15,000+



\$5,000+



\$2,500+



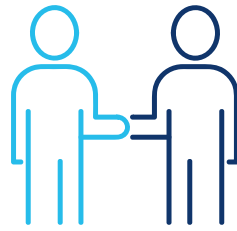
\$1,000+



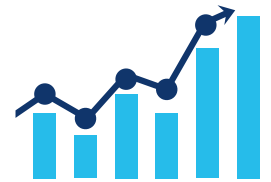
WHY CSR MATTERS



56% of consumers said a brand's social value was a top purchasing driver



78% of employees say that their employer's CSR commitment is important or very important to them



Up to **20%** increased sales reported by companies that integrate social impact into business

Commitment to corporate philanthropy enhances employee morale, reduces turnover, increases profitability, and generates a positive brand image.

Longterm investment in social impact provides added value to stakeholders and strengthens customer relationships. It's no longer seen as a supplementary strategy to excel in business; it's now often viewed as a requirement for a successful organization.



HOW WE CAN HELP

- 💧 Employee Empowerment
- 💧 Amplified Impact
- 💧 Transparent Impact Reporting
- 💧 Positive Brand Awareness
- 💧 Team Building
- 💧 Unique Branding Opportunities

Well Aware provides measurable value to your CSR program. Through unique fundraising campaigns that empower company employees, tangible impact measurement, and a flexible partnership approach, we are committed to helping you meet your CSR and business objectives.

EVERY **\$15** = CLEAN WATER FOR ONE PERSON



"When we learned about an opportunity to partner with Well Aware, we jumped at the chance! Not only did it align perfectly with our social impact goals at PCNA, but the organization's commitment to its 100% Success Model was a real eye-opener for us. We realized that nonprofits need to do more than just initiate a project; It's equally important for them to remain a dedicated partner to the communities they serve. We couldn't be more excited about this partnership and to see the impact we can make on future communities and individuals."

- Kyle, PCNA

WAYS TO GIVE

WE PROVIDE FLEXIBLE GIVING OPPORTUNITIES TO HELP YOU CHOOSE WHAT'S BEST FOR YOUR BRAND AND YOUR FISCAL PRIORITIES

Give a Percentage of Profit or Sales

Establish an ongoing or seasonal consumer-facing partnership by donating a percentage of overall profit or sales from a specific product line. 71% of millennials say they will pay more for a product if they knew some of the proceeds are going to charity. We'll provide unique partnership benefits throughout the year based on your giving level. [\(see pg. 9 for annual levels\)](#)

Make an Annual Gift

Develop a long-term impact program and introduce your brand to our global reach by becoming an annual partner. You determine your annual gift amount and payment schedule. We'll provide unique partnership benefits throughout the year based on your giving level. [\(see pg. 9 for annual levels\)](#)

Sponsor a Seasonal Campaign

Focus your impact and awareness opportunities by sponsoring one of our seasonal fundraising campaigns. Each campaign has its own sponsorship levels, providing customized marketing and amplified exposure to our engaged campaign participants during particular times of the year.

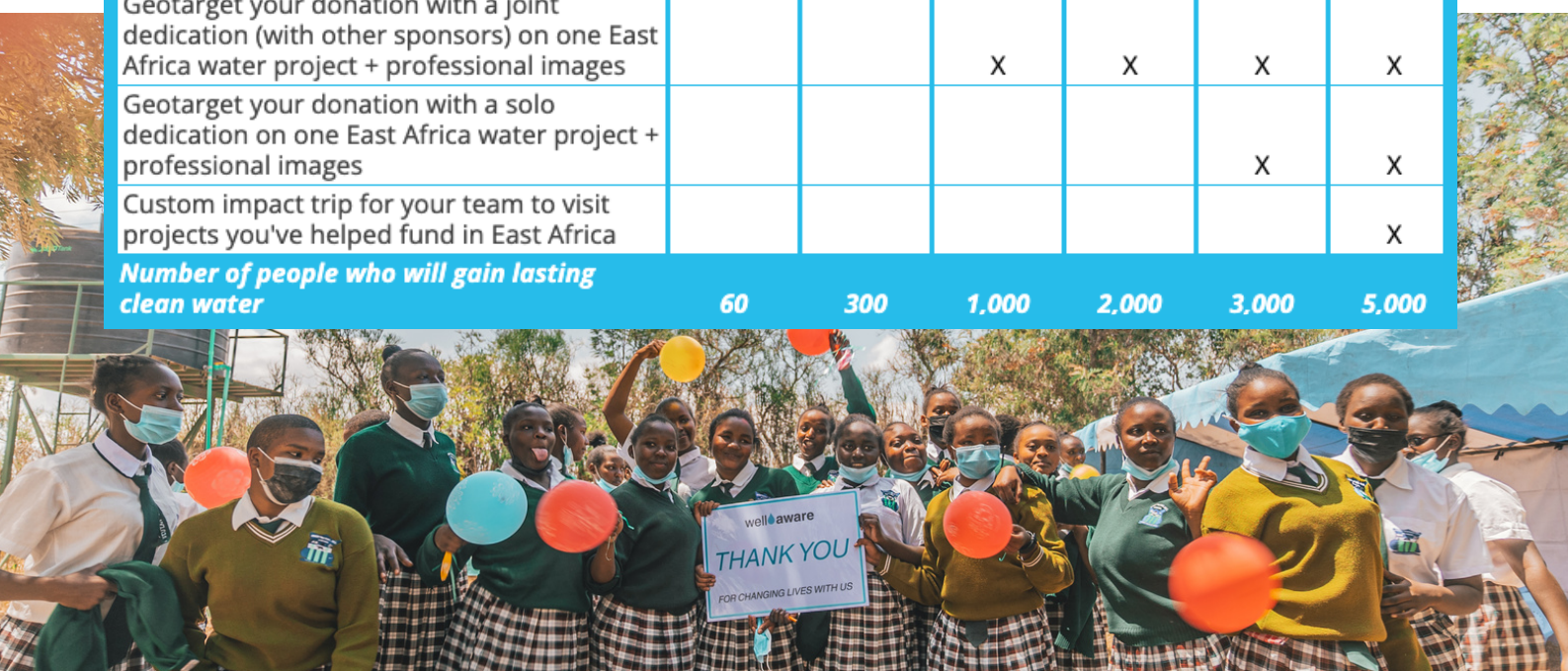
[\(see pg. 10-11 for more details\)](#)

Donate Product or Services

In-kind donations help Well Aware raise more funds and provide unique experiences for our audience. These can include auction items, registration giveaways, raffle prizes, and more. Our team will help you identify the best fit to showcase your product or service.

ANNUAL PARTNERSHIP LEVELS

Benefits by Partnership Level	\$1,000	\$5,000	\$15,000	\$30,000	\$50,000	\$75,000
Ongoing Marketing						
Name & logo on Well Aware website	X	X	X	X	X	X
Dedicated social post(s) across channels (up to 20K+ reach) & opportunity for co-branded blog highlighting our partnership	X	X	X	X	X	X
Access to Well Aware marketing materials / toolkit to share your impact	X	X	X	X	X	X
Opportunity to develop unique partnership awareness campaigns with Well Aware team	X	X	X	X	X	X
Custom employee volunteer & team-building opportunities, including presentations to your team about our partnership	X	X	X	X	X	X
Logo featured at the bottom of quarterly email newsletters (~10,000 contacts)		X	X	X	X	X
Name & logo in annual report		X	X	X	X	X
Logo featured at the bottom of monthly email newsletters (~2,500 contacts)			X	X	X	X
Personalized impact report & content tailored to your brand			X	X	X	X
Logo on Well Aware brochure and dedicated partnership highlight in annual report						X
Seasonal Campaign Marketing						
Recognized sponsor for one of Well Aware's seasonal campaigns. <i>(see more details on pg. 10)</i>		X	X	X	X	X
Recognized sponsor for all of Well Aware's seasonal campaigns, with increased exposure & exclusive awareness opportunities <i>(customized to your brand; see more details on pg. 10-11)</i>				X	X	X
Water Project Dedication						
Invitation to international impact visits to East Africa	X	X	X	X	X	X
Geotarget your donation with a joint dedication (with other sponsors) on one East Africa water project + professional images			X	X	X	X
Geotarget your donation with a solo dedication on one East Africa water project + professional images					X	X
Custom impact trip for your team to visit projects you've helped fund in East Africa						X
Number of people who will gain lasting clean water	60	300	1,000	2,000	3,000	5,000



OUR SEASONAL CAMPAIGNS



Shower Strike, April 19-25, 2023

Our biggest campaign of the year, with over 1,000 global participants and a 50K+ reach.

Participants commit to raising funds and awareness for our clean water projects.

Registration and campaign marketing begins in February each year, lasting through early May. *Commitments needed by March 15.*

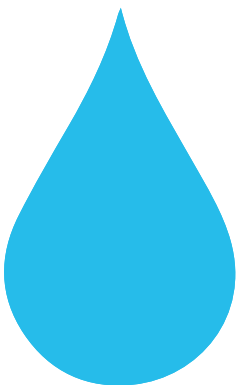
Winter Waterland Gala, early December

Our annual holiday event, attracting 200+ guests to a night of inspiring impact featuring auctions, special guests, awards, paddles up, and more. In 2020, more than 400 households tuned in virtually, and in 2021-2022, 200+ supporters joined us in-person in Austin. Marketing begins in September each year. *Commitments needed by September 1.*



End of Year Giving, mid-late December

More than 30% of total yearly U.S. nonprofit donations are received in December. As the holiday spirit takes hold and donors seek to make gifts prior to the end of the tax year, our End of Year giving campaign is one of our highest engagement periods with our audience. *Commitments need by October 1.*



SEASONAL SPONSORSHIP TYPES

Match Sponsor

Apply your sponsorship as a "Matching Gift", enabling all donations to a campaign to be doubled, up to the sponsorship level. 75% of Well Aware survey respondents in 2020 said they prefer to give when a match is available. This offers a great opportunity to reach more of our audience and amplify your brand.

Available for: Shower Strike, Winter Waterland Gala, EOY Giving

Tito's Handmade Vodka provided a matching gift of \$50 USD.
Apr 25, 2019 9:44 AM



'Classrooms to Clean Water' Match Sponsor

Partner with a school or class that is going "on strike" for clean water in April. Sponsors will commit to matching what the school or class raises through Shower Strike (up to sponsorship amount) and will have opportunities to interact with the classrooms and young fundraisers, if desired.

Available for: Shower Strike

In-Kind Sponsor

Donate products or services to showcase your offerings and offer unique experiences to our audience. In-kind sponsorships can support auctions, prize giveaways, raffles, and more.

Available for: Shower Strike, Winter Waterland Gala

...AND
MORE!

FOR DETAILED BENEFITS AND SEASONAL SPONSORSHIP INFORMATION PER CAMPAIGN, REACH OUT TO OUR TEAM AT INFO@WELLAWAREWORLD.ORG

TEAM-BUILDING OPPORTUNITIES

Host a Water Walk

Engage your employees in team-building, friendly competition, and fundraising through an interactive **Water Walk**. This activity gives employees a look into what it's like to carry heavy water for long distances, while empowering them to fundraise for a water project.

"WE RAISED OVER \$12,000... I RECEIVED SO MUCH POSITIVE FEEDBACK FROM MY EMPLOYEES, SAYING IT WAS THE MOST CONVENIENT AND FUN WAY TO GIVE BACK."

Join Shower Strike

Participate in Well Aware's most impactful fundraising campaign of the year. Great for friendly competition and an opportunity for employees to make a difference. In 2019, one company had 98 participants across departments, raising more than \$128,000 for lasting clean water projects.



Affinipay employees participating in a Water Walk

VOLUNTEER OPPORTUNITIES

💧 Skills-Based Volunteering

Provide volunteer opportunities for your employees that are optimized for their unique skills and expertise. We'll work with you to identify a current short-term or long-term Well Aware need that your team member(s) can support.

"THE WELL AWARE TEAM BRINGS THE SAME PASSION THAT THEY HAVE FOR EMPOWERING COMMUNITIES THROUGH ACCESS TO CLEAN WATER TO THEIR WORK WITH THEIR CORPORATE PARTNERS."

💧 Group Volunteering

Looking for a quick volunteer opportunity? We'll customize an engaging activity for you and your team. Whether you have one hour or half a day, we can find a meaningful way for you to give back as a group.



Blackbaud employees after custom volunteer activity

ANNUAL AWARENESS DAYS

MARCH 8

International Women's Day

MARCH 22

World Water Day

APRIL 22

Earth Day

AUGUST 20-24


World Water Week

OCTOBER 11

**International Day of
the Girl Child**

NOVEMBER 30

Giving Tuesday



Collaborate with us on a global awareness day! It's a great way to engage your audience in your impact and tap into the conversations already happening.

WHAT OUR PARTNERS SAY

*"Partnering with Well Aware has been a great opportunity for our brand. The Well Aware team brings the same passion that they have for empowering communities through access to clean water to their work with their corporate partners. **They have been very transparent, flexible, and responsive, allowing us to collaborate on where and how our donations are used...** It is very valuable to be able to tell the story of the actual people and communities that we are impacting through our donations. Well Aware understands that need and gives us every opportunity to do so."*

- JOHN FOX, SPECTRUM BRANDS, ANNUAL SPONSOR

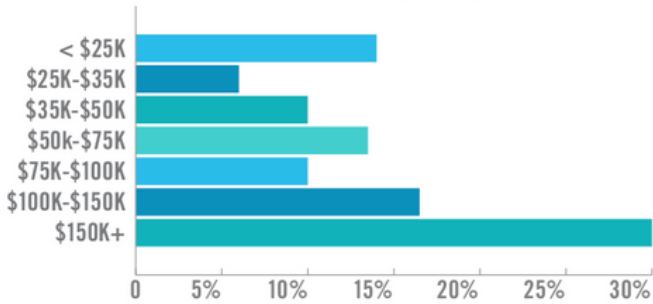
*"We had an initial goal of raising \$4,000, and through the build up of the Water Walk, we raised over \$12,000 - which was absolutely mind-blowing for all of us at Affinipay. **The Water Walk Event was a huge success. I received so much positive feedback from my employees, saying it was the most convenient and fun way to give back.** It made my coworkers realize the severity of the water crisis situation, and they were happy to contribute their time and money to this cause."*

- ANNIE PACE, AFFINIPAY, WATER WALK ORGANIZER



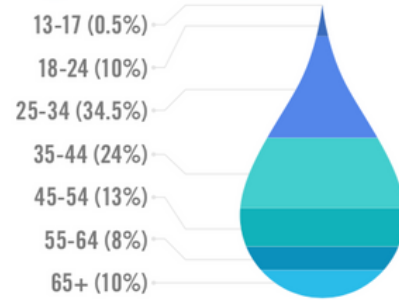
WELL AWARE AUDIENCE

Income Demographic



Aggregate Annual Income of our Austin Constituents

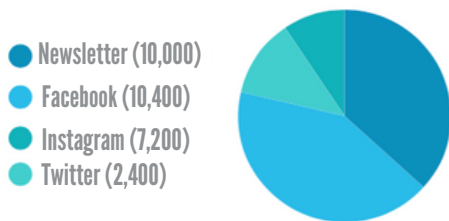
Age Demographic



Aggregate Age Demographic of our Audience

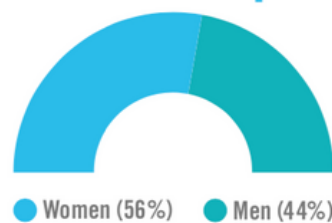
58% OF WELL AWARE'S SUPPORTERS ARE BETWEEN THE AGES OF 25-44

28K+ Media Reach



Well Aware's outreach through social media is large and expanding

Social Participation



Total Participation of Women and Men in Well Aware's Social Media



READY TO GET YOUR BRAND INVOLVED?

Reach out to us today to
start the conversation!



INFO@WELLAWAREWORLD.ORG
(512) 200-7312
WWW.WELLAWAREWORLD.ORG

Mailing Address:
3571 Far West Blvd,
PMB 229
Austin, TX 78731

Physical Address:
8201 South Congress
Austin, TX 78745