



LOCAL VOICES, GLOBAL IMPACT

HOW YOUR SHOW CHOIR CAN SAVE LIVES THROUGH THIRST PROJECT

by Damon Brown

Wanna hear a great recipe? What do you get when you mix an inspired show choir graduate, a long-time choreographer, tons of enthusiastic young people, and an urgent human rights need?

The answer: Thirst Project! And here's the best part: your choir can easily join more than 40 others in building its legacy of compassion and love.





The global water crisis is daunting and horrific. More than 700 million people lack access to the basic human right of clean, safe water. Children and the elderly are often forced to walk miles daily to collect filthy drinking water from ponds, streams and holes that are shared with livestock that defecate and urinate in the water. Consuming this toxic water leads to parasites, bacteria, sickness, and far too often, death.

Thirst Project is the leading youth water organization in the world, having already raised over 16 million dollars to give nearly 800,000 people clean water for life. Since 2008, a former Indiana show choir kid, Seth Maxwell, has inspired a movement that's brought about 4,000 wells to 13

countries. Along the way, hundreds of thousands have cared enough to raise awareness and join the fight!

In 2016, long-time choreographer Damon Brown joined Seth on a well-building trip in Africa. Tremendously moved by what he saw, Damon joined the team in 2016, to rally the show choir world under the banner of "Performing Arts For Thirst." This year, the show choir world alone will surpass \$750,000 raised, giving 30,000+ humans clean water for life.

At competitions and school concerts around the USA, show choirs will simply read a 60-second announcement about the water crisis. Next, choir members will pass through the crowd in a "Miracle

Minute," inviting the audience to contribute voluntary donations of cash or scan a QR code to make a tax-deductible contribution. The funds are totaled and sent to Thirst, and every \$25 gives one person the gift of hope, health, and a changed future! It costs you none of your fundraising, is a totally non-controversial cause, and ignites a legacy of love and compassion in your show choir program.

Thirst is neither politically nor religiously affiliated, and we are a registered 501(c)3 with the IRS. Charity Navigator rates **Thirst Project** a "100% RECOMMEND" for financial integrity.

So how about it? If it's this easy, this proven, and this impactful in saving lives,

then why WOULDN'T your choir get involved? Almost zero work, no cost to your program, and lives are changed and saved...win/win!

To get involved, you can connect with Damon Brown at damonb@thirstproject.org.



ABOUT THE AUTHOR: Damon Brown serves as Outreach Coordinator with heart, humor, and hustle. A proud grandpa of four, marathon runner, shark swimmer, and 38-year choreography veteran, he's taught over 75,000 show choir students. A Ball State graduate and lifelong Colts and Reds fan, Damon leads Show Choir's For Thirst, rallying world changers everywhere.