



CHANGE THE PRESENT

THE BHIL PEOPLE // INDIA

water equals life

causelife.org/change

CHANGE THE PRESENT 2012 | A causelife initiative designed to celebrate the Christmas season by “changing the present” for 10 impoverished communities in central India lacking access to clean water.

Last year’s campaign brought clean water to 10 impoverished communities in Nepal, India, Kenya, and Guatemala . . . impacting thousands!

THE NEED: THE BHIL PEOPLE

The Bhil are India’s second largest people group with a growing population of 12 million. Working long hours as laborers in the fields and rock quarries, the Bhil are in the lowest caste of Indian society and have struggled against the grip of poverty for centuries. They have no electricity, sanitation, and little access to health care or education. Without access to clean water, disease and water-related illnesses are a perpetual problem. It’s no surprise that the average Bhil life expectancy is only 40-45 years.

Clean water can change everything for the Bhil people—from improved health and better economies, to more time to invest in education and creating jobs.

THE STRATEGY: 10 COMMUNITIES, 16,000 LIVES

Our strategy is to bring clean water to ten Bhil communities by building water projects based on the specific geography and needs of each location. On average, each water project costs \$5,000 to complete and together, will collectively impact 16,000 people with clean, safe drinking water for the first time in history.

Each of 10 Bhil communities encounters unique challenges without clean water. Here’s a look at each of them:

AAMKHOOT:



500 PEOPLE



MOUNTAINOUS



Women must walk very long distances to reach water sources over rocky terrain.

CHHOTI:



3,000 PEOPLE



MOUNTAINOUS



The only water sources in the area are found in small, stagnant pits.

GURADIA:



700 PEOPLE



DRY AND ARID



As farmers, the people here struggle to care for the crops they depend on for survival

KAKADKUA:



550 PEOPLE




DRY AND ARID









Hours of valuable time are spent collecting water instead of working.




causelife.org/change




causelife









KAKAD VAH:  1,200 PEOPLE  DRY AND ARID
 Children are continually sick from drinking contaminated water

KHARADU BADI:  600 PEOPLE  DRY AND ARID
 Watering livestock takes hours of time in travel.

LAMBELLA:  5,000 PEOPLE  DRY AND ARID
 Sickness and time spent fetching water keeps children from attending school.

TEMACHI:  500 PEOPLE  MOUNTAINOUS
 Women and children fetching water face the threat of danger and violence along the way

TIKADI MOTI:  3,000 PEOPLE  MOUNTAINOUS
 Dirty water causes a host of sanitation problems that affect everything from food preparation to personal hygiene.

TIKARIA JOGI:  800 PEOPLE  DRY AND ARID
 Without clean water, time and opportunities to plan for the future are few, and poverty continues to stifle progress.

THREE WAYS TO GET INVOLVED NOW:

GIVE:

DONATE: No gift is too small to make a difference. Help bring clean water to the Bhil people today!

THE GIFT OF CLEAN WATER: Honor your friends and family this Christmas by giving clean water on their behalf. Then send one of our customized e-cards!

FUNDRAISE:

WATER FOR CHRISTMAS: Do Christmas differently by asking others to forgo their conventional gifts to you and give clean water instead

START A CAMPAIGN: Create your own personalized *Change the Present* campaign page to track your fundraising progress and to easily share the cause with others

SHARE:

TWITTER: Use your 140 characters to spread the word about *Change the Present*. Tweet now!

FACEBOOK: Share your campaign progress or recruit your friends to join the cause this Christmas. Share now!

DOWNLOAD: We have resources and assets to help promote your rescue campaign. Download these from our campaign page.