



SMITH · BENDER

Case Study #3
ORDA

ABOUT ORDA & SMITH BENDER

ORDA (Organization for Rehabilitation and Development in Amhara) is focused on providing clean water solutions for rural communities in the Amhara, Ethiopia, region. Its philosophy is “Ethiopians helping Ethiopians,” which means giving individuals the tools they need to achieve, build, and own their successes—not just giving them handouts. ORDA also devotes resources to agricultural development, reforestation, empowerment of women, and HIV/AIDS awareness and prevention.

In 2008, Smith Bender was contracted by ORDA to design and develop an integrated marketing campaign to help the organization expand its fundraising efforts into the United States. Smith Bender went to Ethiopia for 10 days to visit rural development sites, gather photographs and video, interview stakeholders, and develop a thorough understanding of water development and ORDA’s efforts.

Smith Bender created a brand identity for ORDA, along with direct mail pieces, fundraising brochures, a website, and an extensive photography library. These tools were used to fundraise and generate awareness in the United States.

The work Smith Bender created played an instrumental role in securing multi-million dollar project funding, including \$100,000 from actor Matt Damon and Water.org.

Project Deliverables

- | | |
|------------------|---------------|
| - Brochures | - Video |
| - Website | - Photography |
| - Brand Identity | - Emails |

Water. The most fundamental building block of life. Most of us are fortunate to be living in a place where water is literally at our fingertips. But for the majority of people and animals living in the rural regions of Amhara, Ethiopia, finding enough safe, uncontaminated water for consumption is a daily struggle.

Only 35% of the people in Amhara have access to safe, uncontaminated water.

Many people in the developed world imagine Ethiopia as an arid wasteland, with no water to be found. But that couldn't be further from the truth. In fact, Ethiopia is known as the "water tower of Africa" because it's situated within the basins of three major rivers, including the Blue Nile. It's also home to Lake Tana, one of the largest lakes in Africa. And nearly 500 perennial rivers flow through the country, making the ground rich with subterranean springs.

The region has ample natural resources—including water—which can be utilized to support economic development.

But for the people of Amhara to benefit from the country's abundant water, they need an organized, well-managed infrastructure so it can be available where it's needed most—in villages where women and girls must walk up to 6 hours each day to fetch water for their family's consumption.

Many girls spend so much time fetching water, they can't attend school.

Since 1996, ORDA's construction of safe water supply schemes, along with the promotion of hygiene and sanitation, has greatly contributed to an improved quality of life in Amhara. In villages where we've built safe water infrastructure, women and girls are less susceptible to abduction and rape. There is a reduction of waterborne diseases—like diarrhea and malaria—that for many years have caused the region's child mortality rate to be unnecessarily high. And more girls are enabled to attend school, which increases literacy and opportunity among the female population.

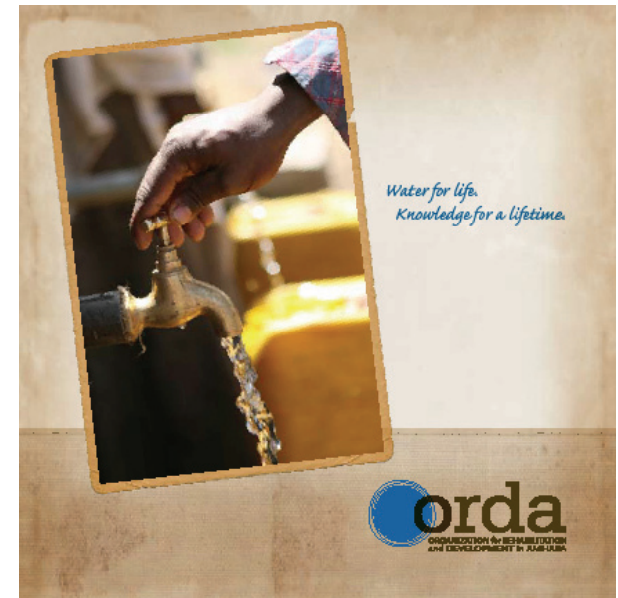
Wherever there is safe water and knowledge of hygiene and sanitation, lives are changed for the better.

ORDA is an Ethiopian-operated organization focused primarily on water development programs that help give people in the rural villages of Amhara, Ethiopia a foundation for life-changing success. While we've made great progress in the past ten years, 65% of the people in Amhara still don't have access to safe, uncontaminated water.

PLEASE VISIT US TODAY AT ORDA-US.ORG TO MAKE A DONATION, READ MORE ABOUT HOW WE HELP OR FIND WAYS YOU CAN GET INVOLVED.

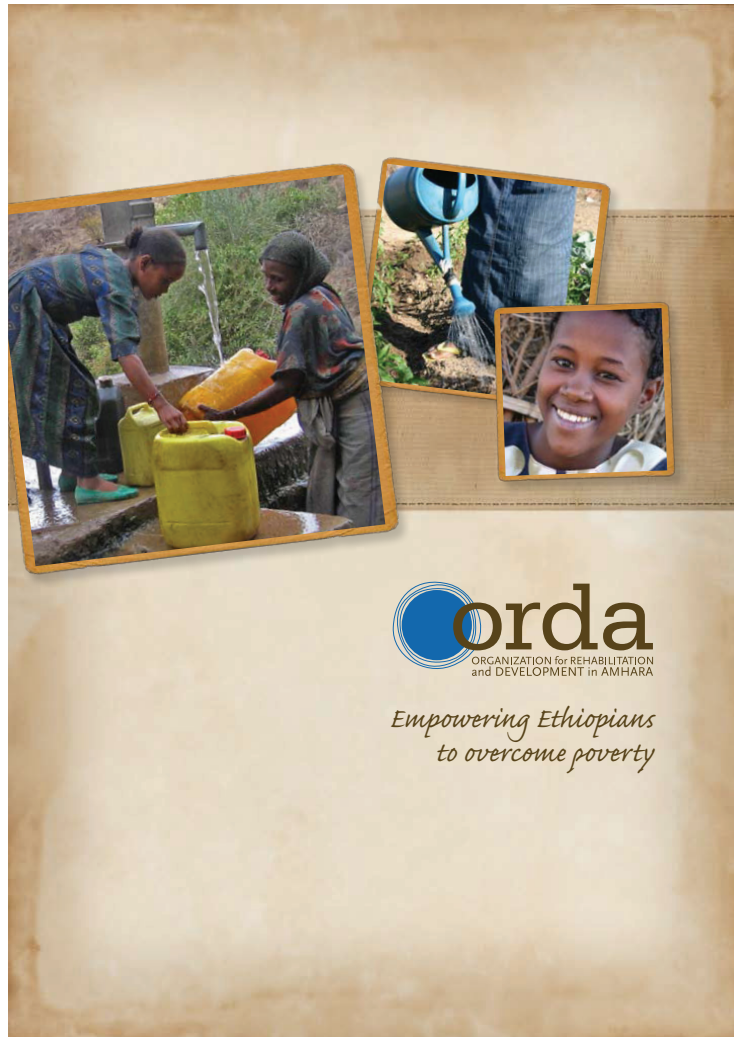
Fundraising brochure

Targeted to individual, small-scale donors



Informational brochure

Targeted to corporate and large-scale donors



Copy excerpt:

WATER FOR IRRIGATION

The Amhara Region is endowed with diverse agro-ecological and abundant water resource potential that enables its people to develop irrigation-based agriculture and produce up to three harvests per year. However, despite the fact that the Amhara Region is the source of the Blue Nile and other rivers, the underdevelopment of irrigation services and practices forces farmers to depend solely on unreliable, short-seasoned rainfall that doesn't allow them to produce more than once per year.

As a result, farmers and their families are forced to live in poverty and face drought-induced food shortages. These realities drive ORDA to focus on developing the capability of needy farmers by introducing irrigation-based agricultural services and practices, thus increasing farmers' productivity and their income threefold. This, in turn, leads to alleviation of poverty and drought-related vulnerability.

ORDA's irrigation services and practices engagement focuses on:

- River diversion
- Earth dam construction
- Pond construction
- Spring development
- Rainwater harvesting
- Introduction of appropriate irrigation technology (drip irrigation, rope pumps, pedal pumps)
- Irrigation management capacity building

With the help of partners like you, ORDA has been able to change the lives of nearly three million people in the Amhara Region. We hope you'll find this cause as important as we do and join us in our mission to help the people of the Amhara Region overcome poverty and live productive, fulfilling lives.

Launch Event Email Invitation

Targeted to individual and corporate donors



You are invited.

To the launch event for ORDA-US, a new non-profit organization in the Kansas City area that benefits the extremely poor of Ethiopia.

See how ORDA is helping the rural poor become empowered to live prosperous lives, and taste authentic Ethiopian food from Kansas City's Blue Nile Café. You'll also have a chance to win a beautiful handmade Ethiopian shawl.

Bring a friend or two and learn how you can help.
Admission is free.

Tuesday, November 13
5:30-7:30 p.m.
The Diastole
2501 Holmes
Kansas City, Mo

Learn more about the organization at ORDA-international.org



Water for life. Knowledge for a lifetime.

ORDA Website Home Page



[ABOUT US](#) ▾ [PROGRAMS](#) ▾ [SUCCESS STORIES](#) ▾ [GET INVOLVED](#) [DONATE](#) [CONTACT](#)

A Better Life springs From safe Water Source

Since she was a young girl, Tenagne has walked up to six hours every day, carrying an achingly heavy water vessel on her back, to get water for her family's daily needs. Like most of the women in her village, she didn't attend school because her job of fetching water was considered more important.

In those days, the water Tenagne collected was far from safe and clean. In fact, until she was five years old, she had a one-in-five chance of dying from a waterborne disease such as diarrhea or cholera.

Then, ORDA intervened and, together with members of the community, constructed a [safe water point](#) just outside Tenagne's village.

► [Learn more about Tenagne.](#)



Tenagne

► **WATER RESOURCE
DEVELOPMENT**

One key to ending poverty in Ethiopia.



► **ORDA IN
THE NEWS**

Read about our most recent developments.



► **SPREAD
THE WORD**

Link to us from your site or page.



► **THERE IS
A SOLUTION**

See how you can get involved.



Photography Collection

Created a library of images for ORDA's use



Fundraising video
Targeted to all donors



Watch the full video:
<http://tinyurl.com/ordadreams>

Pape dreams of becoming a doctor.
Fatima dreams of being a leader in her village.
Ali Abdul dreams of his grandchildren attending school.

It takes more than having a full stomach to create these smiles.
It takes knowing there is hope. Knowing there's a future.
Knowing the satisfaction and dignity that come
from taking care of your family.

Before their villages had water for irrigation and safe
consumption, these Ethiopians wouldn't have thought
beyond the next day.

Now the water is flowing. And so are the dreams.

Isn't it amazing how a little thing like water
can transform so many lives?

See their success stories at orda-international.org

ORDA.
Water for life.
Knowledge for a lifetime.