



## TAP PROJECT

### About UNICEF

The UN Children's Fund operates in more than 150 countries and is the world's leading emergency response agency for children. For over 60 years UNICEF has been an important force for the protection of vulnerable children, including emergency relief, immunization, education, hygiene and sanitation, and advocacy.

### About the Tap Project 2009

The *Tap Project* is a campaign that celebrates the clean and accessible drinking water available as an everyday privilege to Kiwis, while helping UNICEF to provide safe drinking water for children in the developing world. From March 9<sup>th</sup> – April 9<sup>th</sup> 2009, many NZ restaurants and cafes will invite their customers to donate \$1 or more for the tap water they normally enjoy for free.

### How Can I Help?

Restaurants and cafes are critical to the success of the *Tap Project*.

During the campaign, restaurants and cafes that participate in the *Tap Project* will join with UNICEF in asking their patrons to donate a small amount of money for the clean, healthy tap water normally provided at no charge. Restaurants and cafes will get table tents and a cash collection box, and their patrons will be able to add a donation to their bill.

Your staff will play a key role in letting customers know about the project and encouraging them to donate. You can help by making sure your customers see the *Tap Project* table cards and make a donation when they pay their bill. People can also donate by text or at our website.

We want to make it simple for both the restaurateur and your guests. The success of the project comes down to the funds raised through our restaurant and café partners. We've listened to your feedback and made this year's campaign more industry-friendly, including the freedom for individual restaurants and cafés to decide what works best for them. UNICEF is here to provide support and ensure the campaign is a success at your restaurant or cafe.

In order to encourage participation in the *Tap Project*, we are running a media and publicity campaign before and during the *Tap Project*, including a programme of water-related events throughout the month. UNICEF is also encouraging schools to use the *Tap Project* as a learning opportunity.

### The Situation

Water is New Zealand's single most bountiful natural resource. Clean and plentiful drinking water is a daily privilege millions of Kiwis take for granted. But **about one billion people around the world still lack access to clean drinking water** and two in every five people lack access to improved sanitation. The lack of clean and accessible drinking water is the second largest killer of children under five worldwide. Nearly 5,000 children die every day as a result of water-related diseases, such as cholera, typhoid and malaria.

*Tap Project* 2009 funds will support life-saving water projects in Laos. Laos is a landlocked country in South East Asia, just a bit smaller than New Zealand. It is one of the poorest countries in the world (GDP of US\$500). Water-related illnesses caused by poor sanitation and hygiene conditions are the second largest killer of children in Laos.

**More Information:** UNICEF NZ [www.unicef.org.nz](http://www.unicef.org.nz); Tap Project [www.tapproject.org.nz](http://www.tapproject.org.nz)

**On behalf of the world's children,  
thank you for your support of UNICEF's *Tap Project*.**