



BLOOD:WATER
BALTIMORE

**WHERE YOU
ARE BORN
SHOULD
NOT DECIDE
WHETHER YOU
HAVE ACCESS
TO CLEAN
WATER**

OUR NEIGHBOR HAS A PROBLEM

3000 people in Africa die every day due to a lack of clean water.

Their 9/11 happened yesterday... and it is hapenning today... and it will happen again tomorrow.

It is the greatest humanitarian crisis of our time.

Water.

There is no greater injustice than that someone does not have access to clean water. We let it persist though we have the means to stop it.

But one dollar saves.

One dollar can provide one African clean water for a year*.

\$1 = ONE life.

*Avg. well costs \$2,500. Serves approx. 500 people for about five years before needing repair. Source: Living Water International.



BLOOD:WATER
BALTIMORE

BLOOD:WATER BALTIMORE HISTORY

In the winter of 2006, a local group of 20-somethings set a goal of raising \$3,000 by June 2007 to fund a clean-water well in an African community. \$18,000 later, they were able to fund several wells, and they saw a profound impact on the Baltimore community as a message of justice and generosity took hold.

Due to such great success, the group has decided to make this an annual campaign.

The goal for the March to May 2008 campaign is to raise \$100,000 to build twenty-five to thirty wells.

OUR APPROACH

We want people to know about the water crisis. Over a billion people worldwide live without access to clean water*. Each of us has the ability to literally save lives right now.

The money we raise will be given to the trusted Blood:Water Mission (www.bloodwatermission.com) to administer the well-building.

Anyone who has an existing passion regarding AIDS, hunger, healthcare, education, malaria, slavery, or any worthy fight in Africa must already have an interest in the water issue. Nothing can happen without clean water.

For those who might not otherwise know to care, we hope to provide a message that compels them to think about the water crisis, give to its solution, and love our neighbors in Africa.

WHY THE FOCUS ON CLEAN WATER?

Because there is no other issue so intimately tied to justice and basic human rights.

Where you are born should not decide whether you have access to clean water.

Unfortunately, it does. And by any definition that is an unjust reality. We have the means to fix it. Water also provides opportunities for:

-education, when kids can worry about more than just survival.

-equality, when women can do more than spend their time fetching dirty water.

-jobs, when wells need to be built.

-healthcare, when people can bathe in clean water.

-medicine, when AIDS patients don't have to fight off water-borne disease during treatment.

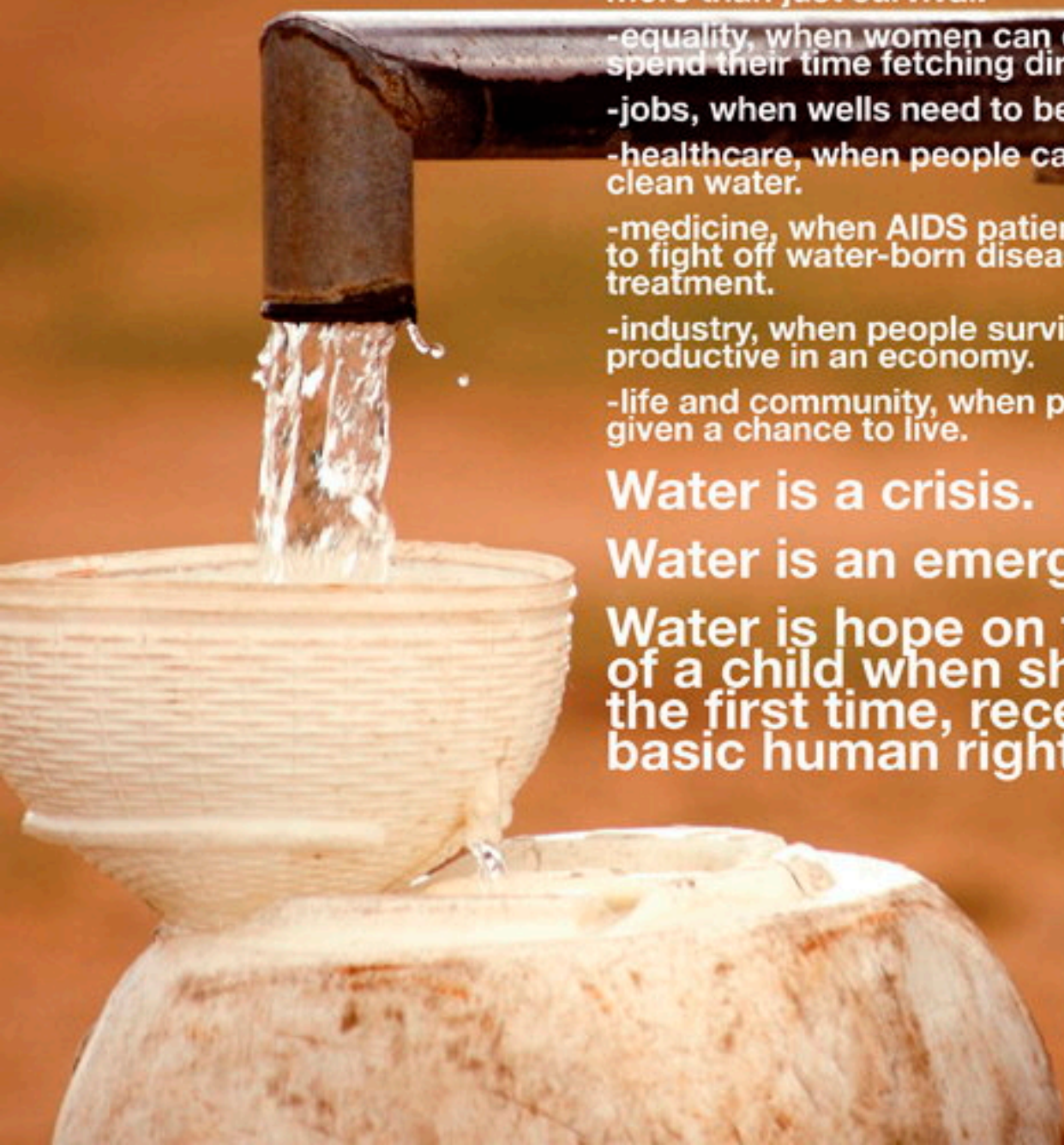
-industry, when people survive and can be productive in an economy.

-life and community, when people can be given a chance to live.

Water is a crisis.

Water is an emergency.

Water is hope on the face of a child when she, for the first time, receives the basic human right.



BLOOD:WATER
BALTIMORE

HOW DO WE RUN THIS CAMPAIGN?

Well, we don't just ask people for money.

Rather, we create events – like a 5K race, an art auction, or a concert – and get people there. As people enjoy events their entrance fees and cover charges will be funding wells.

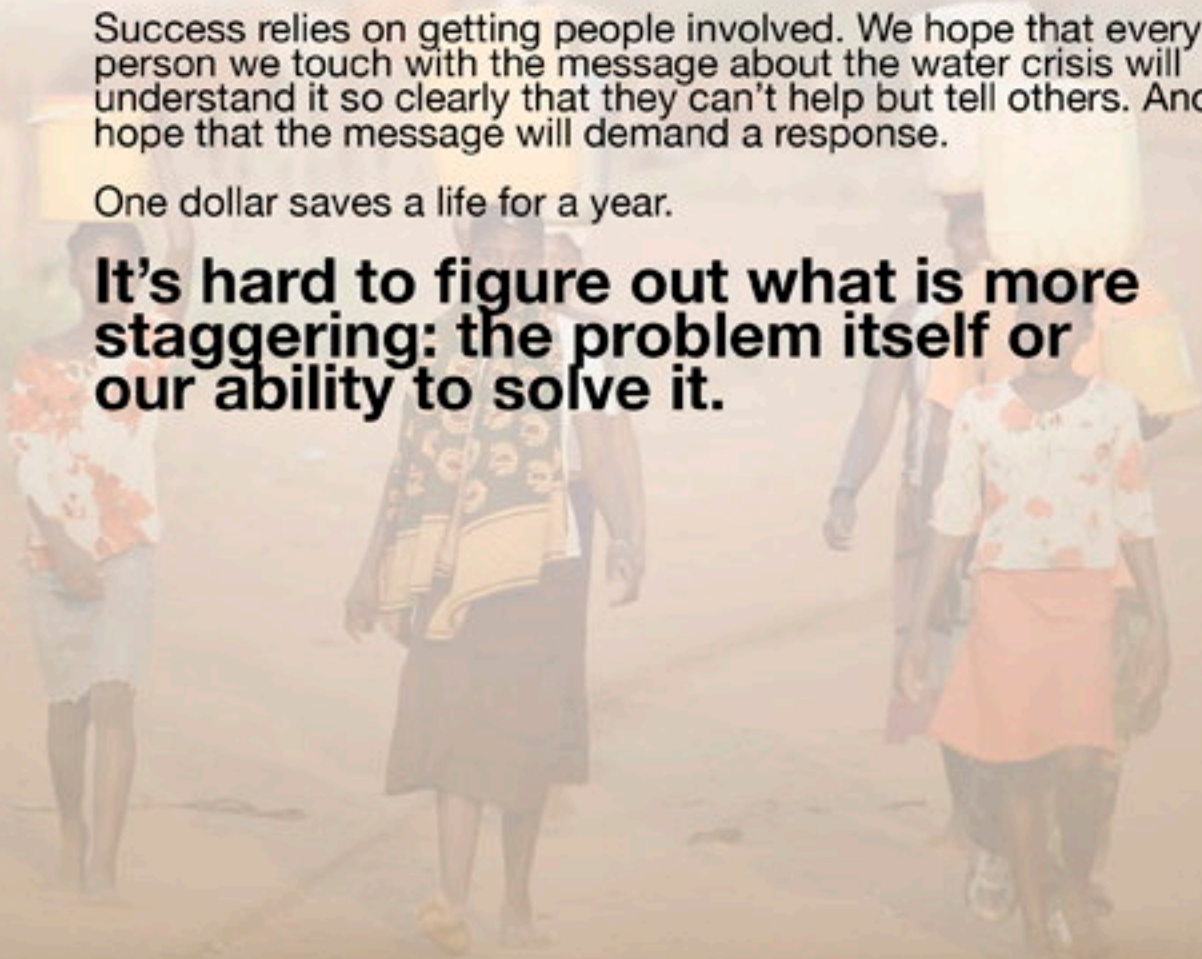
We give people an immediate return on their money, so to speak. While doing that we ask them for their voice.

To accomplish this, we have to do a lot of work to cover costs via corporate sponsorships. So we'll be selling advertising space on t-shirts and our website. We will have promotional products for sale online and at events. In addition, we need underwriters to cover costs of running this campaign so that 100% of the money we raise can go straight to Blood:Water Mission.

Success relies on getting people involved. We hope that every person we touch with the message about the water crisis will understand it so clearly that they can't help but tell others. And we hope that the message will demand a response.

One dollar saves a life for a year.

It's hard to figure out what is more staggering: the problem itself or our ability to solve it.



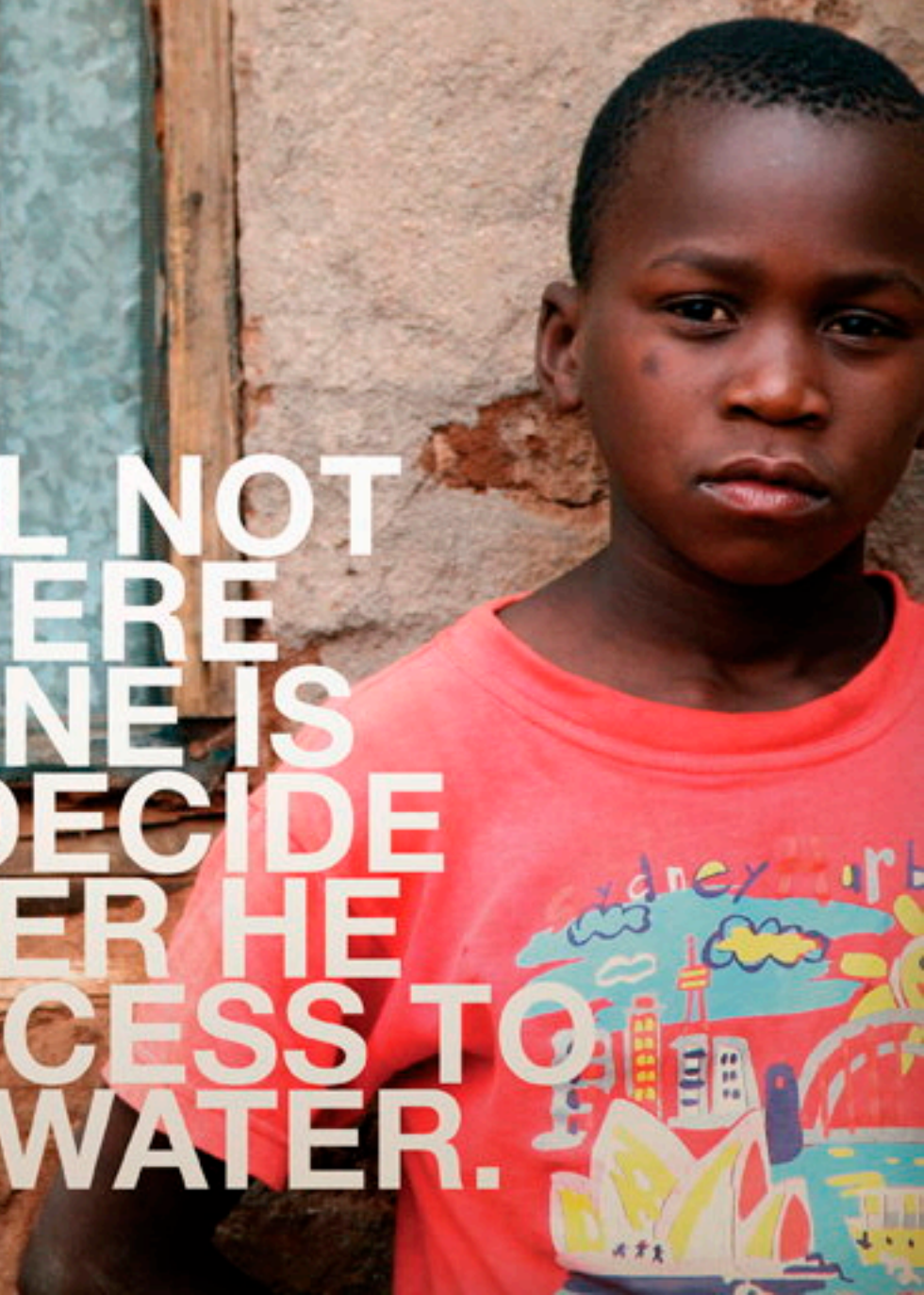
WE NEED YOU


Join us from March to June as we exploit our talents, resources, abilities, and social circles to bring more justice to this world by building clean water wells.

Contact Brody Bond for sponsorship opportunities and event information.

brody@bloodwaterbaltimore.com

WE WILL NOT
LET WHERE
SOMEONE IS
BORN DECIDE
WHETHER HE
HAS ACCESS TO
CLEAN WATER.





Blood:Water Mission is a non-profit 501(c)(3) organization founded to address the HIV/AIDS crisis in Africa.

Blood:Water Mission exists to promote clean blood and clean water efforts in Africa, tangibly reducing the impact of the HIV/AIDS pandemic while addressing the underlying issues of poverty, injustice and oppression. Blood:Water Mission is building clean water wells, supporting medical facilities, and focusing on community and worldview transformation, both here in America and in Africa.

They believe that we are all responsible for using our time, our resources, and our compassion to help fix a broken world.

As of December 2007:

- 325 water projects funded
- 244 villages with hygiene training
- 10 countries served
- 256,100 people have benefitted

BLOOD:WATER
BALTIMORE

www.bloodwaterbaltimore.com