

CannedWater4Kids: 16 Years of Impactful Global Water Solutions

Article by Peter Gorman, CW4K Board Member

In the realm of life-changing initiatives, few shine as brightly as CannedWater4Kids (CW4K). With a remarkable 16 years of existence, this nonprofit has forged a remarkable legacy, saving children from the perilous clutches of unsafe drinking water. Founded and led by Greg Stromberg, CW4K has woven a tapestry of hope, resilience, and compassion that extends across continents.

A Catalyst of Hope

"It's hard to believe it's been sixteen years already," remarked Greg Stromberg, Founder & CEO of CW4K. With a heartfelt nod to the supporters who have been the cornerstone of this journey, Stromberg acknowledged their instrumental role in the organization's success. "Your kindness and support have translated into more children thriving today. Thank you for granting the gift of safe water and, in essence, the gift of life," he added.

The genesis of CannedWater4Kids was a symphony of inspirations, each note resonating with stories of compassion and a burning desire for change. Greg Stromberg, the Founder & CEO of CW4K, fondly recalled his grandfather's altruism during the Great Depression. Dr. Norvin Stromberg, a dentist, selflessly mended people's teeth for free when times were tough. His actions, fixing smiles for those who couldn't afford dental care, left an indelible mark on Greg's heart. These selfless gestures became a lodestar for his journey.

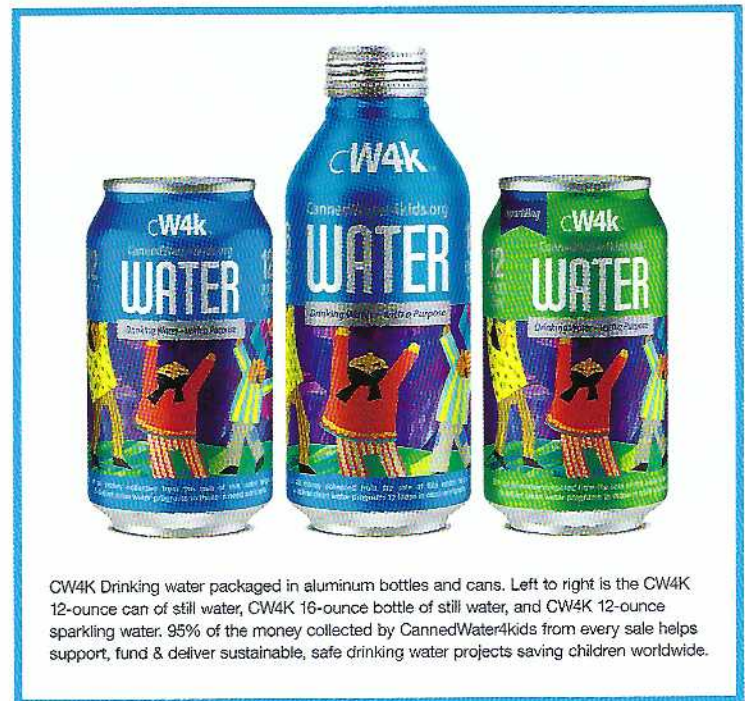
Another powerful source of inspiration hailed from the legacy of Paul Newman and his charitable venture, Newman's Own Brand. Newman's commitment to channeling 100% of profits from his brand towards charitable causes stirred a fire within Greg. The idea of business for the greater good, the concept of products generating positive change, took root in his mind.

From Ideas to Action

With support from the Can industry and a fervent determination to save children from the clutches of waterborne diseases, CannedWater4Kids emerged as a beacon of hope.

Guided by the vision of a world where children no longer perish due to unsafe water, this 501(c)(3) virtual lean E-nonprofit was born.

The aluminum can and aluminum bottle became more than mere containers; they evolved into billboards broadcasting the charity's noble purpose. This innovative approach served a dual purpose—promoting the sustainability attributes of the aluminum container, which benefits both the industry and the environment, and most importantly, championing the cause of saving children's lives today so that they may have a chance at a better tomorrow.



A Catalyst of Hope

The symphony of inspirations reached its crescendo during the 2007 CanMaker Summit, where a UN packaging consultant confronted CEOs with a haunting question. He queried their contributions to the struggle of underprivileged populations plagued by the grim reality of unsafe water. In that room, silence prevailed, and the weight of those unsung lives lingered.

It was a moment that struck Greg Stromberg to his core. The haunting truth that children were perishing every 21 seconds due to consuming unsafe water became an undeniable call to action. He realized that if these young lives, the very architects of our future, succumbed to preventable perils, our collective future hung in jeopardy. With unwavering resolve, Greg committed to change this narrative.



Completing a clean water project in Lusaka, the capital of Zambia Central Africa, now supplies 400,000 people of the Messi compound, primarily children, with clean, safe drinking water. In addition, the freshwater will allow for thriving agriculture, food, and energy production.

Most importantly, it will cut down on waterborne diseases and allow the children healthy development and a better chance at survival.

CannedWater4Kids was conceived in that poignant instant, a testament to human compassion and resilience.

Sustainable Ripples of Transformation

One of the most remarkable achievements of cW4k lies in its sustainable water projects. In Lusaka, Zambia's capital, a water project touches the lives of over 400,000 individuals, primarily children. This project not only heralds agricultural and energy prospects but most critically, it heralds health, development, and survival. A similar story unfolds in Central College Mityana, Uganda, where clean water now graces the lives of 3,000 students and over 200 staff members, thwarting waterborne diseases and preserving education.

CW4k's mission transcends borders, seeping into the roots of Guatemalan villages with a 20-year water distribution system. Greg Stromberg emphasized, "Sustainability is a guiding principle. We believe in empowering communities to secure their own future." The group also believes in the 'Teach them to fish' mindset. The organization's impact reverberates even deeper into the heart of Africa, where 5-10 villages on Lake Victoria's shores will soon taste the sweetness of clean water.

With Board Member and Renown Water Expert, Dr. Moe Mukiibi at the helm, cW4k aspires to install purification devices, solar pumps, kiosks, and provide training, scripting a narrative of transformation.

Hollywood Illumination and Local Resilience

On the glamorous stages of Hollywood, cW4k's presence is far from ornamental. Backstage at the Oscars for three years, and adorning premieres of iconic films, the organization's commitment takes center stage. Behind the scenes, cW4k quenches the thirst of the entertainment industry's finest crews, while on-screen, the brand leaves an indelible mark in major movies and TV shows.

Yet, cW4k's heartbeat is also in Milwaukee, where they extended a lifeline to pregnant mothers battling lead-contaminated water. The harsh reality of lead-polluted water in old houses casts a shadow on expectant mothers, but cW4k stepped in, offering respite. The journey continues through disaster relief collaborations, from earthquakes in Japan to hurricanes in Puerto Rico and Texas, leaving an impressive tally of over 3.5 million cans of clean water delivered.

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A Beacon of Hope: The Beverage of Human Kindness®

The moniker "Beverage of Human Kindness®" befits cW4k's commitment. By purchasing cW4k's aluminum-bottled water, one not only quenches their own thirst but also saves children's lives. The aluminum marvel, impervious to rust and corrosion, epitomizes the perfect water vessel. Recycling completes the circle, both ecologically and economically, offering a unique advantage.

Quick Impact Stats

+950K = number of children we've helped live healthier lives because of clean water

3.5 million = number of cans of drinking water provided for emergency relief

40 = number of sustainable wells and water purification systems delivered

5 million = the estimated number of plastic water bottles displaced by our aluminum bottles and cans

How to Help

Funding for the nonprofit comes from cash donations, sponsorships, private donors, and selling their premium drinking water in aluminum bottles and cans. Ninety-five cents of every dollar collected goes to fund, support, and deliver clean drinking water programs worldwide. Available in 16oz aluminum bottles and 12oz aluminum cans, CW4K premium drinking water sales are growing. Segments include households, boardrooms, office meetings, schools, hospitality, and vending.

Grateful for Supply Chain Help

"We are grateful for the generous support of the Metal Deco, Aluminum and Can-making industry throughout the years," Stromberg said. "The support from firms like Roeslein & Associates, Novelis, Crown Corporation, INX International Ink Co., Ball Corporation, Henkel, Sherwin Williams and VN Graphics has been invaluable."

To support the nonprofit's growth, CW4K hopes to acquire additional corporate donors and supply chain sponsors to help support operational and administrative costs.

To donate to CannedWater4kids, visit www.cannedwater4kids.org/donate-to-cannedwater4kids/

To buy CW4K canned water, visit www.cannedwater4kids.org/buy-cw4k-water

About CannedWater4Kids

CannedWater4Kids (cW4k) is a 501(c)(3) charity based in Sussex, WI. The organization's purpose is to ensure all children have access to sustainable, clean, safe drinking water. CW4k funds its initiatives with cash donations, grants, and through the North American sales of their premium drinking water in aluminum cans and bottles. Ninety-five cents of every dollar collected goes to support, fund, and deliver clean water programs. Over the years, the group has helped fund and deliver sustainable well and water purification solutions to the highlands of Guatemala and Zambia, Kenya, Tanzania, and Uganda, Africa. They've also helped the American Red Cross and others provide disaster relief to Japan, Haiti, New Jersey, Texas, Michigan, Florida, Puerto Rico, and Texas after the devastating 2021 Winter Storm. In addition, completing a project in Africa brought sustainable clean, safe drinking water for the first time to an entire village – over 400,000 people.

To learn more, visit www.cannedwater4kids.org

DRINK THE BEVERAGE OF HUMAN KINDNESS®

HELP US SAVE CHILDREN WORLDWIDE

Because 95% of the money collected by CW4K from each sale helps support, fund & deliver sustainable drinking water projects saving children worldwide.

2023 CELEBRATING 16 YEARS

— Greg Stromberg, Founder & CEO
CannedWater4kids.org