



RB partners with Water.org to improve access to safe, clean water in Kenya.

July 2020, Nairobi, Kenya – As part of our fight to make access to hygiene, wellness and nourishment a right and not a privilege, RB is partnering with Water.org to help change the lives of more than 68,000 Kenyans and aims to mobilise at least KSh. 292M in new capital to help end the water and sanitation crisis in Kenya in 2 years.

As a global leader in hygiene, health & nutrition, we have a responsibility to play our part in combating Coronavirus. Through our [Fight for Access Fund](#) and specifically this KSh. 69M donation to Water.org, we are actioning our commitment to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world.

Access to medical care, hygiene interventions and safe, clean water for vulnerable communities is critical to curb the spread of disease today and build resiliency for the future. Safe water and sanitation are fundamental to thriving economies. This funding will enable Water.org to reach approximately 68,000 Kenyans with a market and people driven water solution, using financing as an efficient and scalable tool to help people living in poverty get access to safe water and sanitation.

Kabir Ibrahim, Country Manager, Kenya, RB, commented: “For the past 15 years, RB and Dettol have been at the forefront of promoting proper handwashing techniques and this has become even more important now with the COVID-19 pandemic which is spread through person to person contact. In those years, we have come to find that the biggest challenge has been accessing clean water sources and it is for this reason, we felt it was imperative to direct these funds to this cause”.

In March, we launched our [Fight for Access Fund](#) which is, and will be, a demonstration of our commitment to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world. To deliver on commitment we have:

- Set aside the equivalent of one per cent of adjusted operating profit each year to this Fund
- Committed over £40 million to benefit communities consistent with our purpose

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About RB

RB* is driven by its purpose to protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone.

Launching the RB Fight for Access Fund to improve access to health, hygiene and nutrition for all., the Fund is, and will, be a demonstration of our Purpose and Fight in action - to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world.

For more information visit www.rb.com

*RB is the trading name of the Reckitt Benckiser group of companies

About Water.org

Water.org is an international nonprofit organization that has positively transformed more than 29 million lives around the world with access to safe water and sanitation. Founded by Gary White and Matt Damon, Water.org pioneers market-driven financial solutions to the global water crisis. For more than 25 years, we've been providing women hope, children health and families a future.

For more information visit <https://Water.org/>