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CANADIAN B CORP LAUNCHES \$100,000 FUNDRAISING GOAL TO IMPROVE WATER SECURITY WORLDWIDE, REVITALIZING PHILANTHROPIC GIVING IN THE COVID-19 ERA

Fill it Forward joins forces with US-based charitable partners Wine To Water and DIGDEEP to help bring clean water, WASH programs and water infrastructure to water insecure communities

GUELPH, ON | NOVEMBER 17, 2020 — Fill it Forward (FIF), a Canadian company inspiring the world to reuse through its sustainable products, interactive technologies and global giving initiatives, is revitalizing philanthropic giving in the era of COVID-19 with the development of a unique philanthropic giving model launched as the *Fill it Forward — Always Giving Collection*. The Always Giving Collection’s continuous giving model is two fold: succeeding in collecting one-off donations while also providing an opportunity for sustained giving to benefit both environmental and social causes.

The Certified B Corp company’s goal of engaging the global community to raise \$100,000 for its charitable partners makes the Collection its largest single giving initiative to date, reinforcing Fill it Forward’s commitment to using business as a force for good.

“As a company, we at Fill it Forward have always been passionate about giving — but with a changing philanthropic landscape due to the pandemic, we haven’t been able to give as much as we have in the past, said Matt Wittek, Founder and CEO of Fill it Forward. “We developed the Always Giving Collection with not only a fundraising goal of \$100,000 — but also with a goal of building an ecosystem of empowered philanthropy, made up of inspired, educated and engaged givers.”

As part of the company’s ongoing dedication to the UN’s Sustainable Development Goals, Fill it Forward launched the first series of the Always Giving Collection, the *Clean Water Series*, at the end of September 2020. Purchases and engagement in the initiative so far have allowed consumers to support global clean water initiatives and Water, Sanitation, and Hygiene (WASH) programs in five locations: USA, Canada, India, Ethiopia, and the Dominican Republic. Fill it Forward’s future plans for the Collection will see different product series developed and created to support additional charitable projects, seeking to revitalize the charitable sector in the wake of COVID-19.

Fill it Forward’s American non-profit partners:

- and [DIGDEEP](#), a human rights organization dedicated to ensuring every American has clean running water;
- and [Wine To Water](#), an organization focused on supporting life and dignity for all through the power of clean water, who has just reached the significant milestone of supporting one million people globally through its work;

are just two of the organizations who will benefit from the Always Giving Collection initiative.

“With more than 2 million Americans living without running water or a toilet, there is tremendous work to be done around water right here at home,” said George McGraw, executive director at DIGDEEP. “COVID has only

made that clearer; after all, how can you stay home and stay safe if you don't even have enough clean water to wash your hands? Corporations have been a part of this work since day one, investing in our water access projects and rallying their most valuable asset — their team — in support of this work, as volunteers, social media organizers and engaged citizens."

To date, almost all global and local charitable organizations have reported being negatively affected by COVID-19 — facing a steep decline in contributions, increased costs, broken supply chains, staffing and operational efficiencies, government and travel restrictions and an inability to meet the expectations of those served. Fill it Forward's Always Giving Collection highlights that support of the charitable sector is necessary now more than ever.

"Our partnership that we have [with Fill it Forward] is huge for our organization," said Doc Hendley, founder and president of Wine To Water and 2009 CNN Hero of the Year. "[Fill it Forward] has been able to adopt numerous communities all over the world and help us do the work that we love to do."

"The *Always Giving Collection* allows gift-givers and corporations to give a gift that keeps on giving, one that makes a significant contribution with the small act of its purchase," said Wittek. "We're bringing innovation together with environmental and social responsibility to inspire action around the world, and hope our communities will join us in making an \$100,000 impact."

For more information, visit [Fill it Forward](#) to learn about the *Always Giving Collection* and the company's fundraising goals and corporate social responsibility initiatives.

About The Fill It Forward Company

The Fill it Forward Company is inspiring people to reuse. Through innovative products, sustainable solutions and global giving initiatives, it educates and empowers people to make environmentally and socially responsible choices. We are amplifying the impact of reuse to help people and the planet.

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