

KEY CLUB + THIRST PROJECT

Water is a human right. Join the fight.



KEY CLUB + **thirst**
PROJECT

DEAR KEY CLUB INTERNATIONAL BOARD,

Thank you for your consideration of Thirst Project as an official Key Club partner. (What?!? That's epic!) We know that Key Club is one of the leading youth organizations for service and social change (in the world!) and we don't take your consideration for granted.

You've already done incredible things for amazing causes (our jaws are on the floor when we think about what you did for the Eliminate Project!), and we believe that not only should working to end the global water crisis be your next mission ...we should be your implementing partner to do it.

WHY THE GLOBAL WATER CRISIS?

Right now, on our planet, over 663 million people do not have access to basic, safe clean drinking water. That's not just a big number. What it means is that in communities all over the world, women and children walk for miles every day to collect dirty water from whatever standing water source is available to their rural communities. Open, unprotected water sources like rivers, ponds, and swamps are shared with animals that both drink and defecate in the same water source that humans are forced to drink from and this is often the only choice people have. Drinking from these contaminated water sources causes people to get easily-preventable waterborne diseases; diarrhea and dysentery alone kill more children under five than AIDS, malaria, and all world violence COMBINED (including war).

Walking for hours to fetch water means that children are often unable to go to school or get an education because of the thousands of hours lost annually just hauling water. It often means that women are unable to get jobs or contribute economically to their communities because of the thousands of hours wasted annually just hauling water. The water crisis impacts ANY other cause you care about. We cannot bring food security to combat Hunger without safe water. We cannot bring Education to a community if the children are out walking for hours each day to fetch water. We cannot bring about Economic Development without access to safe water. Investing in water access has the highest return on investment of any charitable initiative in the world because it impacts EVERYTHING.

Everyone understands the need for access to safe, clean water. This is not a religious issue. This is not a political issue. The global water crisis kills more people and is responsible for more global disease than anything else (88% of all global diseases are caused as a direct result of lack of access to safe, clean water). This is without question the single-greatest humanitarian crisis that we face as a global community today. It is also the most solvable. In the last decade alone the number of people without access to safe, clean water has dropped from 1.1 billion to 663 million while the global population has risen. We will absolutely see the end of this in our lifetimes. We will be the ones to push the water crisis into the history books.



WHY THIRST PROJECT?

YOUNG PEOPLE = THE WORLD'S LARGEST YOUTH WATER ACTIVISM ORGANIZATION

I hope that if nothing else, we've just made the case for why working to end the global water crisis should be your next mission. I also know that there are lots (LOTS) of great NGO's, agencies and water organizations that exist for just that purpose. We are absolutely not the oldest water organization. We are absolutely not the largest water organization. **We ARE, however, without question the world's largest YOUTH water activism organization.**

If you couldn't already tell by the way we write, we are not old or stuffy. Not that there's anything wrong with "old" people (we love them!); but we know that young people are THE most-powerful agents for social change. Period. It's not just something we say because it sounds good. We believe it with everything inside of us. We've seen it lived out in the hundreds of thousands of students who've taken action with us to end the water crisis. We see it every day in young people who selflessly give up their birthdays, organize dances, walks, and awareness campaigns to end the water crisis.

We lead our domestic Education Programs with a School Tour that travels across the country speaking at assemblies in high schools across the country (hundreds of them) to educate students about the global water crisis and activate them to take real action to end it. Our Activation Team then works with students to help make sure you have everything you need to be effective at raising awareness and funds in your local community so that you can build real water projects around the world for those who need it most. We were founded as a group of college students and we're led by young people. We're hardwired for students!

In addition to our School Tour, every month we run Campaigns specifically designed with activities that equip you as a young person to take action in your local community to raise awareness and funds to end the water crisis.

CLOUT & SHOUT (WE WANT TO SHARE OUR NETWORK WITH YOU!)

We have an incredible network of over 100 amazing influencers and celebrity supporters who are sold out for Thirst Project and have declared us as the official charity that they support including: Connor Franta, Ansel Elgort, Dylan O'Brien, Andrea Russett, Bella Thorne, Jennifer Garner, and so many others. The collective reach of our network of influencers and celebrity supporters' audience reaches HUNDREDS OF MILLIONS of people. We've already demonstrated our willingness to use their clout to shout how amazing Key Club/Kiwanis is from the rooftops! In the past when we partnered to create and build out the "Dirty Little Secret" awareness campaign for you, we shot PSA's where our celebrity supporter verbally recognized Key Club & Kiwanis, tweeted/posted about Key Club & Kiwanis to their millions of followers, and did everything they could to celebrate our amazing partnership. We want to do more of that, so that we can share with the world how amazing Key Club is!



SUPER IMPORTANT!!!

We commit to give 100% of ALL student and public donations raised for water projects DIRECTLY to fund Water Projects on the ground without taking any "overhead" fees to operate. We have an incredible Board of 11 ballers (even Pauley Perrette from "NCIS") who give insanely-generously to pay for all of the stuff that nobody wants to pay for so that we can guarantee that whether you raise \$1 or \$1,000, 100% of your funds you partner with us on will be used directly to build water projects in developing communities.

We will see the end of this issue in our lifetimes. The question now is: How quickly? And will you be a part of it? We've already made history. But the future? That's determined by you today.

Please join us, and together, we will change the world.

Thank you so much for your consideration.

Gratefully,

A handwritten signature in black ink, appearing to read "Seth Maxwell". The signature is fluid and cursive, with the first name "Seth" being more prominent than the last name "Maxwell".

Seth Maxwell
Founder & CEO
Thirst Project





THE HISTORY BETWEEN KEY CLUB AND THIRST PROJECT

Thirst Project's mission is to build a socially-conscious generation of young people who will END the global water crisis. Kiwanis' mission is to serve the children of the world. It was only a matter of time until the worlds of Kiwanis and Thirst Project would collide.

In March 2014, Thirst Project and Key Club International partnered for Thirst Project's "Dirty Little Secret" Campaign. Thirst Project conceived and built out this awareness campaign for Key Club, co-branded ALL of the content from the website that the campaign lived on; from the PSA's featuring Thirst Project celebrity supporters who championed Key Club as a partner, to the digital strategy behind the campaign which garnered tens of millions of impressions for Key Club. This awareness campaign was specially-designed not to ask for money, in an attempt to be sensitive to the K Family's then-existing commitment to the Eliminate Project. We simply wanted to test the receptivity of the Key Club Family to our cause & organization and demonstrate what we could offer as a partner. It was an incredible success!

During the summer of 2014, Thirst Project got their first taste of the local impact of the Kiwanis family with the opportunity to speak, present, and exhibit at the 71st Annual International Key Club Convention in Anaheim, CA. For that five-day period, hundreds of thousands of Key Clubbers were met with the message of the water crisis through games, stories, and workshops put on by Thirst Project staff. Thirst Project, being the world's leading YOUTH water organization, found a sweet spot within the Key Club world. Key Club students are passionate young people committed to serving the world and leaving it a better place, which fits right into the makeup of Thirst Project's world. As conversations got deeper, Thirst Project was able to connect with thousands of Key Club governors, trustees, presidents, lieutenant governors, and board members from all over the world who wanted to find their role in helping solve the water crisis. It became clear that the 71st Annual International Key Club Convention was just the start of an incredible journey with two organizations looking to make a positive impact on the world. Immediately after the convention ended, and for the next year-and-a-half (to date), thousands of conversations have continued with not just local Key Club, but now Circle K clubs and Kiwanis clubs. The K family has played such an important role in ending the global water crisis for the past year-and-a-half, and the local component of it all started with a conference.

Below are some highlights from the past year-and-a-half in our journey of working with Kiwanis family, as a whole:

MARCH 2014: Thirst Project and Key Club International partner for Thirst Project's "Dirty Little Secret" Campaign, where thousands of students across the country participated in raising awareness to of the global water crisis.

JULY 2-6TH, 2014: Thirst Project interacts with thousands of Key Club leaders from across the world. Key Club leaders from all around the country connect and find their role in helping END the global water crisis.



SEPT. 2014: Thirst Project presents to the NY Key Club District Board about the scope of the global water crisis and the impact of clean water. NY District Key Club's Governors project is clean water for all, and they set a goal to build a well in Swaziland with Thirst Project.

OCT. 2014-MAY 2015: Thirst Project partners with different local Key Clubs from around the country including Illinois-Iowa, Ohio, Kentucky-Tennessee, Pennsylvania, Florida, California-Nevada-Hawaii speaking at dozens of Fall Rallies, District Conventions, and club meetings.

MARCH 2015: Thirst Project and Key Club International partner for Thirst Projects "Dirty Little Secret" campaign for the second time, where again, thousands of students across the country participated.

JULY 2015: Thirst Project attends the K- Family 100 year celebration in Indianapolis IN where hundreds of Circle K, Key Club, and KIWANIS members interacted with Thirst Project via the Exhibit and workshop presentations.

AUGUST 2015: NY District Key Club and NY District Circle K make Thirst Project their District Service project, setting goals to help end the water crisis in the nation of Swaziland.

