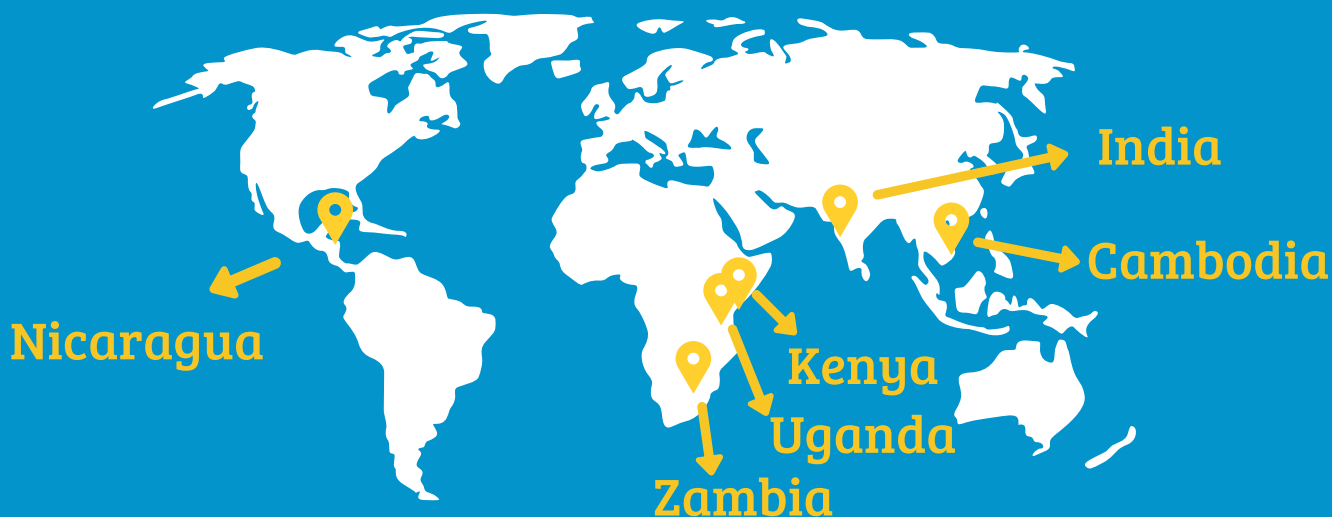




Just
a Drop

A Partnership Guide

At a Glance...



Number of countries we run and build sustainable projects in:

6

How many people have we helped since we started in 1998:

1.8M

Number of people in the world who still don't have access to clean, safe water:

785M

WITH YOUR HELP WE CAN
CHANGE LIVES

Just a Drop brings sustainable safe water, sanitation and hygiene projects to communities across Asia, Africa and Latin America; transforming lives. Safe water changes everything. It improves health, education, women's rights, leads to secure food sources, community development, economic growth and brighter futures.



Just
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WHERE DO WE WORK?

We are so pleased that you have decided to fundraise for us, and we can't thank you enough for your support! We currently work across Asia, Africa and Latin America implementing safe water solutions, and putting the community into the heart of absolutely everything we do.

Take a look at the countries we work in below:

Cambodia



India



Kenya



Nicaragua



Uganda



Zambia





MAKING A DIFFERENCE



CHOOSE A PROJECT TO SUPPORT

Speak to our team to choose a project that your company can sponsor and you will make a difference to an entire community. We'll keep you up to date throughout all of our activities, and once the project is finished, the water solution will proudly display your company's logo.

Getting your very own project is easy, just follow these steps:

1. Choose a Project 2. Updates and Reports 3. Account Management

Just a Drop will provide you with a wide range of projects proposals to choose from. If you already have a country in mind that you would like to work in let us know and we can send you a range of projects from that area.

As your project progresses we will update you at each stage. We will send quarterly updates from the field, as well as a final report detailing exactly the impact you've had.

We are proud of our personal approach to account management and as well as having your own project, you will have your own account manager who will ensure you are supported throughout the entire journey.



Just
a Drop

SUSTAINABILITY PARTNERS



CHAMPIONS OF SUSTAINABILITY!

At Just a Drop we are proud to be champions of sustainability! Every one of our projects is built to last, and our solutions are designed to counter the impacts of climate change - along with the education we provide, this has a huge impact in mitigating climate change.

We understand that companies have a responsibility that goes beyond commercial value. We work with a number of partners to help them put their sustainable agendas into practice.

By supporting a Just a Drop project you will be contributing to 12 of the 17 UN Sustainable Development goals and therefore demonstrating the value you place on our world to your customers.

We can support you to make your operations more sustainable, and give you updates on your project and the impact you, and therefore your customers are having across the world.





ENGAGING YOUR CUSTOMERS



By adding just £1 or 1p to a product in support of Just a Drop, you will be making a difference to communities across the world. You will give your customers an understanding of your values, and your products a unique selling point.

PRODUCT ENGAGEMENT

At Just a Drop we are champions of sustainability. Our projects genuinely transform lives and ensure that communities across the world are able to access water.

Aligning your brand and products with Just a Drop will not only increase the value that consumers put on your products, but will also complement your sustainability goals and make you stand out in a crowded market.



CUSTOMER ENGAGEMENT

Just a Drop has a powerful story to tell, and one that resonates with many people across the world.

Showing your support for Just a Drop will allow your customers to become part of a bigger story that is having a positive impact on the world.

Customers will associate your brand with positive change, and begin to feel a loyalty to your products.



A CORPORATE PARTNER'S STORY

Radisson Hotel Group, is focused on water stewardship as part of its Responsible Business programme. The group drives water stewardship projects to conserve and protect the earth's priceless water supply and supports local communities by providing safe drinking water, sanitation and hygiene through various WASH initiatives. Radisson Hotel Group has partnered with Just a Drop to help give children around the world access to safe drinking water through the towel re-use programme. Guests are asked to reuse their towels and forego housekeeping. For every towel reused, Radisson Hotel Group make a donation to Just a Drop.



Radisson Hotel Group plays a leading role promoting responsible water stewardship initiatives across the hospitality industry and is a proud partner of Just a Drop. Thanks to Just a Drop we have been able to reduce single towel use across Radisson Hotels and create a real sustainable impact, whilst also saving money on laundry costs

Inge Huijbrechts, Global Senior Vice President Responsible Business and Safety & Security, Radisson Hotel Group



Radisson Hotel Group and their teams across the world have also helped raise a significant amount for Just a Drop projects through a variety of activities, such as sponsored 'walks for water', cake sales, superhero runs and challenge events. In May 2017, Radisson Hotel Group won the IMEX-GMIC Innovation in Sustainability Award, in recognition that Radisson is genuinely transforming lives with Just a Drop.

Through their fundraising, Radisson Hotel Group has been able to sponsor a number of Just a Drop Projects across the world, including the Ngutethye Self Help Group in Kenya.

Just a Drop built a sand dam for the group which has brought a supply of clean, safe water to the community. People are now healthier and happier, and thanks to the vast volume of water stored by a sand dam, have enough water to grow crops, which provide a stable source of food and income.

As part of the project, the Ngutethye Self Help Group received agricultural training, were provided with seeds, and learnt how to terrace the land and grow drought-resistant crops and vegetables. The sand dam is having a transformative impact on the lives of the whole community.

Payroll Giving



Payroll Giving is a great way to fundraise for a good cause! It can be easily set up on CAF and many employers will kindly match their employees donations to make them go even further!

Organise a 'Drop In' Session

A member of our team would love to come and speak to you about what Just a Drop does this World Water Week!

Email
alice.mellar@justadrop.org to organise your free 'Drop In' Session!

Form a Just a Drop Committee

Forming a Just a Drop committee is a great way to get your colleagues on board and to fuel fundraising!

Get your customers involved

At Just a Drop we are champions of sustainability. Our projects genuinely transform lives and ensure that communities across the world are able to access water.

Make your customers part of the Just a Drop story, and add £1 onto each of your products for Just a Drop.

Create a positive impact though your company today

Thank you so much for reading this pack, if you have any questions at all, please don't hesitate to get in touch!

Alice Mellar, Corporate Partnerships and Events
Manager

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