

## POLLUTION IS THE LEADING CAUSE OF DEATH WORLDWIDE

More than nine million deaths – one in six – per year are attributable to **DISEASE-CAUSING POLLUTION**.

This is **3X** as many deaths as caused by malaria, tuberculosis and HIV/AIDS combined<sup>1</sup>. Yet fighting disease-causing pollution in our **SOIL, WATER, and AIR** is one of the most underfunded global issues despite cost-effective solutions.

### OUR MISSION

Pure Earth's sole mission is to reduce disease-causing pollution to save lives and protect the planet.



ACCORDING TO THE 2017 LANCET COMMISSION ON POLLUTION AND HEALTH:

**Pollution kills as many people as cancer and accounts for...** 

**22%** of deaths from cardiovascular disease

**25%** of stroke deaths

**26%** of coronary heart disease deaths

**40%** of deaths from lung cancer

**53%** of deaths from chronic obstructive pulmonary disease

### HOW WE DO IT

#### FIND IT, FOLLOW IT, FIX IT, AND FUND IT

Founded in 1999 by entrepreneur and environmentalist **Richard Fuller**, Pure Earth creates a healthier world by reducing disease-causing pollution at the local level and preventing its spread across boundaries through contaminated and toxic soil, water, and air.

**FINDS** disease-causing pollution by identifying toxic sites and health-harming work practices.

**FOLLOWS** disease-causing pollution, researching how it crosses international boundaries and impacts human health.

**FIXES** disease-causing pollution by using the most impactful and cost-effective strategies to clean toxic sites and improve work practices.

Seeks **FUNDS** to support expansion of our disease-causing pollution reduction work from governments, private foundations, corporations, and individuals.

Pure Earth's database of toxic hotspots ([tsipdatabase.org](http://tsipdatabase.org)) is the only global database of its kind. We also publish an annual report of the worst toxic pollution issues in the world ([worstpolluted.org](http://worstpolluted.org)), documenting the impact of disease-causing pollution.



## WHY IT MATTERS

REDUCING EXPOSURE TO BOUNDARYLESS SOIL, WATER, AND AIR POLLUTION SAVES LIVES AND CONTRIBUTES TO:

- 🌍 SLOWING CLIMATE CHANGE
- 🌍 PROTECTING BIODIVERSITY
- 🌍 GROWING ECONOMIES OF DEVELOPING COUNTRIES



**92% OF POLLUTION-RELATED DEATHS OCCUR IN LOW AND MIDDLE-INCOME COUNTRIES<sup>1</sup>**

yet the problem of pollution is often overlooked in international development and global health agendas.



**Globally... ~500,000 PEOPLE DIE**

prematurely from cardiovascular disease related to lead exposure<sup>1</sup>.



If not addressed and properly managed, pollution will continue to endanger and threaten the continuing survival of human societies<sup>2</sup>.

## MAKING AN IMPACT

~54 MILLION PEOPLE, INCLUDING 11 MILLION CHILDREN, have been harmed by toxic sites identified by Pure Earth to date. 110 PROJECTS have been completed along with ground-breaking research and policy work, MAKING A POSITIVE IMPACT on more than 4.5 MILLION PEOPLE.



Solving pollution is critical to achieving 10 of the 17 Sustainable Development Goals identified by the U.N.

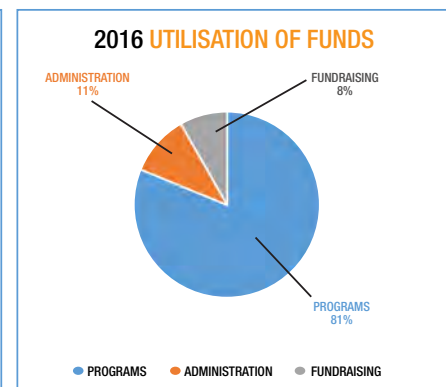
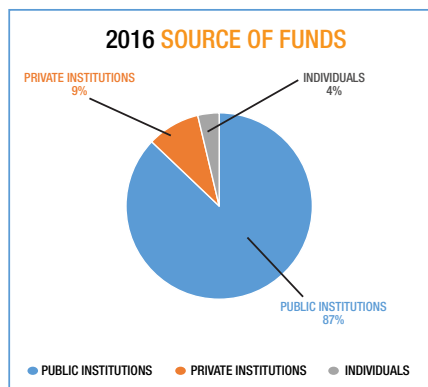


## WHY PURE EARTH?

MORE THAN 80% of the funds we raise are utilized in our programs. Every dollar spent on Pure Earth goes to making a tangible difference in the lives of those impacted by disease-causing pollution.

Based on our mission and track record of success, Pure Earth has received

3 CONSECUTIVE 4-STAR RATINGS from CHARITY NAVIGATOR and has received support and guidance from key international institutions, including the United Nations, the European Commission and the U.S. Agency for International Development.



<sup>1</sup> Landrigan, P.J.; Fuller, R.; et al The lancet commission on pollution and health. Lancet 2017  
<sup>2</sup> Rockström J, Steffen W, Noone K, et al. A safe operating space for humanity. Nature 2009; 461: 472-75.