



CITY OF ORLANDO

OFFICE OF
BUDDY DYER
MAYOR

Dear Community Partner,

I am excited to personally invite you to be a part of the annual Central Florida Water For People **Wine For Us** (www.wineforus.org) wine-tasting fundraiser. This annual event makes a difference in lives around the world by providing learning and networking opportunities locally about the need for everyone to have access to safe drinking water and sanitation infrastructure.

In Central Florida, public utilities and water/sanitation infrastructure have long been established and continue to remain pillars of our progress. Along with the utilities, the water/wastewater industry helps secure public health and provides jobs locally. At the City of Orlando, clean drinking water, sanitation and waste management continues to remain a critical function as we meet the current needs of our citizens and plan for future growth.

Globally however, the picture is vastly different. Every day, more than 6,000 people—mostly women and children—die from preventable water-related illnesses because of lack of access to adequate, safe water and sanitation. In addition to these severe public health impacts, unsafe water also inhibits the social progress and economic development of these communities.

Water For People is currently working on the development of sustainable water and sanitation infrastructure in ten countries across the developing world including, Bolivia, Dominican Republic, Ecuador, Guatemala, Honduras, India, Malawi, Nicaragua, Rwanda and Uganda. The Central Florida Water For People committee is also actively involved in our local community, utilizing their school outreach program to educate our students about the need for clean water, the importance of sanitation and ways to conserve water.

The annual Wine For Us fundraiser gives us a great opportunity serve our community by focusing attention on this important issue and raise funding to positively impact the quality of life across the globe. There are a variety of opportunities for you to get involved with the Central Florida team. A sponsorship package for the event is included with this letter with more information about Water For People, the Wine For Us event and how you can support access to safe drinking water and adequate sanitation as a fundamental need for everyone. If you have any questions, need further information or find other ways to get involved, please contact Rajah Augustinraj directly at 407.423.0030 or at rajah.augustinraj@ch2m.com.

Thank you in advance for your support of this event and your continuing service to our community.

Sincerely,

Buddy Dyer
Mayor



Wine For Us



THURSDAY, JULY 29, 2010 at 6:00 P.M.
REGIONAL HISTORY CENTER, ORLANDO, FL
<http://www.wineforus.org>

Dear Potential Sponsor:

What is the very first thing you do in the morning? Does it include the basics like taking a shower, brushing your teeth and making a cup of coffee? All these activities have one thing in common: *Water!* In addition to being indispensable to life, water also affects many other aspects of our lives, including our livelihood and economy.

Today in the U.S. we often take our access to safe drinking water for granted. It is hard to imagine, but every day 6,000 people, mostly women and children, die from preventable water-related diseases. Throughout the world an estimated 900 million people are without access to clean water and 2.6 billion people lack adequate sanitation.

The Orlando Chapter of Water For People invites you to partner with us and attend this year's Wine For Us event.

We know these are difficult economic times here in the United States, but the developing countries supported by Water For People are always in difficult economic times. The United Nations Children's Fund (UNICEF) and the United Nations Development Programme (UNDP) research has shown that with over 600 million people living on less than \$2-a-day, poverty represents the biggest barrier to sustainable development that can help people break the vicious cycle of poverty, underdevelopment and disease. Water For People addresses this root-cause by helping communities develop sustainable water/sanitation infrastructure and hygiene education.

Water For People currently works in five developing countries - Bolivia, Guatemala, Honduras, Malawi (Africa) and India, with plans to expand to Ecuador, Nicaragua, Rwanda, Uganda and the Dominican Republic. This is a challenging yet exciting time for WFP and every dollar you donate will directly improve the lives of people much less fortunate than us. For six years running, WFP has received a 4-star rating from Charity Navigator, America's largest independent evaluator of charities.

The 2010 Wine For Us wine-tasting fundraiser will be held at the Regional History Center in downtown Orlando on **July 29, 2010, at 6 p.m.** This will be Orlando's premier event promoting safe drinking water in developing countries, attended by over 300 professionals, business leaders and government representatives from the Greater Orlando area. More information on the event and the ideals driving Wine For Us are on the event website at <http://www.wineforus.org>.

We hope that you will partner with us to make this a successful event, and help put Orlando on the national map as a community that recognizes and cares about the interdependencies of an increasingly connected world. In order to maximize visibility for our sponsors, a conscious decision has been made by the organizing committee to have only two pages of advertisements in the event booklet. A sponsorship form is included at the end of this package. For more information, please contact us at the number or email listed below. Our contact information is also listed on the event website at <http://www.wineforus.org>.

On behalf of all the communities served by WFP, we thank you for your support.

Warm Regards,

Rajah Augustinraj, CH2M HILL Inc.
Chair, Water For People, Florida Chapter

For more information on Wine For Us please contact
Brendan Brown, CDM at 407-660-6300
Email: brownbv@cdm.com



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Water For People's vision is a world where all people have access to safe drinking water and sanitation—a world where no one suffers or dies from a water-related disease.

The need for your help is greater than ever.

- More people are likely to suffer and die this decade from lack of clean water than from all armed conflicts combined (Peter Woicke, World Bank).
- Women and girls in developing countries walk an average of 3.73 miles each day in order to collect water for their families (WSSCC, 2004).
- Women and girls carry jugs with an average of 44 pounds on their heads, causing chronic neck and back injuries. Time spent collecting water prohibits many children from going to school.
- Water is implicated in 80% of all sickness and disease worldwide (Rehydration Project).
- In Honduras, an average of 200,000 people are ill with gastrointestinal problems. Children under 15 constitute 85% of those affected (WHO).

The lack of safe water affects every aspect of daily life. When communities have access to safe drinking water, a whole world of opportunity becomes available. Children, especially young girls, have more free time to gain an education, rather than hauling water. Safe drinking water keeps children healthy to attend school and to assist their families with daily chores. Women are able to spend valuable time tending crops, which sustain their families. Many women also are able to invest their energies into local cooperatives, such as weaving and basket making, providing critical income to their families.

Water For People (WFP) helps communities in developing countries improve their quality of life by supporting the development of locally sustainable drinking water resources, sanitation facilities and health and hygiene education programs. This need is addressed by four guiding principles:

1. **WE BELIEVE IN PEOPLE.** We believe in the dignity of all people and that access to safe drinking water and effective sanitation are basic human rights.
2. **WE KEEP IT LOCAL.** We believe that drinking water, sanitation and hygiene problems are most effectively solved using local resources. Local communities must be the driving force in all of our programs to make sure solutions are sustainable.
3. **WE KEEP GOOD COMPANY.** We believe in the power of partnerships. We search out trusted partners who share our vision and work together to build long-term relationships based on trust.
4. **WE KEEP OUR PROMISES.** We believe we owe it to the communities we serve, our volunteers, staff and donors to keep our promises and manage our resources effectively and efficiently.



Wine For Us

THURSDAY, JULY 29, 2010 at 6:00 P.M.

REGIONAL HISTORY CENTER, ORLANDO, FL

<http://www.wineforus.org>



Sponsorship of Wine For Us is designed for companies and individuals interested in participating in the mission of Water For People and contributing to its impact, through international development work and local education/outreach efforts. By underwriting the event, all proceeds from the event will be directed WFP's programs and projects. There will be only two pages of advertisements, space for which will be on a first-come first-served basis.

CHAMPION - \$10,000 (1)

- Banner displaying your company's name and logo displayed prominently at the wine stations at the event.
- A full-page advertisement in the event program that may be used to pay tribute to the work of Water For People or to promote your company's philanthropic activities.
- Your company's logo displayed prominently on all pages of the event website, in marketing emails, flyers and handouts, that will reach more than 3000 people.
- Fifteen (15) complimentary tickets and a special acknowledgement during the event.

PATRON - \$5,000 (2)

- Banner displaying your company's name and logo displayed at a hors d'oeuvres station at the event.
- A half-page advertisement in the event program that may be used to pay tribute to the work of Water For People or to promote your company's philanthropic activities.
- Your company's logo displayed on all pages of the event website, in marketing emails, flyers and handouts, that will reach more than 3000 people.
- Eight (8) complimentary tickets to the event.

PARTNER - \$2,500 (4)

- A quarter-page advertisement in the event program that may be used to pay tribute to the work of Water For People or to promote your company's philanthropic activities.
- Your company's logo included on the event website, and in publicity emails.
- Four (4) complimentary tickets to the event.

ADVOCATE - \$500 (5)

- Acknowledgement within the event program for you or your organization.
 - Two (2) complimentary tickets to the event.
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EVENT PRESENTER - \$20,000 (1)

- Banner displaying your company's name and logo displayed along-side Water For People's logo, behind the front podium at the event.
- Front and back page recognition as the Event Presenter on event brochure.
- Your company's logo displayed alongside Water For People's logo on the event website, in marketing emails, flyers and handouts, that will reach more than 3000 people.
- Special acknowledgement, audio and visual recognition at the event, including a special gift presentation.
- Twenty-five (25) complimentary tickets to the event.

For more information or to discuss partnership options please contact
Brendan Brown, CDM., via ph: 407-660-6300 or email: brownbv@cdm.com



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PARTNERSHIP FORM

- Event Presenter (\$20,000)
- Champion (\$10,000)
- Patron (\$5,000)
- Partner (\$2,500)
- Advocate (\$500)

SPONSOR INFORMATION

Person or Company (as it should be listed on printed materials) _____
 Name of Individual who is authorizing Partnership _____
 Signature _____
 Address _____
 City, State, Zip _____
 Phone _____ E-mail _____
 Your Water For People Contact Name _____

SPONSORSHIP BENEFITS

A Water For People volunteer will contact you regarding your recognition at the event, complimentary tickets and guest list

METHOD OF PAYMENT

Enclosed is my check payable to FSAWWA (Please note *Region III Water For People* in the memo line)

Please charge my credit card: Visa MasterCard

Card Number: _____

Name as it appears on the card: _____

Exp. Date _____

Billing address: _____

Please Return Form to:

Brendan Brown

CDM

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407-660-6300

brownbv@cdm.com