



An Invitation to Join a **Leading**
Global Environmental Health
Organization



**PURE
EARTH**

Project
R.E.A.L.M.E.



Project R.E.A.L.M.E.

(Reduce Exposure to Adverse Lead & Mercury Everywhere)

We aim to raise \$40 million to reduce lead and mercury exposure for more than 15 million people, including 5 million children, by 2025.



Pure Earth is seeking committed partners to join us in this unprecedented opportunity to scale up proven solutions that stop pollution at the source at a cost of merely **\$9 per child**.





Why Join Us?

*Pollution
knows no
borders.*

While most toxic poisoning happens in low- and middle-income countries, our success matters to everyone.

From global food supply chains to ecosystems, we live in an interconnected world. In 2021, investigators in the US found lead in baby food and spices. As for mercury, once it's released, it can travel around the world, dropping into oceans and rivers, contaminating the seafood we all consume.

A Leading International Environmental Health Non-Profit Addressing Pollution

- ◆ **For more than 20 years**, Pure Earth has been working in **low-and middle-income countries** in communities experiencing the worst of the pollution crisis suffering from high levels of death, disease and disability, especially children and pregnant women.
- ◆ **Pure Earth partners with governments, international funders and agencies, industry, NGOs, academia, and community leaders** to design and implement innovative, low-cost solutions to solve pollution.



Why Focus on Lead and Mercury?

1

They are two of the most prevalent pollutants in low- and middle-income countries, posing a greater risk than all of the Top Ten Chemicals of Concern identified by WHO

2

Both toxicants have a significant impact causing disability, death, IQ loss, increased violence, restricted futures for poisoned children, and cardiovascular disease in adults

3

Children are at the greatest risk as their bodies are growing and brains are developing



Photo by Larry Price



Solving Pollution

Critical to advancing 11 of the 17 SDGs

- ◆ In addition to improving health in countries around the world, (SDG 3)
- ◆ pollution control will improve access to clean water and improve sanitation, (SDG 6)
- ◆ promote sustainable economic growth, (SDG 8, 9, 12, 17)
- ◆ build sustainable cities and communities, (SDG 11)
- ◆ and protect land and water. (SDG 2, 14, 15)
- ◆ Efforts to control pollution will be strengthened by global initiatives to slow the pace of climate change principally by transitioning to a sustainable, circular economy that relies on non-polluting renewable energy. (SDG 2, 14, 15)

Our Global Presence

An opportunity to connect with your key markets and global employee base.

Project RealMe Partnerships will protect employees and consumers that live and work in these countries.

Funding can be directed to specific country projects that are important to you and your key stakeholders.



Partnership Opportunities Can Support a Range of Projects, Including:



Empowering women through our Circle of Women program in Mexico or Female Gold-Miners for Change in Peru enabling women to transition to safer, more profitable livelihoods



Expanding the capacity of healthcare workers around the world to identify and treat lead and mercury exposures in children



Monitoring homes and markets to identify the sources of poisoning and implementing interventions that protect families



Restoring degraded Amazon rainforest by training small-scale gold miners to plant and maintain saplings in Madre de Dios, Peru and beyond

Communicating Your Company's Role in the Solution

Pure Earth works closely with our partners to develop a communications strategy that highlights the positive impacts of our partnership and increases their visibility in relevant markets.

Opportunities for promotion include, but are not limited to:

- ◆ **Media pieces documenting the positive impacts** and your company involvement
- ◆ Coverage in Pure Earth's newsletter, sent quarterly to **over 5,000 supporters**
- ◆ **Mentions in Pure Earth's social media outlets** including Facebook, LinkedIn, Twitter and Instagram
- ◆ Opportunities to be showcased at **high visibility events**





Partner With Confidence

‘We think Pure Earth is the most promising giving opportunity we have found to address lead exposure’

GiveWell

August 2021





Partner With Confidence

If one wanted to fund direct lead exposure work this year, we would recommend... Pure Earth.

They appear to be the only organization that both (a) specializes primarily in reducing lead exposure and (b) takes a comprehensive approach to the issue



Global Lead Exposure Report,
May 2021

“The most at-risk population is frequently children, pregnant women, poor communities.... When it comes to lead poisoning, we know exactly what lead does to children, our environment, to adults. We know what to do about it. We need to be about making that happen. And that’s Pure Earth, ... who work so diligently on this matter. No child, should no community, should experience lead poisoning.”

Carol Browner, Former US EPA
Administrator under President Obama



PURE EARTH INTERNATIONAL WOMEN'S DAY

We know now how important addressing pollution is to reaching development goals.

The fight against pollution desperately needs champions like Pure Earth, because Pure Earth is bringing to bear the evidence, advocacy resources and leadership that we need to win the fight.

CONGRATULATIONS
KAREN MATHIASSEN
2023 FORCE OF NATURE HONOREE

Senior Officer, Gates Foundation;
Former Acting Executive Director,
World Bank Group



Visibility and Media Moments

◆ March 8th –
International Women’s Day

◆ June 4th –
World Environment Day

◆ November 20th –
International Children’s Day

◆ April 22nd –
Earth Day

◆ October 23 – 29 –
International Lead Poisoning Week



Leadership Council

The **Pure Earth Leadership Council** is a key group that is working to accelerate action to save lives threatened by the global pollution crisis. **Members include innovative thinkers and world leaders** in health, government, business, academia, and the arts. Here are some examples of how the Pure Earth Leadership team has supported projects.



◆ **Graciela Montaña**
Executive Chef and Founder
Aura Mexican Cooking



◆ **Lisa Conte**
Founder and CEO,
Jaguar Health and Napo
Pharmaceuticals



◆ **Dev Patel**
Actor and activist



◆ **Mathew Modine**
Award-winning actor
and environmentalist



Partnership Case Study:



A signature grant from HSBC, Protecting Livelihoods, Human and Ecosystem Health, was a four-year project in the Philippines addressing water pollution in the Marilao, Meycauyan and Obando river system contaminating aquatic food sources with toxic heavy metals.

HSBC employees actively volunteered contributing their skills and time to help find solutions for water pollution.



Partnership Case Study:



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Takeda Pharmaceutical Company Limited (Takeda) is a patient-focused, values-based, R&D-driven global biopharmaceutical company.

Their signature Global CSR Program empowers their 51,000 employees around the world by letting them decide which proposed projects receive long-term support through their foundation using an annual, company-wide employee vote.

In 2022, the employees chose Pure Earth and Takeda awarded a \$7.5 million grant to Pure Earth to help protect children in Colombia, India, Indonesia, Kyrgyzstan and Peru from lead poisoning.





Partnership Case Study:



Brilliant Earth is a jewelry company with a mission to cultivate a more transparent, sustainable, compassionate, and inclusive jewelry industry. Pure Earth was awarded a three-year grant to work with a female-led artisanal mining concession located in Madre de Dios, Peru, enabling them to become the first Ecological Fairmined certified mining concession in this region.

“As a leader of ethical practices and a proud Fairmined certified brand, we hope to pave the way for industry transformation through Pure Earth’s Green Mining project and invite others to do the same.”

- Beth Gerstein, Co-Founder and CEO of Brilliant Earth.





Partner with us.

Email jen@pureearth.org for more information.



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