



RE: **RIPPLE Makers** Campaign to Secure \$72K More in Annual Recurring Donations

7/6/2023

To whom it may concern:

The impact of Vera Aqua Vera Vita's work through a finely tuned and methodical project/program approach that is both practical and sustainable is proven and can be seen in the astounding results in Monte Castillo, the first community we ever served. Prior to our involvement in the community, 84% of the people suffered from Chronic Waterborne Illnesses, and now, 3+ years later, only 13% of the people suffer from Chronic Waterborne Illnesses. This dramatic decrease of 71% in Chronic Waterborne Illnesses equates to 5,000+ people who have realized a substantial increase in their quality of life.

However, as you know, there are thousands of other communities just like Monte Castillo in need of the same opportunities to begin to thrive with access to clean water. Unfortunately, the longer we wait to serve these communities the more people suffer and die from waterborne illnesses. Right now, alone, we have six communities on our vetted shortlist that we want to give access to clean water as soon as possible, but because of the size of our organization and limited staff, we are only able to do about one project per year.

We want to do more, but in order for this to be possible we need to hire a licensed professional engineer which will make it possible for us to do 2-3 more clean water community infrastructure projects in Peru, where VAVV is currently working to bring the life-giving gift of clean water to thousands of people in Peru every single year! To hire this engineer, we need to secure \$72K more in committed, recurring funding every year, thus the impetus for this campaign. **Please reference the entire Case for Support attached herein for further understanding of the importance of this campaign on the work of Vera Aqua Vera Vita and how this will allow us to grow our impact as an organization.**

**To set the stage for the full vision for this campaign, our plan is the following:**

- **Phase A (End of 2023):** Increase our Annual Recurring Donations by \$48K through a combination of new and upgraded major gift annual pledges, current monthly donors upgrading their gift, and new monthly donors. We will accomplish this by fully leveraging a generous \$24K matching gift challenge for 2023 offered by one of our major gift donors through two distinct phases/periods of fundraising:
  - **Phase A.1 (Now – September 30):** The quiet soft-launch of the campaign will begin by targeting only our existing monthly recurring donors and inviting them to increase their monthly gifts plus having intentional private conversations with current and prospective major gift donors. The goal during this phase will be to raise \$32K more in committed Annual Recurring Donations, equating to an additional \$2,600+ per month. This will unlock the first two increments of \$8K each (total of \$16K) of the generous matching gift, bringing our total funds raised for this campaign to \$48K through Phase I.
  - **Phase A.2 (October 1 – December 31):** After Phase I we will have attained 66% of our total \$72K goal for the campaign, at which point we will begin the public-launch of the campaign to raise the remaining \$16K in Annual Recurring Donations, equating to an equivalent \$1,300+ per month. Phase II will run as an end-of-year appeal in which we will share the remaining gap to hit our goal through emails to our entire audience, social media posts, mass texting, and continued private conversations with current and prospective major gift donors. Hitting this remaining \$16K goal in Phase II will unlock the third and final \$8K increment of the generous matching gift, bringing our total funds raised for this campaign to the goal of \$72K for 2023 and the complete gift of the \$24K match to VAVV.
- **Phase B (End of Q2 of 2024):** Using the momentum from our efforts in 2023, we will aim to further Increase our Annual Recurring Donations by an additional \$24K, again through a combination of new and upgraded major gift annual pledges, current monthly donors upgrading their gift, and new monthly donors.
- **Goal (by End of Campaign):** Realize a total increase of \$72K in Annual Recurring Donations which will make it possible to hire an experienced and licensed Professional Civil Engineer so that we can do 2-3 more projects every year and in that way, save thousands of lives from the ill-effects of contaminated water.

Again, thank you for considering supporting this campaign. We are excited to kick-off this campaign!

[MAKE A DONATION](#)

Gratefully in Christ,

A handwritten signature in black ink that reads "Jacob Niemeier".

**Jacob Niemeier**  
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# Case for Support



## Synopsis:

1. The impact of Vera Aqua Vera Vita's work through a finely tuned and methodical project/program approach that is both practical and sustainable is proven and can be seen in the astounding situation in Monte Castillo, the first community we ever served. Prior to our involvement in the community, 84% of the people suffered from Chronic Waterborne Illnesses, and now, 3+ years later, only 13% of the people suffer from Chronic Waterborne Illnesses. This dramatic decrease of 71% in Chronic Waterborne Illnesses equates to 5,000+ people who have realized a substantial increase in their quality of life.
2. We are striving to raise **\$72,000 more in committed annual donations** which equates to 120 more people at \$50/mo. or 60 more people at \$100/mo. or 120 people at \$600 per year or 60 people at \$1200 per year... Ok, so you get the idea! Haha.
3. With your support we will have the funding we need to hire an experienced Professional Civil Engineer which will allow us to effectively deliver on 2-3 more projects a year, bringing the life-giving gift of clean water to thousands of people in Peru every single year!
4. Remember, for every \$50 you give on average, we can give clean water to 1-person for generations to come! So, what are you waiting for because the longer you wait to decide to give the more children under the age of 5 die from a waterborne illness. Let's save lives right now!
5. Will you please help us help give the gift of True, Water True Life to thousands of more people every year as we strive to put the Global Water Crisis in the history books in Peru?



# Case for Support



## Comprehensive:

Every day nearly 2,300 people die from a waterborne disease because they do not have access to the basic resources of clean water, improved sanitation, or proper hygiene systems, which we so easily take for granted. The even sadder reality is that over one-third of these deaths are of children 5-years and younger. All of this means that we need to act now and as quickly as possible because lives are literally at stake! [This is why we exist!](#)

Vera Aqua Vera Vita takes seriously our call to love and serve the least of these who are most in need of clean water because they have been forgotten and are often considered an afterthought. We strive to be champions for them by “tapping into the physical and spiritual nature of water to empower people and communities in developing countries to generate clean water and sanitation solutions that bring ‘True Water, True Life.’” Our purpose is to walk alongside them so that they can go from simply surviving to truly thriving as God intended in body & soul nourished by clean water & the Living Water of Jesus Christ. We have been working, specifically, to give [comprehensive clean water system infrastructure to the people of Peru](#) for the past 5-years, and we have only just scratched the surface of the need.

Since embarking on our mission in 2017, we have been able to bring clean water, improved sanitation, and better hygiene practices to 7,000+ people in the community of Monte Castillo, Piura, Peru where between 2019 and 2020 alone we provided improved functionality of their Sanitary Sewer System and full access to Clean Drinking Water with the commencement of operations of a Water Treatment Facility in the community. The impact of our work in Monte Castillo alone has been astounding! Prior to our involvement in the community, 84% of the people suffered from Chronic Waterborne Illnesses, and now, 3+ years later, only 13% of the people suffer from Chronic Waterborne Illnesses. This dramatic decrease of 71% in Chronic Waterborne Illnesses equates to 5,000+ people who have realized a substantial increase in their quality of life. All the while, we have been building relationships and laying significant groundwork to serve thousands of more communities in need. We currently have 7 communities on our shortlist that we have thoroughly vetted and objectively prioritized using our scorecard tool which we use to evaluate the communities based on perceived Project Impact and Project Success which are determined from survey assessment data we collect from each community. At our current funding capacity, we are only reasonably able to serve 1-2 communities per year, but we need to do more! [Read our latest Project Status Update](#) to see what we are currently working on and the impact we can have!

God calls all of us to “give drink to the thirsty” and in that way serve and care for our Lord through the “least of these.” If it is not already clear, what we are facing is truly a Global Water Crisis, and the reality is that we must stop sitting passively by as thousands of our less fortunate brothers and sisters are dying every single day simply because they don’t have access to clean water. We must mobilize now with substantial funding and effort to serve as many people as we can as quickly as possible. The time is now! Lives are at stake! We, VAVV, have developed a finely tuned and methodical project/program approach that is both practical and sustainable and with the proper funding we are confident that we can serve 2-3 more communities (thousands of people) every year with access to clean water and in that way save hundreds of lives. **However, in order to do this, we need an additional \$72,000 in committed annual donations to be able to hire a full-time professional engineer to realize this aspiration!** [Can you please help us give the Gift of True Water, True Life to thousands of more people in need by committing a major monthly or annual recurring gift and/or helping us find others that can contribute?](#)

# Case for Support



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## **Parts:**

### **Cause**

*Why do you exist? What must be accomplished?*

Every day nearly 2,300 people die from a waterborne disease because they do not have access to the basic resources of clean water, improved sanitation, or proper hygiene systems, which we so easily take for granted. The even sadder reality is that over one-third of these deaths is of children 5-years and younger. All of this means that we need to act now and as quickly as possible because lives are literally at stake! This is why we exist!

### **Organization**

*Who are you? What do you do? How long have you been doing it? Why do you do it?*

Vera Aqua Vera Vita takes seriously our call to love and serve the least of these who are most in need of clean water because they have been forgotten and are often considered an afterthought. We strive to be champions for them by “tapping into the physical and spiritual nature of water to empower people and communities in developing countries to generate clean water and sanitation solutions that bring ‘True Water, True Life.’” Our purpose is to walk alongside them so that they can go from simply surviving to truly thriving as God intended in body & soul nourished by clean water & the Living Water of Jesus Christ. We have been working, specifically, to give comprehensive clean water system infrastructure to the people of Peru for the past 5-years, and we have only just scratched the surface of the need.

### **Impact**

*What impact are you having? How can you prove it works?*

Since embarking on our mission in 2017, we have been able to bring clean water, improved sanitation, and better hygiene practices to 7,000+ people in the community of Monte Castillo, Piura, Peru where between 2019 and 2020 alone we provided improved functionality of their Sanitary Sewer System and full access to Clean Drinking Water with the commencement of operations of a Water Treatment Facility in the community. The impact of our work in Monte Castillo alone has been astounding! Prior to our involvement in the community, 84% of the people suffered from Chronic Waterborne Illnesses, and now, 3+ years later, only 13% of the people suffer from Chronic Waterborne Illnesses. This dramatic decrease of 71% in Chronic Waterborne Illnesses equates to 5,000+ people who have realized a substantial increase in their quality of life. All the while, we have been building relationships and laying significant groundwork to serve thousands of more communities in need. We currently have 7 communities on our shortlist that we have thoroughly vetted and objectively prioritized using our scorecard tool which we use to evaluate the communities based on perceived Project Impact and Project Success which are determined from survey assessment data we collect from each community. At our current funding capacity, we are only reasonably able to serve 1-2 communities per year, but we need to do more! Read our latest Project Status Update to see what we are currently working on and the impact we can have!

### **Invitation and Involvement**

*Why should others get involved? How can they do it?*

God calls all of us to “give drink to the thirsty” and in that way serve and care for our Lord through the “least of these.” If it is not already clear, what we are facing is truly a Global Water Crisis, and the reality is that we must stop sitting passively by as thousands of our less fortunate brothers and sisters are dying every single day simply because they don’t have access to clean water. We must mobilize now with substantial funding and effort to serve as many people as we can as quickly as possible. The time is now! Lives are at stake! We, VAVV, have developed a finely tuned and methodical project/program approach that is both practical and sustainable and with the proper funding we are confident that we can serve 2-3 more communities (thousands of people) every year with access to clean water and in that way save hundreds of lives. However, in order to do this, we need an additional \$72,000 in committed annual donations to be able to hire a full-time professional engineer to realize this aspiration! Can you please help us get there by committing a large monthly or annual recurring gift and/or helping us find others that can contribute?