



UNICEF TAP PROJECT 2016

You Can Provide Kids With 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. 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 no children die from preventable causes and every child has a safe and healthy childhood.



WHAT UNICEF DOES TO PUT CHILDREN FIRST.

UNICEF has helped save more children's lives than any other humanitarian organization. Here's how:



WATER, SANITATION AND HYGIENE

Helped more than 2.6 billion people gain access to safe drinking water since 1990.



HEALTH

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



NUTRITION

Since 1990, reduced the number of children affected by stunting by 100 million.




EDUCATION

Helped 21 million children attend school through the Schools for Africa program.



EMERGENCIES

Responded to 294 emergencies in 98 countries in 2014 alone, putting children first in conflicts and after natural disasters.

A young girl with dark hair is drinking from a dark, curved pipe. Water is spraying out of the pipe's opening, creating a large, white, frothy splash that covers her mouth and nose. She is holding the pipe with both hands. The background is blurred, showing what appears to be a building with a tiled roof. The entire image has a blue tint.

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.***

A close-up photograph of a young child with dark skin being washed by an adult. The adult's hands are visible, wet with water, and are gently holding the child's head. Water is running down the child's face and chest. The background is slightly blurred, showing some greenery and a patterned cloth.

THE UNICEF TAP PROJECT

DRIVES AWARENESS ABOUT GLOBAL WATER
AND SANITATION ISSUES WHILE RAISING
CRITICAL FUNDS TO PROVIDE THE WORLD'S
CHILDREN WITH ACCESS TO CLEAN WATER AND
BASIC SANITATION.

JUST \$15 CAN PROVIDE A CHILD WITH CLEAN,
SAFE WATER FOR ONE YEAR.



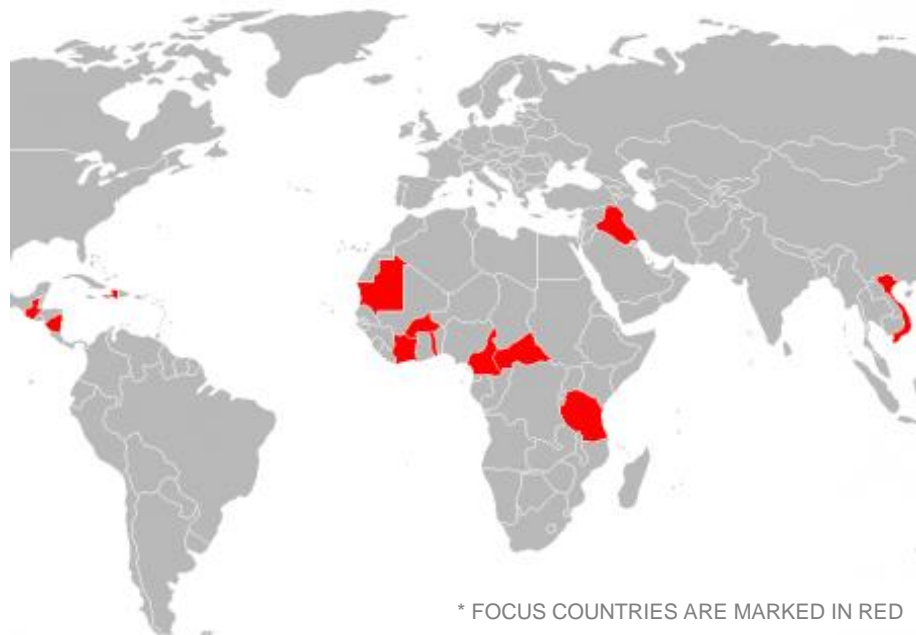
Now celebrating its 10th year, the UNICEF Tap Project has raised nearly \$6 million for UNICEF's water, sanitation and hygiene (WASH) programs. These funds have supported UNICEF's work to provide communities with sustainable access to safe water, restore access to clean water after a disaster, promote safe hygiene practices to prevent the spread of disease, and much more. Thanks to the work of UNICEF and its partners, more people around the world have access to clean water than ever before. 2.6 billion people have gained access to clean drinking water over the last 25 years.



THE UNICEF TAP PROJECT'S GLOBAL IMPACT

Since 2007, the UNICEF Tap Project has:

- Raised nearly **\$6 million**.
- Supported WASH efforts in **12 countries**: Côte d'Ivoire, Nicaragua, Iraq, Central African Republic, Togo, Haiti, Guatemala, Vietnam, Cameroon, Mauritania, Burkina Faso and Tanzania.
- Reached over **half a million** direct beneficiaries.

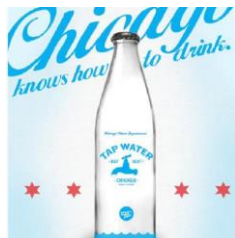


CELEBRATING TEN YEARS OF THE TAP PROJECT



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.



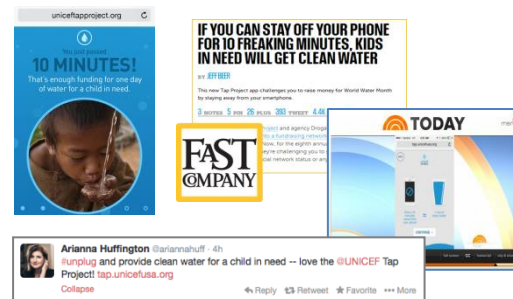
2007-2010

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-Today

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

CHANGING PERSPECTIVES AND SAVING LIVES

Most Americans are lucky: life without clean water is unimaginable to us.

But what if we cut the stream of something we *think* we could never live without, and turn it into a way to provide clean water instead?

We challenge Americans to put their phones down for a good cause— breaking a powerful habit while helping kids in need.

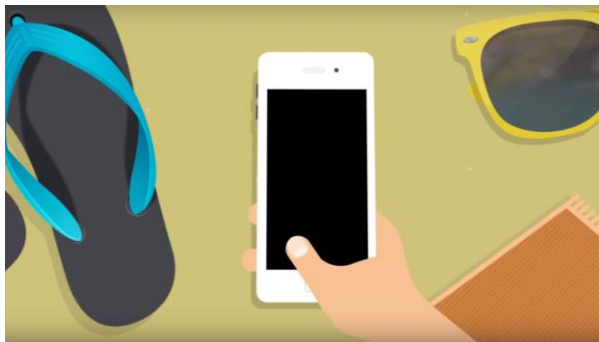


THE UNICEF TAP PROJECT – HOW IT WORKS

During World Water Month – March 2016 – put your phone down to save a child's life!

5 minutes = clean, safe water for a child for one day.

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!



GO FURTHER TO PUT CHILDREN FIRST

During World Water Month there are many ways to help kids get clean water!

Make a greater impact. A donation of just **\$15** can provide a child with clean, safe water for one year.

Challenge a friend. Proud of how long you put down your phone? Directly from the app, you can challenge friends, family members, colleagues and more to beat your time and make a donation.

Track the impact. Stay up to date on UNICEF's water and sanitation efforts: follow us on social media or visit us at **unicefusa.org**.

Spread the word. Share your **#TapProject** results on social media.

Donate your expertise. Sign up to volunteer with UNICEF during World Water Month and year-round at **unicefusa.org/supporters/volunteers**.



UNICEF TAP PROJECT PARTNERS

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

NATIONAL PARTNER

ACQUA DI
GIÒ
GIORGIO ARMANI

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

PROUD SUPPORTER

S'well[®]

For the second year, S'well Bottle supports the campaign to bring access to safe water to the world's most vulnerable children.

A photograph of two children in a rural setting. On the left, a boy in a striped shirt is leaning over a hand pump handle, smiling. On the right, a girl in a pink shirt is standing next to the pump, holding a white cup. A large yellow water container is on the ground next to the pump. The background shows dry trees and a clear sky. The entire image has a blue overlay.

JOIN US IN 2016!

During World Water Month, March 2016, you can join the U.S. Fund for UNICEF in putting children first.

Now it's your turn! uniceftaproject.org



children first.