

Global Handwashing Day Fundraiser Held At Turves Green

October 15th each year is Global Handwashing Day, an opportunity to highlight, especially in developing countries, that “the most effective and inexpensive way to prevent diarrhoea”, the world’s largest killer, is through washing our hands with soap (Source: World Health Organisation).

It might sound very trivial to us here in the UK, but only very rarely have I seen soap being used in villages in Ethiopia - although, of course there isn’t a great deal of point in using soap if the only water you have to wash your hands in is dirty water.

Mrs Clark, with design help from her daughter Amy, organised a fantastic awareness campaign and fundraising event at Turves Green Girls’ School and Technology College, Northfield, Birmingham in the week before and after Global Handwashing Day. Mrs Clark did no fewer than five different assemblies to pupils and even received a round of applause from the year 11s. The Turves Green pupils then held a non-school uniform day and raised £606.60 to go towards the cost of a capped spring, along with a sanitation and hygiene program in the Bench Maji Zone of South West Ethiopia.



We currently have a volunteer out in Ethiopia who is improving our plans for Water4Ethiopia’s hygiene and sanitation program in 2012. We will employ community health and hygiene promoters to teach members of the project’s Water and Sanitation Committee who will then visit each beneficiary household a number of times to help educate best practices as we did at Beku Golba. In addition, we have plans to set up school drama clubs so that pupils can perform different hygiene and sanitation, including hand-washing, performances at traditional local ceremonies.

Thank you very much indeed to Mrs Clark and Amy, for their fantastic efforts in running Water4Ethiopia’s first Global Handwashing Day fundraiser. If anyone knows of a school that might be able to help raise awareness and fundraise next year then please email andy@water4ethiopia.org.

Water4Ethiopia Bottled Water Gains Support From Top London Coffee Bars



Two of London’s best independent coffee bar companies, Dose Espresso and Taylor St. Baristas, are now selling Water4Ethiopia bottled water.

In 2009 Dose Espresso was named one of the Guardian’s top 5 UK cafes and is run by New Zealand born James Philips. Dose is doing its best to be as ethical as possible and as well as selling Water4Ethiopia bottled water they also support a charity called Coffee Kids, use cups made of recycled materials and encourage customers to bring their own cup for their coffee to receive a discount.

Taylor St. Baristas have seven shops; Bank, Liverpool Street, Shoreditch, Mayfair, Brighton, they are currently moving shops in Richmond and are due to open Canary Wharf’s first independent coffee shop in December.



Taylor St. is well known for serving high quality coffee. The coffee bar chain was founded and is run by three Australian siblings who put a lot of time and effort into how well the baristas are trained.

DONATE NOW

- 25p gives 1 Ethiopian clean water for 1 year.
- £5 gives 1 Ethiopian clean water for 20 years.
- £10 gives a girl and her brother clean water for 20 years.
- £25 gives a family of 5 clean water for 20 years.

- For regular donation please use our [standing order form](#).
- For one-off donations please visit [charity choice](#).

Water4Ethiopia 330ml glass bottles are already on sale in their Bank and Brighton stores and our water is being launched into their other shops by the beginning of December.

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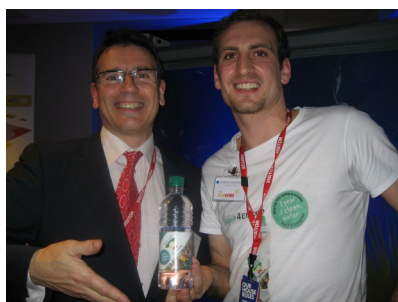
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Water4Ethiopia Bottled Water Wins Shell LiveWIRE Award



Thank you very much for your votes in Shell LiveWIRE's monthly competition in August. Your votes counted for a third of the overall mark, with the other two thirds coming from the judges' scores. **We successfully won a Grand Ideas Award of £1000** and your votes helped **Water4Ethiopia bottled water to gain the highest number of online votes since they started the voting element three years ago**. Thank you.

Winning the Shell LiveWIRE award has enabled us to pay for a return flight for two volunteers, who are funding the rest of the trip themselves, so that we can collect more Ethiopian data in order for us to be able to sell more bottles of water in the UK. In addition they will be able to help project manage with our partner NGO. The award has also helped us in the marketing of Water4Ethiopia bottled water as well as helping people to gain confidence in our product.



Andy with Chris Barnardo



A speech from Simon Woodroffe



Michael Korn to the right of Andy

Founder Andy was then named in Shell LiveWIRE's Final 40 for their Young Entrepreneur of the Year award. Although Andy didn't make it to the final 8 that competed on November 9th for the title, he was invited along to an afternoon and evening event that had Simon Woodroffe (original Dragon's Den star and Founder of Yo!Sushi and Yotel), Will King (Founder of King of Shaves) and Brad Burton (4Networking) delivering incredibly motivating speeches. Andy also received some great mentoring advice from Chris Barnardo (who received offers from all five Dragons on Dragons Den 2010 with his Magic Wand.).

The winner of the overall competition was Michael Korn who won £10,000 for his company KwickScreen. We would really like to thank all at Shell LiveWIRE for their time and advice, the staff have been a fantastic help. You can watch Andy's pitch video and find out more about the competition at: <http://bit.ly/vHoXE7>



'New Bottled Water To Help Africa' Article

Click [here](#) to read an article on Caffe Culture's website, written by Boughton's Coffee Magazine, about Water4Ethiopia bottled water being on sale at Dose Espresso and **what makes us different from other brands**.

Our bottled water is also being featured in the December issue of the **international "Water Innovation" magazine**. Hopefully you will be able to see a copy posted on our twitter and facebook pages too.

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Songs Teach Infant School Pupils About Water In Ethiopia

You probably thought that trying to teach 3-7 year olds about dirty water in Ethiopia was a challenge too far. But for enthusiastic teacher Marianne at Marsden Primary School in Yorkshire, teaching the young pupils a song called **"I turn on the tap and water flows"** helped them to think about the differing water conditions in Marsden and in parts of Africa. The song helped pupils to understand that if they were in rural Ethiopia then many of them would have had to trek a long way to collect water before being able to attend school.

To go with the songs, Marianne showed the pupils photos of our completed Beku Golba project and of the situation in Gura Ferda. She also sent out a newsletter to parents and held a fundraiser at the school's Harvest Festival too. **£221.89 was raised, providing 44 Ethiopians with clean water for 20 years** – songs really do make a big impact in helping to change lives in Ethiopia. Thank you.

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Nineteen Outlets Selling Water4Ethiopia Bottled Water

In the middle of September, Water4Ethiopia bottled water was launched as the **UK's first volunteer run bottled water brand** in order to raise funds for clean water projects in Ethiopia.

25p per bottle sold goes to Ethiopia and this provides one Ethiopian with clean water for one year.

On the back of the bottle is a code which the customer can pop into our website and find out who they have just helped.

<p>Name: Assafa Kebede</p> <p>Age: 40</p> <p>Occupation: Farmer</p> <p>Time taken to collect dirty water: 50 minutes</p> <p>Current Water Supply: The Saglie villagers, located 60 kms north of Addis Ababa, are currently drinking from puddles created by an unprotected spring. As a result of using the current water supply, the community regularly suffers from illnesses such as bronchitis, tonsillitis, diarrhoea, vomiting, eye and respiratory infections as well as the deadly malaria.</p> <p>Water Supply you have paid for: You have paid for part of the construction of a capped spring that will provide the family with fresh, clean water. This will reduce the number of deaths and illnesses in the village and will allow the community to develop. Children will be able to attend school and adults will be able to spend more time growing crops and looking after livestock.</p>	<p>Current Supply</p>     <p>Our Aim</p>
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In addition to Dose and 7 Taylor St. Baristas shops, Water4Ethiopia bottled water is available at:



Pate's Grammar School, Cheltenham.



Laundrette,
Selly Oak.



Near Newark.



Happy Hen, Bishop's
Cleeve, Cheltenham.



266 Wandsworth Road, London:
read newspaper article here.



Kokeb, 45 Roman Way, N. London.



Merkato, King's Cross, London.



On trial in two vending machines, Cambridge.



Thanks to Adam Legge, on sale in C3 shop.



400m from Wandsworth
Road train station,
South London



Premier Food and Wine,
King's Cross, London.

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Future 100 Award Winners



During the UK's Global Enterprise Week we were named Future 100 Award Winners on Social Enterprise Day, Thursday 17th November. The Future 100 award is for the UK's top 100 businesses run by under 35s **"with a triple bottom line of people, planet and profit."**

Of course profit in our case is 25p per bottle of water sold and all of this 25p goes to Ethiopia to provide one Ethiopian with clean water for one year. We gained the award for **"demonstrating entrepreneurial flair and innovation in progressing a responsible business venture."** <http://bit.ly/vQtjKi>

First Charity on MillionDollarTwitPage.com



You might remember that back in 2005 the Million Dollar Homepage was conceived by Alex Tew who was trying to raise money for his university education by selling a million pixels on his website. There have no doubt been numerous other pixel attempts by others since then, but a more recent one is the Million Dollar Twit Page where pixels link directly to advertisers' Twitter pages.

The website has set up a charity section after we suggested that they might like to advertise charities for free, and as a result their first 20x20 pixel is a link to Water4Ethiopia on Twitter. Other charities that have now followed our lead include Oxfam, the Salvation Army and Breakthrough Breast Cancer. You can find out more by visiting <http://milliondollartwitpage.com/charities.html>

Gokce's London Halloween Party Raises £195



Thanks to all those who came along to the fancy dress Halloween party at Gokce's house and at Clapham Grand in London on Saturday 29th October. Some of the guests tried Ethiopian Tej, a traditional alcoholic drink made from fermented honey and a special kind of hops called Gesho.

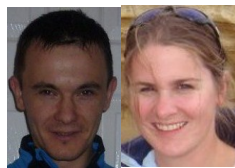
£195 was raised, providing 39 Ethiopians with clean water for 20 years. Thanks Gokce and great efforts with the costumes!

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Jo and Paul's Runs Raise Over £1250



For Paul Gallacher, Water4Ethiopia fundraising meant impressively completing a **half-marathon** run around **his beloved Glasgow** whilst seeking donations through JustGiving. But for Jo Farries, who heard about Paul's successful feats, there was only one way of beating this; running a full marathon, in France, oh and being allowed to taste the local liquid specialities whilst doing it! Jo's fundraising run was at **Le Marathon Du Medoc**.

Jo and Paul raised a staggering amount of money, meaning 250 Ethiopians can have clean water for 20 years thanks to their efforts and the kindness of their supporters.

If you would like to kindly follow in either Paul or Jo's footsteps in 2012 then you can visit <http://bit.ly/sjCeW6> or <http://bit.ly/bMe4Ts> for more information before contacting one of the trustees too.

Thank you to our volunteers

At Water4Ethiopia we are really proud to have 100% of donations reaching Ethiopia. We don't take a penny for ourselves and this includes wages, building costs, flight costs or fancy leaflets. Thankfully we are helped out by many different volunteers in a range of capacities.

This quarter we gained both Beverley from Cheltenham and Catherine from Nottinghamshire as volunteers. Beverley saw Water4Ethiopia on BBC Midlands Today in July and has kindly come on board to help sell our bottled water in and around Cheltenham. Beverley has managed to get Water4Ethiopia sparkling bottled water on sale at the Happy Hen Café in Bishop's Cleeve near Cheltenham and has some lovely leads in the pipeline too.

Catherine is helping our Partner NGO in Ethiopia (EOC-DICAC) via email with proof-reading their English articles that are then sent to charities in Europe and the US, to try and update them about projects in order to raise more funds.

We are really keen to find a PR volunteer to help us spread the word about our bottled water, as well as co-ordinators across the UK to help gain further fundraising from UK schools and churches.

Thanks to all our volunteers who have helped out over the last quarter, an amazing effort.

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