

American Chemical Society's Fundraising Initiative for The International Year of Chemistry 2011

In partnership with
Proctor & Gamble



This is Drinking Water...



ACS
Chemistry for Life®



International Year of
CHEMISTRY
2011
www.acs.org/iyc2011

skip

For over one billion people in the developing world,



Contaminated Drinking Water



- This is a major problem in developing countries.
- About 1.8 million children die every year due to diarrheal diseases like cholera and dysentery.

Children's Safe Drinking Water Program



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Provides safe drinking water to people who really need it for just pennies.



Anyone, Anywhere in the World Can Easily Use It.



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- The PUR packet is an amazing innovation that quickly turns 10 liters of dirty, potentially deadly water into safe drinkable water.
- Each PUR packet costs 10 cents to produce and deliver to needed areas of the world.
- Funds raised by ACS will go towards the 3.5 cents production costs.

PUR Purifier of Water

P & G has collaborated with the Center for Disease Control since 1995 to develop safe drinking water systems.

- Reverse engineered current municipal treatment process
- Small sachet to treat 10 liters of water using coagulation, flocculation and disinfection
- Uses the same ingredients found in municipal water treatment





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Laboratory and Field Testing

PUR is:

- Effective in killing bacteria (>99.99999%) and viruses (>99.99%) that cause typhoid, cholera, and hepatitis
- Effective in removing chlorine resistant parasites like Giardia and Cryptosporidium (>99.9%)
- Effective reduction in heavy metals (e.g. arsenic and lead), organics, and pesticides



P&G Provides PŪR on Sustainable, Not-for-Profit Basis



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- Focal program of corporate philanthropy effort called P&G Children's Safe Drinking Water
- Not-for-profit business conducted by P&G Sustainability
- Provide PŪR for emergency relief and for sustained efforts in developing countries



Sustained Efforts in Developing World



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- Work with international social marketing experts including PSI with USAID support in several countries
- Existing programs in 14 countries
- Work with community based groups, schools, clinics to create habit change
- Increases product availability, creates jobs, and is sustainable



P&G Children's Safe Drinking Water Program Global Reach



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Impact

- More than 110 partnerships
- 297 million sachets distributed
- Almost 3 billion liters of water provided
- 121 million days of diarrhea averted
- More than 16,010 lives saved



ACS GOAL

Provide 1.5 million liters of safe drinking water by the end of 2011

How can you help?

- Donations by ACS members and members of your community
 - Collect money during outreach events
 - Partner with local businesses to collect money
 - Share the facts related to safe drinking water
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Chemists Providing Safe Water Through Chemistry



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It's the right thing to do.

More Information and Sending Your Funds



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- Additional information can be found at www.csdw.org
- ACS local sections may request one PUR demonstration kit by emailing olsa@acs.org.
- Checks (DO NOT MAIL CASH) should be made payable to and mailed to:
 - American Chemical Society
1155 Sixteenth Street, NW
Washington, DC 20036
 - o Please indicate that the check or money order is for the PUR™ for Pennies project.
 - o All donations are tax deductible and receipts will be issued to donors who pay by check or money order. For more information about obtaining individual receipts, email olsa@acs.org.



Together, we can make a difference!