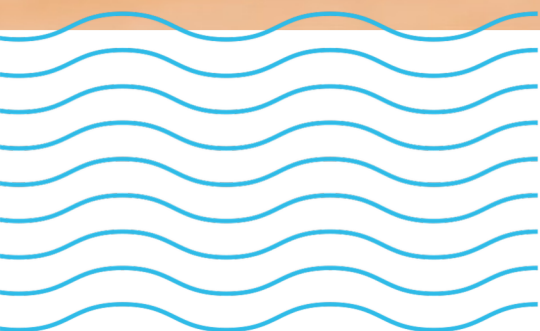


COMPANY PARTNERSHIPS

Transform Lives *Through Clean Water*



well
aware

Our Impact

At Well Aware, our mission is to fund, implement and maintain sustainable clean water and sanitation systems to drive economic progress and empower communities across East Africa.

To date, we have partnered with hundreds of communities in Kenya and Tanzania, providing clean water to roughly 583,000+ people and counting.

All of our projects maintain a 100% success rate, compared with the industry average of 50%, creating a Ripple Effect of impact that is driven by our investment in innovative technology, local expertise and ongoing support to our partner communities.

Company and brand partners who share our commitment to solving the global water crisis through strategic investments in communities that need it most are the fuel behind this impact, bringing crucial resources and awareness to the water issue and meeting their CSR goals, in turn.



"Rather than going into communities and implementing solutions from the top-down, [Well Aware] distinguishes its process from many other NGOs by spending a lot of time simply listening to the communities [they] are there to help." **The New York Times**



The Well Aware Difference

Currently, close to 50% of all clean water projects in Africa fail due to a lack of technical expertise, community involvement, and commitment to maintain systems over time. ***At Well Aware, our primary goal is to change this statistic.*** Prioritizing quality of work and depth of approach, each Well Aware project is completed by our local teams of technical experts with a community-driven approach that includes:



QUALIFICATION & INVESTIGATION

Customized and thorough environmental site investigations to determine the most appropriate water systems for each community.



DESIGN & PLANNING

Custom technical designs are prepared that include overall infrastructure, elevated structures, storage, guttering, UV filtration/purification, pipelines, taps, and latrines, if needed.



IMPLEMENTATION

Water systems built with durable and lasting materials, such as steel casing and solar pumps.



EDUCATION

Training communities and local water committees on proper maintenance of water systems, as well educating on best practices for health, hygiene and sanitation.



EVALUATION

Regular monitoring after installation via the Well Beyond App and regular communications with the community to ensure water systems are still functioning.



The Ripple Effect: Why Water?



**2.1 billion people worldwide
lack access to clean
drinking water**



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

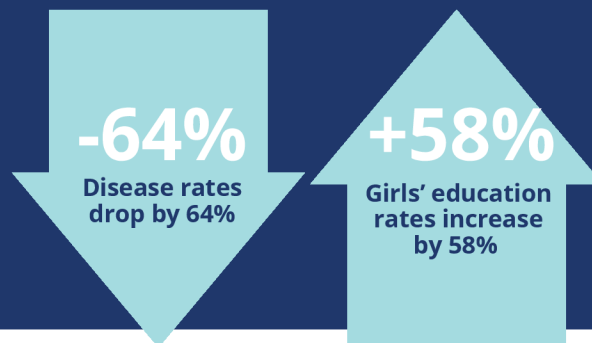


**Every 90 seconds, a child
dies from a preventable
waterborne disease**

We all know that water is essential to life. Without access to clean water, communities and individuals cannot meet their basic needs, much less prosper.

Water access impacts education rates, economic progress, agriculture and food security, gender inequality and so much more. That's why we speak about our work as having a Ripple Effect throughout each and every community.

When Well Aware brings the basic resource of water to a community, we see:



Well Aware Company Partners not only help provide the life-sustaining resource of water to communities, they also help ensure that girls are educated, people are healthy, and communities can thrive.



Why CSR Matters

Corporate Social Responsibility is no longer seen as a supplementary business strategy; it is now often viewed as a requirement for business success.

In addition to the myriad social benefits corporate philanthropy addresses, brand partnerships are found to enhance employee morale, reduce turnover, increase profitability, and generate a positive brand image.



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

"Benefits for companies and organizations engaging in CSR fall into two camps: 1) direct, such as increased sales, and 2) indirect, such as name recognition, increased goodwill and risk avoidance. Both types of benefits are worth pursuing." **Forbes**



Well Aware Company Partner Benefits

Partnering with Well Aware is a rewarding and easy way to help your company meet its CSR and business objectives! We provide every partner with customizable benefits that include:



**Positive Brand Awareness
Through Media Campaigns
Highlighting Our
Partnership**



**Team Building Activities To
Empower And Engage Your
Employees**



**Transparent Reporting
That Enables You To Easily
Communicate Your Impact
To Your Stakeholders**



Ways to Give

Well Aware's standard Company Partner packages range from \$5K to \$250K+ and can be facilitated in the following ways:



Brand Partner

Donate a set amount or percentage of sales (or a product or service) on a regular basis - monthly, quarterly, or annually.

Requirements: Minimum of \$5,000 in annual contributions, Commitment to partnership for at least one year. **Deliverables:** Cross-promotion on social channels at least once per year, Joint press release opportunities, Logo present on Well Aware Website, Presence in Well Aware's Newsletters and general emails if applicable.



Company Sponsor

Underwrite Well Aware events and campaigns to support our organizational fundraising and our company partner's marketing objectives. **Requirements and deliverables are specific to each event and campaign.**



Project Underwriter

Donate to the completion of a specific Well Aware project or program initiative. Reach out to our team to learn more about this option at info@wellawareworld.org.



Company Travel Opportunities

Well Aware curates company team travel to our regions of work on a case-by-case basis. Our special travel guests are called "Rafikis" (rafiki is Swahili for friend).

Requirements for consideration for Rafiki Travel with Well Aware: Minimum of \$50,000 lifetime giving to Well Aware, Maximum of 10 travelers per trip.

Sponsorships are customizable and may include brand recognition on a water project in East Africa. Contact us today to discuss your brand's goals and learn more about Well Aware's recognition benefits!



Our Company Partners

PCNA™

LARQ

Tito's

Handmade
VODKA
AUSTIN ★ TEXAS

 Print Crypto

RELi³ON®

HAIRSTORY

Spectrum
Brands

AquaStrategies

 **tall tree**
COLLECTIVE


ATLASSIAN


INTERA

 **roi-muse**

BARTON
WATCH BANDS

 **Clearwater**

 **pani**

 **Flor Keeps**


Biofriendly
PLANET

SOLVE
SUNGLASSES

 **BIG BEE**
little bee

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
Company Sponsor

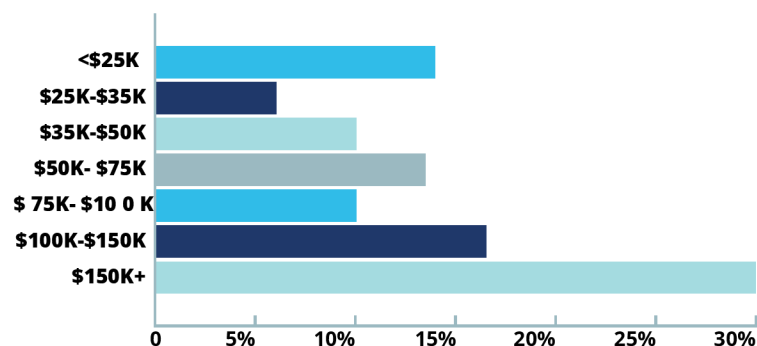
"We had an initial goal of raising \$4,000, and through the build up of the Water Walk, we raised over \$12,000 - which was absolutely mind-blowing for all of us at Affinipay. The Water Walk Event was a huge success. I received so much positive feedback from my employees, saying it was the most convenient 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



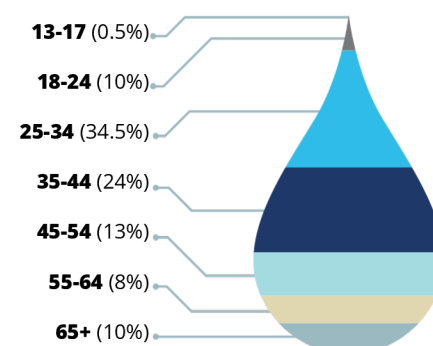
Well Aware Audience

Income Demographic



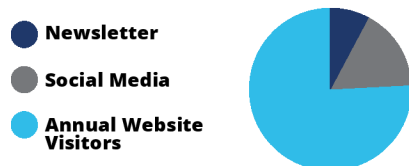
Aggregate Annual Income of our Constituents

Age Demographic



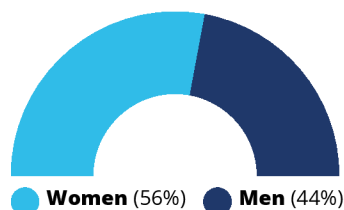
Aggregate Age Demographic of our Audience

3M+ Digital Audience



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

Social Participation



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

58%

of Well Aware's supporters are between the ages of 25-44



Ready to get your company involved?

REACH OUT TO US TODAY TO START THE CONVERSATION!



512.200.7312 | info@wellawareworld.org

MAILING ADDRESS

3571 Far West Blvd PMB 229, Austin, TX 78731

WELLWAREWORLD.ORG