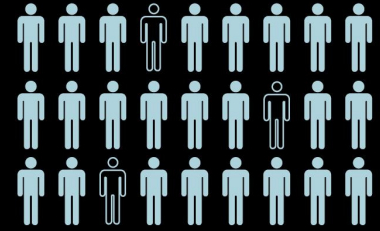


1 IN 7 LACKS ACCESS TO
CLEAN WATER
JOIN US FOR EARTH MONTH 2010



www.iwalkforwater.ca



Date

Hello/Dear Corporate Partner (Name or Business Name):

On Earth Day, April 22, 2010; 2000 walkers comprised of the AVEDA network, friends, and family members will be walking together as a team! We will do this in 17 cities across Canada to provide clean and safe drinking water to Eastern Africa. We are supporting **WaterCan/Eau Vive**, a Canadian not for profit organization dedicated to fighting global poverty by helping the world's poorest people gain access to clean water, basic sanitation, and hygiene education.

Since 1987, WaterCan's programs have reached over one million children, women and men in the world's poorest regions, breaking the cycle of poverty and disease and increasing opportunities for health, education, gender equality, and economic growth. For more information, please go to www.watercan.com.

Inspired by this, I will proudly be walking in the city of Toronto, and my personal fundraising goal is \$_____. Please support me with \$50, \$100, \$150 or whatever you can as I would appreciate any support that you could give me for this very worthwhile cause.

Contributing to my fundraising efforts online is safe, easy to do, and fast! Simply go to www.iwalkforwater.ca and follow the easy online sponsorship instructions. Look for my name as a walker under the Toronto walk and make a tax deductible donation! Alternatively, if you wish to send or have me pick up a cheque or cash, just let me know as I will happily do so.

Lastly, if you would like to join me in supporting this outstanding event, please register as a walker and become part of the team dedicated to walking 6km on April 22, 2010. Astonishingly, walking 6 km represents the average distance a woman or child in Africa walks daily to obtain their water supply.

Thank you for considering this request for financial support. If you have any questions about the *I Walk for Water* initiative or the work of Watercan, please do not hesitate to call me.

Sincerely,

(Your Name)