


**The 2014**  **giving Report**



A peek into how we're hydrating the world, one bottle at a time.

Water for you. Water for everyone.  
[givemetap.co.uk](http://givemetap.co.uk)

# Words from Edwin

**Thank you** for being part of our journey to make clean drinking water accessible to all. It's been an incredible journey for me personally, and unexpected one given that back in 2010 I was still completing my PhD and never imagined running GiveMeTap. It's because of all of you - your bottle purchases, inspirational words of support and your enthusiasm in helping to change lives and recruit café partners that I am even able to do what I do with GiveMeTap today. For that I want to say a massive 'Thank You'!

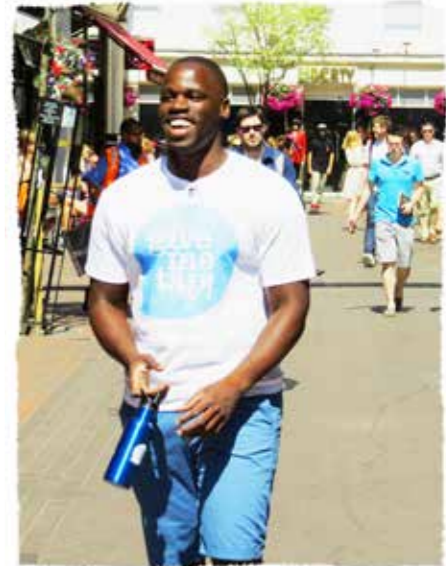
Before you jump into the report, I wanted to just give you an overview of the year, and what a year it has been! It was in May 2013 when I decided that I had to stop doing other pieces of work just to 'make rent' and focus exclusively on growing GiveMeTap. If GiveMeTap was going to achieve all that I knew was possible, I had to devote my 18-hour working days to helping people stay hydrated.

To do this properly, I needed a team. So in October 2013, GiveMeTap took on its 1st employee, Sanum Jain. No truer have I felt the African proverb *"If you want to go fast, go alone. If you want to go far, go together."* Together we've been able to rapidly scale, doubling the number of people who now have access to clean water in Africa, and breaking our 35,000 bottles sold milestone that we had set for ourselves. We're now looking again to grow our core team and deliver on making access to water a reality for everyone.

The way we make water more accessible is simple: when you buy a GiveMeTap bottle, you help fund water projects in Africa and get free water refills from our network of shops. **Water for You. Water for Everyone.**

Reflecting on what we've done helps us plan for the future and reminds us that there is so much more to do! In the coming months, we will deepen our understanding of our products, learning how to make them more awesome based on your feedback & continue to impact lives through your simple purchases.

Thank you to all our awesome customers, shop owners and partners who make all this life changing impact happen every day.



# Why Water?

When you buy a GiveMeTap bottle, you're helping to improve the life of another person by providing them with access to clean water. Access to clean water transforms lives, and means improved health, education and income - especially for women and children.

**Simply put:** when a water project is built in a community it dramatically reduces diseases and keeps members of the community healthy, giving them back vital time to get an education or find work.



# 780

**million people do not have access to clean water**

# 40

**billion** hours per year spent collecting water.

# 3.4

**million deaths**

**On the other hand, in the UK we have some of the highest quality tap water flowing freely from our taps, yet we are made to pay for plastic, single-use bottles when on the go. Awkward.**



# Our Solution

Every bottle you buy funds water projects in Africa and gives you free water refills from our partner shops.\* Nice!



Free of BPA & no nasty chemicals.

18/8

Hand-crafted using high quality 18/8 food grade stainless steel.




Super lightweight and dishwasher safe.



Saves 150 plastic bottles from landfills every year.

# THE YEAR | 20 AT A GLANCE | 14

16,421

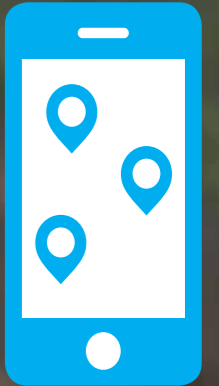
bottles  sold

to 16,421 awesome people

3 Tap water  
locations

9 added in

8 countries



2,463,650

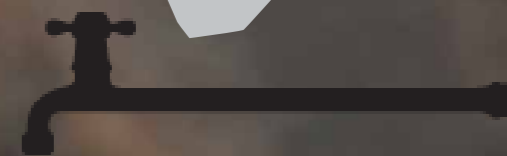
fewer plastic bottles in  
landfills this year



more  
water pumps  
built in five

villages  
across  
Ghana

5



Giving clean water to

2,242 people since October 2013

Giving

5,334 people water  
for life since  
May 2011



# Our Water Projects

**‘To know even one life has  
breathed easier because you  
have lived, this is to have  
succeeded.’**

Ralph Waldo Emerson

# How We Give Water

## 1. Buy a bottle

A person buys a GiveMeTap water bottle

## 2. We donate

At the end of each month we calculate the number bottles sold and once we've got enough funds to cover the cost of a water pump we make a donation to our local NGO partners who understand the needs of the local community.

## 3. A water committee is elected

Before building a water pump, we work with our partners & community to elect a water committee, that consists of elders and women, as women are crucial in the collection of water on a day to day basis.

## 4. Training is provided

The water committee is trained on how to maintain and to perform small repairs on the pump. We're all about making access to water sustainable, so the committee collects small funds from each household to be used for any major repair work needed for the water pump.

## 5. Water for everyone

A water pump is installed and everyone in the community has clean water! BOOM

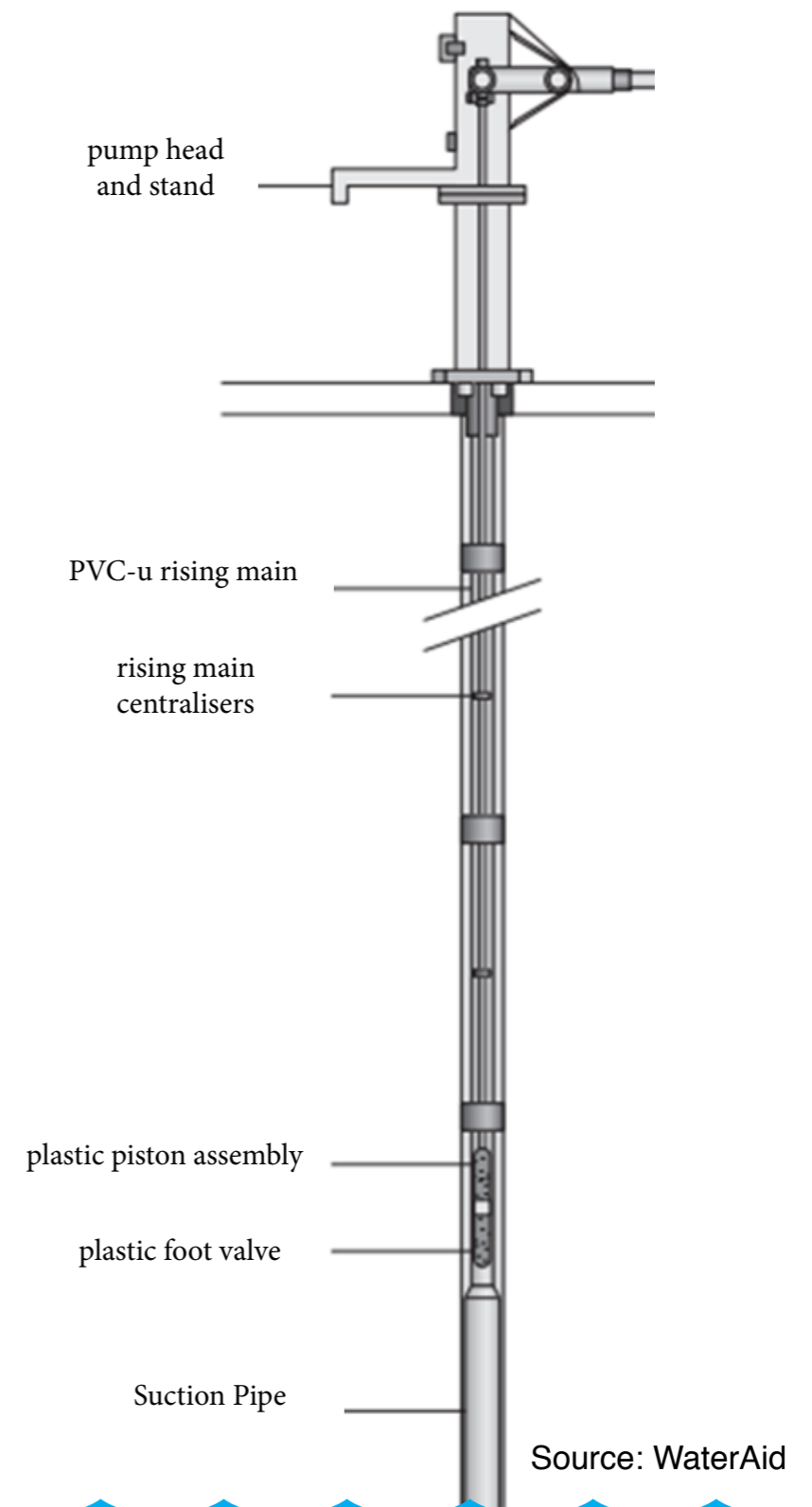


# What We Give

Each GiveMeTap bottle purchased directly funds water projects run by our partner NGOs across Africa. Every bottle matters.

To make sure that water is available all year round (even during the dry seasons) a hydrologist is brought in to locate the best place to drill for water, and once this has been chosen we then install a [High Lift Afridev hand-pump](#).

This pump is extremely popular and is easy to maintain, especially as replacement materials can normally be sourced locally. This is vital to making sure that water is still accessible long after GiveMeTap has come and gone.



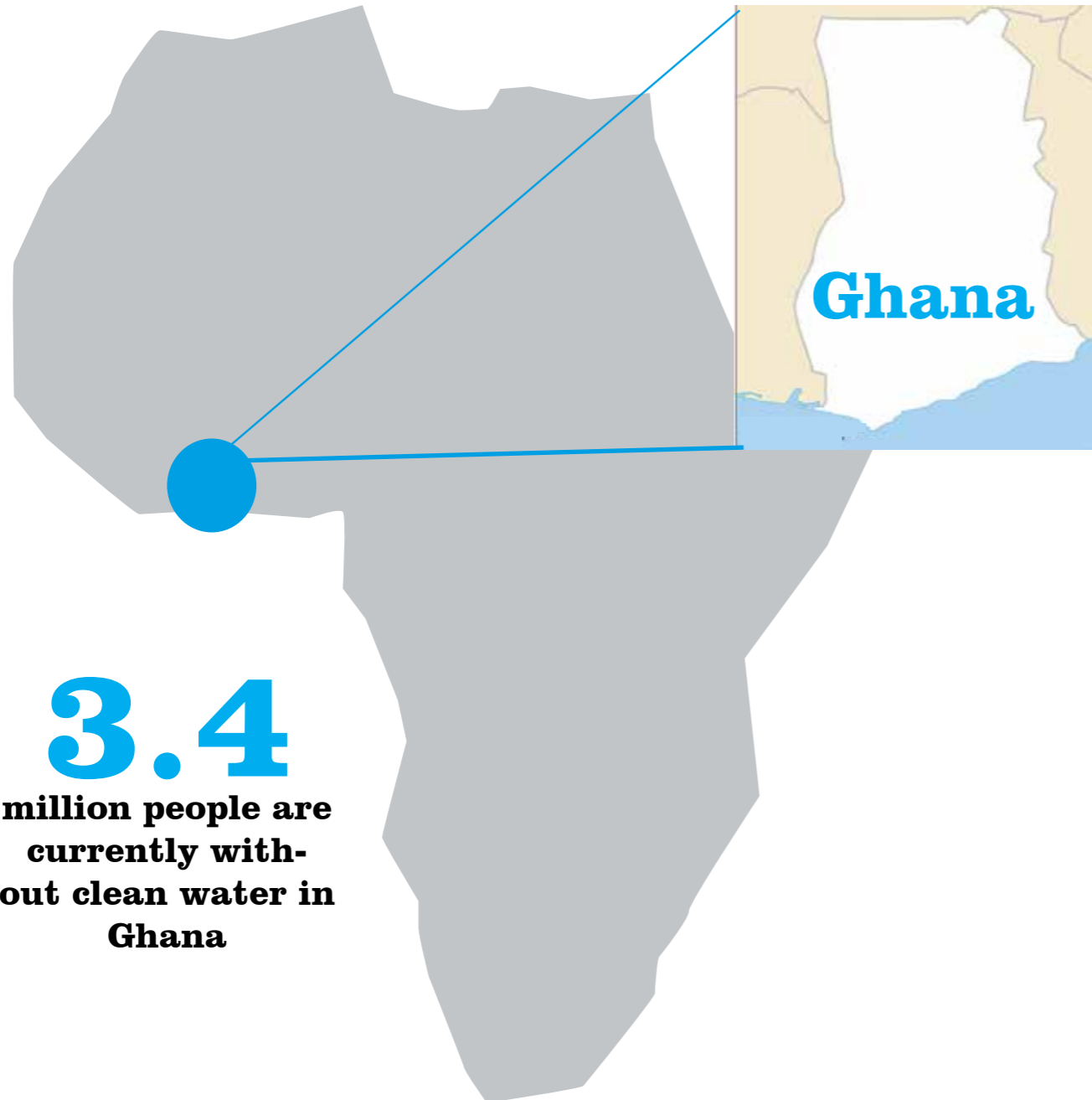


# Where We Give

We're excited about bringing clean water to everyone. We figured the best way to start making a real impact would be to first bring clean water to a specific area, which would help us both learn and make a difference.

When Edwin went back to Ghana last year, he came face to face with the dirty water many people have no choice but to drink due to thirst. Having heard the difficulties his Dad had accessing water, Edwin felt determined to make sure every person would have clean water, and a better life. Clean water really changes everything!

So over the last year, our efforts have been focused on bringing clean water to the Upper West Region in Ghana.



**3.4**  
million people are  
currently with-  
out clean water in  
Ghana



**If you bought your GiveMeTap Bottle  
between August 2013 and  
January 2014, you made this happen!**

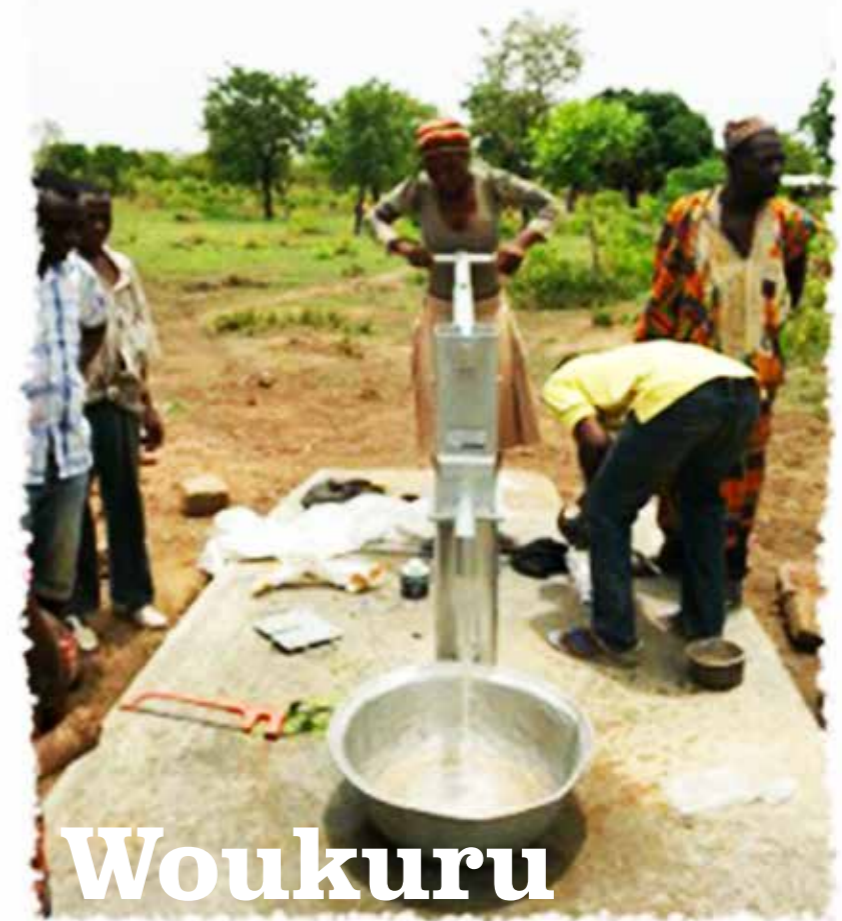
## Water Projects 2014



**Eribeiteng**

The **Eribeiteng** community's only source of water had been a hand-dug well which was susceptible to many deadly diseases. With our bottle holders and the help of the awesome people at **ProNet**, we could finally bring clean, safe drinking water to **all 424 people** in Eribieteng.

The only water source available to the **811 people** living in **Woukuru** was a half kilometre away and was a heavily polluted hand-dug water hole, which was quickly drying out. Now, they can enjoy clean drinking water without fear of falling sick.



**Woukuru**



**If you bought your GiveMeTap Bottle between February 2014 and May 2014, you made this happen!**



**In 2014,  
we helped  
2242  
people!**



On World Water Day 2014, we pledged to help give the **516 people** of **Dariwudu** clean water after we learned that the local government had tried and failed twice before to find water in the village. They say third time's a charm, and because of the legendary people who purchased a GiveMeTap bottles we reached our target within a month, and thankfully when we drilled we struck water! Now Dariwudu has clean water for life.

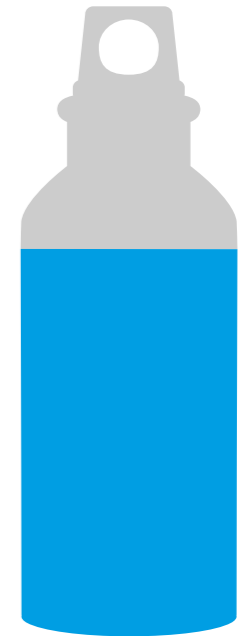
Our latest water project in **Lutaange** helped **491 people** gain access to clean drinking water for the very first time, allowing women and children to get clean water without having to travel long, dangerous distances every single day. This is amazing!

# The Water Network

**‘Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.’**

Margaret Mead

# How It Works



1. Shops sign up as Taps and pop a sticker on their window so people know they can fill up.

2. A person buys a GiveMeTap bottle online or from one of our stockists.

3. They locate their closest Tap on the website or by using the free iPhone & Android Apps.

4. They refill their bottle in store, staying happy & hydrated.

**No questions. No hassle. Just water.**

# The Water Network

We've been scouring London to bring you **621** cafes, restaurants, bars, bike shops & even hair-salons that will provide free tap water to anyone with a GiveMeTap bottle.

This year we tripled the number of Taps, including national partnerships with **Ed's Easy Diners** and **B&Q Cafes**. We're making it easier for GiveMeTappers to stay hydrated wherever they are.

Word of mouth has meant that even shops outside of the UK have requested to join our free water network, and we've been more than happy to add them. Now, you can refill your GiveMeTap bottle at Taps in Switzerland, Portugal, San Fransisco and Colorado. So remember to pack your bottle when you're off on holiday!

In March 2014, we launched our brand new GiveMeTap app for iOS & Android, so that more GiveMeTappers could find their nearest tap water refills while on the go. We love technology!





**Blackstock Kitchen** is helping hydrate North Londoners, while **MeeCha BubbleTea & FroYo** has signed up as the first Tap location in Birmingham.

**Meet the Water Heroes keeping you hydrated everyday.**



“ We’re delighted to partner up with GiveMeTap to give free tap water to people on-the-go. Our coffee is quite punchy, so it’s essential to keep our customers hydrated while cycling through Waterloo or grabbing a coffee. ”

**Gary, Manager at Four Corners Cafe, Waterloo**



# The GiveMeTap Community



**‘Be the change you wish to see in the world.’**

Mahatma Gandhi







“ I set myself a challenge to only buy from social businesses for a year. I now carry my hot pink GiveMeTap bottle everywhere and it’s great to see this social business go from strength to strength. ”  
-Suzanne on her blog



“ I bought my GiveMeTap bottle earlier this year and haven’t had to buy a single plastic bottle of water since! I absolutely love it! ”  
-Amy on Instagram

**Some of our favourite GiveMeTappers**

“ THIS BOTTLE SAVES LIVES! I loved seeing GiveMeTap’s tube ads around London and knowing that I am a part of the movement. ”  
-Steven on Facebook



“ My bottle goes with me everywhere! I use it at the gym, everyday at work and it keeps me thinking about how much water I need to drink to stay hydrated. Thanks GiveMeTap! ”  
-Nikhita on Facebook





**The Lodge** became our first international co-branded bottle partner, bringing GiveMeTap to Switzerland.

Over the year, the ski lodge, owned by Richard Branson, has partnered with us to bring co-branded GiveMeTap bottles to guests at the Hotel, instead of plastic bottles, keeping guests hydrated during their stay.

**Check out some of the awesome companies who are helping to save lives with their GiveMeTap bottles!**

Over the last year we've worked with some cool companies to help them reduce plastic waste and help change the world at their workplace.

We partnered with two different teams in **Legal & General** to make 1000 co-branded GiveMeTap bottles, that were given to staff as well as used as gifts at events.

**Legal & General** wanted to help people live more sustainable and give a gift that would help another person in need. We helped them achieve both!

On the right are some snaps from Give & Gain 2014 event where employees volunteered and received their bottles.

To the left are some awesome pictures of the bottle in the Swiss Alps. Edwin even made a trip to Verbier and signed up the first tap!

Our bottles are going global!



# FLATPLANET®

The image shows the exterior of a Flat Planet cafe. The name 'FLATPLANET®' is written in large, dark letters on a light-colored sign above the entrance. To the right of the entrance, there is a chalkboard menu with items like 'FRESHLY-BAKED ORGANIC SWEET FLATBREADS', 'VIBRANT A', and 'PIECE OF GOODNESS'. Three people are standing outside, wearing white t-shirts with a blue circular logo that says 'GiveMeTap'. One person is pointing towards the camera. In the background, a man is sitting at a table with a laptop, and another person is visible inside the cafe. A security camera is mounted on the wall to the right.

**This year has been quite a whirlwind for us at GiveMeTap HQ. We've grown our team, expanded globally and funded water projects helping thousands of people access clean water.**

**With this in mind, we are so excited to embark on the next chapter of the GiveMeTap journey, and even more excited to have you join us along the way.**

**Again, we would like to say a massive thank you to every single GiveMeTap bottle holder, each & every Tap location and all of our partners who are helping us hydrate the world one bottle at a time.**

**You are awesome.**



## **Water** for you. **Water** for everyone.

Every bottle you buy funds water projects in Africa  
and gives you free water refills on the go.

[facebook.com/givemetap](https://facebook.com/givemetap)  
[twitter.com/givemetap](https://twitter.com/givemetap)  
[youtube.com/givemetap](https://youtube.com/givemetap)  
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**Join the movement**