

You Can Provide Kids with Clean Water!



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The World Water Crisis

No one can survive without water. Yet 663 million people do not have clean, safe water to drink, and 2.4 billion live without adequate sanitation facilities. The lack of these 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 cause of death for children under five, contributing to nearly **1,000 deaths a day**.

The UNICEF Tap Project

The UNICEF Tap Project is a nationwide campaign driving awareness about global water and sanitation issues while raising critical funds that help provide the world's children with access to clean water and basic sanitation. Now in its 10th year, the UNICEF Tap Project has raised nearly **\$6 million** for UNICEF's water, sanitation and hygiene (WASH) programs. Now, it's easier than ever to help those in need.

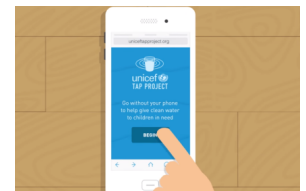
During World Water Month, the UNICEF Tap Project challenges Americans to go without something they take for granted as much as clean water—their cell phones.

The UNICEF Tap Project: How it Works

During World Water Month – March 2016 – go without your phone to save a child's life!



**5 MINUTES =
1 DAY OF CLEAN,
SAFE WATER.**



For every five minutes you don't touch your phone, you unlock the funding equivalent of one day of clean water. Simply visit uniceftapproject.org from your smartphone to unlock our sponsors' donations, make your own donation and challenge a friend!



Share your #TapProject story with us this World Water Month!

Visit uniceftapproject.org

National Partner: **ACQUA DI GIÒ**
GIORGIO ARMANI

Proud Supporter:

S'well®

Learn more at unicefusa.org

5 Ways to Get Involved

1

Visit www.uniceftapproject.org on your smartphone.

For every 5 minutes you don't touch your phone, you unlock a donation from our sponsor that could provide a day of clean water for a child in need.*

2

Challenge Yourself and Others.

Can you go a combined 4 hours during the campaign in March?
Challenge your friends from within the app to beat your best time!

3

Put down your phones together and double your impact.

At your next family dinner, work meeting, or community event, take a photo of your UNICEF Tap Project experience; then get started! **#TapProject**

4

Host an event:

Organize a water walk around a school, park, or other area in your community to simulate the length people must walk for water in a developing country; host a "Tappy Hour", and more.
[Register your event here.](#)

5

Advocate:

[Ensure that President Obama maintains funding for UNICEF](#) and kids around the world so that our WASH programs can continue to deliver clean water, sanitation, and hygiene to communities.



Interested in a **Global Citizenship Fellow** supporting your local UNICEF Tap Project event or fundraiser in Atlanta, Boston, Chicago, Dallas, Houston, Los Angeles, Miami, Nashville, NYC, San Francisco, or Washington, D.C.?

Please send an email to globalcitizenship@unicefusa.org.