World Vision’s “For Every Child” Campaign

WATER, SANITATION, AND HYGIENE

Each year, 3.4 million people die from water-related disease – 90 percent of them children under 5. That’s 4,500 children every day.

To change the lives of 6 million children and their families by 2016 by providing clean water, sanitation and hygiene, World Vision is leading the largest rural water project underway in Africa today.

Statistics

- Clean water reduces diarrheal deaths by as much as 24 percent
- Improved sanitation reduces diarrheal deaths by 33 percent
- Effective hand washing alone can cut pneumonia cases in half
- Over the past 25 years, World Vision has provided clean water to more than 10 million people – an average of 400,000 per year
- 80% of the diseases affecting children are WASH-related (WHO, CDC)
- Over half of the chronic malnutrition in developing countries is WASH-related (WHO)
- Child deaths can be cut by more than 55% through WASH programs
- WASH interventions have reduce school absenteeism by 50% among girls

In the media

Drilling for change in Ethiopia

*Today’s Christian Woman (September/October 2013)*

Ethiopia is one of the least-developed countries in the world. In recent decades, terrible droughts and famines have endangered the livelihoods of thousands of individuals in their agriculturally based economy. This is a major contributing factor, to the wide, devastating poverty many Ethiopians are experiencing today. World Vision is currently pushing to scale up their water work in countries like Ethiopia as part of their Campaign For Every Child, utilizing creative solutions to solve global issues that threaten to keep the next generation in poverty.

Harley Davidson provides water for life

*Today’s Christian Woman (September/October 2013)*

One of an estimated 7.2 million female motorcyclists in the U.S., Jennifer Smith enjoys riding her three-wheeled Harley Davidson black Ultra glide trike across the country. What sets her apart from the rest is the fact she and her husband Mark have used their passion for riding to raise more than $500,000 to assist clean water initiatives around the world.

Measuring impact: Keep it clear and simple

*Stanford Social Innovation (March 18, 2013)*

Take for example World Vision’s experience in scaling up access to clean water in Africa. Three years ago, we changed our approach to ensuring that communities had access to clean water, sanitation, and hygiene (WASH), and set an aggressive goal to reach five million in need over five years.