



HYDRO HEROES

Saving the World,
One Drop at a Time.

"IT'S A MOVEMENT; SO DON'T JUST SIT THERE."

HYDRO HEROES is an organization dedicated to the education and promotion of efficient water usage. The team works to connect global water issues to how we treat water here at home. Through our actions, we promote the efficient use of water, keeping in mind those who are less fortunate.

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Water is an All-Unifying, Universal Human Right:

We believe that everyone has the right to clean drinking water.

We believe that water should be used efficiently.

We believe that youth can make a difference.

We believe that protecting water for future generations is of utmost importance.



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AN INTERNATIONAL DECADE OF ACTION

The UN has declared 2005-2015, the "Water for Life" Decade. Hydro Heroes is committed to building a water-efficient future for Canada and helping make clean water accessible around the world.



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A MESSAGE FROM HYDRO HEROES

Water is the source of life. There are over a billion people around the world without clean water. People are struggling to satisfy their basic needs keeping them healthy. Children continue to die because of the diseases that riddle the water they drink. Women and children have to decide between school and survival, walking kilometres each day to get water. Lack of clean water results in many other humanitarian problems such as hunger, malnutrition and conflicts among regions.

The world's water issues may seem distant, but do not convince yourself that Canada has no problems of its own, or that the issues of another country are not our problem. There is more to water consumption than meets the eye. Each day in Canada thousands of litres of water are consumed per person. It is easy to comprehend the use of direct water in our homes. However, water is used in many other areas at much larger quantities than you could imagine. Industry and agriculture account for approximately ninety percent of the water that is used around the world.

As Canadian citizens, we have a responsibility to consume what is needed and protect the quality of our water. After all, without water there is no life.

Act responsibly, and more importantly lead by example. It is said "actions speak louder than words". When you make an effort to change your water consumption habits, becoming water-efficient, you are creating a culture of responsibility at home, the workplace and in the community. As we all begin to make changes in our lives about how we use water, Canada as a country will lead by example on a global scale and be a role model to other countries. We look forward to that day.

Founder, Colin Campbell
Hydro Heroes



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The Hydro Heroes Mission

Water is not just another link in the food chain, it is the foundation. Some species live in it, all live off it. Water is life. It bears life, perpetuates life, and ensures life. Its purpose is paramount to the survival of all living things.

It is unfortunate that such a basic and necessary resource can present such large imbalances in accessibility, and consequently, in survival. 1.1 billion people worldwide face this reality every day. To Canadian's, this issue has been out of sight, out of mind, and unfortunately, not a priority. But does Canada face different obstacles?

Are we able to make the distinction between preventive measures and acute care? Do we have to be directly involved in the problem to partake in the solution? Canadians, through no fault of their own, have become carefree with their water consumption. It is therefore the profound duty of something or someone to put an end to it. This something is Hydro Heroes – a team of youthful hearted individuals dedicated to ensuring everyone has equal access to clean drinking water. However, no matter how intimately a hero knows its villain, it is rarely the case that he or she can single-handedly defeat such a villain. Public awareness, acceptance and inclusion are just as much a part of any hero's line-up of defences as its super-powers.

Hydro Heroes have the powers of energy, passion and youth – is this enough to combat the scope of their villain? It is the sole duty and goal of Hydro Heroes to assemble the public, inform them of this threat and educate them on how they may take part in its eradication. It is up to the Hydro Heroes to ensure that Canadian's become aware of the water crisis, their stake in it, and how they may turn the tables. Hydro Heroes are taking two essential measures to ensure their victory: education and support. By educating the public, they become empowered, thus better suited to make a difference in the short run by protecting and conserving our water resources. And as a result, the long term impact of our actions will be felt by the many people in need around the world.



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The “Quest to Quench World Thirst” Bike Ride

In our efforts to raise awareness of water related issues, Hydro Heroes is organizing a two-day charity bicycle ride from Toronto to Niagara Falls. The riders will depart on July 11th from Toronto, and will travel along Lakeshore Blvd. to Hamilton with pit-stops along the way. After an overnight stay at McMaster University, the ride will continue to the final destination of Oakes Garden Theatre Park in Niagara Falls, Ontario. The ride will culminate with a dinner banquet on the Sunday evening.

Every rider will be provided with a fundraiser package including water-efficient tips, safety and preparation tips, fundraising tips and pledge forms in order to collect donations. **Each rider will be given a specific project to raise funds for one of our partnered charities.** All funds raised will be distributed to the partnered organizations so they can build the infrastructure required to bring clean drinking water to people in need. This will include the training of water management techniques to sustain the use of water resources available and promote the efficient use of water.

The projects will bring clean water to children at school and families in their communities. The Canadian Feed the Children, WaterCan, Ryan’s Well Foundation, and The Oaklands Foundation will be on the ground. Hydro Heroes will continue to promote the efficient use of water here in Canada, and will continually communicate back to our supporters the results of all our efforts.



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Making Water Accessible

Canadian Feed the Children recognizes the importance of access to clean and safe water for communities. They work with local partners to ensure that water related activities are realized in communities where they are needed most. These activities include digging water wells, building latrines, protection of nature springs, and education. Canadian Feed the Children has partnered with Hydro Heroes to build wells and sanitation facilities for those in need. Our project will bring access to clean water to a community in Bolivia.

The Ryan's Well Foundation works to build wells, educate on water conservation and scarcity, and raise awareness and funds to help provide clean water and related services to people in Africa and other areas of the developing world impacted by the global water crisis. Since its inception the organization has built 394 wells in 15 countries and has brought clean water and sanitation services to over 547,082 people. Hydro Heroes has partnered with Ryan's Well to provide a community in the Lira or Apac district in Northern Uganda with water supply, sanitation and hygiene education.



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WaterCan is a leading Canadian charity dedicated to conquering global poverty by helping the world's poorest people gain access to clean water, basic sanitation and hygiene education. Since 1987, WaterCan's programs have reached over one million children, women and men, helping break the cycle of poverty and disease and increasing opportunities for health, education, gender equality, and economic growth. Hydro Heroes has partnered with WaterCan to create a healthy and safe learning environment for the children at Chamwino Primary School in Tanzania through the provision of locally appropriate, basic sanitation and hygiene education services.

The Oaklands Foundation is concerned with education and development in impoverished nations. Their primary objective is to work on projects to improve the quality of education in developing areas. Water is an essential component to such success. The Oaklands Foundation is one of the only organizations helping people in Nigeria. Hydro Heroes has partnered with The Oaklands Foundation to help develop a way of bringing access to clean water to Mount La Salle College in Naka, Nigeria.



The Oaklands Foundation



Upcoming Events

- Boundary Water Treaty Celebration June 13th 2009
- 1st Annual "Quest to Quench World Thirst" community charity bike ride from Toronto to Niagara Falls, July 11th - 12th, 2009
- Pushor Mitchell Kelowna Apple Triathlon, August 21st - 22nd 2009
- 2nd Annual "I'm Thirsty" Bike Ride Toronto to Halifax, September 2009

Hydro Heroes Highlights & Accomplishments

- Attended 5th World Water Forum in Istanbul, Turkey. Lead Youth Forum to achieve recognition - March 2009
- Entered Social Venture Challenge at the World Model United Nations Conference in The Hague, The Netherlands to spread Hydro Heroes abroad - March 2009
- Hydro Heroes short film was nominated for the Social Impact Award at the Ivey Film Festival sponsored by CTV and won 3rd place in Overall Film Excellence - March 2009
- Joined the Nova Scotia Bottled Water Coalition - 'Turn on the Tap' - March 2009
- Premiered the film 'FLOW: For Love of Water' in Halifax, Nova Scotia - November 2008
- "I'm Thirsty" Bike Ride Toronto to Halifax, September 4th - 20th, 2008



Did you know?

Globally

- 1.1 Billion people lack access to clean water around the world
- 1.8 million children die every year as a result to diseases caused by unclear water and poor sanitation, amounting to 5,000 deaths per day
- 88% of all diseases are caused by unsafe drinking water, inadequate sanitation and poor hygiene
- The water and sanitation crisis claims more lives through disease than any war claims through guns

Nationally

- Canada uses 4,400 L of water per person daily
- Up to 100,000 litres of water is used to produce one kilo of grain-fed beef
- 30,000 L of water is used to produce the average vehicle
- The Great Lakes account for 45% of Canada's industrial capacity

