

WELL AWARE is a 501(c)3 nonprofit organization with headquarters in Austin, Texas that provides innovative and sustainable solutions to water scarcity and contamination in Africa. We fund and implement life-saving water systems to drive economic development and build self-sufficient communities.

At Well Aware, our responsibility to the communities in which we work goes far beyond the drilling of a hole. More than 60 percent of existing water wells in Africa currently do not work. 100% of our water systems work and they last because of realistic and responsible planning. Our partner communities are thriving as a result.



Well Aware Campaigns, Events & Projects

Shower Strike

Shower Strike is our annual campaign during which volunteers across the globe unite and vow not to shower until they have each raised at least \$1,000 toward clean water systems. This nationally recognized campaign enables anyone to make a big impact in a short time. Last year's Shower Strike raised \$145,000, with 150 individuals fundraising and sharing widely with their networks.



Well Projects & Trips in Kenya

Well Aware has successfully implemented 36 water systems in Kenya with our partner communities. Our staff and volunteer engineers travel twice each year to implement and evaluate existing projects, and explore opportunities for new communities.



Fundraising Events and Village Happy Hours

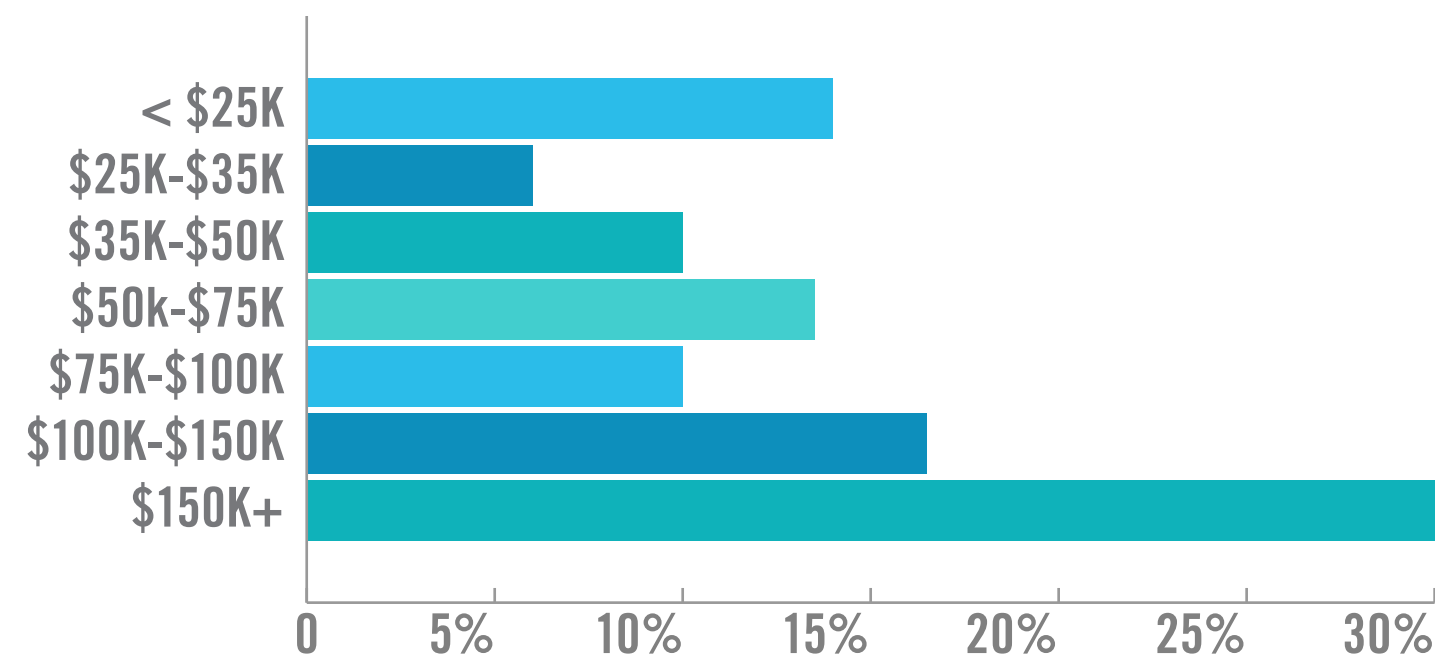
Well Aware hosts two fundraising events each year with guest lists of 200+, providing a VIP experience for potential donors. Additionally, Well Aware hosts quarterly Village Happy Hours, which celebrate our sustaining donor community.



WELL AWARE HAS A 100% SUCCESS RATE, WHILE INDUSTRY AVERAGE IS 40%

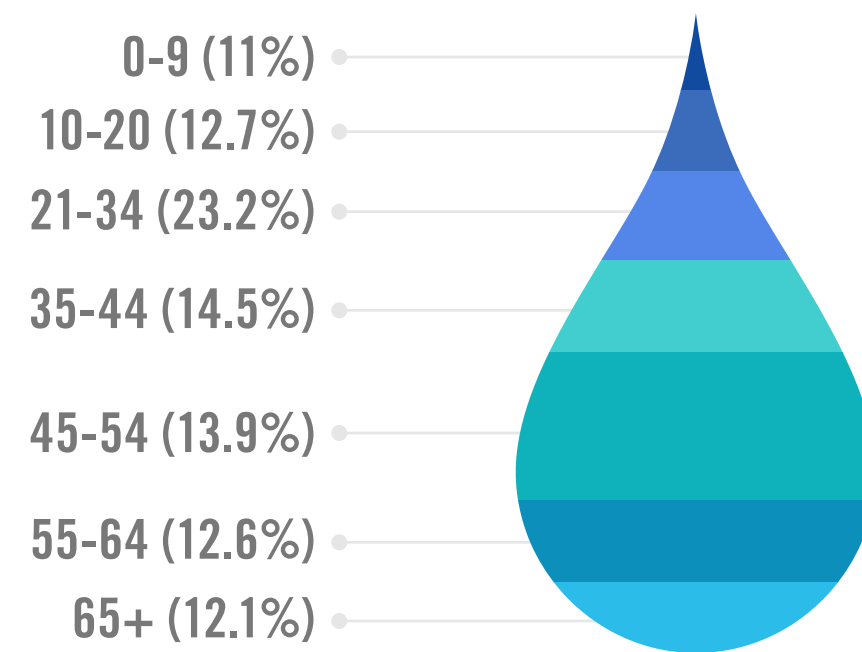
Well Aware's Audience & Reach

Social Media Reach



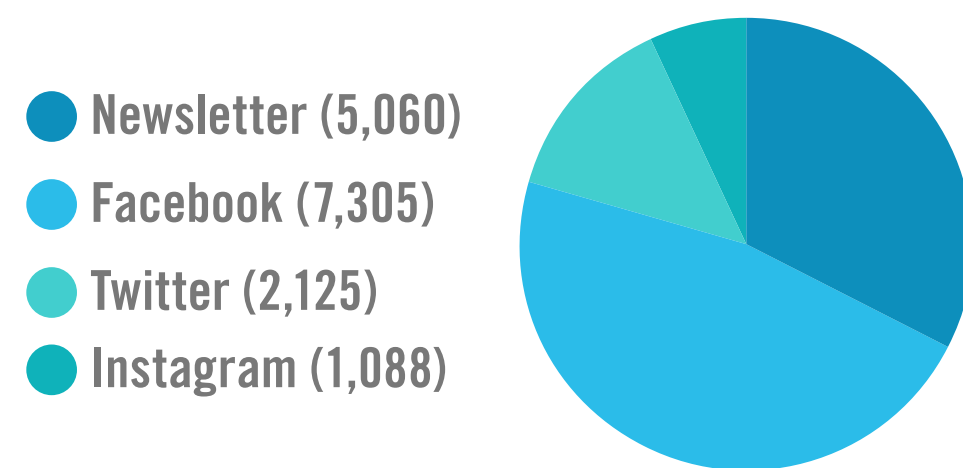
Aggregated Annual Income of our Austin Constituents

Age Demographic



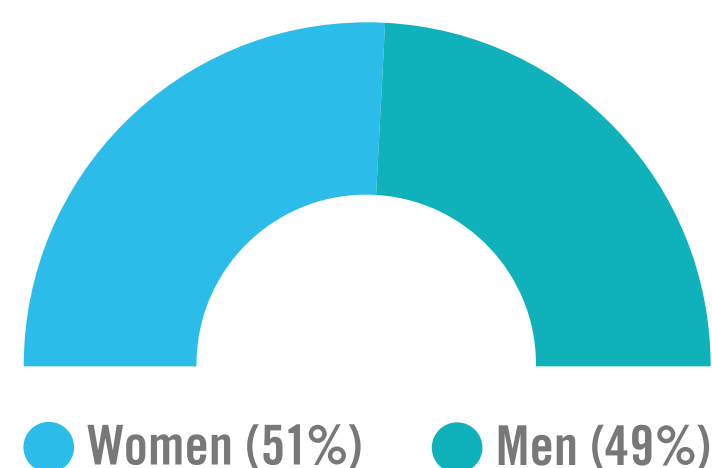
Aggregate Age Demographic of our Austin Constituents

Social Media Reach



Well Aware's outreach through social media is large and expanding

Social Participation



Total Participation of Women and Men in Well Aware's Social Media

Well Aware has been featured in:



51% OF WELL AWARE'S SUPPORTERS ARE BETWEEN THE AGES OF 25-44

We Welcome Brand Partners & Sponsors

Brand Partnerships

- Brand Partner will donate annually or quarterly from profits, the percentage of revenue from a product or service is negotiated individually between Well Aware & Brand Partner.
- Brand Partners are displayed on Well Aware's website, on all general newsletters, and receive a unique newsletter and social media posts to announce the partnership.
- If applicable, Well Aware will display the Brand Partner on its Shop page.

Village Happy Hour Sponsor

- Happy Hour Sponsors are ideally Austin-based companies, restaurants, bars or breweries
- We welcome in-kind donations, including venues, drinks, food and products
- Company logos are included on all media related to Village Happy Hours

Kenyan Trip Sponsor: \$10K

- Trip Sponsors help underwrite the costs of Well Aware trips into the field. In return, sponsors receive:
 - Well system dedication
 - Branded media of trip, including selected photography and video
 - Mentions in all press materials, including press releases, news articles, newsletters and social media
 - Product placement if applicable

Campaign/Event Sponsor: \$5K-\$15K

- Campaign sponsors will be highlighted as the main sponsor for Shower Strike, and will be prominently displayed on Well Aware's website. Depending on the level of campaign sponsorship, sponsors can have a well system dedicated in their name.
- Event sponsors will have the opportunity to display products and marketing at event.
- Company logo on all media related to event/campaign.
- Mentions in press release, images, newsletters and all social media associated with the campaign.
- If applicable, Well Aware will display the Campaign Partner on its Shop page.

- Mentions in press release, newsletters and social media
- If applicable, Well Aware will display the Happy Hour Sponsor on its Shop page



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