



## 2026 Corporate Sponsorship Package

Fund a specific, high-impact safe water solution for an impoverished community.

Receive a credible CSR story your company can use.

### A Turnkey CSR and Marketing Partnership

Partnering with Clean Water Help allows you to show your customers that your company supports technical solutions that make the world a better place.

Your company chooses a sponsorship level. Clean Water Help provides scientific oversight. Trusted local partners deploy the solution. Your company receives public recognition, approved marketing language, project photos where available, and a clear impact summary for CSR, employee engagement, social media, newsletters, and client communication.



#### 100% volunteer-led

CWH experts donate their time so sponsor funding can focus on projects, partners, students, and community impact.

#### Project-specific giving

Each sponsorship is tied to a defined outcome in a specific country, school, student, or community.

#### Science-first credibility

Water scientists and engineers guide treatment choices, troubleshooting, and practical use guidance.

#### Marketing-ready assets

Sponsors receive approved language, recognition, and documentation designed for CSR communications.

Clean Water Help | [cleanwaterhelp.org](https://cleanwaterhelp.org) | [impact@cleanwaterhelp.org](mailto:impact@cleanwaterhelp.org)

# The Partnership Offer

A simple sponsorship menu for corporate CSR, brand visibility, and measurable community impact.



Clean Water Help helps corporate partners turn philanthropic funding into a specific, defensible, and shareable impact story. This is not a general donation into a general fund. Each sponsorship funds a defined intervention, with technical support from Clean Water Help and implementation by trusted local partners.

The result is a clean, easy-to-communicate package for CSR managers: a real project, a real place, named partners, usable marketing assets, and a concise impact summary.

## Choose Your Sponsorship Level

| Level                  | Donation | What it funds                                                                               | The sponsor story                                                 |
|------------------------|----------|---------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>Bronze Heart</b>    | \$500    | 10 filters in DR Congo, with CWH use guidance and local deployment by PALPER.               | We helped families in DR Congo access practical water filtration. |
| <b>Silver School</b>   | \$750    | One ultrafiltration system for a rural school in Kampot, Cambodia.                          | We helped provide safe drinking water for a rural school.         |
| <b>Golden Future</b>   | \$1,500  | One named science or engineering scholarship for a student from DR Congo, Cambodia, or PNG. | We invested in the next generation of local water leaders.        |
| <b>Platinum Impact</b> | \$5,000  | Treated-water distribution extension of more than one mile in rural Eastern Highlands, PNG. | We helped bring treated water to more than 1,500 villagers.       |

## The core sponsor promise

Your company can confidently say what it funded, where the work happened, who implemented it, and what outcome the sponsorship supported.

# How It Works

Low-friction for the sponsor. Technically credible for the community.

|                                 |                                                                                                                        |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------|
| 1. Choose a sponsorship level   | Select the project story that best fits your CSR, employee engagement, or water-sector marketing goals.                |
| 2. CWH confirms project details | Clean Water Help confirms the local partner, deployment pathway, use guidance, and documentation plan.                 |
| 3. Local partners implement     | Field partners handle deployment, distribution, community coordination, and monitoring or follow-up where appropriate. |
| 4. Your company receives assets | CWH provides sponsor recognition, approved language, photos where available, and a concise impact summary.             |

## Why this works for corporate partners

- The offer is specific enough for credible CSR reporting and simple enough for a marketing team to explain quickly.
- The company receives a defined story rather than a vague donation receipt.
- Clean Water Help handles technical framing, partner coordination, and approved claim language.
- Local partners handle field deployment, which keeps the project grounded in existing community relationships.

## Sponsor-facing summary

A CWH sponsorship gives your company a ready-to-use clean-water impact story with technical credibility, local implementation, and practical marketing value.



# What Your Company Receives

A sponsorship should be useful to the community and useful to the company supporting it.

Clean Water Help partnerships are designed to support practical CSR reporting, employee engagement, and business development visibility without turning the mission into empty branding. The sponsorship is specific enough to be credible and simple enough for a corporate communications team to use immediately.

| Sponsor Benefit                                  | Bronze \$500   | Silver \$750 | Gold \$1.5K          | Platinum \$5K        |
|--------------------------------------------------|----------------|--------------|----------------------|----------------------|
| CWH sponsor webpage listing                      | Yes            | Yes          | Yes                  | Premier              |
| Corporate Sponsor language, 12 months            | Yes            | Yes          | Yes                  | Yes                  |
| Social media announcement                        | Yes            | Yes          | Yes                  | Featured             |
| Email or newsletter mention                      | Name           | Name         | Name + profile       | Featured             |
| Project photos or approved image assets          | When available | Yes          | Student + internship | Yes                  |
| Approved CSR and marketing copy                  | Yes            | Yes          | Yes                  | Yes                  |
| Sponsor badge/certificate                        | Yes            | Yes          | Yes                  | Yes                  |
| Conference recognition on CWH materials          | Name listed    | Name listed  | Logo listed          | Logo featured        |
| Employee briefing / lunch-and-learn              | Group option   | Group option | Group option         | Dedicated option     |
| One-page impact summary                          | Basic          | Basic        | Student update       | Full project summary |
| Co-branded case study                            | -              | -            | Optional             | Included             |
| First right of renewal for same project category | -              | -            | Optional             | Yes                  |

# Marketing and Employee Engagement Assets

The sponsor receives a story kit, not just a thank-you note.

## Approved sponsor language

Companies that make at least one sponsorship contribution per year may describe themselves as a Corporate Sponsor of Clean Water Help for that sponsorship year. CWH will provide approved sponsor language and a sponsor badge by level.

## Recognition boundaries

Sponsor recognition does not imply Clean Water Help endorsement of any company product, service, technology, or regulatory position unless separately agreed in writing. This protects both the sponsor and CWH while preserving the credibility of the clean water impact story.

| Asset                  | Use for sponsor                                         | Provided by CWH                                               |
|------------------------|---------------------------------------------------------|---------------------------------------------------------------|
| Sponsor badge          | Website, email signature, CSR page, proposal decks      | Approved 2026 Corporate Sponsor badge by level                |
| Social media copy kit  | LinkedIn, Facebook, internal posts                      | Suggested captions, hashtags, and project language            |
| Photo package          | CSR reports, social media, website updates              | Approved field photos and captions when available             |
| Executive quote        | Press release, sponsor announcement, annual report      | Quote from CWH President or Executive Director                |
| Impact one-pager       | Internal reporting, leadership briefings, board updates | What was funded, where, who implemented it, and what happened |
| Employee briefing      | Engagement, retention, technical education              | Optional lunch-and-learn or project Q&A                       |
| Conference recognition | Water-sector visibility                                 | Name or logo on CWH booth materials where CWH is present      |

## Water-sector audience advantage

Clean Water Help is led by water scientists, engineers, lake managers, and environmental professionals. Sponsors receive recognition inside a targeted professional network that includes water-quality managers, consultants, technology providers, regulators, and lake management professionals.

# Sponsor Recognition Channels

Public recognition through CWH channels and selected water-sector visibility.

Recognition is structured so the sponsor can use the partnership for CSR, employee engagement, and brand visibility while keeping project claims specific and defensible.

## Potential announcement channels

- Sponsor listing by level on a dedicated Clean Water Help corporate sponsor webpage.
- Announcement through CWH email updates to subscribers and professional contacts.
- LinkedIn and Facebook recognition, including optional leadership posts from the Executive Director and President.
- Sponsor name or logo on selected CWH booth materials, slides, handouts, or banners at water-sector events where CWH is present, including CALMS and NALMS when applicable.
- Inclusion in future CWH newsletter or annual sponsor roll call.
- Optional employee lunch-and-learn, project briefing, or technical Q&A for sponsor staff.

## High-value, low-friction deliverable

CWH can provide a small CSR copy kit for each sponsor: one LinkedIn caption, one internal employee blurb, one website paragraph, one approved quote, and one concise project summary.



# The 2026 Sponsorship Menu

Four clear options. Four different stories. One mission: safe water and long-term local capacity.

## Bronze Heart Sponsorship - \$500

**Practical filtration support for families and communities in DR Congo.**

- Funds 10 filters for use in communities served by PALPER, a DR Congo-based NGO.
- Clean Water Help provides in-kind technical support and practical use guidance, including household best practices and larger community-use guidance for higher treatment volumes at the local NGO level.
- PALPER provides community deployment, distribution, and monitoring or evaluation support.
- Sponsor receives recognition, approved CSR language, and project documentation as available.

**Implementation partners:** Clean Water Help and PALPER ([palper.org](http://palper.org)).

**Sponsor story:** We helped provide practical clean-water filtration support for families and community users in DR Congo.



## Silver School Sponsorship - \$750

**One ultrafiltration system for a rural school in Kampot, Cambodia.**

- Funds one ultrafiltration water system for a school in rural Kampot, Cambodia.
- System designed and produced by ISZA, a professional water treatment engineering firm based in Malaysia.
- Deployment supported by Karuna Cambodia Children Organization (KCCO), a local Cambodian NGO.
- Project oversight supported by YourAid, an Australian NGO with fully funded staff support through a charitable foundation.
- Clean Water Help Executive Director spends approximately two weeks per year in Cambodia helping install filters, optimize systems, and troubleshoot field problems.

**Implementation partners:** ISZA, KCCO, YourAid, and Clean Water Help.

**Sponsor story:** We helped provide safe drinking water for a rural school in Cambodia.



# The Massive Impact 2026 Sponsorship Menu

Scholarship and village-scale infrastructure options for deeper, longer-lasting impact.

## Golden Future Sponsorship - \$1,500

**A named scholarship for a student studying science or engineering in their local university.**

- Supports one student from DR Congo, Cambodia, or Papua New Guinea to study science or engineering locally.
- Designed to help break the cycle of poverty while building long-term local capacity for clean water problem solving.
- Covers one year of tuition, school supplies, and a reasonable stipend to reduce the pressure to leave school for low-wage work.
- Clean Water Help will cover reasonable costs above \$1,500 when needed to keep the student enrolled and focused.
- CWH will provide a paid internship to sponsored students, with photos and updates made available to the sponsor for appropriate marketing use.
- Eligible student applications and profiles can be provided after expression of interest.

**Implementation partners:** Clean Water Help, local universities, and country partners.

**Sponsor story:** We invested in the next generation of local water scientists, engineers, and community problem-solvers.



## Platinum Impact Sponsorship - \$5,000

**Treated water distribution system for more than 1,500 villagers in rural Eastern Highlands, Papua New Guinea.**

- Funds extension of a treated-water distribution system by more than one mile to reach more than 1,500 additional villagers where safe water is currently nonexistent.
- Builds on a previous initiative that installed a two-mile gravity-based distribution system connecting approximately 3,500 people.
- Clean Water Help is designing and funding pathogen removal technology for the broader system.
- Sponsor receives premier recognition, a full project impact summary, and a co-branded case study when sufficient documentation is available.
- The public-health benefit is expected to be especially high because baseline water treatment in this setting is absent or extremely limited.

**Implementation partners:** Clean Water Help and rural Papua New Guinea implementation partners.

**Sponsor story:** We helped bring treated drinking water access to more than 1,500 villagers in rural Papua New Guinea.



# Why Clean Water Help

Corporate sponsors need a credible project, not a vague promise.

Clean Water Help is a volunteer-led network of water scientists, engineers, hydrologists, and water resource professionals. The organization was built to provide technical credibility to clean-water projects that would otherwise depend only on goodwill, hardware donations, or one-time construction.

|                               |                                                                                                                                                                         |
|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Zero salaries</b>          | CWH leaders and technical volunteers donate their time. This allows sponsorship funds to focus on field implementation, local partners, students, and community impact. |
| <b>Science-first model</b>    | CWH evaluates water chemistry, pathogen risks, treatment reliability, operator capacity, user behavior, and long-term maintenance needs.                                |
| <b>Local implementation</b>   | CWH does not replace local organizations. Local partners handle deployment, relationships, training, distribution, and follow-up.                                       |
| <b>Radical specificity</b>    | Sponsors choose a clear project category and receive a clear story: what was funded, where it happened, who implemented it, and what was achieved.                      |
| <b>Practical technologies</b> | CWH emphasizes durable, understandable, maintainable systems that fit local use patterns rather than flashy technologies that fail after installation.                  |

## The systems view

Safe water is not only a hardware problem. A filter or pipe extension works only when the technology, operators, community habits, replacement parts, monitoring, and local ownership all fit together. Clean Water Help adds value by connecting those pieces before and after deployment.

## CWH role in one sentence

We make clean-water giving more technically credible, more locally grounded, and easier for corporate partners to explain.

# Impact Reporting and Claim Language

Strong marketing requires conservative, defensible claims.

Clean Water Help helps sponsors tell a strong story without overclaiming. The best sponsor claims are specific, bounded, and connected to a documented project outcome.

## Examples of approved claim language

- “Our company funded 10 filters for community use in DR Congo through Clean Water Help and PALPER.”
- “Our company helped provide one ultrafiltration system for a rural school in Kampot, Cambodia.”
- “Our company funded one year of science or engineering education for a student from a Clean Water Help partner community.”
- “Our company helped extend treated water access to more than 1,500 villagers in rural Papua New Guinea.”

## Typical impact summary contents

- Sponsor name and sponsorship level.
- Project location and local partner.
- What was funded and how funds were used.
- Photos, captions, or student profile where available and appropriate.
- Technical notes, water-quality results, or implementation observations when available.
- Recommended public claim language for the sponsor.



# CSR, ESG, and SDG Fit

Easy language for internal reporting and external communications.

Clean Water Help sponsorships can support CSR, employee engagement, social impact, sustainability, and SDG reporting. CWH can provide conservative language tailored to the specific sponsorship level.

|                         |                                                                                                                                           |
|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Primary SDG alignment   | SDG 6: Clean Water and Sanitation.                                                                                                        |
| Secondary alignment     | SDG 3: Good Health and Well-Being; SDG 4: Quality Education; SDG 17: Partnerships for the Goals.                                          |
| Useful CSR language     | Supported safe-water access, local implementation, science-based water treatment, education, and long-term community capacity.            |
| Useful employee message | Our company supported a specific clean-water outcome with documentation, local partners, and technical oversight.                         |
| Useful client message   | We support practical, science-based clean-water projects in communities where the need is high and the implementation partners are local. |

## Why this is more than goodwill

Goodwill matters, but corporate sponsors also need credibility, visibility, employee value, and a story that can survive scrutiny. CWH sponsorships are designed to meet both needs: meaningful community impact and practical corporate communication value.



# The Profitable Path to Safe Water

Choose your impact. We will help you turn it into a credible story.

Clean Water Help does not use high-pressure fundraising. We work best with partners who want clear impact, practical reporting, and transparent communication. If your company is interested in one of the sponsorship levels, CWH will confirm current project availability, documentation timeline, and sponsor recognition details.

## Simple decision path

|        |                                                                                               |
|--------|-----------------------------------------------------------------------------------------------|
| Step 1 | Choose the sponsorship level that best fits your CSR budget and desired story.                |
| Step 2 | Request current project availability, partner status, and documentation timeline.             |
| Step 3 | Confirm sponsor recognition preferences, logo files, quote approvals, and marketing contacts. |
| Step 4 | CWH provides approved sponsor language, recognition plan, and impact documentation.           |

## Next Steps

“Tell us which story you want your company to be able to tell this year: filters for DR Congo, safe water for a Cambodian school, a named scholarship for a future water professional, or treated water access for more than 1,500 villagers in Papua New Guinea.”

## Contact

|                                                                  |                           |
|------------------------------------------------------------------|---------------------------|
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[cleanwaterhelp.org](https://cleanwaterhelp.org)

# Source Notes and Assumptions

For sponsor-facing credibility and conservative communications.

Clean Water Help will update project details, local partner status, student availability, installation timing, and field documentation before each sponsorship is finalized.

## Global WASH context used in this package

- UNICEF Data reported that 2.1 billion people still lacked safely managed drinking water services in 2024. Source: UNICEF Data, “Access to drinking water,” 25 August 2025.
- CDC reported that 1.4 million deaths per year are attributed to diseases spread through unsafe water, poor sanitation, and lack of hygiene. Source: CDC, “Global Water, Sanitation, and Hygiene,” 29 July 2025.
- WHO states that safe water, sanitation, and hygiene are crucial to health, school attendance, livelihoods, dignity, and resilient communities. Source: WHO, “Water, sanitation and hygiene (WASH).”

## Project-specific assumptions

- DR Congo filter quantity, Cambodia system cost, student scholarship budget, and Papua New Guinea population estimates are based on current Clean Water Help project planning and partner-provided information.
- Sponsor deliverables depend on field timing, partner consent, photo availability, privacy considerations, and implementation conditions.
- Health-impact statements should be presented as risk-based estimates, not guaranteed medical outcomes.

## Reference URLs

### UNICEF Data:

<https://data.unicef.org/topic/water-and-sanitation/drinking-water/>

### CDC Global WASH:

<https://www.cdc.gov/global-water-sanitation-hygiene/about/about-global-hygiene.html>

### WHO WASH:

<https://www.who.int/health-topics/water-sanitation-and-hygiene-wash>