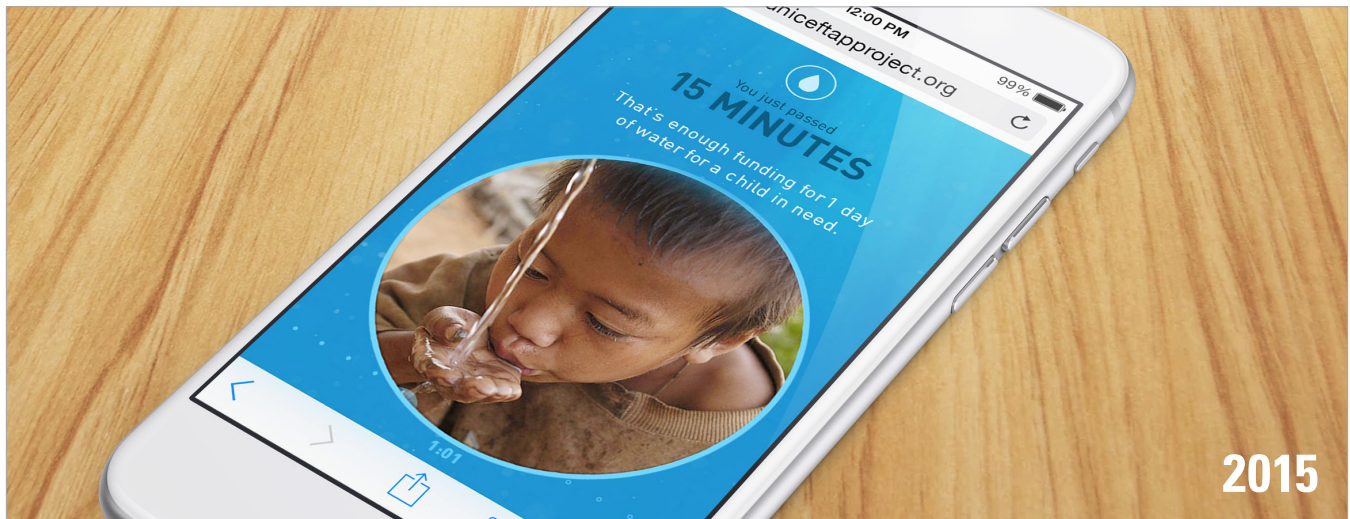![unicef TAP PROJECT]

WILL YOU PUT DOWN YOUR PHONE TO HELP PROVIDE A CHILD CLEAN WATER?

2015

THE UNICEF TAP PROJECT

The UNICEF Tap Project challenges Americans to go without something they take for granted as much as clean water – their cell phones.

Waterborne illnesses are a leading cause of death for children under five, killing nearly 1,000 children every day. Since 2007, The UNICEF Tap Project has raised over $5 million to support UNICEF's lifesaving work in 100 countries. Join us in raising funds and awareness of the world water crisis this March!

*Thanks to the work of UNICEF and its partners, more than **2.1 billion** people have gained access to clean drinking water over the last 25 years.*
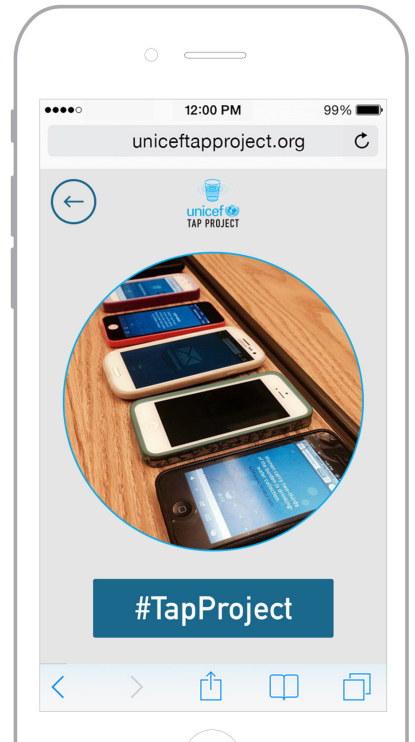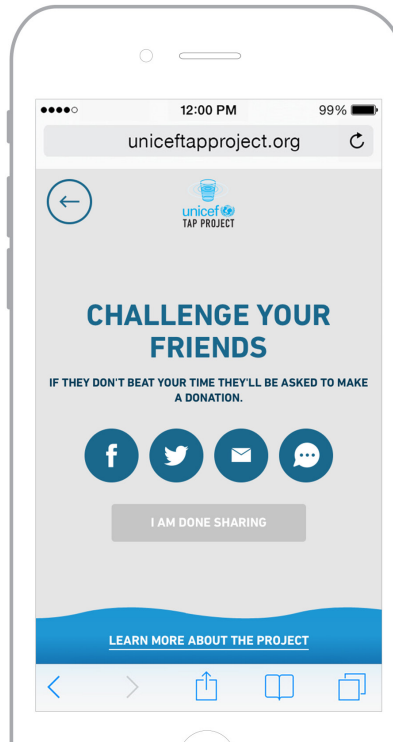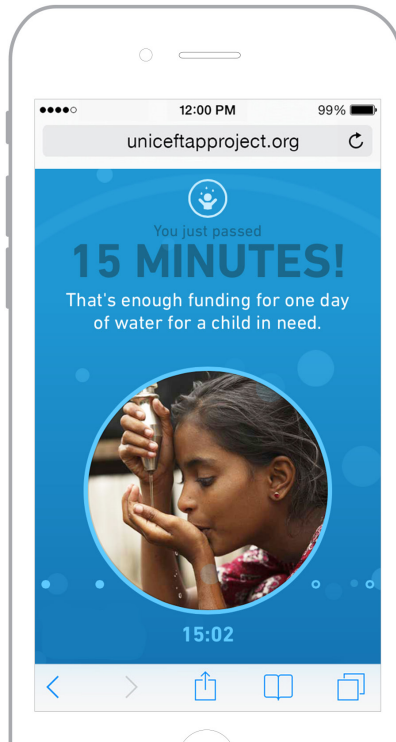
15 MINUTES = 1 DAY OF WATER.

For every 15 minutes you don't touch your smartphone, you unlock a donation from our sponsors that could provide a day of clean water for a child in need.

![unicef UNITED STATES FUND | children first.]

HOW IT WORKS

unicef TAP PROJECT

You just passed
15 MINUTES!
That's enough funding for one day of water for a child in need.

15:02

CHALLENGE YOUR FRIENDS

IF THEY DON'T BEAT YOUR TIME THEY'LL BE ASKED TO MAKE A DONATION.

I AM DONE SHARING

LEARN MORE ABOUT THE PROJECT

#TapProject

1. Get Started
Visit uniceftapproject.org on your smartphone. For every 15 minutes you don't touch your phone, you unlock a donation from our sponsor that could provide a day of clean water for a child in need.*

2. NEW! Challenge Yourself and Others
Can you go a combined 4 hours during the campaign in March? Challenge 10 friends from within the app to beat your best time!

3. We are Better Together
Put down your phones together with others and double your impact. At your next club gathering or dinner party take a photo or video of your combined UNICEF Tap Project experience then get started! #TapProject

*During World Water Month, the UNICEF Tap Project challenges Americans to go without something they take for granted as much as clean water—their cell phones. In 2014, the UNICEF Tap Project raised over a million dollars and registered over **20,000 new volunteers** for UNICEF!*

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#TapProject