

Every time you refill, Cupanion gives clean water to a person in need. Fill it Forward™.

## Access to Clean Water is a Global Priority

When calculating a person's average annual consumption of water, in most cases the true cost of a 'cup of water' is far less than \$0.02. Yet accessing clean water remains a daily challenge for children and families globally.

- Every day women and girls spend 200 million hours collecting water.
- Water and sanitation-related diseases kill nearly 1 million people annually.
- Globally 844 million people – 1 in 9 – lack access to safe water.

By partnering with Fill it Forward you become a part of the solution, aligning your organization's brand with a meaningful cause that makes an impact.

## Fill it Forward App

In 2018 the Fill it Forward app launched with the mission to inspire the world to reuse, while also making giving water as easy as drinking water. App users can now connect their smartphone with a reusable bottle or cup, enabling them to track their environmental footprint, stay hydrated, and give clean water with every reuse.



## Every Scan = A Cup of Clean Water Given

When a Fill it Forward tag is scanned with the app, users help give a symbolic 'cup of clean water' that is equivalent to a minimum \$0.02 donation from Cupanion. These individual actions add up quickly and as project milestones are achieved, Cupanion sends donations to our charitable partners who specialize in clean water initiatives.

## Charitable Water Partners

The development of water project infrastructure is facilitated through trusted charitable partners, who specialize in providing access to water, hygiene, and sanitation to high priority communities. Their proactive approach often takes the form of long term (5-10 year) initiatives, focused on implementing sustainable infrastructure that solve core issues both locally and globally. Learn more about our charitable partners at:





The Fill it Forward initiative has donated 3,400,000+ cups of clean water since 2009.

### In-App User Experience

Within the Fill it Forward app individual users can navigate to the *water project screen* to see how they are directly helping make an impact, while tracking the overall progress toward a specific goal. All app users are working simultaneously toward the completion of the same clean water project.

### In-App Water Projects

The clean water projects featured within the Fill it Forward app represent a range of initiatives predetermined by our charitable partners. To ensure transparency, projects reflect examples of initiatives in countries that are approximately equal value to the donation goal.

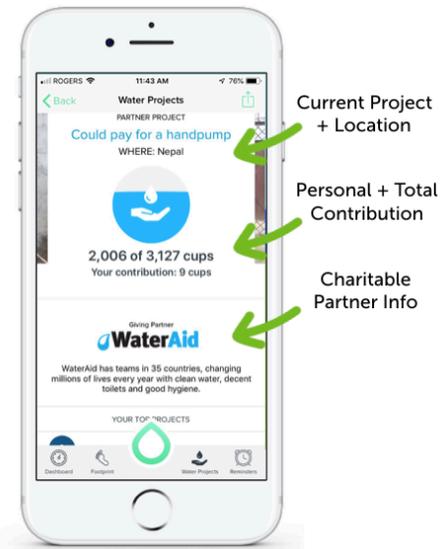
### In-App Custom Water Project

Organizations have the opportunity to work toward a specific project (identified by Cupanion) within the Fill it Forward app. This setup requires a custom program and the clean water project to be pre-funded by the organization.

### Join the Movement

For more insights into Fill it Forward please contact the Cupanion team at [info@cupanion.com](mailto:info@cupanion.com), by phone at 1.888.824.7375, or online at [cupanion.com](http://cupanion.com).

### Fill it Forward Project Screen



### WaterAid Project Areas of Focus

-  Provide access to clean water supply by drilling borehole wells and providing training for ongoing operation and maintenance.
-  Construct handwashing facilities and laundry basins for use by patients and clinic staff.
-  Improve sanitation services through the construction of ventilated improved pit latrines.
-  Deliver training to midwives, nurses and doctors on sanitation and hygiene best practices, including medical handwashing.

