

AINTHAVINIT MEDIA

20 HOMES. CLEANER WATER.

Northeast Ohio Water Quality Awareness Project

\$50,000 FUNDRAISING GOAL	20 FAMILIES HELPED	10,000+ PEOPLE EDUCATED
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THE MISSION

Ainthavinit Media exists to investigate overlooked issues, challenge accepted norms, create public awareness, and give ordinary people the information they need to ask better questions and demand better answers.

Our first major community initiative puts that mission into action by focusing on something every family depends on every day: **the water coming from their tap.**

THE PROJECT

20 Homes. Cleaner Water. will raise \$50,000 to identify 20 Northeast Ohio families with legitimate water-quality concerns, professionally test their water, provide appropriate filtration systems at no cost to the families, and educate thousands of residents about drinking-water quality.

TEST - INVESTIGATE - EDUCATE - FIX - RETEST - REPORT

This is not simply a filtration-system giveaway. We want to understand the problem first. Each selected home's water will be evaluated before treatment is recommended.

THREE MEASURABLE OBJECTIVES

- 1. Raise \$50,000.** Secure corporate sponsorships, grants, public donations, equipment donations and professional-service partnerships.
- 2. Help 20 families.** Provide testing, appropriate treatment equipment, professional installation and follow-up testing at no cost.
- 3. Educate 10,000+ people.** Use video, podcasts, interviews, social media, community partnerships and investigative reporting to increase public understanding of drinking water.

HOW FAMILIES WILL BE SELECTED

A public application process will allow Northeast Ohio households to explain their concerns and request participation. Community organizations will also be invited to nominate or refer families.

Selection Consideration	Weight / Emphasis
Water-quality risk and testing results	40%

Financial need	30%
Household circumstances / vulnerability	20%
Geographic & community representation	10%

Need will help determine who is selected. Testing will determine what treatment they receive.

TEST FIRST. TREAT SECOND.

Water problems vary from property to property. Depending on testing and site conditions, treatment could involve sediment filtration, activated carbon, lead-reduction filtration, reverse osmosis, iron treatment, water conditioning or other appropriate technologies.

Don't guess what your water needs. Test first.

WHERE THE \$50,000 GOES

Project Expense	Target
Filtration systems & installation materials	\$24,000
Installation labor	\$8,000
Initial independent water testing	\$4,000
Follow-up testing	\$2,000
Documentary & educational content	\$4,000
Community outreach	\$2,000
Administration / insurance / miscellaneous	\$2,000
Project contingency	\$4,000
TOTAL PROJECT GOAL	\$50,000

Equipment donations, wholesale partnerships and donated professional services can allow the project to generate substantially more than \$50,000 in actual community impact.

SPONSOR A HOME

\$2,500

A business or organization can directly sponsor one participating household. A Sponsor a Home partnership helps fund professional testing, water-quality assessment, treatment equipment, installation materials, professional installation, follow-up testing and public education.

Twenty \$2,500 sponsorships can fully fund the project's \$50,000 target.

Where appropriate and with participating-family consent, sponsors may be recognized through project content, the Ainthavinit website, social media and the final impact report.

OTHER WAYS TO PARTNER

Financial Sponsorships: Direct funding toward the \$50,000 campaign.

Equipment Donations: Filtration manufacturers and distributors provide treatment equipment.

Material Donations: Plumbing suppliers contribute valves, fittings, piping and installation materials.

Labor & Professional Services: Licensed professionals, laboratories and industry experts donate services.

Community Partnerships: Organizations help identify families and distribute water-quality information.

Media & Awareness Partnerships: Media organizations, creators and community leaders expand the project's reach.

THE STORY BEHIND THE NUMBERS

Every participating household represents a real story. With each family's permission, the project will document what they believed about their water, what testing revealed, where the water comes from, what treatment was recommended, what changed after treatment, and what the rest of the community can learn.

STATE OF THE TAP: NORTHEAST OHIO - 20 HOMES

At the conclusion of the project, Ainthavinit Media intends to publish a public impact report summarizing project findings, testing observations, treatment approaches, community impact and lessons learned.

The objective isn't to create fear about drinking water. It's to create informed citizens.

FROM 20 HOMES TO SOMETHING BIGGER

Phase One - 20 Homes: Prove the model.

Phase Two - 100 Homes: Expand throughout Northeast Ohio.

Phase Three: Build a scalable community water-awareness program that can be replicated beyond Northeast Ohio.

WHAT'S REALLY COMING OUT OF THE TAP?

Help us raise \$50,000. Help us provide 20 families with testing and appropriate water filtration. Help us educate 10,000+ people about the water they drink every day.

SPONSOR A HOME - DONATE EQUIPMENT - PROVIDE SERVICES - BECOME A COMMUNITY PARTNER

AINTHAVINIT MEDIA

Investigate. Question. Understand. Act.