



You may know that **70%** of the earth is covered in water, the same as the human body.

To live healthily, human beings must consume **1.5 – 2 liters** of water each day.

But did you know that **97.5%** of all the water on earth is salt water, and **2%** is frozen in icebergs and glaciers, or hidden in aquifers, **leaving only .5% of all the earth's water available for drinking?**

---

We all know that drinking safe water is fundamental to human life, yet more than 1 billion people do not have access to it. As a result, thousands of children die every day from diarrhea and other water, sanitation and hygiene-related diseases and many more suffer and are weakened by illness.

Despite dehydration ranking as one of the most common threats to child survival, it is also one of the most preventable with the help of an inexpensive mixture of sugar, salt, and water known as oral rehydration salts (ORS). ORS are the simplest, most effective, and cheapest way to keep children alive during severe episodes of dehydration. One sachet of ORS only costs US\$0.06 cents.

CKI's Six Cents Initiative with UNICEF is designed to help children get the rehydrating salts they need to survive dehydration spells. But that's not all. With the money raised, UNICEF also is working to provide long-term solutions for the problem, which includes providing clean water sources through the installation of filtration and sanitation systems. Water filters installed in schools and communal areas can benefit entire communities. Ultimately, the goal is to educate individuals on safe water and hygiene practices, and to provide supplies to produce safe water supplies for communities.

## So what can we do to help?

- **We can conserve water.** Why? Because even if you have a ready supply of clean water, remember that water remains precious. As the world population grows and modern lifestyles demand more water, water conservation becomes more and more crucial. In parts of the world where water is scarce, it is particularly important for governments to protect water sources and minimize wastage from leaky pipes and so on. But we can all help by not wasting water.
- **We can raise funds for the Six Cents Initiative.** Clearly the smallest donation can help make a big difference in the life of a child who needs access to clean water or is sick from drinking unsafe water.
- **We can raise awareness on World Water Day, March 22.** By conserving water, conducting a fundraiser, passing out flyers, chalking sidewalks, or blogging about World Water Day, we can let our friends and families know that we are not part of the problem; we are working to be part of the solution.

**What is the Six Cents Initiative?** CKI's Six Cents Initiative with UNICEF is designed to help children get the rehydrating salts they need to survive dehydration spells. But that's not all. With the money raised, UNICEF also is working to provide long-term solutions for the problem, which includes providing clean water sources through the installation of filtration and sanitation systems. Water filters installed in schools and communal areas can benefit entire communities. Ultimately, the goal is to educate individuals on safe water and hygiene practices, and to provide supplies to produce safe water supplies for communities.

**Who can I call with questions or for help?** Visit [www.unicefusa.org/circlek](http://www.unicefusa.org/circlek) to learn more. Kristi Burnham at the U.S. Fund for UNICEF is available to answer any questions regarding the Six Cents Initiative, donations to UNICEF, and the program itself. Contact her at [kburnham@unicefusa.org](mailto:kburnham@unicefusa.org), or 404-881-2700, ext 203.

**Is CKI going to continue to participate in Trick-or-Treat for UNICEF?** CKI participates in Trick-or-Treat for UNICEF as part of the broader Kiwanis Family participation, led by Key Club, but which includes Builder's Club, K-Kids, CKI, and Key Club. Every One of these clubs will receive a fundraising kit this fall, and this year's program focus is the Swazi Children Care Project, a program in Swaziland that gives children who have been orphaned or made vulnerable by HIV/AIDS access to health care, a warm meal, and an education.

**Do Trick-or-Treat for UNICEF funds go to the Six Cents Initiative?** This year's Kiwanis-family Trick-or-Treat for UNICEF program is focused on HIV/AIDS programs in Swaziland. Therefore, funds raised through Kiwanis-led TOT programs must be designated specifically for HIV/AIDS programs in Swaziland. To designate funds raised in this year's TOT box for something other than HIV/AIDS would be misleading to the donors and against UNICEF's policies.

**Where do I send in my collected donations?** To UNICEF! When you send in your donations, use the [donation transmittal form](#), downloadable at [unicefusa.org/circlek](http://unicefusa.org/circlek). Make sure each donation accompanies a form, or it may not be processed correctly. Attach credit card donation form(s), checks and money orders made payable to the U.S. Fund for UNICEF and send to U.S. Fund for UNICEF, Volunteer and Community Partnerships, 333 East 38<sup>th</sup> Street, New York, New York 10016