

This provides an update on World Vision water efforts to address the global water crisis.

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World Vision Water Update: May 2018



Happy Mother's Day

For millions of mothers, the greatest gift is clean water. Perhaps there is nothing more heart-breaking than a mom who is forced to give water to her child that she knows might kill them because the water is teeming with deadly bacteria and viruses. It's tragic that every day, millions of mothers are robbed of a meaningful life because they spend hours hauling water for miles for their families. And, imagine the mother that has to tell her daughter that she can't get an education because her daughter needs to literally follow in her mother's footsteps carrying 40 lbs. of water every day.

The good news is that we're freeing millions of mothers from these stark realities. Because of the support of our donors and partners, World Vision is reaching one new person with clean water every 10 seconds. And with your support, we have the audacious goal to reach everyone everywhere we work with clean water by 2030 (50 million people). That's perhaps the best Mother's Day greeting that millions of moms could ever hear.

Cheers To 2 Billion!

For this Mother's Day, P&G and World Vision are announcing a milestone of an astonishing 2 billion liters of purified water provided together in Africa, Asia, and Latin America through 10 years of partnership ([read media release](#)). In just the past year, P&G has provided grant support to World Vision to provide more than 350 million liters of clean water across ten countries in Asia and Africa, including for two drought-ridden countries in East Africa through the P&G Safe Children's Safe Drinking Water Program.

Please watch this dramatic 3 minute summary of our partnership that has impacted more than 6.4 million people in 37 countries [here](#).

The P&G and World Vision partnership focuses on provision of the P&G water purification packets that quickly and effectively turn dirty and contaminated water into purified and drinkable water. These packets are a God send for people who are forced to drink from dirty water sources.

For almost any big disaster that you can remember over the last decade in the developing world, World Vision and P&G were responding, and on a massive scale. World Vision has used the P&G packets to respond to emergencies around the world where clean drinking water can be life-saving - including cholera outbreaks, floods, droughts, earthquakes, typhoons, and tsunamis.

The packets are also useful as a temporary solution, or bridge, until we can provide a more permanent water supply. We are increasingly using the packets in this way as a bridge to sustained water points. Now that we have mapped where people are going to receive a water point in the coming years, we can quickly prevent them from drinking deadly water through the use of these packets.

Personally, it's not an understatement to say that these miraculous packets have changed my life. They changed the course of my career when I was at P&G and led me to my role at World Vision.



Eight years ago, while leading the P&G Children Safe Drinking Water Program, I visited a World Vision project in rural Kenya to see the packets in action. We met a three-year-old girl named Grace with a beautiful smile you couldn't ignore. We featured her in a P&G BrandSaver coupon booklet to raise awareness of the need for clean drinking water. In filming the above video, I reunited with Grace. She's still got the same charming attitude, and both she and her mother are grateful to P&G for the critical role the P&G packets provided in keeping Grace and her family healthy before World Vision installed a more permanent water source. Grace and her mother are representative of the tens of thousands of families whose lives have been profoundly impacted by the P&G packets in World Vision ADP communities.



World Vision is grateful to P&G and looks forward to another decade of impactful partnership.

Global 6K on May 19th



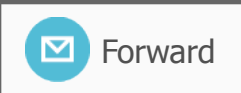
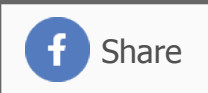
It's not too late to join Team World Vision's Global 6K. On May 19, you can enjoy this event to walk for water so they don't have to. Come [join us!](#)



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Dr. Greg Allgood

Dr. Greg Allgood
Vice President, Water
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worldvision.org/our-impact/clean-water

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