

At A Drink For Tomorrow (ADFT), we believe access to clean, safe drinking water is not a commodity but a fundamental human right. Founded by Stephanie Weaver in November of 2008, ADFT is a non-profit corporation focused on helping to solve the global water crisis. An astounding 1.2 billion people suffer from a lack of access to clean water. Our organization's mission is two-fold:

- To raise funds in order to support the construction of clean water systems
- To raise awareness in US communities of this enormous issue.

We will launch campaigns that target niche industries. Each campaign will bridge the gap between the cause itself and the industry targeted.

a drink for tomorrow

A Drink for Tomorrow is committed to raising money and awareness in order to provide affordable and sustainable clean drinking water to over a billion people that currently lack this essential human right.

TAGLINE: Uniting businesses and consumers to solve the global water crisis

WEBSITE: www.adrinkfortomorrow.org

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MEDIA RELATIONS: press@adrinkfortomorrow.org

OUR PARTNERS: Peer Water Exchange, The Wine Cellar, Bridget Foy's Restaurant, Tindall Home Improvement, Georgetown University's McDonough School

The goal of our first campaign, "Turn Wine into Water" is to create partnerships with members of the supply chain within the wine industry. From running events at hotels to promotions at restaurants we plan to increase both the sale of wine and the awareness of the global water crisis, while raising the essential funds for the cause. Our partnerships within the "Turn Wine into Water" campaign focus on the following three fundraising avenues:

- Promotions at Restaurants
- Promotions with Wine Stores
- Creation of a Wine Label with our logo on it

How We're Different:

A Drink for Tomorrow uses cause marketing to raise awareness of the global water crisis while raising funds to provide clean drinking water to those in need. Cause marketing pairs nonprofits and businesses by designating a certain percentage of product or service sales toward a cause-related campaign, creating a mutually beneficial relationship between the partners. By pairing its product or service with ADFT, a business will increase sales, improve brand image, generate great PR, and help save lives. Our organization will be able to generate greater awareness of the global water crisis and raise money to fund clean water projects. This approach allows businesses to engage in an important social issue while giving the general public an easy way to help out - by simply choosing a partnering business product or service over another.

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