

[®]
BELIEVE IN ZERO

BELIEVE IN



UNICEF's Next Generation Tap Project: Providing the World's Children with Safe and Clean Drinking Water

February 2014



UNICEF's Next Generation Tap Project: Providing the World's Children with Safe and Clean Drinking Water

February 2014

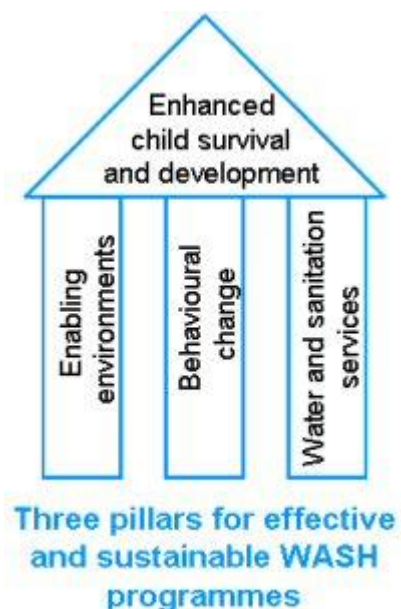
So much depends upon reliable access to safe drinking water, basic sanitation, and the knowledge and practice of proper hygiene—which is why water, sanitation and hygiene (WASH) is one of UNICEF's key focus areas. WASH programming intersects with and largely determines the success of efforts to reduce child mortality, disease, and poverty and to increase primary education, gender equality, and environmental sustainability. Each March during World Water Month, the UNICEF Tap Project invites volunteers, restaurants, corporate sponsors, celebrities, and government supporters across the country to raise funds and awareness around WASH and to help UNICEF provide clean water and adequate sanitation to children around the world.

Water, Sanitation & Hygiene (WASH) and UNICEF

No one can survive without water. Yet 768 million people around the world do not have safe, clean water to drink, and more than 2.5 billion people live without a proper toilet. The lack of these basic necessities isn't just inconvenient — it's lethal. The numbers are staggering: an estimated 1,600 children under five die every day from diarrheal diseases and 1,400 of these deaths are linked to poor water, sanitation and hygiene. Diarrhea is the second largest killer of children under five in the developing world and can be reduced by up to 31 percent simply by improving water quality. It has long been said that prevention is the best cure, and ensuring that all children have sustainable access to clean water is among the most immediate and cost-effective ways to eliminate preventable death and disease.

The powerful effects that the availability of safe water has on poverty and gender equality are no less remarkable. In Africa alone, people spend 40 billion hours every year just walking to collect water due to the scarcity and distance of clean water sources. With the chore of gathering water most commonly falling to women and girls, there is a massive loss of earning potential for women, and girls are frequently kept out of school or unable to keep up with their studies. Simply ensuring that safe water is readily accessible to all is a decisive step towards empowering women and keeping girls in school.

These statistics highlight the importance of water, sanitation and hygiene, a field in which UNICEF has been a leader for decades. Since 1990, almost 2.1



billion people have gained access to clean water, and almost 1.9 million to improved sanitation facilities. However, nearly a billion people still lack access to safe water and 2.5 billion do not have adequate sanitation. While it is clear that progress can and has been made, we still have a long way to go, which is why UNICEF continues to work in more than 100 countries to bring improved water and sanitation to families, schools, and communities.

UNICEF works with governments, communities, community-based organizations and families to ensure that households have access to a clean and secure supply of water and convenient sanitation facilities. UNICEF works to improve sanitation and hygiene in schools while educating children on the importance of sanitation. The children then act as agents of change in their homes and communities, passing along their knowledge of hygiene and sanitation practices. UNICEF is the lead emergency water and sanitation agency worldwide, offering a package of water, sanitation and hygiene interventions during environmental and humanitarian emergencies.

UNICEF's Tap Project

The UNICEF Tap Project is a U.S. based campaign whose proceeds support programs that provide clean water and adequate sanitation to children around the world. The UNICEF Tap Project has helped improve the lives of millions of children living without access to clean drinking water through award-winning, innovative fundraising campaigns.



First launched on World Water Day, March 22, 2007, the UNICEF Tap Project started as a simple ask: donate \$1 for the tap water you normally drink for free at participating restaurants. The project has since evolved using innovative approaches to raise water awareness. In 2010, celebrities donated their ordinary tap water for auction. Last year, the campaign turned the world's largest social network, Facebook, into a water network. More than \$800,000 was raised thanks to the support of volunteers, Facebook users, Next Gen members and National Sponsor Giorgio Armani Fragrances.

The Tap Project has raised more than \$4.5 million and has helped to provide clean water to children in Belize, the Central African Republic, Côte d'Ivoire, Guatemala, Haiti, Iraq, Togo, Mauritania, Cameroon, and Vietnam. Now in its eighth year, the UNICEF Tap Project is extending its reach and asking everyone to support UNICEF's vital efforts to make clean water available to millions of children around the world.

This Year's Tap Project Campaign

In 2014, we want to give people a new perspective on the world water crisis by challenging them to go without something they take for granted as much as clean water – **their cell phones**.

Through a mobile web app called “the UNICEF Tap Project Mobile Experience,” people will challenge themselves (and others) to see how long they can go without touching their cell phones. For every minute a user of the Mobile Experience goes without touching his/her smartphone, a portion of Next Generation and other partners’ donations will be “unlocked” and released to fund WASH programs worldwide.

Through your contribution, volunteer work and personal donations, we hope to collectively raise critical funds to help UNICEF provide clean water, hygiene education, and adequate sanitation to children around the world, while simultaneously spreading awareness about the world’s water crisis

Last year’s UNICEF Tap Project generated more than 10 million social media impressions. We expect to surpass that number this year.

UNICEF in Action

By supporting UNICEF’s Tap Project, Next Generation will be supporting WASH programming and interventions for some of the most vulnerable and hardest to reach and populations around the world.



A girl washes her hands with soap and water in Togo.

© UNICEF/Togo2013/Essi Fafa Soulé

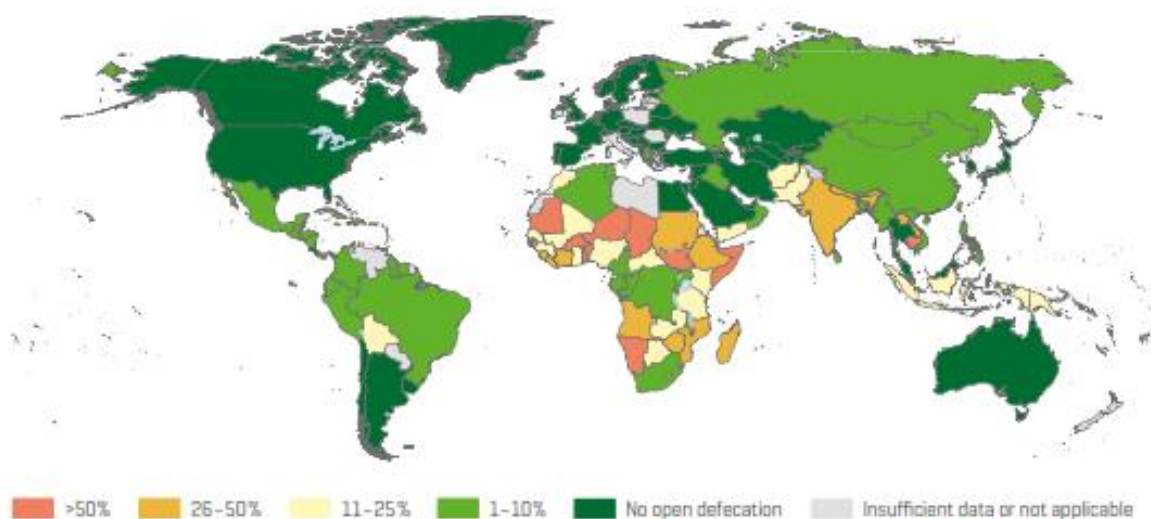
UNICEF's focus on ensuring availability of and access to a safe and clean water supply continues to shift from direct service delivery, including drilling boreholes and building wells, towards improving the water and sanitation sector as a whole. By increasing the capacity of private industry and government, UNICEF is working towards a solution that will give the world's poorest populations access to safe and sustainable water supplies.

UNICEF is currently running the largest global WASH program of any organization. Our close relationship with governments and partners around the world means that we can create a lasting impact and bring it to scale. In 2012 alone, UNICEF helped an estimated 7.3 million people, mainly in sub-Saharan Africa, gain access to safe water. In emergency situations, UNICEF helped an additional 17.1 million people maintain or gain access to safe water in 72 countries. Yet, none of this would be possible without supporters, like you.

Although UNICEF's WASH programs vary across countries, a typical WASH program may include the following elements:

- Reducing inequities in water provision by focusing on the poorest communities – providing them with access to safe water and working with governments and the private sector to ensure sustainability.
- Ensuring the cost-effectiveness of water supply interventions through innovations such as manual drilling, which allows more of the poorest and most isolated communities to be reached.
- Working with governments and communities to manage the impacts of climate change (e.g. to manage increasing frequency of water scarcity and flooding).

27 Countries have more than a quarter of the population still practising open defecation





Girls in Angola wash water containers in a pool of stagnant, polluted water in an overpopulated area that lacks running water, on the outskirts of Luanda, the capital. Stagnant water and other unsanitary conditions promote the spread of illness and disease, including polio.

© UNICEF/NYHQ2011-0139/GRAEME WILLIAMS

- Promoting water safety planning to ensure the safety of water from the source through to the point of use -- including measures such as household water treatment (e.g. filtration, chlorination, solar disinfection).
- Working with government partners to ensure that the hospitals in the poorest areas have access to safe water, sanitation and hygiene facilities.
- Supporting WASH in schools to improve learning environments: ensuring safe water provision, creating separate sanitation facilities for boys and girls, and educating children about safe hygiene practices.
- Ensuring communities have sustainable access to improved sanitation facilities through the implementation of large-scale behavior change programs such as Community Approaches to Total Sanitation (CATS) in order to prevent water contamination and the incidence of water-borne disease.
- Promoting improved hygiene practices, especially hand washing with soap in schools, hospitals and communities.
- Building the capacity of governments to make strategic decisions that consider climate change adaptations and work with governments to create disaster risk reduction strategies that take children's needs into account as they relate to the effects of climate change.

UNICEF has identified and prioritized six countries that represent some of the poorest and most underfunded in the world and which may be recipients of this year's Tap funds. These countries include Afghanistan, Angola, Burkina Faso, Chad, Madagascar and Tanzania. The criteria used to select countries include:

1. High under-five mortality rate due to the incidence of diarrhea
2. Low improvement rate of water supply coverage, with a high reliance on the use of unsafe surface water
3. Severe lack of funding for program implementation
4. High vulnerability to the impacts of climate change

Although the number of beneficiaries is likely to vary from country to country (due to differing implementation costs), investing in UNICEF's WASH programming through partnership with the UNICEF Tap Project will guarantee results for thousands of children. Furthermore, investing in UNICEF's Tap Project will help UNICEF to support and sustain essential programming components that enable more children and families to access clean water and have a better chance at living a healthy and productive life. The UNICEF Tap Project is supporting all components of the UNICEF WASH program and everything the organization does to help make programs better, stronger, and more effective.

Below are a few examples of the impact your gift can have on water, sanitation and hygiene capacity and practices for children around the world¹:

A gift of \$5 can provide **53 sachets of oral rehydration salts** to combat diarrhea, the second leading cause of early childhood death.

A gift of \$66.40 can provide enough purification tablets **to clean 50,000 liters of contaminated water.**

A gift of \$135 can provide **10 families with the supplies they need to access clean water** to eat, drink and wash, and be protected from water-borne illnesses.

A gift of \$500 can provide **a durable deep-well water pump** which can supply an entire community with clean, safe water.

A gift of \$1,500 can provide **an emergency water storage tank** with tap stands for 250 people.

A gift of \$3,000 can provide **a manually drilled well** to a school, hospital or community.

A gift of \$13,000 can provide **a machine drilled well** to a school, hospital or community.

A gift of \$25,000 can provide **200 Haitian families affected by hurricanes with basic water kits** that include containers, soap and water purification tablets.

A gift of \$50,000 can enable UNICEF to **install one well in the Central African Republic**, where one-third of the population lacks access to safe water and sanitation.

A gift of \$100,000 can provide **safe water and hygiene supplies for one month to over 4,700 families** displaced by conflict or other disasters.

To donate, follow this link: www.unicefusa.org/NextGenTap

Going Forward

We invite you to partner with the UNICEF Tap Project in our efforts to ensure that all children and families have access to clean and safe drinking water. Your partnership can help create a sustainable solution from the ground up, ensuring improved water conditions and sanitation practices for generations to come. So much of the world takes water for granted that sometimes we forget: without water, all other forms of development mean very little. Water is life.

As clean water becomes more accessible, more children are able to drink water without the threat of contamination, illness, and death. UNICEF is working towards a sustainable solution that ensures that water remains free from contamination, and emphasizes the importance of sanitation practices, while bringing water to people who need it most.

Thank you so very much for your generous support to UNICEF's clean water initiatives. UNICEF truly could not have become the world leader in saving children's lives without the support of partners like you. UNICEF has achieved much success, but the existing need is clear and urgent. We are grateful for your thoughtful consideration of this exciting opportunity.



Residents in Burkina Faso dig their own pits and provide the materials to build the latrines with support from the bricklayers. Ms. Ilboudo, a mother of four, was chosen for the traditionally male job after attending a CREPA hygiene education session in the village. She earns 50,000 CFA francs (about 80 euros) for each latrine she completes

© UNICEFNYHQ2010-1755/LEONIE MARINOVICH

Casey Rotter, Deputy Director & Founder UNICEF's Next Generation U.S. Fund for UNICEF
125 Maiden Lane, New York, NY 10038
Tel: 212.880.9164
crotter@unicefusa.org
www.unicefusa.org

The United Nations Children's Fund (UNICEF) works in more than 190 countries and territories to save and improve children's lives, providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief, and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States. Together, we are working toward the day when ZERO children die from preventable causes and every child has a safe and healthy childhood. For more information, please visit unicefusa.org.