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# CHANNEL PARTNER MONTH OF ACTION

XYLEM WATERMARK GUIDE

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# Introduction

This guide is designed to help you make your mark with Watermark during Channel Partner Month of Action. Find checklists, step-by-step directions, and resources to help you plan or participate in volunteer events.

## The water crisis is too big for any one organization to solve alone -- join us to help change the tide.

Channel Partner Month of Action is a unique opportunity for collaboration in Xylem's corporate social responsibility program, Watermark, to engage with our communities and stakeholders.

During this month, Channel Partners and Xylem colleagues will **participate in volunteer event(s) to make a positive impact** in their communities. Channel Partners are an important part of Xylem, and together we can work to build a more water-secure world.



### Did you know

Studies have shown that teams that volunteer together can also help:

- Form stronger colleague relationships
- Improve employee health
- Support professional development
- Attract new talent
- Increase company earnings

# Pre-Month of Action

What you need to know about upcoming Watermark events.

1

## Sign Up

**Check out pages [6](#) and [10](#) for how to register** for Aquaton and/or a Wine to Water Filter Kit Build.

*Note: Consider time for delivery of Wine to Water Filter Kits*

2

## Key Dates

Don't miss out! **Join our webinar: Stride, Ride, and Impact: Volunteering in the Month of Action** on November 14 at 9 am ET. Register [here](#).

3

## Event Plans

**Start using the checklists and resources** in this guide to help you plan a successful Watermark event. Connect with your Xylem representative to coordinate.

# Month of Action

## Event Information

How to activate a donation to a charity of your choice.

### Xylem Donation

Xylem Watermark appreciates the effort of our Channel Partners in joining our mission to solve water and to recognize their participation, we will be making a donation to a charity of their choice. In order to activate this donation, the event must be registered, and the cause must align with Xylem Watermark's mission.

### Nonprofit Selection

Please review the list of nonprofits on page [15](#) and choose one that you would like your donation to support. Your contribution will make a meaningful impact on the organization you select. If you need any additional information about these nonprofits, click on their name to visit their website.

### Event Registration



All volunteers should register their attendance the day of the event with the organizer. After the event, track your participation in order to activate the donation by filling out the participation form [here](#) or scan the QR code to track participation.

**Note:** Keep record of the number of volunteers that attended the event, the charity you'd like the donation to go to and pictures of the event.

# Activity: Aquaton

The lack of safe water access is a persistent issue in many parts of the world. Communities across various regions face significant challenges, making the provision of safe water Xylem's ongoing mission.



Location:  
In-person



Volunteers:  
No limit



Time:  
1+ hour



**BONUS**

Top 5 participants contributing the most kilometers will activate a donation to a cause of their choice\*

## About Aquaton

Aquaton, a Xylem Latin America initiative, addresses this critical need by engaging participants globally to donate kilometers through physical activities like walking, running, or biking. These efforts raise vital funds for water access projects in Latin America, the United States, Africa, and Europe. By supporting Aquaton, individuals contribute to sustainable solutions that combat water scarcity and improve livelihoods worldwide.

## How do you start?

1

Create an account on the [Aquaton website](#).

2

Start accumulating kilometers by walking, biking or jogging. **Note:** Make sure to have a way to capture your distance.

3


Log into your account and register your kilometers by uploading a screenshot that proves those kilometers.


### Aquaton Considerations

- Ensure you have a method to record your distance. (Example: Strava)
- Participate anywhere, with anyone and at anytime (open to the public).
- Consider planning a group walk to get steps in together.
- Only kilometers traveled during the month of November can be tracked.
- All kilometers contribute to the overall goal.
- Share your photos on external channels. Hashtags suggested  
#MonthofAction #MakeyourWatermark #XylemWatermark #Aquaton


# Activity: Plogging


Plogging is the act of picking up trash while jogging, walking, riding your bike or anything that gets you outside and moving. In addition to preventing litter from polluting our waterways and oceans, plogging improves the health of individuals and the local community.

 Location:  
In-person

 Volunteers:  
No limit

 Time:  
1 hour

 **BONUS** Complete the [participation form](#) to automatically be entered in a drawing to win a donation to a cause of your choice\*

 **BONUS** Steps count toward your Aquaton Challenge progress!

## Plogging Considerations

### Location

Participants must comply with all local government and Xylem company safety precautions & guidelines.

### Personal Protective Equipment

- Wear masks (optional), gloves (recommended nitrile gloves).
- Use a pair of barbecue or salad tongs or a litter picker if gloves don't seem like enough protection.
- Long pants and closed toe shoes.

### Recommendations

- Only pick up litter that's easy to handle and dispose of, whether by placing in a dumpster or recycling cart. Do not pick up sharp objects.
- Wash your hands thoroughly after throwing out or recycling the trash.

# Plan: Plogging

Step-by-step directions to plan your next event.

1

## Recruit

Select 2-3 employees or volunteers to form a Plogging Planning Committee.

2

## Choose Location

Select an open nearby space, safe for pedestrians, with a tendency to accumulate litter. Avoid traffic, busy crossings and major roads. If this is not feasible, make sure you have volunteers directing traffic or alerting ploggers. Examples: parks, walking trails, along a river, and around the company building.

3

## Schedule

Confirm a date and time.

4

## Outline Agenda

Develop a timeline for your event that includes set-up and clean-up.

5

## Coordinate Materials

Plan for needed equipment like proper footwear, gloves, trash bags, water, snacks or lunch, litter picker or tongs, reflective vests (for visibility) and first-aid kit.

6

## Trash Disposal

Research where you can dispose of all trash and separate in the correct recycling or trash bins. If needed, contact your local waste management service to coordinate trash pick-up.

7

## Publicity Release Form

Ensure that all attendees in photos sign the form provided (page [16](#)) before sharing photos on external channels. Hashtags suggested #MonthofAction #MakeyourWatermark #XylemWatermark



# Checklist: Plogging

Keep track of everything you need for your Watermark event.

## Pre-Event

- Recruit 2-3 volunteers for the plogging planning committee.
- Determine a date and time for the event.
- Map out the route. Ensure the route is clearly marked and any road crossings are safely managed.
- Connect with your Xylem contact if planning event together.
- Send all volunteers a reminder on the week of the event.
- Provide photo release forms for volunteers prior to the event.

## Post-Event

- Properly dispose trash and litter in the correct recycling or trash bins.
- Record all volunteer hours via the [participation form](#).

## Materials and Safety Equipment

- Gloves (latex or nitrile)
- Face masks (optional)
- Trash bags (large or extra large)
- Reflective vests
- Snacks or lunch
- Litter picker (optional)
- First-aid kit
- Water

# Activity: Water Filter Kit Build

Wine to Water is a nonprofit organization dedicated to providing clean water and sanitation to communities in need around the world. Through sustainable water projects and educational programs, Wine to Water aims to alleviate the global water crisis, empowering communities to thrive with access to safe drinking water.



Location:  
In-person



Volunteers:  
Maximum 50



Time:  
1 hour



## BONUS

Xylem will sponsor the first 10 Channel Partners to register for their Wine to Water Filter Kit Build. Email [xylemwatermark@xylem.com](mailto:xylemwatermark@xylem.com).

## About Wine to Water's Water Filters

The water filter builds conducted by Wine to Water involve constructing and distributing portable filtration systems to provide clean and safe drinking water in communities lacking reliable access. Each water filter provides clean, safe water for a household of 10 people, supporting sustainable access to clean water sources and promoting long-term health and well-being for up to 10 years.

### Wine to Water Considerations

- The Wine to Water Filter Kits contain everything you need to assemble your water filters.
- Orders need to be made through Wine to Water, so please email [kwilliams@winetowater.org](mailto:kwilliams@winetowater.org).
- **Supplies are shipped to your location within 10-15 business days.**
- All kits are mailed back to Wine to Water for their distribution.

**IMPORTANT: If you're not among the first 10 to register but still want to host a Wine to Water Filter Kit Build, you can order kits directly from their website.**

[Click here.](#)

# Plan: Water Filter Kit Build

Step-by-step directions to plan your next event.

1

## Recruit

Select 2-3 employees or volunteers to form a Planning Committee.

2

## Start Order Process

Contact Wine to Water to start the order process. Mention the number of volunteers and consult with them about the set-up for the event based on time and volunteers (i.e., how many kits should be ordered). **Kits take 10-15 days to arrive.**

3

## Submit Your Grant

After reaching out to Wine to Water, the next step is to [submit your grant](#) (event) proposal. This allows Xylem Watermark to review and proceed with the sponsorship process.

4

## Grant Approval

Xylem Watermark will inform both you and Wine to Water the grant has been approved.

5

## Prepare For Event

Wine to Water will offer guidance and checklists to help ensure your event's success.

6

## Publicity Release Form

Ensure that all attendees in photos sign the form provided (page 16) before sharing photos on external channels. Hashtags suggested #MonthofAction #MakeyourWatermark #XylemWatermark

# Post-Month of Action

If you haven't already, time to track your participation.



## Log Hours

**Complete the [participation form](#)** to let us know how you engaged with us for Channel Partner Month of Action and activate a donation to charity from Xylem.\*

Let us know about your experience and if there is anything we can do to make it even better for next time.



# Thank you!

We appreciate you joining Xylem for our Channel Partner Month of Action, and we hope to see you for future Xylem Watermark events.

# Stay Engaged with Us

Looking for additional ways to get involved with Watermark?  
Here are some ways you can get started!

## Volunteer

Xylem employees and partners make meaningful contributions to their communities through our signature events & turn-key volunteer opportunities.

Join us as we raise awareness of global water issues through our Walks for Water, protect water systems through trash clean-ups, assemble drinking water filters, and more!

## Donate

Help us change the world by supporting one of our best-in-class NGO partners, or a water cause of your choice through our Community Impact Portal.



To learn more, scan the QR code or click [here](#) to visit our website.



# Community Grants

Xylem Watermark offers up to \$10,000 in critical funds for employees and external business partners to support and collaborate on community centered development projects and events.

Through the Xylem Watermark Community Grants program, **any Xylem employee, customer, supplier, and partner within the Xylem business network** can apply for a Watermark Community Grant on behalf of a nonprofit organization. The nonprofit organization will be the recipient of the grant funds.

## Watermark Community Grant Funding Priorities

Xylem strives to maximize social impact within our communities and support a culture of service among our people. To do this, Xylem Watermark partners with nonprofit organizations that are aligned with our global footprint and have proven track records for making a difference in four areas of focus:

- Education
- Environment
- Water access and infrastructure
- Water-related disasters

## Funding Levels

Funding requests should fall within the range that aligns with the criteria for one of more of the following categories:

- number of volunteers,
- total volunteer hours, or
- number of people impacted

Funding Range	Criteria
Under \$1,000	10+ volunteers, 20+ volunteer hours, or 50+ beneficiaries
\$1,000 - \$2,999	15+ volunteers, 30+ volunteer hours, or 100+ beneficiaries
\$3,000 - \$4,999	25+ volunteers, 50+ volunteer hours, or 200+ beneficiaries

Funding Range	Criteria
\$5,000 - \$6,999	35+ volunteers, 70+ volunteer hours, or 300+ beneficiaries
\$7,000 - \$8,999	45+ volunteers, 90+ volunteer hours, or 400+ beneficiaries
\$9,000 - \$10,000	55+ volunteers, 110+ volunteer hours, or 500+ beneficiaries

For further information, view our [Community Grants Overview](#).

# Eligible Causes

Xylem Watermark is dedicated to supporting a broad range of causes, with hundreds of initiatives aimed at addressing global water challenges and enhancing community well-being. Among these, we've identified our top 10 causes that reflect our commitment to sustainable water solutions, health, and education. These priority areas showcase the diverse and impactful ways in which we strive to make a difference, underscoring our focus on both immediate needs and long-term improvements in communities around the world.

**Click each organization name to learn more:**

Americares

Anacostia River Keepers

Chris Long Foundation/Waterboys

EarthEcho International

Engineers Without Borders

Mercy Corps

Planet Water Foundation

Red Cross

UNICEF

Wine to Water



**Log  
Hours**

**Remember to complete the [participation form](#)** to select an eligible cause for a donation from Xylem on your behalf

**RIGHT OF PUBLICITY  
GENERAL RELEASE**

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- To take photographs or video that may contain my likeness, as well as the likeness or image of my property (the "Photographs");
- To take, record, publish or obtain testimonials or other statements from me (the "Statements"); and
- To use, copy, modify, adapt, distribute, publish, display, exhibit and otherwise use, either in whole or in part, the Photographs and/or Statements for commercial and business purposes in one or more film, videotape, or multimedia productions; and/or on Xylem's website and/or in any educational, advertising, marketing and promotional materials; and/or

[describe specific purpose]:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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I represent and warrant that I am over the age of eighteen (18) years and have read and understand the contents of the Release.

AGREED BY:

Signature of parent or legal guardian if  
under the age of eighteen (18) years.

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_