

Bottled Water Prototypes Arrive For BBC Debut



In order to generate extra revenue for clean water projects in Ethiopia, Water4Ethiopia is bringing out a range of bottled water where **1 bottle sold provides 1 Ethiopian with clean water for 1 year**. In addition, the code on the back of the bottle tells the consumer who they have just helped.

BBC Midlands Today reporter Andy Newman kindly ran a story on our bottled spring water in June and this can be viewed at: <http://bit.ly/ovxPrE>.

The company Water4Ethiopia Enterprises Ltd has been set up to provide the bottled water so that any short-term losses don't eat into donations. At least **25p per bottle sold will go to Ethiopia**, and any excess revenue generated will be used to help cover the increasing costs of running a charity where 100% of donations go to Ethiopia.

No money from the bottled water will go to any of the trustees or volunteers, unlike other charity water brands on the market. If you know of any festivals, shops or businesses who might kindly stock Water4Ethiopia bottled water then do please let us know.



Shell's LiveWIRE Grand Ideas Award Short-Listing – Please Vote Now!

Water4Ethiopia bottled water has successfully made it to the final 10 of the Shell LiveWIRE monthly award, where there are 4 winners who each gain £1000 for their business.



Please follow these 5 short steps to vote for us:

1. Follow the Shell LiveWire link <http://www.shell-livewire.org/my-business-kit/>
2. Click on "Register for a free account."
3. Fill out the short and simple registration form.
4. You are then automatically taken to the video voting page.
5. Click on "Cast your vote" under the 3rd video across by Andrew McAllister.

Please vote by Tuesday 30 August – we would really like to make the Grand Finals to be in with a chance of a £10,000 prize to help get Water4Ethiopia Bottled Water off to a flying start so that more Ethiopians can have clean water.

Thank you very much to Jo Farries for her expertise and patience (it took nearly 50 takes!) in producing the video clip for us, it really is incredibly appreciated. Volunteer Jo is a director in the newly founded music production company, Long Lunch Music. Jo also kindly edited the Ethiopian footage for the BBC piece as well as introducing us to Pete Brown, a former BBC Blue Peter producer, who passed on plenty of tips on how we come across on screen.

DONATE NOW

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Andy Meets Lib Dem MP



In mid-July Andy briefly met the colourful Liberal Democrat MP Simon Hughes with a bottle of Water4Ethiopia spring water. Currently we have to pay VAT on each bottle of water sold even though all profits go to the charity.

Simon Hughes has agreed to meet again with Water4Ethiopia in August and we hope that he will campaign on our behalf for a VAT exemption, allowing bottles to be sold more affordably to a wider consumer base.

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Bottled Water Factory Visit



Caspa Marketing and bottled water guru Mike Batey took Andy to a Coventry bottled water plant to meet the owners at the beginning of July. The plant has recently been taken over by Berrington Water who also own a plant in Hereford.

The Coventry plant hopes to be supplying Water4Ethiopia by the Autumn but in the meantime our water will come from the Hereford plant. The factory owners also outlined their plans for helping Water4Ethiopia bottled water to get off the ground. Exciting times ahead!

UK Government Pledges £38m In Food Aid For Ethiopia

On 3 July, £38m was pledged to feed 1.3 million Ethiopians for three months <http://bbc.in/ifUTAj>. This is fantastic news from the UK Government but what is needed now is the building of the long term infrastructure so that future droughts don't cause as many deaths. By capping springs, building wells with hand pumps and deep wells, the Ethiopian communities could continue to have clean water even if the rains fail to come.

Ethiopia is often known as the green drought because a lot of the land in Southern Ethiopia is actually rather fertile, providing ideal coffee growing conditions, but it is the poor infrastructure that is preventing the country from developing. Water4Ethiopia constructs long-term clean water

projects and we believe that this is where the focus should be rather than on short-term emergency aid that will soon dry up. As part of increasing the awareness in the UK for long-term clean water projects in Ethiopia, [Andy was interviewed by LBC radio](#) and this can be heard at <http://bit.ly/onjmnh>.



Andy's May Trip To Ethiopia

Andy's (self-funded) May trip to Ethiopia brought up a number of tough challenges, none more frustrating than a change of location being declared for our next round of clean water projects.



Due to a combination of fear of political tensions with Egypt over the construction of the Blue Nile dam in the Benishangul Gumuz regional state, and the Head of EOC-DICAC NGO wanting us to provide clean water for monasteries, we have had to move some of our next projects to Gera Ferda in south west Ethiopia. We are fundraising to build a series of capped springs for the worst-off beneficiaries, such as Amalz and Zekiors who we found drinking dirty water from the source in the photo.

Although Water4Ethiopia works with a religious NGO, we are really passionate about trying to help the worst-off in the country with as little political and religious interference as

possible, so it has been agreed that Water4Ethiopia will only construct a capped spring for the monastery in Gera Ferda if it either meets our budget of £5 per beneficiary, or if a church in the UK would like to fundraise the extra cost of the project.

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Quentin Volunteers In Ethiopia



Quentin Le Miere's 3-month period as a Water4Ethiopia volunteer in Ethiopia has now drawn to a close. Birmingham University's Water Resource Management MSc student, Quentin, has successfully completed project proposals for our Saglie, Dodo and Chafe capped spring projects which are due to begin construction in January when it is the dry season. The three projects will provide a total of 1350 Ethiopians with clean water for the next 20 years.

As part of the project investigation process, Quentin spent two weeks living in the town of Chancho, 60 km north of Addis. When Quentin first saw the dirty water that is currently being consumed by the local communities at the Saglie project he was incredibly shocked, but has used these emotions to really do his best for the local beneficiaries

Quentin worked closely with the Ethiopian Orthodox Church Inter-Church Aid Commission NGO (EOC-DICAC), regional and local government officials as well as the Ethiopian beneficiaries during the project proposal stages. Quentin was also able to collect data on the Ethiopian beneficiaries so that consumers can find out who they have helped by purchasing Water4Ethiopia bottled water here in the UK. Quentin also ensured Water4Ethiopia's accounts and receipts in Ethiopia were audited so that we know where every penny of your donations has been spent. Quentin kindly paid for his flights and living costs himself, and having a volunteer out in Ethiopia has proved to be incredibly successful as so much has been achieved in such a short

period of time. Quentin was really amazed at the level of responsibility given to him but found a lot of the bureaucracy a rather time-consuming but essential part of the planning process. We would like to take this opportunity to thank Quentin for all of his great volunteering work in Ethiopia. Quentin will now hand over to Glasgow University PhD student James Minto who will be the Junior Project Manager responsible for constructing the projects from January to May 2012. We are also looking to send a second volunteer to Ethiopia later this year, if we can gain the funding to do so. All costs for sending volunteers will be covered through grants and their own contributions. **100% of donations that you make do go to Ethiopia to pay for the project's construction.**

Thank you Sarah

Well done and thanks to Sarah Curtis who, on 10 July, successfully completed the London 10k in just 49 minutes and 16 seconds, in spite of running with painful shin splints, raising £320.37 in the process! Sarah's enthusiasm for Water4Ethiopia and her supporters' kind donations have resulted in 64 Ethiopians being able to have clean water for the next 20 years – amazing.

Thank you very much to all new Water4Ethiopia supporters who kindly donated; we will do our best to let you know more about the Gura Ferda project you have funded in next Spring's newsletter.



Future Fundraisers

Water4Ethiopia are pleased to announce that three schools have set fundraising dates for us. Bolton High School for Girls is to hold a fundraiser for us in September, Turves Green Girls School and Technology College, Birmingham are holding a non-school uniform day on Global Handwashing Day on 15 October whilst Pate's Grammar School in Cheltenham are kindly hosting a Fashion Show in December. Talks are ongoing with five other schools too.

Thank you to volunteers Lori Peri, James Orrock and Amy Clark for their vital help in setting up these fundraising links.

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Scotland's First Fundraiser



Glaswegian Paul Gallacher is kindly going to run the 2011 Great Scottish Run in Glasgow for Water4Ethiopia on 4 September. Paul has raised £422 so far through the JustGiving page we have set up at <http://www.justgiving.com/Paul-Gallacher1980>.

Glasgow Rangers fan Paul is preparing for the run through some gruelling football training and matches for his team Glasgow Elm AFC. Let's hope Paul is more successful with his run than Rangers have been with their European one this season! Good luck!

Andy Meets Web designer Grant

Web designer Grant Silversword is pictured here with a bottle of Water4Ethiopia spring water.

Grant has kindly built the bottled water login pages for us and continues to voluntarily update the Water4Ethiopia website.



Grant has previously worked on BBC's Top Gear Website and his freelance work can be seen at: <http://www.silversword.me.uk/about.php>. Thank you Grant for your fantastic help!

Water4Ethiopia Makes Festival Debut

Our much anticipated festival debut was finally made at Manchester's ParkLife on the weekend of 11 and 12 June. Former Manchester University students James Orrock and Lori Peri (right) helped with preparations for the event, along with manning the stand and gaining donations.

Ethiopian tej, an alcoholic honey based wine, was kindly made by one of Manchester's Ethiopian residents, Aberye so that we could attract



festival goers to our stand with free tej samples.

ParkLife festival enabled us to gain £248 a year of monthly signups, raised £115 in cash, generated 104 new Water4Ethiopia email signups as well as allowing us to form relationships with Manchester Metropolitan University's welfare manager, a pub promoter, traders, and other charities including Retrak who work with street children in Ethiopia.

Thank you to all of you who visited our stand and well done to Chloe Wakelin from Blackpool who won a meal for two at [Manchester's Ethiopian restaurant, Habesha](#), in Sackville Street, through our 'Guess the Spring Location' game. When Chloe visited Habesha she thoroughly enjoyed her yetsom beyeynetu meal with a bottle of Ethiopia's St. George beer.

Look out for Water4Ethiopia's next festival appearance at The Bridge for Heroes festival of food and drink at Newark show-ground near Nottingham on 22 and 23 October where we will be selling bottles of Water4Ethiopia spring water. In addition we have a stand booked at Grantham's Business to Business event on Wednesday 14 September. Hope to see you there!

New Facebook Page

As part of our ongoing social media improvements, Lori Peri has kindly set up a [new facebook page](#) to replace our facebook group, enabling Water4Ethiopia to communicate with followers in a more effective and frequent manner.

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Please click "Like" at www.facebook.com/water4ethiopia so that you can follow our updates in your newsfeed on facebook. Our twitter site <http://twitter.com/#!/water4ethiopia> is growing in size too and is a great way of following regular Water4Ethiopia updates – neither facebook nor twitter require you to be signed up to see our updates.

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