

# 3for5 Begins

3for5 began when its founders, David and Lenee Fuelling, were sitting amongst friends listening to various stories of people in developing countries who were facing extreme hardship.

Out of all the stories, David and Lenee were most struck by the ones about clean water and the reality that close to one billion people lack access to a reliable water supply. What hit them even more was that children under the age of five suffer the most; they learned that **every 21 seconds a child dies from a preventable water-related illness, most commonly diarrhea.**

David left the gathering that night feeling deeply moved. His thoughts quickly turned to his and Lenee's two-year old son, Jackson. He considered how Jackson's life would likely never be threatened by the illnesses and diseases associated with unclean water. Yet in less developed countries, this was an ever present fear in the lives of millions of children and parents alike.

As David thought about ways to help change this reality, he realized that any solution would require the involvement of millions of people. With that in his mind, David asked himself, "Would it be possible to get millions of people to band together for clean water, with each person doing something small to create a cumulative effect that was absolutely massive--like helping save the lives of millions of children?"



The idea that came to David was simple: what if 3 friends each gave \$5, and then invited 3 of their friends to do the same, and so on--all in the name of clean water?

He communicated the idea and a conviction to Lenee--to quit his job and begin a non-profit for clean water that was centered around the notion of 3 friends each giving \$5 for people without clean water.

Lenee was intrigued, but she also felt a healthy dose of reserve. Could this really work? As she continued to think about the idea, she grew increasingly excited about its potential. Lenee eventually coined the term "3for5," committed herself to the cause, and the rest is history.

What began as a couple's shared concern for change, will, with your help, become a shared hope of millions.

3 friends. \$5. That's it. Imagine the possibilities!

**Are you in?**