



DOW LIVE EARTH RUN FOR WATER FUNDRAISING FACT SHEET

ABOUT EVENT FUNDRAISING

The goals of the Dow Live Earth Run for Water are to raise awareness for the global water crisis and raise funds to support effective water projects around the world that will bring clean, safe drinking water to the nearly one billion people who currently lack access.

Employing a cross-platform, global fundraising effort, all proceeds from our events will go directly to vetted charity organizations and NGO partners, which will disseminate them to specific water projects.

Individuals, communities and corporate fundraisers that provide the most support will be recognized at the Dow Live Earth Run for Water events.

RACE REGISTRATION FUNDRAISING

Through the event's global race registration partnership with The Active Network, a leading provider of online registration and event management technology, and the commitment of our local race production partners, 10 percent of race registration fees will be donated to country-specific charities to fund water projects in affected areas around the world. (See below for approved NGO and charity organization partners by city.)

ONLINE FUNDRAISING

ActiveGiving

ActiveGiving, a division of The Active Network, and its online partner organizations offer registrants in the United States, U.K., Canada and France the option to donate directly to the local event-specific charity partner in that country via their online fundraising page. ActiveGiving provides participants with the ability to easily create their own Web pages where they can assign fundraising goals, request donations from friends and family, track fundraising participation from their social networks and build a community committed to not only running, but also raising money for the Dow Live Earth Run for Water.

Akvo.org

Akvo helps match local water projects that require funding with individual and institutional donors. Through the Akvo partnership with the Dow Live Earth Run for Water, donors living in the European Union and the United States can choose to give any denomination of money to specific event-sponsored water projects around the world. Through Akvo.org, donors and fundraisers will be able to follow their project's progress online through text message updates; photos and video from the field; and post dynamic updates and funding buttons to their own Web sites using Akvo widgets.

Everyday Hero

Everyday Hero provides effective, reliable and secure online fundraising solutions to not-for-profit organizations around the world. For the Dow Live Earth Run for Water, they will provide tools to participants in the U.K., Australia, Hong Kong and Singapore that will allow for the creation of personalized fundraising pages, on which people can set goals; request donations from friends, family, and coworkers; and track progress towards fundraising to support the beneficiary NGO in each of the territories in which they operate.

FRIENDS OF LIVE EARTH FUNDRAISING

Individuals, communities and corporations can donate directly to charities identified in their country by the Dow Live Earth Run for Water by visiting the liveearth.org Web site, where they will be automatically directed to the appropriate local fundraising organization based on their IP address.

DOW LIVE EARTH RUN FOR WATER FUNDRAISING BENEFICIARIES

- Atlanta, GA, United States – Global Water Challenge (GWC)
- Bali, Indonesia – Indonesian Water Partnership
- Berlin, Germany – arche noVa
- Buenos Aires, Argentina – Espacio Agua
- Cape Town, South Africa – Wildlands Conservation Trust
- Chicago, IL, United States –GWC
- Hong Kong, China – A Child's Right
- Houston, TX, United States – GWC
- London, U.K. – Pump Aid
- Los Angeles, CA, United States – GWC
- Melbourne, Australia – International Riverfoundation
- Mexico City, Mexico – Fondo Para La Paz
- Midland, MI, United States – GWC
- Minneapolis, MN, United States – GWC
- New York, NY, United States – GWC
- Rio de Janeiro, Brazil – Instituto E
- Sao Paulo, Brazil – Instituto E
- Singapore City, Singapore – Lien Aid
- Washington, D.C., United States – GWC

To learn more about the Dow Live Earth Run for Water fundraising effort, please visit <http://liveearth.org/give>.

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