



Hello Friend ...

Thank you for your interest in becoming a “Friend of FrmwrX!”

We are excited and honored for you to take this extra step in support of our work; most pointedly, our water project in Haiti.

The work we have been doing in Haiti these past several years has been trying, yet deeply gratifying. We have been fortunate to work with truly amazing people, both inside and outside of Haiti. Together, we have persevered through the deadliest hurricane in Haiti’s history, widespread political turmoil, and now the coronavirus. Through all of these challenges we have built one of the most innovative and impactful grassroots development projects in Haiti.

This kit provides some history of our organization, as well as tools and tips on how to tap into your various networks – friends, family, colleagues and your community – to not only spread awareness about what we do, but more importantly for our work on the ground, to help raise the funds necessary to continue building the rainwater harvesting systems that are so crucial to survival in Haiti’s remote mountain communities.

If you have any questions about our organization, our Friends of FrmwrX initiative, fundraising, social media, or simply want to say hello, please send us an email at [FoF@frmwrX.org](mailto:FoF@frmwrX.org)

**Thank you for your help and support!**

**Jesse Baker, PhD**

**Co-Founder & Executive Director**

**FramewrX International**

# About Framewrx

## Mission

Design, implement, and manage community driven international aid & development projects – prioritizing viability (efficacy), scalability (impact), and accountability (trust).

This is difficult work – as it should be – and we have no interest in taking the easy way out.

We have spent several years simply understanding the extended dynamics of why the communities we work with are facing the difficulties they are facing. We have earned their trust, fostered local leadership, and met the challenges that have driven most international NGOs out of Haiti all together.

*“So many people come to get water now (because we have 2 cisterns in our village) that I spend much of my day just opening the cisterns for people to provide water for their families. I love helping people get their water, it is so much easier this way!”*

– MADAM DERISTAL, COMMUNITY CISTERN MONITOR IN ROBIA



# What We Do in Haiti

Our projects in Haiti are located in two neighboring mountain jurisdictions, Pays Pourri and Marozo, comprised of 62 villages with a total population of approximately 20,000 (census data does not exist). These are rugged and remote mountains, with no passable roads; it is a four-hour hike from the closest point that can be accessed by a vehicle to the first village we work in. There is no electricity, running water, or medical services available.

## Rainwater Harvesting

The focal point of our project in Haiti is to build high-capacity rainwater harvesting systems in each village throughout our project area. Each system collects and holds approximately 5,500 gallons of water, and is incredibly durable – all of which survived Hurricane Matthew in 2016.

Each system we build

1. Allows children to attend school more regularly
2. Improves community health
3. Increases agricultural production

Children frequently walk up to five hours round-trip every day to collect water for their families, which prevents them from attending school as consistently as they need. The water they collect comes from streams that are also used for washing laundry, personal bathing, and watering animals. Although water from these sources is unsafe, people in the area have no other options, and must do what they can to survive.

Limited access to a safe water source is highly correlated with poor community health. Therefore, establishing a safe source of water within a village directly contributes to improved community health. Establishing a much safer source of water has also earned us the trust necessary to implement our WASH training initiative and coronavirus awareness campaign (see below).

Due to climate change, weather patterns have shifted dramatically, putting people in the area at serious risk of becoming climate refugees. Rains now come with far less frequency or predictability, and typically arrive in storms of much greater intensity, making it much more difficult to grow crops. The rainwater harvesting systems we build, have spurred farmers to develop micro irrigation techniques, and grow community gardens ... both of which increase agricultural productivity and diversity of crops.



# Coronavirus & WASH Education



Through our water, sanitation, and hygiene (WASH) program, we have given 32 community education presentations to over 2,200 people about the importance of, and how to improve, personal hygiene and community sanitation.

Because we had an established WASH program, we were able to adapt it in real time to offer a coronavirus awareness campaign in all 62 villages, and two public markets in our project area – a part of Haiti that is almost entirely ignored by the national government, and other international NGOs.

We also implemented a hand-washing station initiative that was responsible for 1,580 “tippy-taps,” which provided over 12,000 people with access to hand-washing facilities during a time when washing hands could mean the difference between life and death.

## Our Process

We prioritize local perspectives, working with community leadership and following their lead. All of our work is carried out by teams of people from the villages in our project area.

- The skilled laborers who build our rainwater harvesting systems have undergone extensive training through a UN program, which is no longer available
- \$700 is paid into the local workforce for each system we build
- All materials are purchased locally
- We have developed a multi-step system of photo verification & financial reporting to ensure all work is completed in a timely & cost-effective manner

*“I feel incredibly fortunate to have visited Framewrx projects in Haiti twice now. After witnessing them first hand, it is difficult to convey with words the positive impact these water projects are having, and the level of integrity in which they are done. I am beyond grateful for the experience and proud to be a supporter.”*

— ELI MARMAR; CO-FOUNDER, FREEWATERS FOOTWEAR  
AND AUTHOR OF WINDQUEST

# Growth & Impact

Our process has allowed us to increase productivity every year since 2016, despite the many challenges we have faced – Hurricane Matthew, ongoing political unrest, and the coronavirus.

## 2020

- 10 rainwater harvesting systems, permanently improving access to water for 4000+ people
- Provided coronavirus education in all 62 villages and two public markets
- Built 1,580 “tippy-tap” hand-washing stations, serving 12,000+ people

## 2019

- 8 rainwater harvesting systems; 2500+ people

## 2018

- 6 rainwater harvesting systems; 1750+ people

## 2017

- 5 rainwater harvesting systems; 1500+ people
- Rebuilt three buildings destroyed in Hurricane Matthew (Chappelle, Pensik, Baddy)

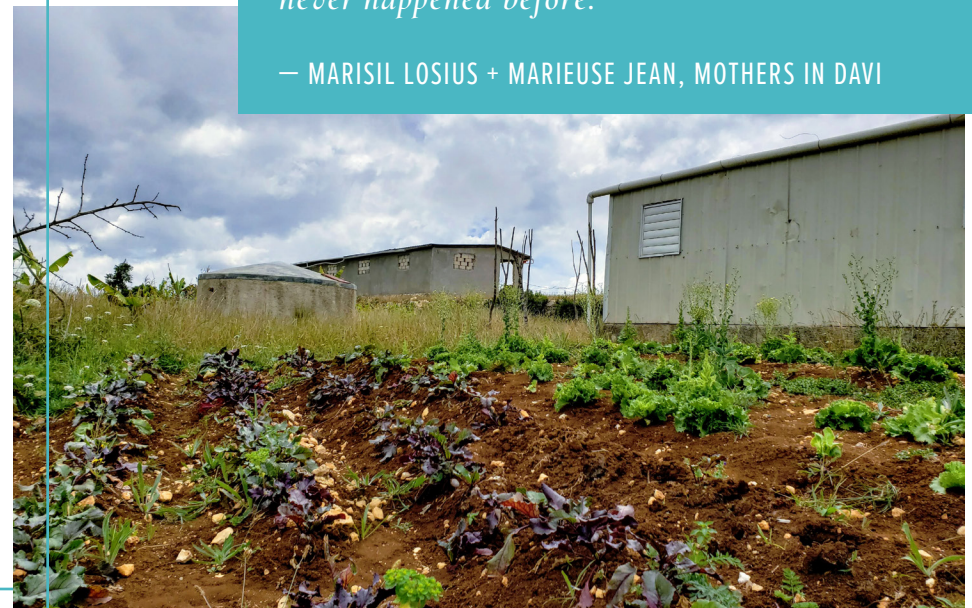
## 2016

- 5 new rainwater harvesting systems; 1250+ people
- Rebuilt roof on the church destroyed in Hurricane Matthew (Robia)



*“I have three children who go to the school where you built a rainwater system. Now, when there is water available, they each come home from school with water for our family. That has never happened before.”*

— MARISIL LOSIUS + MARIEUSE JEAN, MOTHERS IN DAVI



# How You Can Help

Our Friends of Frmwrx program is designed as a personalized outreach effort to match our success in the field with an equally inspired network of grassroots support. Your help is vital to our continued success in the field.

## Create a Fundraising Plan

Fundraising is by far the most impactful way to support our work, and is the central focus of being a “Friend of Frmwrx.” We have created the following set of guidelines to help you with this process. If you have further questions, please do email us.

You will be provided with a personal fundraising link, and we will update you regularly so you can track your progress.

### Step 1: Follow us on social media

Instagram: @frmwrx

Facebook: [www.facebook.com/frmwrx](http://www.facebook.com/frmwrx)

Keep up with what we post, and share what we do with your network. Believe it or not, this is actually very helpful for us.

### Step 2: Set a goal

This can be a set monetary goal like \$500 for example – or:

#### Sponsorship

- Build a complete Rainwater Harvesting System: **\$2500**
- Refurbish an existing Rainwater Harvesting System: **\$1500**
- We will provide a personal “thank you” to acknowledge your sponsorship, which you can share with your network.

### Step 3: Consider your network(s), and how you can most comfortably connect with them

#### Personal Contacts

From previous experience with our pilot effort, this approach has proven to be very successful. Simply let your close friends and family know that you are supporting our organization, and raising funds for our work; provide them with your personal fundraising link, and voila!

#### Professional Connections

This is most likely going to come from an email. We understand these can be difficult to write, so we have put together a template for you to alter into your own words (please do not embellish).

\* Matched giving is a common practice in many businesses and corporations. Make sure to ask the people you connect with to see if their place of employment offers matched giving.

#### Social Media

Currently, our social media activity is entirely through Instagram and Facebook – this will be the most common way for Friends of Framewrx to connect with their networks.

### Step 4: Establish strategies

#### Make a Donation Yourself

The first step is making the commitment yourself. This will make you feel empowered, making it much easier to raise funds from others. It is also an unspoken requirement to being a “Friend of Framewrx.”

#### Ask people in your network to make a donation in your name

You will have to determine how to connect with who you decide to approach (phone call / text, email, social media, etc.). Try to connect with people through a platform they are most comfortable with.

### **Matched giving**

Don't forget to ask if your place of employment offers matched giving. If so, make sure to include their matched donation into your plan.

Also, make sure to remind all donors from your network to seek matched giving out from their place of employment as well.

### **Donate your birthday**

Share your effort via social media – or:  
Connect directly with email

### **Host an event**

Use your creativity to design and host an event that reflects your personality; ideas include:

Virtual: host an event on Zoom (or similar); ideas include:

- Happy hour
- Trivia night
- Informal discussion about our work
- Facebook / Instagram auction of personal, or donated items

In-person: once the pandemic is over of course. We can provide you with templates to print posters and photos, tips on putting together a silent auction, and different ways to “gamify” donations. Ideas include:

- Dinner with a difference
- Game night
- Regular “old-school” party
- Run / walk / bike pledges

For all these ideas (virtual & in-person), our Executive Director will happily make himself available for a virtual (or possibly in-person) appearance for general discussion & question/answer session.

### **Step 5: Share your success!**

We will provide all Friends of Framewrx with personal fundraising updates, so you can track and share your success.

### **Step 6: Make sure to thank everyone, and anyone, who has helped along the way!**



*“The people need water to drink, to grow food... to live. I am proud to work with Framewrx International. We can make life easier for people in the mountains!”*

— SONEL ARACAY, HAITI PROJECT MANAGER



[www.frmwrx.org](http://www.frmwrx.org) | [FoF@frmwrx.org](mailto:FoF@frmwrx.org)

We are a CA 501(c)(3) non-profit organization. All donations are tax deductible.