



7/22/2021

Dear Business Leader,

We're so grateful for the opportunity to present a unique program that we know will transform your business. We call this program "**Business Blessings**". When you help us to bless children and their families with clean water, we are confident your blessing will return to you.

Our Houston friend Bill McGraw inspired us to share his charity plan with you. Bill's business, Quality Home Products of Texas, makes a direct connection between charity and sales. Bill has convinced us that any business leader can create a plan like his. His sales and client numbers have increased, his employees are excited and motivated, and best of all -- Bill has a great personal peace and joy that comes from knowing he is making a difference to those most in need.

At the end of each year, Bill and his team review their sales success. For each whole house filtration system that they install for a Texas family, they purchase one Sawyer PointONE filter for a family in Honduras or Haiti. Since 2017, Bill and his team have provided 9,186 filters for our program... all as a tax-exempt business expense.

Mothers are our secret multiplier! As a savvy businessman, Bill loves a great multiplier, so he really loves that each filter goes to a mother who promises to filter for 3 other families. That means the filters that Bill has given so far are providing clean water to nearly 37,000 families!

Bill loves the Sawyer filter, but he knows that without a strong program, his investment would suffer. We promise Bill that we will find a matching donor for every one of his filters, who will provide the needed funds for additional hardware, shipping and most importantly, world-class training. Our donors love this match: it flips their normal full sponsorship from \$75 to \$57!

Potential donors see there's a special match offer from Quality Home Products of Texas, with links to Bill's website. Bill can even provide business cards or other promo materials for us to include with the handwritten thank you card that they receive.

Bill also receives a custom dashboard that he can share with all his customers via his website or other digital marketing. The dashboard shows all the Water Women that have received his filters, and where they can be found on a map.

How about you and your business? We'd love to help you design your own charity plan, unique to your company and what you dream of accomplishing. Any kind of business can be linked to helping others. Bill and I are both ready and willing to help you help others.

I am confident that blessings will flow!

Sister Lorraine Lauter  
Executive Director



## The Basics of Business Blessings

### What if you could...

- Gain a tax benefit for a business-related expense
- Deduct as well for related advertising
- Encourage your team members to achieve sales goals while helping others
- Save children from disease and death by dirty water

### Here's how it works:

- Create a formula that ties the purchase of filters to sales, along with a marketing plan.
- Whenever you're ready, let us know how many filters you can purchase.
- We set up invoicing direct to you from the manufacturer, at our special discount of \$18 per filter.
- The filters are shipped directly to Water With Blessings for distribution to mothers who will serve 4 families each.
- We put out a call for donors to match your generous gift, at the special sponsorship level of \$57 per Water Woman (a "flip" discount on the normal \$75 rate).
- Within a few weeks, your filters are in the hands of a mother in Honduras, Haiti, the Philippines, Zambia or the Navajo Nation -- your choice!

### You receive

- A custom dashboard for your website or other digital marketing: the photos, names and map location of every Water Woman whom you've equipped.
- Spotlighting on our website and other social media.
- The opportunity to include promo material in our handwritten thank you card to matching sponsors.
- Abundant Blessings**: the peace and joy that return to those who are generous with others in need.