



What Does It Take to Save the Lives of Millions of Children? 3 Friends and 5 Bucks

Through a novel social-fundraising campaign called the 3for5 Movement, the non-profit 3for5 Foundation aims to bring clean water, sanitation facilities, and hygiene education to millions of people in the developing world. The idea is simple: donate \$5 toward clean-water projects in the developing world and invite 3 close friends to do the same. Just 15 iterations of friends inviting friends will unite 20-million people and raise \$100 million.

Salt Lake City, UT ([PRWEB](#)) September 25, 2009 -- Every 21 seconds, a child in the developing world dies from a disease associated with dirty water--that's 1.5 million preventable deaths each year. But the 3for5 Foundation has hit on a way to change this tragic reality. The idea is simple: become a "droplet" in the 3for5 Movement by registering on the foundation's website (<http://www.3for5.org>) and donating \$5 toward clean-water projects in the developing world. Then talk with 3 close friends about the clean-water crisis and 3for5, and encourage each friend to participate by donating \$5 and inviting 3 more friends to join. The Movement's goal is to unite a community of 20 million people and raise \$100 million for clean water.

According to David Fuelling, 3for5's co-founder and Executive Director, "We hope people will do more than just 'tweet' or send a Facebook message. Talking with friends, even for a few minutes, about the clean-water crisis and the ideas behind 3for5 will help ensure people feel connected to each other and to the cause, especially as the community grow."

While much of the action surrounding the 3for5 Movement will take place in private discussions among friends, the foundation's website is specifically designed to aid in community-building. Droplets will be able to donate via the website, as well as follow-up with friends to help them donate and invite their friends. Additionally, the entire movement is browsable online, with information like aggregate donation totals and friendship networking reflected on each droplet's own page on 3for5.org.

The foundation's website was publicly launched on September 17. "The 3for5.org testing period was a great success, and now we're ready to pick up the pace," says Dr. Anthony DeBenedet, a physician who sits on 3for5's Board of Directors. "3for5 offers a unique way for the common citizen to take on the world's most pressing problems. You don't have to be Oprah or Bono to make a global splash; regular people can do it too--and perhaps on an even greater scale."

3for5 has already secured partnerships with established clean-water organizations such as Millennium Water Alliance and others to help implement clean-water, sanitation, and hygiene solutions in the developing world. It has also raised over \$150,000 in grants and in-kind services to help ensure that 100% of donors' money is allocated to clean-water projects and not to 3for5 operating costs.

For more information about the 3for5 Foundation and its campaign for clean water, sanitation, and hygiene, or to participate, visit <http://www.3for5.org>.

About the 3for5 Foundation:



3for5 Foundation is a 501(c)3 non-profit organization whose mission is to mobilize a movement of people--through personal connections--to address global humanitarian issues in an unprecedented way.

###

**Contact Information****David Fuelling**

3for5 Foundation

<http://www.3for5.org>

801.938.3496

Online Web 2.0 VersionYou can read the online version of this press release [here](#).**PRWebPodcast Available**[Listen to Podcast MP3](#) [Listen to Podcast iTunes](#) [Listen to Podcast OGG](#)