



UNICEF TAP PROJECT 2015

Go Without Your Phone for Kids Without Clean Water

unicef 
UNITED STATES FUND

children first.



children first.

The United Nations Children's Fund (UNICEF) works in 190 countries and territories to put children first. UNICEF has helped save more children's lives than any other humanitarian organization, by providing health care and immunizations, clean water and sanitation, nutrition, education, emergency relief and more. Together, we are working toward the day when no children die from preventable causes and every child has a safe and healthy childhood.



TAP PROJECT

UNICEF: UNPARALLELED REACH & RESULTS

UNICEF delivers life-saving interventions around the world, around the clock.



Helping more than **2 billion people** gain access to safe drinking water since 1990.



More than **150 field offices** in developing countries and **36 National Committees** in industrialized countries.



Reaching **38%** of the world's children with UNICEF-procured vaccines.




More than **11,500 staff**.



A global supply network with the ability to deliver anywhere in the world within **72 hours**.



Since 1990, the child mortality rate has been **reduced by 50%**.

A young boy in a white school uniform is leaning over a public water tap, filling a yellow plastic container. The background is blurred, showing other people and greenery. The image has a blue tint.

NO ONE CAN SURVIVE WITHOUT WATER!

- Yet 748 million people do not have safe, clean water to drink. This lack of basic necessities isn't just inconvenient — it's lethal.
- Globally, illnesses caused by unsafe drinking water, lack of sanitation and poor hygiene are a leading causes of death for children under five.



UNICEF DELIVERS CLEAN WATER TO KIDS WHO NEED IT

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Thanks to the work of UNICEF and its partners, more than 2.1 billion people have gained access to clean drinking water over the last 25 years.

CLEAN WATER FOR THRIVING COMMUNITIES

UNICEF helps communities build wells and pumps to secure sustainable access to clean drinking water – helping keep children healthy to survive childhood and thrive into adulthood.

WATER, SANITATION AND HYGIENE FOR HEALTHY SCHOOL KIDS

By helping kids get clean water and sanitation facilities in school, UNICEF helps their whole community. Kids learn uninterrupted in school, and bring healthy hygiene and sanitation habits home to their families and communities – a ripple effect of health.

PROVIDING COMMUNITIES CLEAN WATER DURING EMERGENCIES

UNICEF is on the ground in over 100 countries and territories. So whenever and wherever disaster strikes, UNICEF is ready to restore access to clean water and sanitation to prevent the spread of disease - putting children first when they need it most.

UNICEF HELPS PROVIDE CLEAN WATER DURING EMERGENCIES

When Typhoon Haiyan hit the Philippines in November 2013, it left hundreds of thousands without clean water for drinking and sanitation.

In the aftermath of the storm, UNICEF helped restore the water supply for more than 200,000 residents of Tacloban, one of the areas worst hit by the typhoon, like 10-year-old Frances, right.



© UNICEF/Philippines/2013/Donovan

A young girl with short dark hair, wearing a red and blue striped shirt, is crouching and smiling as she washes her hands at a public water tap. The tap is mounted on a wooden stand next to a large blue water container. The container has the UNICEF logo and some text in Bengali. The entire scene is overlaid with a semi-transparent blue filter.

THE UNICEF TAP PROJECT

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THE UNICEF TAP PROJECT

It's hard to believe that millions of children still live without something as basic as clean water.

Entering its ninth year, the UNICEF Tap Project is a nationwide campaign that challenges supporters to change that fact.

With \$1, UNICEF can help provide a child with access to clean, safe water for 40 days.

Since 2007, the UNICEF Tap Project has raised over **\$5 million.**

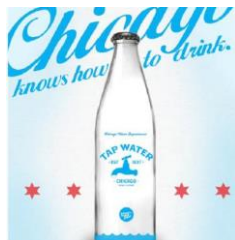


TAP PROJECT THROUGH THE YEARS



2007

The UNICEF Tap Project launches as a NYC-based local initiative. Restaurant patrons donate \$1 for the free tap water they enjoy with their meal.



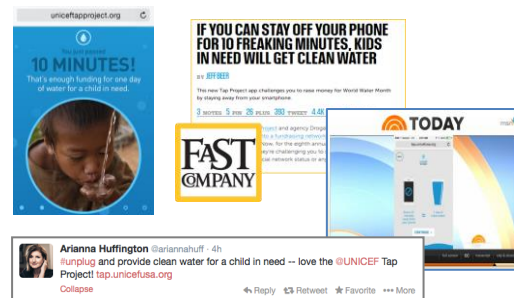
2007-2010

The UNICEF Tap Project's restaurant initiative spreads nationwide. Participating cities include Chicago, Seattle, LA, Dallas and more!



2011

The UNICEF Tap Project goes Hollywood: Celebrities like Selena Gomez and Adrian Grenier join the Celebrity Tap campaign to engage Americans during World Water Month



2014

The UNICEF Tap Project hits the digital space: our mobile web app invites Americans to put their phones down for a good cause.

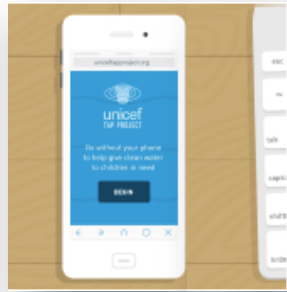
- The campaign makes waves!
 - 2.6 million users
 - 1.3 billion media impressions

UNICEF TAP PROJECT- HOW IT WORKS

Put your phone down to save a child's life!

15 minutes = 1 day of water

For every fifteen minutes you don't touch your phone, you can unlock a donation that could provide enough funding for a day of clean water for a child in need.



2015 CAMPAIGN OVERVIEW

How: Visit uniceftapproject.org from your phone to unlock our sponsors' donations, make your own donation and challenge a friend! Funds raised support UNICEF's lifesaving water and sanitation programs.

What: The UNICEF Tap Project challenges Americans to put their phones down and help save lives by providing clean, safe water for children. Last year, 2.6 million joined UNICEF and the UNICEF Tap Project to help kids without clean water.

When: March 2015	UNICEF Tap Project Campaign
March 22 – 28	World Water Week
March 22	World Water Day

Who: Our campaign engages youth and young professionals ages 17-35. This year, we're teaming up with corporate sponsors, celebrities, athletes, volunteers and more to celebrate World Water Month again – by making a difference in children's lives.



NEW 'CHALLENGE A FRIEND' FEATURE

Now, in addition to sharing the amount of time you put down your phone, you can directly challenge the people you know to do the same. We all have friends who can't tear themselves away from the phone – dare them to digitally detox for a good cause.

Challenge friends to beat your time and donate to provide clean water to a child in need. Share your best time on social media directly from the app and let your network know how you made a difference by going without your phone for kids without clean water.



OUR SPONSORS & SUPPORTERS

National Partner



For the sixth year, Giorgio Armani
Fragrances returns as national
partner of the UNICEF Tap Project
through its “Acqua for Life”
campaign.

Proud Supporters



Promotional Supporter



Modern Assembly





NOW IT'S YOUR TURN!

During World Water Month, join the U.S. Fund for UNICEF in the Tap Project initiative. Put your phone down for kids without clean water!