





1500 Arlington Avenue
Louisville, KY 40206

EDGE knows that waterborne illnesses and deaths are preventable. We envision a world where our education of water purification, health and hygiene, hand pump repair, and biosand filtration reaches the edges of the world and ends the world's water problem.

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Empowering ordinary people to provide clean, safe water.

Compassionate to the Core



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In recognition of these efforts, EDGE was one of five local organizations recognized by Louisville Metro Mayor Greg Fischer as he signed a Charter of Compassion resolution on Friday, November 11. Pursuing his pledge to make Louisville a more caring city, Mayor Greg Fischer signed the resolution committing to a multi-year Compassionate Louisville campaign. Fischer's action means that Louisville is recognized as an international compassionate city, the largest city in America with that distinction.

To help develop and implement Louisville's city-wide campaign

for compassion, Fischer is creating the Partnership for a Compassionate Louisville which will be co-chaired by Tom Williams, an attorney with Stoll Keenon Ogden, and Sadiqa Reynolds, Fischer's chief of community building. The mission of the partnership is to earn model city status for Louisville in 2012.

The campaign will include developing alliances with key local and international organizations and groups that focus on compassion. Fischer said Louisville is already home to a "critical mass" of such organizations including the Muhammad Ali Center, Center for Interfaith Relations, Presbyterian USA headquarters, EDGE, and universities and seminaries located here.

"We are humbled by the Mayor's recognition of EDGE's efforts to meet the urgent need for clean water in the developing world," said Mark Hogg, Executive Director of EDGE. "Our homegrown social entrepreneurship turns out to be a simple, effective way for ordinary people to express compassion. We are eager to work with our Pakistani friends on this latest project."



The Water Bucket

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Tapping into a Great Idea

Currently floating in the Pacific lies a swirling plastic mass twice the size of Texas. In fact, it's estimated that there are 46,000 pieces of plastic floating in every square mile of ocean – mostly comprised of water bottles. In addition to this prolific pollution of our oceans, tiny pieces of the plastic mask as glistening sand on what used to be pristine beaches.

This pollution is mostly from the photo degradation of plastic water bottles and bags. See, plastic isn't biodegradable, it's photodegradable. That means it's sloooooowly broken apart by photons (from sunlight) into teeny tiny little pieces that can easily absorb toxins and pollute our soil, our waterways and even our animals when they digest it. Nasty.

So what do we do about this?

In the complex realm of things happening for a reason, something fantastic emerged out of the 2010 Forecastle event in Louisville.

On that muggy afternoon at the waterfront, Ashley Smith from Waterfront Development dropped by the EDGE OUTREACH water purification demo booth and asked a visionary question: "What can be done about all the disposable water bottles clogging up our waterfront and the world?"

Though not EDGE's forte, using connections to solve water problems is what our organization aspires to do every day. So the next week, while hanging out at a water conference in Nashville, TN with Greg Heitzman,

CEO of Louisville Water Company, we began to throw around some ideas. First and foremost, we wanted to limit the excessive use of disposable water bottles.

Thankfully, Louisville boasts some of the best tap water in the U.S. and two of the best water-related organizations. The Louisville Water Company (LWC)

readily partnered with EDGE OUTREACH to stem the tide of discarded water bottles on the waterfront and save some lives along the way.

With Greg's wisdom, Kelley Dearing Smith's LWC creativity, and Ashley's persistence, we hit on an idea. Beginning with Waterfront Wednesdays and the Independence Festival, we initiated Louisville Pure Tap to Go®!

At Waterfront events this past

summer, we set up water stations where people could refill their reusable water bottles FOR FREE. The water was cold, too, after being run through a coil system in a cooler. If someone didn't have a water bottle, they could just purchase a Louisville Pure Tap to Go® bottle from any of the beverage vendors at the Waterfront for \$2 with all proceeds benefiting EDGE OUTREACH.

By the end of the summer, over 3,500 refillable bottles had been sold. By drinking Louisville tap water out of a fancy new BPA-free Pure Tap bottle, patrons managed to help clean up the waterfront and provide safe water to communities in the developing world. It's a win-win, really. It's green. It's community. It saves lives.



Compassionate to the Core

Right now, thousands of people in Pakistan do not have safe drinking water. EDGE OUTREACH is currently working with physicians from Louisville to train volunteers and install water purification systems in the Pakistani villages that were nearly destroyed by the flooding disaster. Working with the Association of Pakistani Physicians of North America (APPNA), EDGE will facilitate the installation of 50 water purification systems by the end of December 2011.

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Used Shoes Making Dreams Come True

Welcome, Marci!



Marci Vandermeer joined us in September with a background in corporate accounting. She had taken some time off after the birth of her third daughter and now joins the EDGE team.

"I was looking for more than just a job," explained Marci, who has already come to love working at EDGE. "If I was going to spend time away from my family, I wanted it to be time well spent – helping other families."

Marci's discovery of EDGE came about through her 13 year-old daughter, Hanna. Hanna was researching organizations to volunteer with, and this led both of them to discover what EDGE does by watching our video. Coincidentally, two weeks later Marci got an e-mail telling her that EDGE was looking for an accountant. The rest, as they say, is history.

Marci shares her life with her husband, Daniel, and their three beautiful daughters - Hanna (13), Addi (6), and Emi (2).

*Newsletter design donated
by Mary Ellen Howard*

With her desk resembling the bottom of any woman's dream closet, "The Shoe Lady," as Dee Dee Hurt is aptly titled, bears witness to an unlikely partnership between shoes and water. After volunteering at EDGE OUTREACH for seven years,



Hurt suddenly found herself in April of 2010 agreeing to assume a part-time position. Her job – overseeing used shoes.

This strange connection between a charity immersed in water purification and a used shoe salesman sounds like the beginning

of a really awful joke. In actuality though, EDGE started out in a partnership with another charity that was collecting shoes and selling them to an exporter to raise funds. After doing this for nearly a year, EDGE decided to try getting into the used shoe business on its own.

An extensive search began to try and locate an exporter who was interested in not only purchasing the shoes from the charity, but also in helping the communities where the shoes would end up. When that search ended with the perfect match, the two decided to pair up.

As Hurt explained, people want to help EDGE but they don't always have expendable cash to write a check. Rummaging through closets, basements, and attics for old shoes is something that anyone can afford to do. In fact, since the shoe collections began, EDGE has been able to keep between

33,000 and 40,000 pounds of shoes every month from going into landfills.

With more and more businesses, schools, and churches learning about the power that shoes provide in bringing clean drinking water to areas in need, collections are exploding. Just recently, Porter Paints, Heine Brothers, Kort Physical Therapy, Trinity High School, Louisville Male High School, Seneca High School, Noe Middle School, Greathouse Elementary, and Bloom Elementary have all collected shoes. Even inmates at the Roederer Correctional Facility have been able to assist by bundling the shoes in preparation for shipment.

Many schools are excited to get involved and have been offering service hours to students who make phone calls and assist in collecting the shoes. Elementary school children are often shocked and concerned to learn that children in other parts of the world don't have clean drinking water or even bathrooms. Shoe collection brings

even the youngest students the satisfaction of helping others around the world.

In order for EDGE to continue its mission, the charity must seek more sustainable funding. Used clothes and shoes are among the top ten exported goods, so these collection drives not only help with water purification, but also make used shoes more accessible to countries in need. An entire micro-business develops as the exporter works with people in those countries who set up small businesses based on the used shoes.

As this cycle continues, EDGE'S goals include increasing shoe collections so that one truckload of 33,000 pairs of shoes can be shipped each week. Currently, one semi is filled an average of once per month.

At the bottom line EDGE, like other non-profits, is struggling to survive during the economic stress. Donations are more critical and at the same time the shoe business must expand nationally. Expanding with "Soles for Life" in Los Angeles,



collections sites in Indianapolis, Cleveland and Atlanta. EDGE has also entered into an exclusive

partnership with Go Green Recycling to collect shoes in Florida and promote safe water. There is even one spunky 13-year-old named Emma in Delaware who is on her second truckload of used shoes. The real dream is to take this international, which is already being aided by a collection in British Columbia, and just like Emma, another young girl in France is working on plans to start a collection, too.

Shoes. Used shoes at that, Hurt explained, "It's a great door-opener to talk about safe drinking water." It's not just wishful thinking. As the plaque over Hurt's desk says, "One shoe can make a difference." - Cinderella."

Remodeled Training Center Debuts with Class of 20 International Students

With participants from as far away as Kenya, Nicaragua and Honduras, a newly renovated training center in Louisville launched this past September. The class of twenty students learned how to teach essential health and hygiene lessons and how to provide safe drinking water.

The 2,681 square foot facility features classroom style seating for 25 students, six stations for assembling water purification systems, excellent space for health and hygiene courses, and a large screen monitor with state-of-the art video conferencing capability (thanks to Louisville Metro Council).

Among the first students trained was Gerald Hernandez-Munoz, a young Nicaraguan who travels all the way to Louisville for medical treatment. Now equipped with new skills in water purification and health education, Gerald will help his entire village avoid sickness from waterborne diseases.

While the Louisville training center is poised to increase its reach around the globe, EDGE OUTREACH needs your help to maximize its impact. We're in desperate need of short training videos. It can be several months between the time someone attends a training class and when they actually go out into the field to install a unit. Our goal is to create online modules about water purification, health and hygiene education, and hand pump repair, so that the students will have the convenience refreshing their training prior to going abroad to install a unit. The video production will cost approximately \$15,000, unless we can get the services donated.

