



A CAMPAIGN BY THE ADS FOUNDATION

WINE2WATER

Twelve wineries. Twelve wines. Twelve wells.



The way back

At Cana, water was turned into wine.

Two thousand years on, twelve wineries give it back.





THE PROPOSAL

A wine from your range. A well with your name.

Wineries, distributors and specialist shops join **Wine2Water** with wine or its equivalent. What we raise builds drinking-water wells in rural Ethiopia, drilled by the **ADS Foundation**. Each well carries a plaque engraved with the names of the partners who made it possible.

Your wine

One wine from your
range.
The one you choose.

€20,000

The cost of drilling and
equipping a complete
well.

Your well

Between 80 and 100
families with water under
30 minutes away.

20+ years

Of service life, run by the
community itself.

The wells, the wineries and the campaign's progress, at wine2water.net



TODAY

**This is how water is collected
where we work.**

Rivers, seasonal ponds and open wells shared with
livestock.



WHY WATER

Fetching water is a full-time job

Only 5.9% of rural Ethiopians have safely managed drinking water. In the communities where ADS works, women spend between two and six hours a day fetching it, walking up to 15 kilometres.

A well under thirty minutes away breaks the whole cycle: health, hours given back to women, girls who stop missing school and an economic base.

5.9%

Rural Ethiopians with safely managed water · JMP, 2024

×5

Higher risk of child diarrhoea than with a protected source · Scientific Reports, 2025

2–6 h

A day fetching water, up to 15 km on foot · ADS data

€4.30

Returned for every euro invested in water and sanitation · WHO, 2012





WHO DELIVERS IT

ADS drills and delivers the whole project. We are not middlemen.

The ADS Foundation brings more than 20 years of experience in international cooperation. It is registered as an NGO in Ethiopia and has a permanent office and its own technical team, which lets it run projects directly and control every stage on the ground. **The result: 159 wells drilled, three hospitals and three schools built.**

- **Direct delivery:** with national, regional and local water authorities.
- **The community owns it:** it gives the land, builds the works and a Water Committee including women runs it.
- **It sustains itself:** ten birr a month per family covers repairs and caretaking.
- **ADS does not leave:** at least three years of follow-up after handover.

CREDENTIALS

Public Interest status since 2009 · Royal National Academy of Medicine Award (2025) · TELVA (2022) · AECID, «la Caixa», UK Aid · WHO, CSIC and London School of Hygiene.





THE WELL

How a well is built

A well is not just a borehole. It is a process that starts long before the rig arrives and continues for years after the water flows.



01 Identification

The site is chosen with the community and the regional water office. The community gives the land.



04 Pump and works

Afridev or Indian Mark II handpump, with local spares. The community builds the apron and fencing.



02 Drilling

Between 70 and 100 metres, with casing and a UPVC system to secure flow.



05 Water Committee

The community forms a committee, including women, trained by the Local Water Office. The well is theirs.



03 Water testing

Quality is tested before the well goes into service.



06 Maintenance

Ten birr a month per family for repairs and caretaking. ADS follows up for at least three years.



WHERE

North Shewa, in the Oromia region

The wells are drilled north of Addis Ababa, across more than 10,000 km² where close to two million people live, almost 90% of them rural and dependent on rain-fed subsistence farming. When the wet season ends, surface sources dry up and the distance to water multiplies.

We are not starting from scratch: ADS has already drilled 14 wells and rehabilitated 3 more here, so people know our work and local authorities back it. The specific community for each well is identified once its funding is secured.

10,322 km²

In area

~2 M

Inhabitants

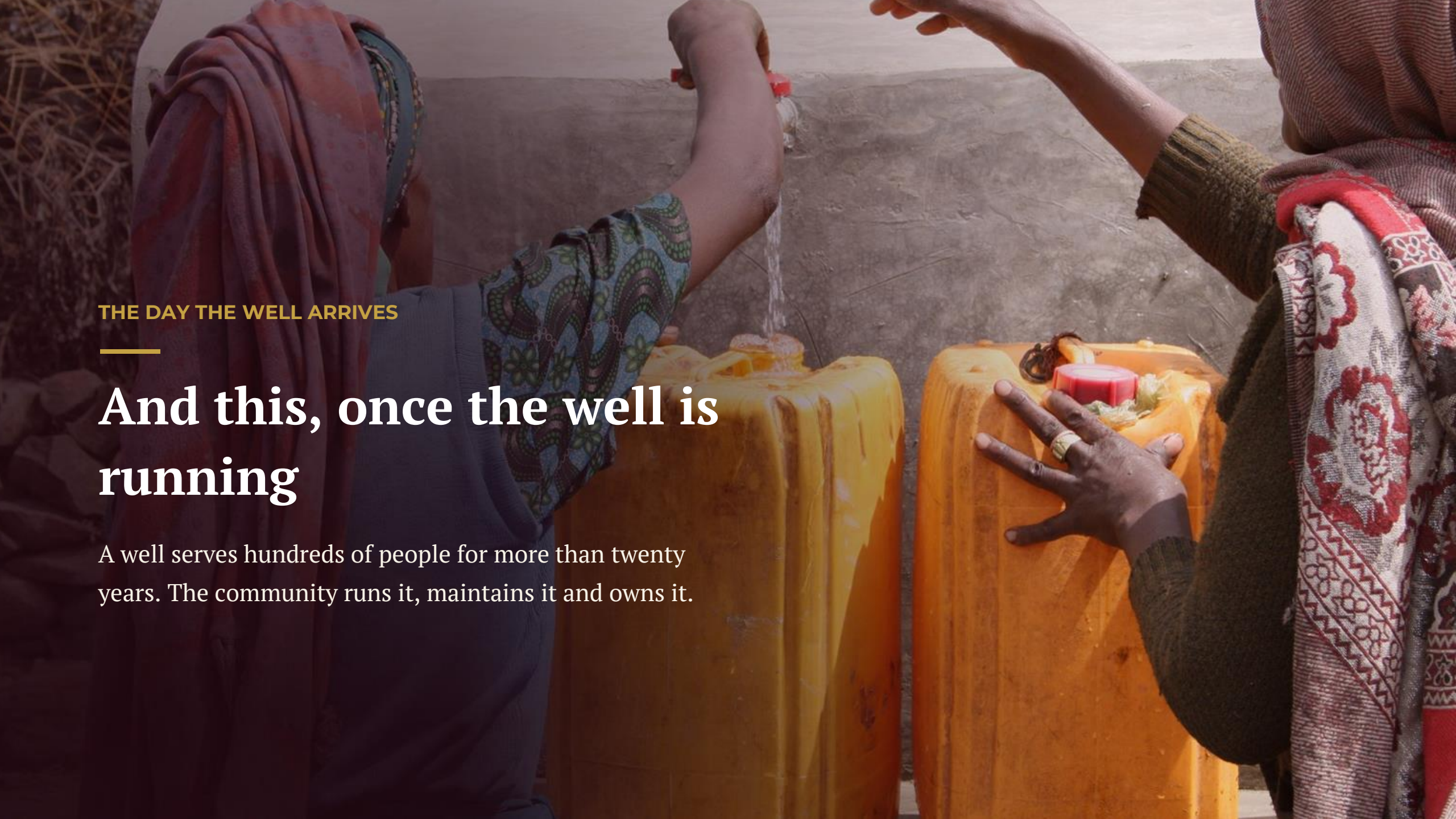
~90%

Rural population

14 + 3

ADS wells here





THE DAY THE WELL ARRIVES

And this, once the well is running

A well serves hundreds of people for more than twenty years. The community runs it, maintains it and owns it.



HOW YOU CAN HELP

There are many ways to join. All of them count.

A well costs €20,000, but no single winery has to cover that figure. The campaign adds up what each partner contributes (wineries, distributors, specialist shops...) and each well starts once its funding is complete. Everyone who takes part appears in the campaign, whatever they give.

Donate wine

You donate stock of one of your wines. We sell it and every euro goes to the project.

Dedicate a label

You link one wine from your range to Wine2Water and donate its sales over an agreed period.

Direct contribution

A cash donation, on its own or combined with any of the above.

Other formats

Auctions, charity cases, tastings, a share of one vintage. If you think of another way in, we are listening.

Tell us how you want to help at wine2water.net



WHAT YOU GET

Your name on the well and a story to tell.

The well is inaugurated with a plaque engraved with the partners' names. A second identical plaque is handed over so it can be here too. And the visibility does not end there: you are part of the whole campaign.



Plaque on a well already delivered by ADS

01

At the well

- Plaque engraved on the well, in Ethiopia.
- A second identical plaque handed over here.
- Named certificate of contribution.

02

In the campaign

- Logo and your own page at wine2water.net.
- Presence in the dossier and campaign materials.
- Mention in the ADS annual report.

03

In media and social

- Press releases at closing and inauguration.
- PR campaign and media visibility.
- Campaign channels and a ready-to-post kit.

04

For your CSR

- Field video and photos with usage rights.
- Final report with results and testimonies.
- SDGs 3, 4, 5 and 6, verifiable.



THE NEXT STEP

The water is there. The well is not.

Beneath these communities lie aquifers able to supply them for decades. All that is missing is the borehole that reaches them.

Let's talk.

Fundación Acción, Desarrollo y Sostenibilidad (ADS) · wine2water.net · adsong.org

