

STARTING *a Partnership*



CHOOSE US

We are so glad that you decided that our mission speaks to you.



ENGAGE STAKEHOLDERS

Include your employees, executives, customers, suppliers, investors, and community leaders in your philanthropic efforts. Make sure they are aware of this partnership and that they feel involved in the work! These individuals are essential to your company's success.



ESTABLISH GIVING GUIDELINES & GOALS

When establishing giving guidelines and goals, it is appropriate to look at what you can give as a company. Your donation amount can fluctuate over time. Give what makes sense for your company! With Water to Thrive, this might mean setting a goal to fund a well in a certain amount of time.



IMPLEMENT A STRATEGIC GIVING PROGRAM

Cash is the best method, but it is also important to maximize your company's resources to ensure smart giving. For example, this might mean matching your employees' interests to our needs or reaching out to customers to raise funds and awareness for our cause. This could also look like a percentage of sales or allowing customers to round up to the nearest dollar at no cost to you.



MARKET YOUR PHILANTHROPIC EFFORTS

Include branding on some products. An active social media presence would also help market this new partnership. Conversely, we are happy to promote your business on our social media channels. When you post, be sure to tell the story about how this partnership is changing lives. Consumers like to know that they are supporting businesses that value purpose, not just profit.

SOCIAL INVESTMENT IN PARTNERSHIPS:

Effective social investment allows a business to **look beyond** its immediate bottom line to the more wide-ranging effects of doing good in the community and the world. Employees respect and appreciate working for a company guided by principles as well as profits. Water to Thrive is an effective partner for any company seeking to **transform lives** through philanthropic giving. We provide every corporate partner the chance for co-branding in order to **promote your company's unique mission**, spirit of **social responsibility** and **positive impact** in the world.

EMPLOYEE-LEVEL OPPORTUNITIES

- Launch a company-wide campaign to fund water projects
- Start an employee giving match program

CORPORATE-LEVEL OPPORTUNITIES

- Sponsor Water to Thrive initiatives and events
- Sponsor a company employee or Water to Thrive intern's travel on a Vision trip to Africa
- Host an event to give back the proceeds
- Donate a percentage of sales one-time or on a recurring basis
- Start an on-going rounding up program

CORPORATE WATER ANGEL

- Co-brand with us for a signature fundraising event
- Make a donation to our growing Endowment



"After W2T's Susanne Wilson spoke to our employees during our 2021 International Women's Day Celebration, we were deeply moved by her eye-opening, heart-wrenching, inspirational presentation that demonstrated how Water To Thrive positively changes lives in the African villages they serve. Of course, we want to be part of this global human relief effort."

Scott Saalman, Kimball Electronics

"We wanted to be able to assist Water to Thrive in bringing clean water to communities. We wanted to work with a smaller, more hands-on organization where we could develop relationships with and feel the united approach to our efforts. Working with Water To Thrive has given us the reporting and feedback we were looking for from a water organization. We're able to see how many wells we are funding, which is fantastic to be able to track the progress."

Casey Hunt, Mammoth Inc

"It is a true tragedy and injustice that so many people go without access to clean drinking water. I started creating handcrafted soaps and art and donating a portion of sales for clean water as a means to give back on a larger scale. Partnering with Water to Thrive has brought a strong sense of purpose and gratitude to my life. It is my greatest hope that my contributions will have a large rippling impact."

Jamie Morris, Jamison Soap Company

"Where I was born, (Ethiopia) many people live in poverty and don't have access to clean water. I wanted to do something to give back to where I come from. I like that Water to Thrive is faith-based, and their staff responded to me quickly. I could tell they really care about the work. I plan to fund more wells in the future. My hope is that one day every child in Ethiopia—and everywhere—has access to clean water."

Eden Wild, Buna Tarik Roasters

"We saw the deep need and wanted to make a difference in the lives of women and children walking for hours each day, missing school, trapped in poverty—this was an opportunity to change a situation that is dis-empowering and deadly. We have funded over 6 wells, and being able to do that within the Genesys corporation has helped bring together a community of thousands to see a bigger impact."

Janelle Dieken, Genesys

HOW MUCH SHOULD MY BUSINESS GIVE?

According to a study conducted by American Express and The Chronicle of Philanthropy, small companies donate an **average of 6%** of their profits to charity.

The tax benefit you receive will be based on how much you give and your business's revenue. You can find the detailed tax benefit rules in the **IRS tax code**.

Be **smart** as well as **charitable**! Keep detailed records of charitable donations for your tax returns. We will provide a standard form for tax-filing purposes.

