

Prospectus

In 2016, pollution remains the leading cause of death in low- and middle-income countries, even though proven solutions are feasible, cost-effective and scalable. Since 1999, Pure Earth has been saving lives, preserving livelihoods and improving health by devising and implementing practical solutions to pollution threats facing the developing world.

Today, the pollution issue is at an important crossroads. The groundwork laid by Pure Earth and its many partners, including the World Bank Group, European Commission, Mount Sinai, Columbia University, U.S. Department of State and the World Health Organization, can move pollution at the top of global environmental, health and economic development agendas. In this moment of opportunity, Pure Earth is poised to launch:

The Campaign for 10 Million Lives

The campaign will raise \$10.4 million from non-governmental sources from 2016 to 2018, which in turn, has the potential to leverage an additional \$38.6 million from government entities.



Growing the annual organizational budget four-fold to \$22 million will enable Pure Earth to:

1. Fund 35 cleanups in some of the world's most contaminated communities;
2. Launch the Health Pollution Plan process with four countries;
3. Impact the health of 10 million people, including 3.2 million children;
4. Increase research in areas that will enhance our programs as well as guide policy makers;
5. Expand our policy and public education efforts so this global public health crisis gets the attention it deserves.

One Family's Story

Seynabou, a mother in a village outside of Dakar, Senegal, birthed ten children, but lost five of them to lead poisoning. Each of her five youngest children fell ill with seizures and convulsions leading to death. After her fifth child died, Seynabou suspected that her job was the cause.

"We would go from one mechanic workshop to another one in a rental truck to buy the batteries," recalls Seynabou. "Once we got back home, we would separate the parts, dump the acid on the ground, and melt the batteries."

Her five older, surviving children were born before she started recycling batteries. The five who perished were all born after she started her toxic job. Lead poisoning takes its toll slowly with young children being the most vulnerable.

In Senegal, no one made the connection until 18 children died suddenly in the village of Nagne Diaw. Over 32 young children, including Seynabou's five toddlers, are known to have died from lead poisoning. The true toll could be much higher.

Pure Earth was a first responder in this lead poisoning outbreak, safely relocating the hazardous waste, then cleaning over 100 homes.

Along with 100 other women, Seynabou learned how to fortify grains and grow crops using hydroponics. The livelihood training workshops, organized by the Pure Earth, were geared at giving women like Seynabou the skills needed to make a living safely, without having to go back to recycling used lead-acid batteries.

The world's poisoned poor need new skills, or safe ways of doing their toxic jobs. Only then will the polluting and the poisoning stop.

Often assessing the extent of contamination and initiating remediation in a region or country requires private investment. Public entities need proof of concept before they will tackle the technical, political and legal challenges, and then devote public dollars. Private support is also more flexible and enables the testing of new technologies, training and education materials, and protocols to further refine Pure Earth's strategies to clean up toxic sites and empower communities to live and work healthier.

This investment will not only facilitate life-saving activities for 10 million people, but will leverage governments to scale-up cost-effective projects. (See Campaign Strategy for details on the programmatic and financial goals).

By focusing on feasible, measurable solutions and partnering with Ministries of Health, Finance, Environment and local agencies, together, we can manage the pollution problem.

Background: A big problem with an achievable solution...

Pollution is the largest cause of death in the developing world:

- Contributing to 8.9 million deaths annually, and countless other health issues;
- Killing more people than HIV, malaria and tuberculosis combined;
more than malnutrition, natural disasters and war combined.

Over 95% of those affected live in low- and middle-income countries. **They are the poisoned poor.**

The diseases caused by pollution that can result in death include diarrhea, respiratory disease, stroke, pulmonary disease, lung cancer, and heart disease. In addition, millions of people suffer from chronic conditions, like asthma, often caused by pollution.

And children suffer the most...

from brain damage and birth defects, to cancer and debilitating respiratory disease. Compounding the situation, pollution programs are largely overlooked in governmental budgets. Although international aid for HIV, malaria and tuberculosis exceeded \$28 billion in 2013, less than \$200 million in international assistance was allocated to address pollution.



Children exposed to numerous deadly toxins while working at an e-waste scrapyard.

Tackling the pollution problem

for more than 15 years, Pure Earth has effectively partnered with governments, agencies, and other NGOs, completing

- 80 clean-up projects,
- Impacting 4.2 million people.

Furthermore, we have developed and maintain the world's largest database of toxic sites. We have leveraged these successes and expertise to guide policy, research and public education efforts that advance systemic change.