

Approximately half of the population relies on groundwater for drinking water. Groundwater plays an important role in the water cycle and ecosystems. It is the environmental bottom line. It is both hidden and right before our eyes. It is the water between rocks and particles beneath the earth's surface.

It's only the beginning.

Let's get started!

EDUCATE. INVOLVE. SUSTAIN. SHARE. INSPIRE. ACT.

Water is life. We need water, and water needs us to speak for it.

30

years, the world's population will be about 9 billion.

It is because of people that groundwater must be protected, but it is only through the efforts of people that it can be accomplished.

Without changes in our behavior, global demand for H₂O will face a 40% deficit.

People can't love what they don't understand. It is vital that we foster an understanding of groundwater and its importance in order for people to take action to protect it.

BE PART OF THE SOLUTION.

We must never stop learning. We must look forward, not back.

Make a change. Improve your water footprint by 30%.

If not us, then who will speak for water?



GROUNDWATER FOUNDATION

www.groundwater.org

ENTHUSIASM and PASSION have fueled the
GROUNDWATER FOUNDATION
since our inception. But it's just the beginning.



**GROUNDWATER
FOUNDATION**
www.groundwater.org

We are committed
TO THE FUTURE
through *educational
excellence, integrity,
leadership, creativity,
collaboration,* and
recognition. We will
continue to **EDUCATE
PEOPLE** and **INSPIRE
ACTION** to ensure
sustainable, clean
groundwater for
future generations.

BE PART OF THE SOLUTION.

**EDUCATION IS A
POWERFUL MOTIVATOR
OF BEHAVIOR CHANGE.**

Teach someone about groundwater.

HUNDREDS of **THOUSANDS**
of youth learn about groundwater
through inquiry-based activities.

Learn about groundwater.

It is magical!
SHARETHEMAGIC.

Build an Awesome Aquifer.

Read *Rainmakers*.

Participate in or host a
groundwater festival.

Get hands-on, brains-on.

Educate, and use
action to inspire
more action.

Inspire the next
generation
of inventors, teachers,
advocates, scientists,
and environmental
STEWARDS.

It all starts with you.

Change your behavior.

VALUE WATER. Fix a leak. Use
native plants. Use and dispose of
chemicals properly. Act responsibly
and responsibly for groundwater.

**We need water.
And water needs us
to be its guardian.**

WE ALL BENEFIT
from a sustainable supply
of clean groundwater.

Get involved. Be bold.
Be the spark for action.

Start in your community.
Become a Groundwater Guardian.
Recruit a Green Site.

Millions of people are benefitting
from proactive communities protecting
and conserving drinking water supplies.

Give water a voice. Help others understand its
life-sustaining role. **Respect water.** Protect it from
pollution. What is put on the ground may end up in the water.

LET'S KEEP IT CLEAN!

Groundwater: The environmental bottom line.

**Individual
ACTIONS**
collectively make
a **DIFFERENCE.**

Reduce your direct and indirect water use. Turn off the water while
brushing your teeth. Take shorter showers. **Be conscious of your water use.**

Together we can protect and conserve our groundwater.