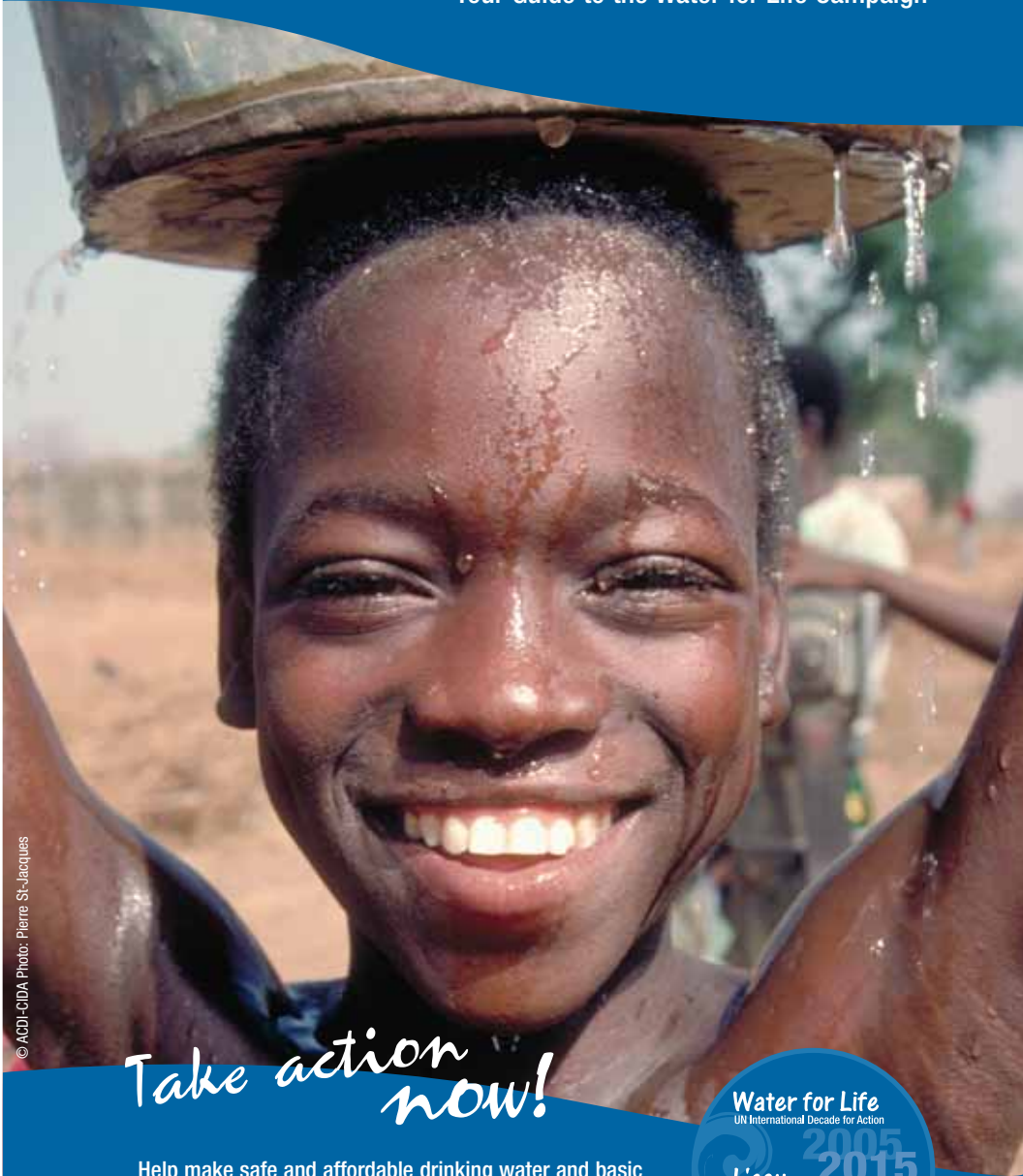


Water for Life

Your Guide to the Water for Life Campaign



© ACDI-CIDA Photo: Pierre St-Jacques

Take action now!

Help make safe and affordable drinking water and basic sanitation for the world's poor a priority for Canada.

A single drop can make waves in the ocean.
You can be that drop!

Water for Life
UN International Decade for Action
2005-2015
L'eau, source de vie
Decennie internationale d'action de l'ONU
WaterCan EauVive

THE DEADLY COMBINATION



© WaterCan/EauVive Photo

Every 15 seconds of every day, someone dies from a water- or sanitation-related disease. That's 6,000 deaths a day, or two million deaths a year. Most of them are children.

More than one billion people – a sixth of the world's population – lack safe drinking water. More than two billion people have no basic sanitation. Each year, this deadly combination results in disease for hundreds of millions.

Many families in the developing world have to drink water from streams and rivers or unprotected springs and wells. In the absence of sanitation facilities, these sources often become contaminated and are breeding grounds for disease. The poor – particularly women and girls – are hardest hit by the lack of clean water and proper sanitation. They are robbed of their health, time and dignity.

Water is life. Safe and affordable drinking water and basic sanitation are fundamental to achieving good health, encouraging local economic development, and fighting global poverty. Poor communities throughout the developing world consistently list clean drinking water as one of their most important priorities.

But for many of these communities, access to safe water and basic sanitation remains an unfulfilled promise.

WATER, SANITATION, AND THE MILLENNIUM DEVELOPMENT GOALS

In 2000, Canada and the global community promised to support the United Nations Millennium Development Goals, to be achieved by 2015, to assist the world's poorest people.

One of the most important targets is to halve the proportion of the global population that lacks sustainable access to safe drinking water and basic sanitation.

Achieving this target is critical to fighting global poverty. It will allow progress towards all Millennium Development Goals: eradicating extreme poverty and hunger, achieving universal primary education, promoting gender equity and women's empowerment, reducing child mortality, improving maternal health, and combating major diseases such as HIV/AIDS and malaria.

"We all know that water is life."

Community leader, southern Uganda

© AOD/CIDA Photo: Pierre St-Jacques



WHAT WILL IT TAKE TO ACHIEVE THE WATER AND SANITATION TARGET?

To achieve the target in developing countries over the next decade, each day 175,000 more people will have to be provided with safe water and 400,000 more with sanitation.

The cost of meeting the target globally between 2000 and 2015 is estimated at US\$101 billion – an average of US\$6.7 billion annually*. This might seem almost impossible until you consider that Europe spends US\$11 billion a year on ice cream, and Europe and the United States combined spend US\$17 billion a year on pet food.

More than 30 years ago, Canada and other developed countries made a commitment that each would spend 0.7% of its Gross National Product (GNP) on international development. Since then, these nations have enjoyed tremendous growth and prosperity. But their development commitment has not been met.

If the world's richest nations fulfilled their promise to assist the world's poorest nations, the water and sanitation target would be within reach.

* UN Millennium Project Task Force on Water & Sanitation, 2005.



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What is the Water for Life campaign?

This **Water for Life** initiative is organized by WaterCan. We are asking Canadians from all walks of life to encourage the federal government to increase foreign aid for safe and affordable drinking water and basic sanitation for the world's poorest people. Launched on World Water Day, March 22, 2005, the campaign coincides with the United Nations International Decade for Action – Water for Life (2005-2015).

HOW CAN I GET INVOLVED?

Sign the **Water for Life** campaign postcard and send it to WaterCan.

Please ask your family, friends, and colleagues to do the same. On World Water Day (every March 22) during the UN Water Decade, WaterCan will deliver these signed postcards to the Prime Minister and the Canadian government. Your postcards will be an annual reminder and encouragement to your government that global water and sanitation issues matter to Canadians. Mention this campaign to your local Member of Parliament as well.

BE A WATER FOR LIFE CAMPAIGN ADVOCATE



If you would like to organize a postcard writing drive for your school, workplace, or community group, contact WaterCan and we will send to you a Campaign Coordinator Kit that includes extra postcards and our popular "Clean Water for All" educational video.

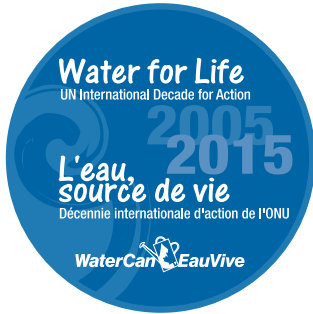
Through this campaign, WaterCan is striving to develop a strong constituency of Canadians who are concerned about global water and sanitation issues and are determined to do something about it.

Water for Life campaign resources

(available free of charge - also available in French)

- Water for Life campaign booklet (12 pages)
- Water for Life campaign poster (18" x 24")
- Water for Life campaign sticker
- Water for Life campaign postcard

To obtain additional copies of any of these materials, contact WaterCan by telephone at 1-800-370-5658 or e-mail campaign@watercan.com



There is still time for the world to meet the water and sanitation target by 2015. If Canada and the rest of the global community join in this common cause, the simple dream of safe drinking water and basic sanitation will be realized for millions of poor families.

Please support the **Water for Life** campaign. A single drop can make waves in the ocean. You can be that drop!

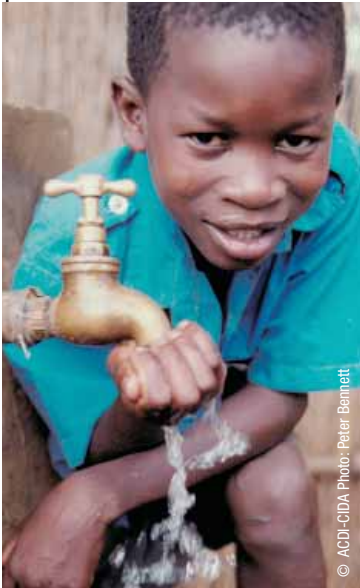
“The water used to be muddy and unclean...now we do not suffer after we drink the water.”

Mother, western Ethiopia

ABOUT WATERCAN

WaterCan is a registered Canadian charity dedicated to providing clean water, basic sanitation, and hygiene education to the world's poorest people. Working with local partner organizations in Africa, WaterCan supports small-scale, community-driven projects that dramatically improve the quality of life in rural areas and urban slums. Since WaterCan's creation in 1987, we have helped more than one million people to live healthier, more productive lives.

WaterCan attaches great importance to public education. This helps to ensure that the provision of safe water and basic sanitation for the world's poor is an important priority for Canadians and the international community.



To learn more, please contact:

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