

SOCIAL IMPACT

WHY ARE BUSINESS ANALYSTS CALLING IT THE "SECRET WEAPON"?

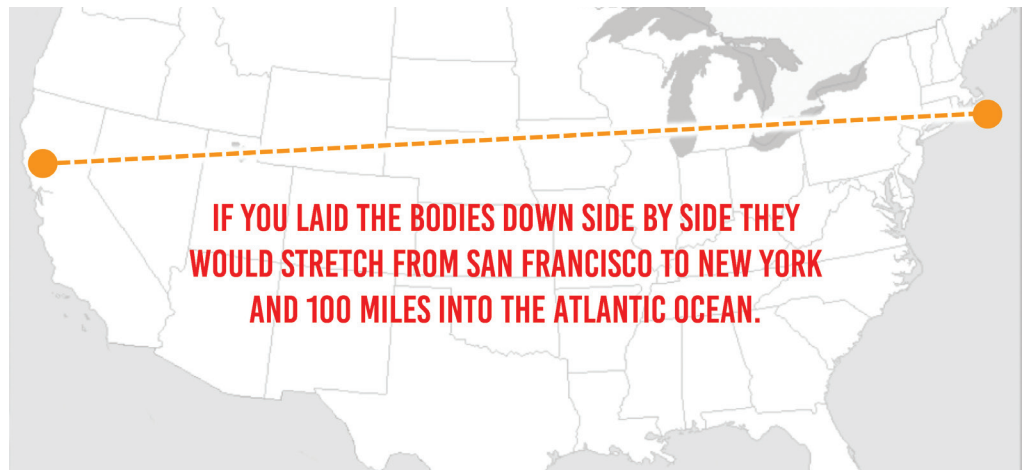


Social Impact, simply defined as "the act of bringing a positive and sustainable change to a population in need", is more than just a new buzzword or catchphrase. It describes a real priority in the lives of men and women around the world.

Employees and executives want more than a paycheck. They want to be engaged in something meaningful, something that has lasting impact in the world.

WHOlives, an award-winning 501c-3, is joining forces with organizations of all sizes to tackle the water crisis that takes the life of 6,000 children every day. It's hard to believe, but scarce and contaminated water needlessly kills 3.4 million people every year. In fact...

87% OF CUSTOMERS SAY THAT THEY WOULD SWITCH BRANDS DUE TO SOCIAL IMPACT



75% OF THE WORKFORCE SAID THAT HAVING A SOCIAL RESPONSIBILITY CONTRIBUTED TO THEIR DECISION TO WORK FOR A COMPANY



Women and girls are enslaved to fetching dirty water, often walking up to 4 miles a day, extinguishing their hopes of a better life.

There's actually more water on the African continent than there is in America. The problem is getting to it 125 feet under the ground in a way that is practical and economical. The solution to the water crisis is found in the revolutionary, hand-powered Village Drill, now being used to drill clean water wells in more than 30 countries (see photo on back).



Implement a Meaningful Social Impact Program with 5 Simple Steps

A social responsibility model doesn't have to be difficult, and you don't have to start from scratch. When you join WHOlives to bring Water, Health & Opportunity to communities in desperate need, our local ambassador will help you set up a customized program with maximum impact.

1. WE START WITH A SOCIAL MISSION

to eradicate scarce and contaminated water that kills 3.4 million people every year. We can help you get the message out with an easy-to-use social media campaign called "Water Wednesday"

2. YOU SET COMPANY IMPACT GOALS

We'll help you customize your social impact program so it fits the time and needs of your organization.

3. YOU CHOOSE A SMALL IN-HOUSE IMPACT TEAM

to volunteer to help us kick-start your efforts.

4. WE'LL INVOLVE AND EDUCATE YOUR EMPLOYEES

motivating them every step of the way.

5. WE'LL ORGANIZE AND RUN YOUR FIRST "RACE AGAINST TIME" EVENT

where you can share your cause with vendors, friends and family and quickly raise funds for 2 clean water wells in less than an hour.

JOIN OTHER "DOERS"

When you partner with WHOlives, you join a larger family determined to solve one of the largest and unjust problems facing our world today



THINK ABOUT SUSTAINABILITY AND YOUR COMPANY LEGACY

When its all said and done, people will remember you more for what you did, not for what you sold.



Contact a local WHOlives Representative and Set Up Your Social Impact Program:

www.WHOlives.org, www.villagedrill.com