The Walk

For millions around the world, today began with a long walk to collect water. Mile after mile… hour after hour… 40 pounds at a time… to and from watering holes, lakes, and streams riddled with disease. Every day, they fill their buckets over and over again with unsafe water that brings sickness and pain. Every hour they spend walking for water is one less hour for school, work, or time with loved ones.

How can I participate in Walk4Water?

Walk With Us (In-person): Join us at Scissortail Park on September 19!

Walk Where You Are (Virtual): Not able to make it to the event at Scissortail Park? That’s okay, you can still participate! Rally your family and friends to walk where you are - your neighborhood, a local park or around your church building.

When: Saturday, September 19, 2020
Where: Scissortail Park in Oklahoma City
(300 SW 7th St., OKC 73109)

3.7 miles
Women and children in the developing world walk an average of 3.7 miles (6 km) per day to collect water. (USAID)

40 pounds
Water is often carried in five gallon buckets which weigh over 40 pounds when full.

570 million
Nearly 570 million children lack access to basic drinking water at school. (UNICEF)

Water4 and the Global Water Crisis

2.1 billion people worldwide lack access to safe water at home, and the global water crisis claims 3.4 million lives each year -- more than all forms of violence, including war, combined. These numbers aren’t just statistics. They represent real people with names, families, hopes and dreams.

Water4 is an Oklahoma City-based international nonprofit using faith, innovation and empowerment to reimagine a world where all people have access to safe water. Water4 equips local entrepreneurs in developing countries to provide sustainable safe water access to every home, school and clinic in their communities. This approach puts the solution to local water problems in the hands of local people ensuring safe water access is sustained by local resources.

Since 2008, Water4 and our partners have impacted the lives of over 1.4 million people in more than 30 countries through the power of safe and living water.
Thank you for joining us for the second annual Walk4Water by Walking Where You Are!

We are so excited to have you join us on September 19th to help end the global water crisis!

How do I join Water4 through the Walk Where You Are option?
Walk Where You Are means that even though you are not able to be with us in-person at Scissortail Park on September 19, you can still join us virtually by walking 3.2 miles in your neighborhood, nearby park, or in your local community.

1. Register at water4.org/walkreg by clicking Walk Where You Are and completing the form.
2. Complete the form and select how you’d like to participate.
3. Join or create a Walk4Water team (optional).
4. Set a goal for your campaign.
   - $250 provides safe water access for a family in Africa
   - $2700 provides safe water access for a small community with a handpump
5. Spread the news. Email, post on social media, and text your family and friends to spread the word about what you are doing and ask for their support!
6. Invite family, friends, and community members to join your team and walk with you.
7. Choose a location. Your neighborhood? A local park? Walk wherever you’d like!
8. Find a bucket, jerry can or gallon jug to fill with water to carry while you walk. Or, if you are in the Oklahoma City metro area and would like to stop by the office to pick up one of our 2020 Walk4Water buckets, sponsored by Home Depot, you can do so on one of the following dates:
   - Thursday, September 10
     8:00am - 4:00pm
   - Friday, September 11
     8:00am - 4:00pm
   - Thursday, September 17
     8:00am - 4:00pm
9. Check out the Walk4Water fundraising resources at water4.org/walkreg
10. Follow Water4 on social media:
    Instagram @Water4
    Facebook @Water4Foundation
    Twitter @Water4
    Be sure to Tag us: #Walk4Water4

Note: Please make sure your social media accounts are public so we can see your Walk4Water posts!

How do I raise funds to help end the global water crisis?
1. Once you have created a fundraising page, share it with your family and friends! Be sure you have set a goal they can help you achieve!
2. Copy and paste the link to your page on to Facebook and share a post about why you’re walking. Encourage your friends to make a donation of $27 to provide safe water to an individual for life.
3. Send an email to your contact list with your fundraising link!
4. Visit www.water4.org/walkreg and scroll down to find resources including sample emails, Facebook and Instagram posts, and other fundraising tools!
5. Be sure to thank your donors and share with them when you hit your fundraising goal!

What about the day of Walk4Water?
- Grab your walking shoes and get ready to walk!
- Walk with a group of family and friends (while practicing social distancing, of course!)
- Experience what it is like. Fill your bucket and walk 3.2 miles – the average daily distance to fetch water like the majority of the world.
- Snap photos and videos as you walk!
- Post to Instagram, Facebook and Twitter and use #Walk4Water4. Be sure to tag Water4!

Check out videos, photos, social media posts, fundraising email templates, logos and more at water4.org/walkreg.

To learn more about the water crisis and how to talk to kids about it, check out these resources. Information about the water crisis:
www.water4.org/problem

The Water Princess book - great book for parents to talk to kids about walking for water.
Raise to Walk & Get Rewards

Don’t forget to check out all the Walk4Water resources at water4.org/walk!

Walk4Water is a free event, but all participants are encouraged to fundraise to help provide access to safe water. Every dollar you raise makes a lasting difference in the lives of people around the world by providing access to safe water to those who need it most.

In addition to the impact you’ll make in the lives of those who receive safe water, you’ll also earn limited edition Water4 gear as you hit the following fundraising milestones:

Raise $50: Receive a commemorative Walk4Water t-shirt
Raise $100: Receive a Water4 water bottle
Raise $250: Receive a special edition Water4 Simple Modern insulated coffee mug.

water4.org/walk
WHO WE ARE

Water4 is an international nonprofit using faith, innovation and empowerment to reimagine a world where all people have access to safe water. Water4 equips missional entrepreneurs in developing countries to create lasting physical, economic and spiritual change through market-based safe water solutions. This approach puts the solutions to local problems in the hands of local people and ensures safe water access is sustained by local resources.

IMPACT

1,486,035
People Impacted by Safe Water
All Time

243,933
People Educated in WaSH & The Gospel
Since 2017

5,901
Water Projects
All Time

THE PROBLEM

2.1 billion people worldwide lack access to safe water at home. (WHO)

THE SOLUTION

SAFE WATER - Affordable access to safe water saves lives, improves health and provides economic benefits through cost and time savings and increased school attendance, allowing communities to thrive.

HYGIENE - Hygiene and sanitation education is critical for fighting waterborne disease and ensures communities maximize the full benefits of safe water.

LOCAL HEROES - Water4 empowers local entrepreneurs to start, operate, and grow sustainable water service businesses that provide safe water to communities at an affordable cost.

WHERE WE WORK

Burkina Faso  Rwanda
Burundi  Sierra Leone
DRC  Tanzania
Ethiopia  Togo
Ghana  Uganda
Kenya  Zambia
Liberia &
Malawi  Peru

LET’S MAKE HISTORY

Victory is possible, and everyone has a role to play. Here are 3 ways you can join the fight:

1. Know - Knowledge is power! Learn more about the global water crisis and how Water4 empowers local people to end it once and for all at water4.org.

2. Give - $27 empowers a Water4 trained hero to provide safe water access to one person. All gifts from new donors are matched, and 100% of every gift goes directly to Water4 programs.

3. Share - Visit water4.org/take-action for more ways you can spread the word and help make the water crisis history.