July 17, 2010

Fred Eisenberger
Mayor
City of Hamilton
77 James Street North
Suite 230
Hamilton ON
L8R 2K3

Dear Mayor and Councilors,

Most Canadians take water for granted. But it takes a lot of engineering, ingenuity, and money to supply fresh, clean water. As elected officials, we expect you have a good understanding of local water utility issues. But our challenges are nothing compared to those who live without a safe, reliable water supply – like in Bolivia, Guatemala, Honduras, Malawi, and West Bengal, India. There, the difference between life and death is a matter of fresh, clean water.

Water For People is a nonprofit organization that was created by engineers, operators, suppliers and consultants in the water industry. Our goal is to help people in developing countries improve their quality of life by supporting the development of locally sustainable drinking water resources, sanitation facilities and health and hygiene education programs.

In Canada, I believe we have an especially important role to play. Canada is home to more than 20% of the world’s fresh water. I wish there was a way we could simply deliver water to people the way we ship wheat, corn, and even steel half way around the world – but you and I know that it doesn’t work that way. Water is always a local resource and water professionals know how best to provide fresh, clean and reliable water to people.

Water For People provides sustainable solutions that are community based. We don’t fly in million-dollar solutions. Instead, we work with community members and teach them about the connection between water, sanitation and their own health. We show them how to build wells and latrines, and train them how to operate and maintain them. Our help goes to people, not concrete. We keep solutions simple and sustainable. A typical project in Guatemala, for example, includes a safe water supply, a gravity-fed
water system, a storage tank, an underground distribution system, and tap stands at each household. Simple, but effectively provides safe drinking water to people in desperate need of assistance.

The link between the lack of water and poverty is clear. Water For People uses water-related programs as catalysts for change in communities that lack access to drinking water and sanitation. Our actions change more than water availability – they change people and economies. As water conditions improve, the burdens on their backs grow lighter, water-borne diseases disappear. Communities become healthy, strong, and able to take care of themselves.

Our Guiding Principles

We believe in people. We respect the dignity of all people.

We keep it local. We believe that water, sanitation and hygiene problems are most effectively solved using local resources.

We keep good company. We search out trusted partners who share our vision and work together to build long-term relationships based on trust.

We keep our promises. We believe we owe it to the communities we serve, our volunteers, staff and donors to act with integrity and manage our resources effectively and efficiently.

Last year, Water For People helped 209,336 people receive improved water; 118,055 people receive adequate sanitation; and 191,670 people receive health and hygiene training. Water For People worked in 379 communities and in 244 schools. That was an amazing 77 percent growth over 2008.

This year, our goal is to raise $250,000 through the municipal sponsorship program, an amount that will provide fresh, clean water and sanitation to more than 5,000 people.

Donation Request:

Please help us reach our goal. It’s simple to give the gift of life. A dollar given to Water For People is a very magical dollar – it multiplies itself a hundred fold. Water For People-Canada is seeking your support and requesting that your municipality join our Sponsor Program.

Water For People-Canada suggests that your municipality donate $0.05 (five cents) per resident to provide safe water and sanitation services to less fortunate people in the developing world.

Or your municipality may wish to select a different sponsorship level (see attached Sponsor Program), which will be very much appreciated and recognized by the many thousands who need your help.

Very truly yours,

[Signature]

Harold MacNeil
President, Water For People-Canada
WATER FOR PEOPLE-CANADA SPONSORSHIP LEVELS

Below are the levels of sponsorship for Water For People-Canada Donations:

LEADER’S CIRCLE - $1 MILLION AND ABOVE

GLOBAL SPONSOR — $100,000 TO $999,999

CONTINENTAL SPONSOR — $50,000 TO $99,999

COUNTRY SPONSOR — $10,000 TO $49,999

VILLAGE SPONSOR — $5,000 TO $9,999

FAMILY SPONSOR — $1000 TO $4,999

Donations at any of the sponsorship levels will be recognized by Water For People-Canada by:

- Listing in the Water For People-Canada Annual Report insert
- Listing on Water For People-Canada website