



# ANNUAL SPONSORSHIP PACKAGE



[thewellloved.com](http://thewellloved.com)





Dear Friends,

In 2017, our hearts were broken. We learned that there are children, families, and communities living in deplorable conditions without access to clean water. Imagine your only option is to walk 3.5 miles every day to get water from a dirty river – the same river where animals drink and bathe that is teeming with bacteria.

Did you know 800 children under the age of five die every day from diseases caused by contaminated water? These children are more than raw statistics, they represent precious lives that could not only live but thrive with the gift of clean water and sanitation! With access to clean water, lives are not only saved, but communities can become self-sufficient and lift themselves out of poverty.

We formed Well Loved to bring awareness and raise funds for water. In partnership with World Vision, the largest global Christian charity and leading non-governmental provider of clean water, Well Loved is providing clean water to the most vulnerable communities in Africa. And thanks to World Vision's holistic model, we are also paving the way to eliminate extreme poverty forever in that part of the world.

Our goal for this year is to raise \$200,000 to reach 4000 more people. We are inviting corporations, small businesses, private foundations, and philanthropic families to join us in this journey. With your partnership, we will have the power and resources to help hundreds of thousands of people in desperate need. We would be honored- and suffering children will be forever blessed- to have you join us as a partner of Well Loved.

Sincerely,

Lori Armstrong  
Well Loved Co-founder

Sheryl Bergquist  
Well Loved Co-founder



## OUR BOARD MEMBERS



### LORI ARMSTRONG

Lori is no stranger to the suffering of a sick child after battling her son's cancer for the first five years of his life. Witnessing the blessing of God's healing hand over her son fueled her passion for making resources available to suffering children all over the world.

Lori is a California native. After graduating from USC, she worked for IBM as a marketing representative. She then chose to focus full time on her children and later returned to her most fulfilling work as Women's and Outreach Director for her church. Lori is blessed to be married to Doug. Together they enjoy traveling, all things outdoors, spending time with their combined 9 adult children, and spoiling their 12 wonderful grandchildren.

### SHERYL BERGQUIST

In 2010, during a journey to Egypt's pyramids, Sheryl had a profound experience. Peering through the car window, she encountered a distressing sight - children bathing alongside their mothers, washing clothes in the same murky waters where animals deposited waste. This moment ignited a passion within her, a calling to provide clean water to the world's neediest and raise awareness about this vital cause. Growing up in a military family exposed Sheryl to the joy of travel and connecting with people from various walks of life. She's a Registered Nurse specializing in psychiatry nursing. In 1983, Sheryl married Craig, and they are blessed with two children and five grandchildren. Sheryl's passion for providing clean water led to the creation of "Well Loved," and her journeys to Africa have continued to reveal to her the transformative power of clean water in impoverished communities.



### KIM LILJEGREN

Kim began her interest in Well Loved's mission and work in 2019. She had just recently retired and was looking for an opportunity to give back and bless others. God put Sheryl Bergquist in her path during a Bible study, and two years later, after visiting Africa and seeing with her own eyes the overwhelming poverty and need, she fully committed to helping provide clean water to the most vulnerable. Kim was born in Fresno but has lived in Southern California for most of her adult life. She graduated as a Speech Therapist from CalState Fullerton. Kim and her husband, Tom, have five adult children from their first marriages and 4 grandchildren, with twins on the way! Besides volunteering with Well Loved, Kim loves spending time with her family, oil painting, and taking care of her golden doodle, Sophie.





## WHY SHOULD WE INVEST IN WATER?

Globally, 785 million people lack access to clean water. Without clean, easily accessible water, families and communities are locked in poverty for generations. Children drop out of school and parents struggle to make a living.

More than 800 children, under age 5, die every day from disease caused by contaminated water. Women and girls most often bear the burden of carrying water for their families. In Africa, they walk an average of 3.7 miles per day to get water. Often they are put at risk of wildlife, harassment, and sexual assault.

### ACCESS TO CLEAN WATER CHANGES EVERYTHING!

It is a critical stepping stone to development, self-empowerment, and eliminating extreme poverty for good!

When people gain access to safe water, they are better able to practice good hygiene and sanitation. Children enjoy good health and are more likely to attend school. Parents put aside their worries about water-related diseases and, instead, they can water crops and livestock and become self sufficient.



"I was thirsty,  
and you gave me  
something to  
drink."

Matthew 25:35



## ABOUT KENYA



Your generosity provides clean water to drink, latrines at home and schools, and hand washing stations nearby to keep entire communities clean and healthy, and with the hope of a brighter future.

Kenya has a population of over 50 million, but the statistics are stark: Nearly 40%, that is, 20 million Kenyan fathers, mothers, and children, currently lack access to clean water sources. This results in **almost 70% of the population in Kenya living near or under the poverty line.**

Women and children make long, dangerous, exhausting journeys to collect dirty water for their families. A lack of private toilets in schools causes many girls to leave when they start menstruating. Health centers are overcrowded, and many have no access to water, resulting in inadequate sanitation. All of this leads to disease outbreaks. It is heartbreaking to know that **7 out of every 100 children die before turning five.**

Agriculture remains the backbone of the Kenyan economy, but it's nearly impossible to survive on agriculture without access to water. Access to clean water helps solve the many factors that perpetuate poverty, like nutrition, health, education, and generating income.





Women and children collecting dirty, unsafe, polluted water in Nyango Village, in Kwale County, Kenya. Yet, it is the only lifeline for this community.



## EXPECTED OUTCOMES OF YOUR INVESTMENT IN KENYA “WASH”

For more than 35 years, World Vision has been committed to standing in the gap, globally leveraging resources and locally working alongside communities in Kenya to ensure millions of children have access to clean water, dignified sanitation, and healthy hygiene practices.

In partnership with World Vision, Well Loved aims to raise \$200,000 in 2023 and help 4,000+ people with clean water for a lifetime through:

-  Building seven new or rehabilitated water points in communities and schools ~\$100,000
-  Plus, providing a solar-powered water system to help provide water to 2,000+ people ~\$100,000

Thanks to a dollar-for-dollar match secured by World Vision, our investments and impact will be doubled. That means Well Loved and its partners could help provide clean water to not only 4,000 but 8,000 people!



The provision of water is crucial for improving the sanitation and overall health of children while they are in school.



## WORLD VISION’S APPROACH TO “WASH” IN KENYA


















### Water Supply

In Kenya, World Vision collaborates and coordinates efforts with local partners to construct water systems that deliver clean water to household, community, school, and/or health center taps. As they increase the installation of piped-water systems with taps, they help ensure equitable water access, reduce WASH-related diseases (such as diarrhea) and deaths, and improve child well-being.

### Water Security and Resilience

World Vision supports communities to develop mitigation plans to address water scarcity and conduct watershed management activities. They also equip families with tools to practice water conservation. Many villages experience long drought seasons, but to help build resilience, families are provided with equipment to conserve water during the rainy season in order to have enough for crops and livestock.



PARTNERSHIP LEVELS	BRONZE \$5,000	SILVER \$7,500	GOLD \$10,000	WATER POINT PARTNER \$15,000	VISIONARY PARTNER \$25,000
<b>Help provide clean, life-saving water for a lifetime to:</b>	<b>100 children</b>	<b>150 children</b>	<b>200 children</b>	<b>A village of 200-300+</b>	<b>A village of 500+</b>
One (1) four-minute speaking opportunity at Well-Loved Annual Event (min. one event per year)					
Exclusive World Vision Annual Pre-Conference reception with WV President and CEO, Edgar Sandoval (April 26-27, 2024, in Carlsbad)					
Fellowship with other World Vision <i>Visionaries</i> at quarterly "Engaging Conversations" virtual video calls to learn about global poverty issues from World Vision experts.					
One-year anniversary report with the number of people benefitting, pictures, and GPS coordinates of funded Water Point.					
Year-round placement of company logo (and link) or family/foundation name on Well-Loved Home page					
Year-round placement of company logo (and link) or family/foundation name on Well-Loved Partnerships page					
Logo or family name in Well-Loved brochure					
Posts on all Well-Loved social media outlets recognizing partnership and level.	Once/year	Twice/year	Three times/year	Four times/year	Six times/year





## PARTNERSHIP FORM 2023

Please use the following form to become an Annual Partner of Well Loved. Thank you for your trust and for believing that we do have the power and resources to save, and completely change the lives of thousands of children, mothers, and fathers in Kenya, Africa. By providing them with clean water, we are giving them the single most important physical thing they need to lift themselves out of poverty.

Contact Name (s): \_\_\_\_\_

Contact Title (s): \_\_\_\_\_

Company or Family Name: \_\_\_\_\_

Preferred name to use for social media and communications: \_\_\_\_\_

Who should we acknowledge for this gift? \_\_\_\_\_

Full Mailing Address: \_\_\_\_\_

Alternate Address (if any): \_\_\_\_\_

Preferred phone number(s): \_\_\_\_\_ Email address(es): \_\_\_\_\_

I/We are pleased to support Well Loved through the following Partnership Level:

Bronze	Silver	Gold	Water Point Partner	Visionary Partner
\$5,000	\$7,500	\$10,000	\$15,000	\$25,000

I/We will fulfill this commitment with (please circle one):

- A one-time payment on \_\_\_\_\_ (date) Or
- A semi-annual quarterly monthly payments of \$ \_\_\_\_\_ beginning on \_\_\_\_\_ (date)

### PAYMENT OPTIONS

- Donate online at [thewellloved.com](http://thewellloved.com)
- Please enter credit card information OR make check payable to World Vision USA, and return this form to:  
Well Loved Attn: Sheryl Bergquist  
909 Canyon View Dr. Laguna Beach, CA 92651-2612  
Or, email at [sherbear1411@gmail.com](mailto:sherbear1411@gmail.com)

Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVV: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

- For other donations, stock gifts, or Donor Advised Funds (DAF) distributions, please call Sheryl at 949.291.6663 or email at [sherbear1411@gmail.com](mailto:sherbear1411@gmail.com).

Well Loved is a fundraising partner of World Vision, a non-profit 501(c)(3) organization. All contributions are tax deductible. World Vision Tax ID is 95-1922279





Just imagine a world with more smiles and less pain because of you...



The heart of Well Loved is to share God's love, in partnership with World Vision, by providing access to life-transforming, life-changing clean water to the most vulnerable areas of Africa, and help these communities lift themselves out of poverty.