

SEPTEMBER 12



SESSION 3



The Art of the Ask: Closing a Seven Figure Donor

How to prepare a visionary proposal that
aligns with donor identity.

DAY 02

THURSDAY



The Graves Family: A \$12 Million Ask

**“When we put others
before ourselves we are a
part of something bigger.**

Even if for a small moment you gain this perspective that there is more to this world than just ensuring you are living a good life, it's making sure others are as well.”

- Molly Graves

Dear Molly & Ryan,

We designed this custom proposal specifically for your family because your values are rooted in love for your neighbor.

We invite you to add exponential impact to your legacy by turning your generous pledge to The Pool into a formal \$12M commitment – becoming the Madagascar Country Sponsor and transforming 1 million lives.

Through this gift, you'll also become Angel Members of The Well and seed the employee bonus pool.

In this proposal, we will give you a glimpse into the future. To see the day when the lives of 1 million people in Madagascar are transformed through the generosity of your family.

Your compassion for people in need around the world will have lasting and profound impact for future generations. You are in a unique position to change the course of destiny for 1 million people you haven't even met. At least not yet.

The entire charity: water team and I are deeply grateful for your generous commitment to The Well and The Pool. As a Board Member and as friends, fundraisers, field travelers, and longtime committed advocates for the water crisis – your impact is felt across each of the 105 employees at charity: water, across each of our 37 partners, and in every country where we work. We're honored that you've chosen to invest in the mission of clean and safe water.

Through this Country Sponsorship, your family will lead the way and move the world closer to a day when everyone on the planet has access to clean water, and a chance to thrive. Hudson, Curren, and Bishop will grow up knowing that boys and girls living across the world have a chance to live healthy lives, to go to school, and play with their friends. Your family's generosity will have an indelible impact on who they become and how they see and care for others.

Thank you for considering becoming the Country Sponsor for Madagascar.

A handwritten signature in black ink, reading "Seth Harrison". The signature is written in a cursive, flowing style with a large, prominent "S" at the beginning.

CURRENT PLEDGE

**262,656 Uber shares
to The Pool distributed
over 10 years**

80% allocated to The Well
20% for the employee pool

ENHANCED MADAGASCAR PROPOSAL

**\$12M commitment to
become the Country
Sponsor for Madagascar
and join the Angel Level
of The Well**

\$2M of your commitment will
seed the employee pool



“The most real
advice I can give is that
**with every decision,
a sacrifice is made.**

You need to assess which
sacrifices are worth making
and which are not.”

- MOLLY GRAVES

“I also know who I am, and I know my values are anchored in

a deep care for people, for our future, and anchored in my faith as a Christian who works hard to, ‘love thy neighbor.’”

- RYAN GRAVES



We invite you to become the first

Angel Level Country Sponsor + Founding Pool Member

By making a multi-year commitment of **\$12M** to accelerate our Impact in **Madagascar**, joining the Angel Level of The Well, and seeding the employee bonus pool.





EVERYONE ON EARTH SHOULD



HAVE ACCESS TO CLEAN WATER.



**WATER CHANGES
EVERYTHING**

HEALTH

EDUCATION

GIVING TIME BACK

EMPOWERING WOMEN AND GIRLS

ECONOMIC DEVELOPMENT



YOU CARE ABOUT
Health

Access to clean water and basic sanitation can save 16,000 lives every week. Clean water restores health for families and reduces the amount of time that children spend walking and waiting to collect dirty water each day.

YOU CARE ABOUT
Education

Clean water means kids around
the world will get 443 million
school days back every year.
Children, especially girls, spend
less time collecting dirty water
and more time learning.





YOU CARE ABOUT
Giving Time Back

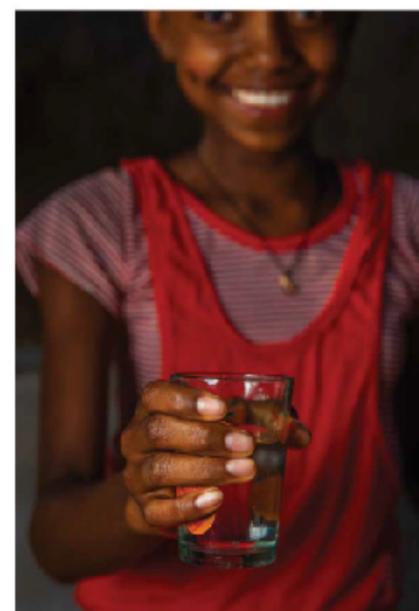
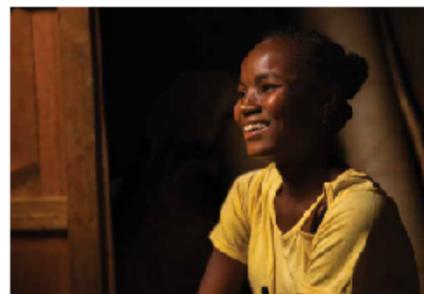
Access to clean water gives communities more time to grow food, earn an income, and go to school — all of which fight poverty.

After charity water projects were completed, people spent 62% less time collecting water per trip.

YOU CARE ABOUT
**Empowering
Women and Girls**

In Africa alone, women spend 40 billion hours a year walking for water.

When a community receives clean water, there is a 15% increase in girls' enrollment in school.



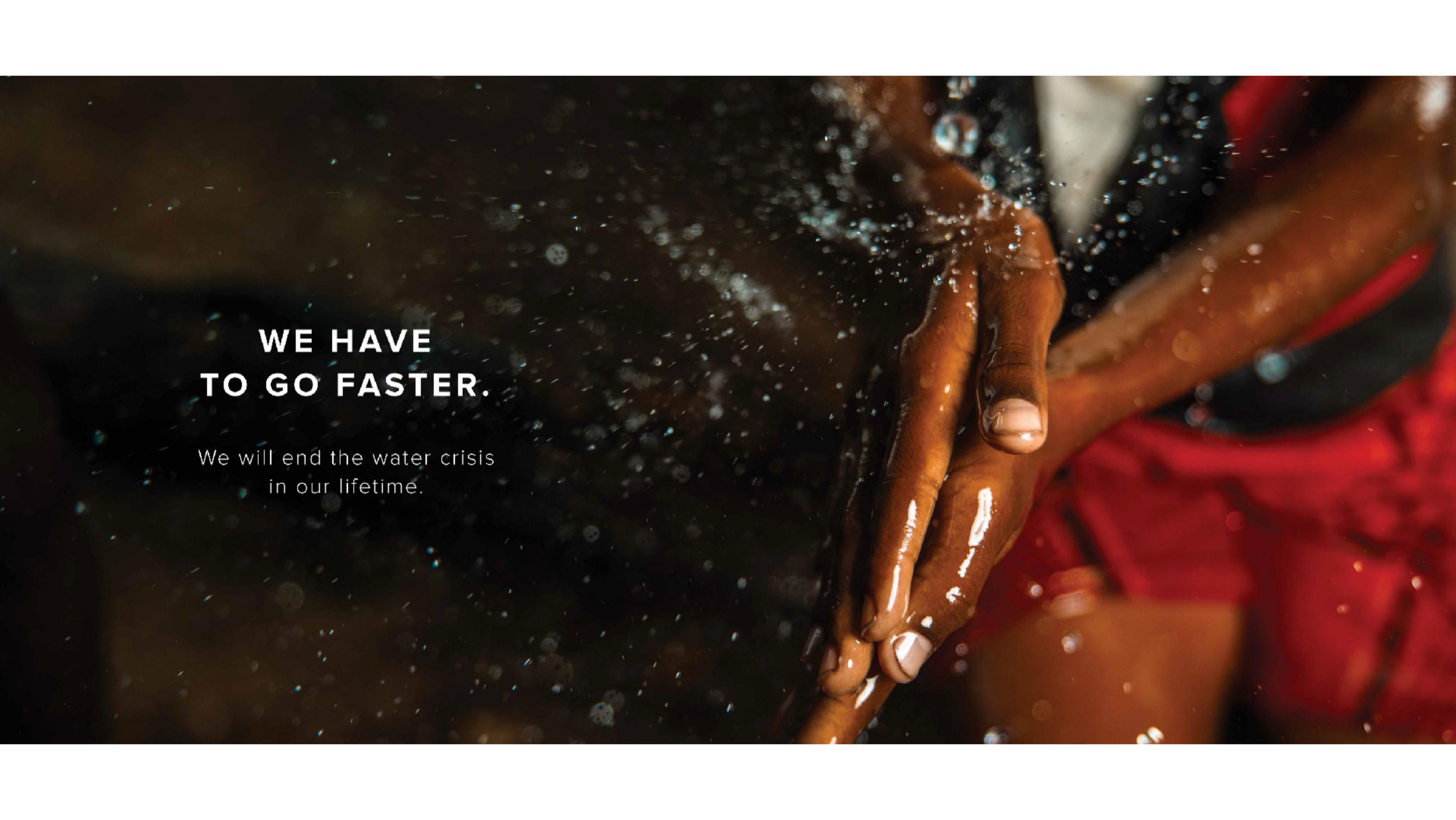


YOU CARE ABOUT
Economic Development

Every \$1 invested in clean water can yield \$4–\$12¹ in economic returns.

Access to clean water is perhaps the single most powerful tool for sparking economic growth that humanity has ever known.

¹ Public Health and the Environment
World Health Organization



**WE HAVE
TO GO FASTER.**

We will end the water crisis
in our lifetime.

You will move the needle on seven of the

United Nations Sustainable Development Goals



**“Compassion
is the basis of
morality.”**

- ARTHUR SCHOPENHAUER





We will 4x your \$10M investment directly in Madagascar.

By supporting our team and operations, and helping us scale the online movement (notably through The Spring), you'll accelerate our work in Madagascar.

charity: water will commit to turning your **\$10M investment into at least \$40M more for water projects in Madagascar**, investing the money to impact 1 million lives.



After more than a decade of impact around the world, and several years of unprecedented growth for water projects, charity: water expanded to Madagascar in 2017. Our work here has just started. So far, we've served less than 100,000 people.

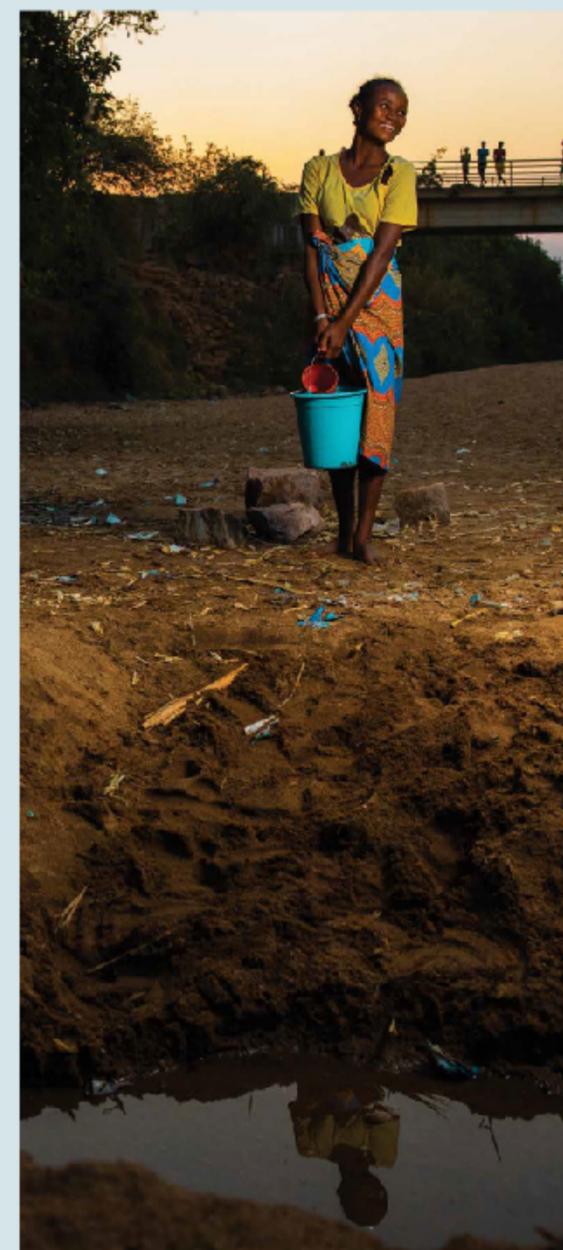
**With your help,
we'll 10x our impact
in Madagascar,
reaching 1 million
more people.**

Madagascar

We are inviting you to be the Country Sponsor for Madagascar because of the urgent need and the exceptional ability to create new opportunities and transform lives in this beautiful, dynamic, and resilient country. Madagascar is a place your entire family can visit year after year to see the impact first-hand.



**Madagascar
is 21x the
size of Hawaii**



Madagascar

24.2 Million

National population

77.8%

Live below the poverty line

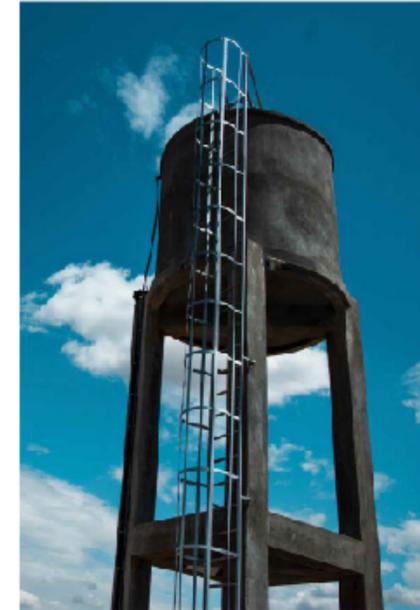
66.4%

Rural areas that lack access to water



WHY MADAGASCAR

Madagascar ranks among the least developed countries in the world. Approximately 50% of the population lacks access to safe water and 88% lack access to basic sanitation services. It's also prone to frequent flooding and climate events that further contaminate water sources and damage existing infrastructure. **There are an estimated 12M people in Madagascar living without access to clean water.**



A POWERFUL APPROACH

Molly and Ryan, we selected this program in Madagascar from our 29-country portfolio especially for you. Not only because we know you'll fall in love with this beautiful country and its inspiring people, but also because you'll admire the innovative and sustainable approach to water coverage taken by our world-class local partners.

Here, we're funding the construction of large-scale piped systems and using solar power to pump water from boreholes and springs to community tap stands.

The local leaders and government are invested in our success and the unique model inspires new entrepreneurs.

Our partners use a unique public-private partnership approach, engaging the local government and a private utility to contribute to the project budget. The private utility is responsible for constructing the system and is granted a concession to operate it for up to 15 years, handling all maintenance and repairs. Water users pay a small fee for water, and water sellers who run the project's public water kiosks and shared community distribution points make a commission from their sales. The local government also receives a portion of the private utility's proceeds, which they reinvest in their local WASH operations. In this way, the community, the local government, and the private sector are all invested in the project.



We passionately share your vision of creating economic opportunity for every member of the global workforce.

Empowering professionals in the field

Our programs don't just provide clean water for communities, they also create jobs. **Over the past two years, we've employed hundreds of professionals and laborers on construction sites in Madagascar.** Once the water systems are built, each community tap represents a permanent job for a person who's responsible for operating the tap. And, finally, the water systems are managed by local entrepreneurs who are building private businesses to keep the water flowing – employing a team of engineers, accountants, mechanics, and plumbers.



“charity: water celebrates
one of my core principles —

**life is
about
people.”**

- RYAN GRAVES



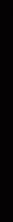
Your generous
commitment will give
parents in Madagascar
the chance to give their
children a better future.

“I want to raise my sons in a world
in which equality and respect for
women is the foundation.”

- RYAN GRAVES



We will honor
your legacy



and showcase
your impact

HONORING YOUR FAMILY

Your gift will set a new standard for philanthropic investments in charity: water, and you'll be a leader amongst a generous network of forward-thinking philanthropists, all looking to use their resources to improve lives around the world.

charity: water will honor your transformational gift by shining a light on your generosity so that others can follow.





TOGETHER, WE'LL CELEBRATE YOUR LEGACY IN MADAGASCAR

We'll host your family on life-changing trips to Madagascar. You'll meet the people whose lives are directly transformed by your generosity. You'll meet students who now have a chance to go to school, mothers who can start their own businesses, and fathers who can sleep at night knowing their families are healthy. You'll meet our best-in-class implementing partners on the ground and learn how they are empowering entrepreneurship.

Your generosity will provide hope and opportunity, and together, we'll celebrate all that is possible for the people of Madagascar, thanks to you.

“A RIVER CUTS
THROUGH A ROCK NOT
BECAUSE OF ITS POWER,
BUT ITS PERSISTENCE.”

- JIM WATKINS





THE
TEAM
IS
READY



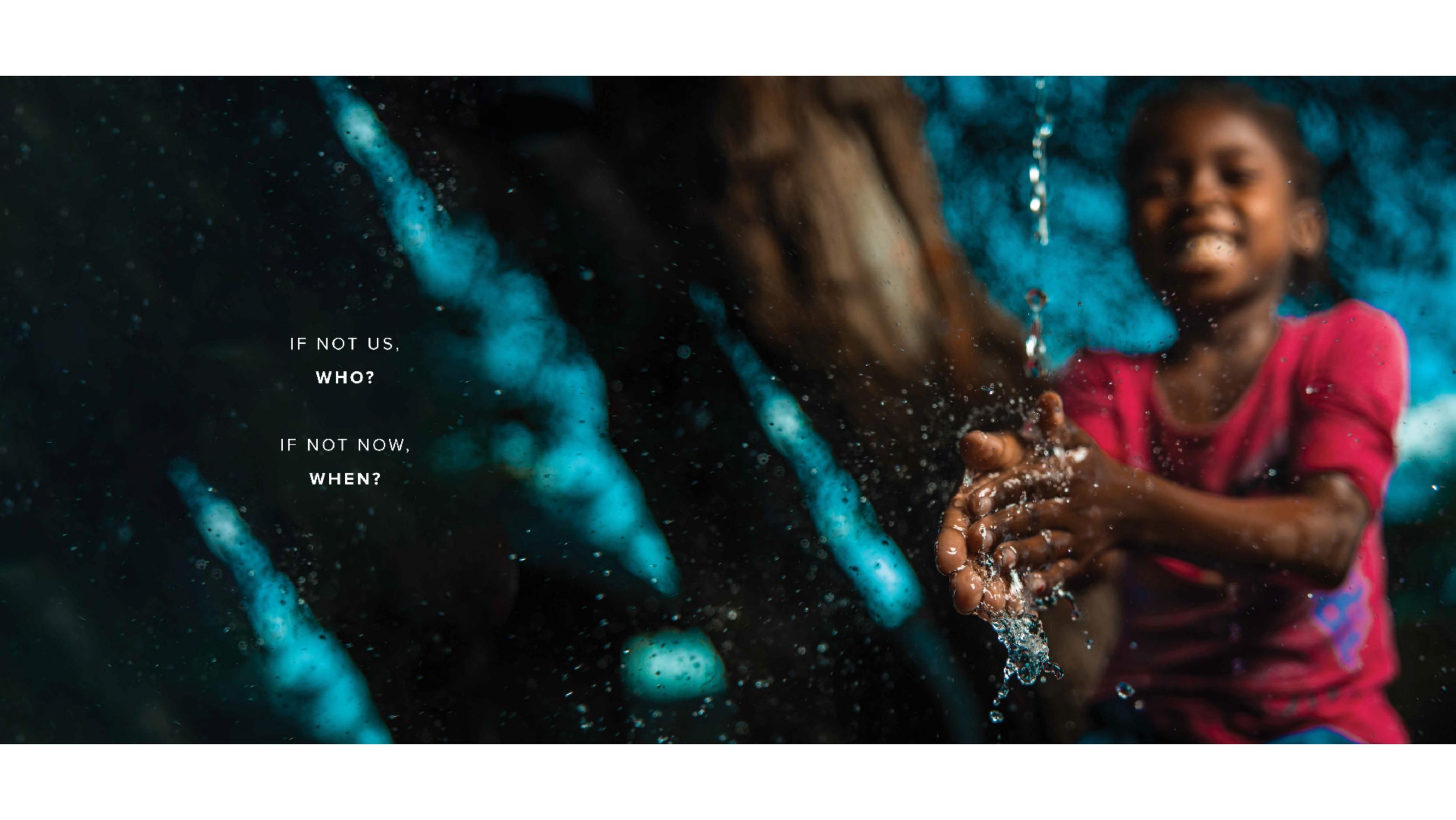
YOU'LL BE FOUNDING MEMBERS OF THE POOL

Your gift will seed the employee bonus pool – the first-ever non-profit employee incentive program. Your generosity will enable us to reward our dedicated team members and continue to recruit exceptional talent to join our mission.



YOU'LL JOIN THE ANGEL LEVEL OF THE WELL

We'll recognize you as Angel Members of The Well for a decade, and you'll be invited to attend highly-curated annual gatherings with other Angel Members on once-in-a-lifetime experiences. Our first gathering will be hosted by the Birch Family on Mosquito Is and in late 2020.

A young girl with a joyful expression is washing her hands under a running faucet. The water is captured in mid-air, creating a spray of droplets. The scene is lit with a strong blue light, giving it a cool, clean aesthetic. The girl is wearing a bright pink t-shirt. The background is dark, making the blue water and the girl's shirt stand out.

IF NOT US,
WHO?

IF NOT NOW,
WHEN?



THANK YOU
FOR YOUR
CONSIDERATION