

Saving Lives: The Six Cents Initiative



You may know that **70%** of the earth is covered in water, the same as the human body.

To live healthily, human beings must consume **1.5 – 2 liters** of water each day.

But did you know that **97.5%** of all the water on earth is salt water, and **2%** is frozen in icebergs and glaciers, or hidden in aquifers, **leaving only .5% of all the earth's water available for drinking?**

We all know that drinking safe water is fundamental to human life, yet nearly 900 million do not have access to it. As a result, thousands of children die every day from diarrhea and other water, sanitation and hygiene-related diseases and many more suffer and are weakened by illness.

Despite dehydration ranking as one of the most common threats to child survival, it is also one of the most preventable with the help of an inexpensive mixture of sugar, salt and water known as oral rehydration salts (ORS). ORS are the simplest, most effective and cheapest way to keep children alive during severe episodes of dehydration. One sachet of ORS **only costs 6 cents.**

CKI's Six Cents Initiative with UNICEF is designed to help children get the rehydrating salts they need to survive dehydration spells. But that's not all. With the money raised, UNICEF also is working to provide long-term solutions for the problem, which includes providing clean water sources through the installation of filtration and sanitation systems. Water filters installed in schools and communal areas can benefit entire communities. Ultimately, the goal is to educate individuals on safe water and hygiene practices, and to provide supplies to produce safe water supplies for communities.

So what can we do to help?

- **We can conserve water.** Why? Because even if you have a ready supply of clean water, remember that water remains precious. As the world population grows and modern lifestyles demand more water, water conservation becomes more and more crucial. In parts of the world where water is scarce, it is particularly important for governments to protect water sources and minimize wastage from leaky pipes and so on. But we can all help by not wasting water.
- **We can raise funds for the Six Cents Initiative.** Clearly the smallest donation can help make a big difference in the life of a child who needs access to clean water or is sick from drinking unsafe water.
 - 6 cents can provide one packet of oral rehydration salts for one child to treat severe dehydration and diarrhea, a leading cause of death among young children.
 - \$1 can provide 40 children with one liter of water or one child with 40 liters of water.
 - \$61.00 can provide a small scale micro-filter, water purifier, and disinfectant used to eliminate harmful micro-organisms in turbid water in cases of emergency.
 - \$147.14 can provide a family hygiene kit containing detergent, soap, wash basin, towels, bucket, toothbrushes, and toothpaste for 10 families.
- **We can raise awareness on World Water Day, March 22.** By conserving water, conducting a fundraiser, passing out flyers, chalking sidewalks, or blogging about World Water Day, we can let our friends and families know that we are not part of the problem; we are working to be part of the solution.

What is the Six Cents Initiative? CKI's Six Cents Initiative with UNICEF is designed to help children get the rehydrating salts they need to survive dehydration spells. But that's not all. With the money raised, UNICEF also is working to provide long-term solutions for the problem, which includes providing clean water sources through the installation of filtration and sanitation systems. Water filters installed in schools and communal areas can benefit entire communities. Ultimately, the goal is to educate individuals on safe water and hygiene practices, and to provide supplies to produce safe water supplies for communities.

Is Circle K going to participate in Trick-or-Treat for UNICEF? All Circle K members are welcome to participate in Trick-or-Treat for UNICEF, but by participating in the Key Club-led program members will be raising funds for the Operation Uruguay. Or, clubs can participate in the general campaign but funds will not be designated to the Six Cents Initiative. Circle K has its own partnership with UNICEF in the Six Cents Initiative, and we encourage all clubs to conduct fundraisers in support of it. Visit unicefusa.org/circlek to learn more.

Where do I send in my collected donations? To UNICEF! When you send in your donations, use the [donation transmittal form](#), downloadable at unicefusa.org/circlek. Make sure each donation accompanies a form, or it may not be processed correctly. Attach credit card donation form(s), checks and money orders made payable to the U.S. Fund for UNICEF and send to U.S. Fund for UNICEF, Volunteer and Community Partnerships, 125 Maiden Lane, New York, New York 10038. Or go online to <http://www.unicefusa.org/sixcentsonline>.

Who can I call with questions or for help? Visit unicefusa.org/circlek to learn more. The U.S. Fund for UNICEF is available to answer any questions. Contact them at sixcentsonline@unicefusa.org