

A close-up photograph of a person's hand holding a white plastic jug. The jug is partially filled with a yellowish, turbid liquid, likely contaminated water. The hand is wearing a gold ring on the ring finger. The background is blurred, showing other people and what appears to be a public gathering or protest.

CASE STUDY

FLOWATER'S LIFESAVING SUPPORT IN THE FLINT WATER CRISIS

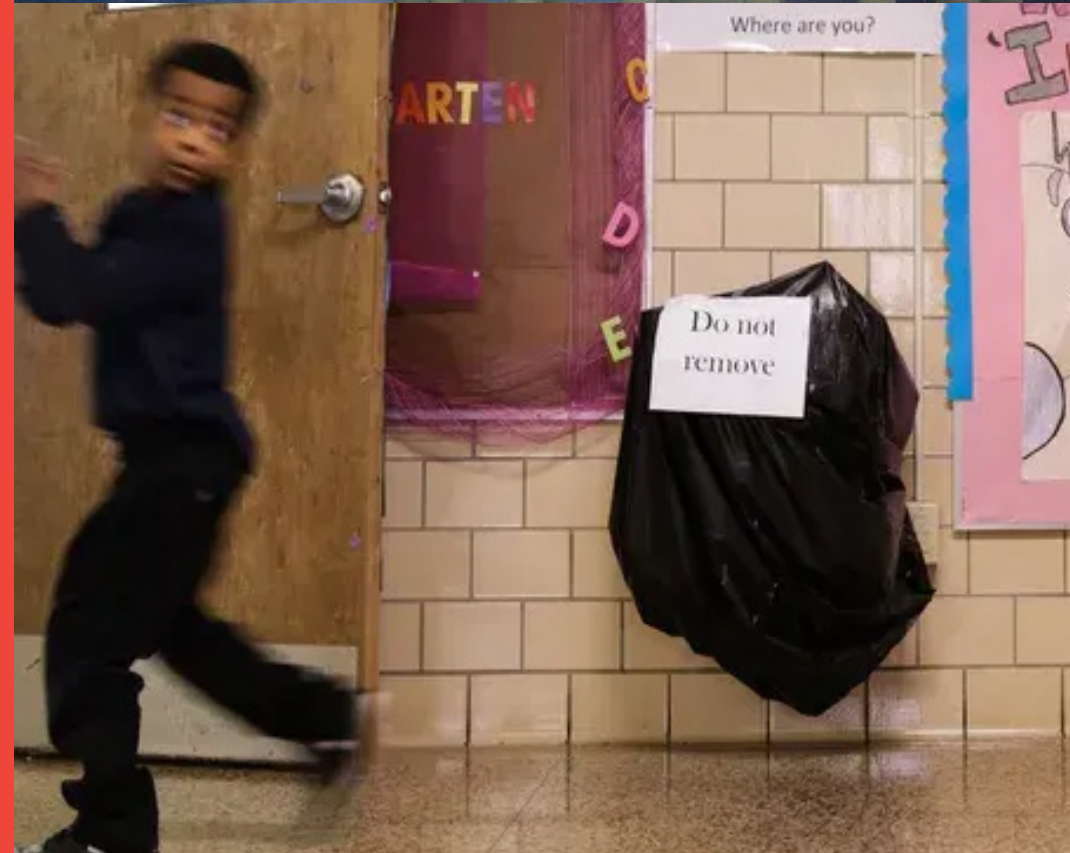
FLINT, MI

2016: Clean Water, Community Empowerment, and a Call to
Action

BACKGROUND

In 2014, the city of Flint, Michigan became the center of a national public health crisis when its tap water was found to be contaminated with dangerous levels of lead and other toxins. Residents were left without a safe and reliable source of drinking water, and while millions of plastic water bottles were donated in response, a new environmental challenge emerged: overwhelming amounts of waste and plastic trash.

- + **Trust:** The community was hesitant to let outsiders in, having lost trust in nearly everyone after being repeatedly failed by institutions.
- + **Access:** FloWater faced difficulty getting direct access to city officials and community leaders.
- + **Influx of Support:** Many organizations and companies were offering “help,” but residents were skeptical of outsiders’ true intentions.
- + **Personal Connection:** A breakthrough came through personal connections: Chad McDonald, an investor in FloWater, reached out to his friend Chris Wilson, a former NFL player who had coached middle and high school football in the area.
- + **Trusted Partner:** Chris Wilson’s deep roots and trust within the Flint community helped open the door for FloWater to bring its solutions. to those in need. created pushback, increasing the risk of falls and injuries.



SOLUTION

After finally establishing a trusted connection within the Flint community through Chris Wilson, FloWater worked quickly to implement a solution that would provide immediate, sustainable access to clean drinking water. Importantly, the equipment deployed was the same commercial-grade, advanced purification units FloWater installs across the country—designed to perform under everyday conditions and crisis situations alike.

- + Chris Wilson identified trusted community hubs where the refill stations would have the greatest impact, including the Chief of Police's office, a local church, a school, and City Hall.
- + FloWater donated the exact same Refill Stations that are used nationwide—there were no “special” or modified units made for Flint. Our system is built to deliver ultra-purified water even in extreme conditions.
- + All water testing was paid for by FloWater but conducted independently by a third-party lab to ensure full transparency and credibility.
- + To reinforce community trust, Chris Wilson and local Flint residents collected the water samples themselves—without FloWater staff involvement.
- + Before the refill stations were opened to the public, the city conducted third-party testing on water filtered through the FloWater Refill Stations.



Flint tap water

0.69
mg/L
OF
LEAD

45X EPA
LIMIT



FloWater in Flint

<0.001
mg/L of
LEAD

UNDETECTABLE
LEVELS



- + **Unfiltered Flint tap water:** Lead levels more than 45 times the EPA's safe threshold.
- + **FloWater Purified Water:** Zero traces of lead or other harmful contaminants.

COMMUNITY IMPACT

The impact of FloWater's deployment in Flint was immediate and powerful. For the first time in years, residents had access to clean, great-tasting water—without the need for endless plastic bottles contributing to the city's mounting waste problem. More than just a solution, FloWater's refill stations became a symbol of hope, resilience, and a sustainable future.

- + **Safe Drinking Water:** Flint residents now had a clean, sustainable option for hydration, reducing dependence on disposable plastic water bottles.

- + **Trusted Solution:** The FloWater Refill Stations became trusted and beloved gathering points within the community, restoring dignity and access to a basic human right: clean water.

- + **Community Excitement:** Cathy Bennett, a lifelong Flint resident, captured the emotional response when she first tried the water at City Hall: Holding up her full bottle, she said: "Pure, look at how pure it is."

- + **Positive Coverage:** The Flint initiative received local national attention, including features in
 - An ABC News segment by Ronny Duncan, showcasing the local community's response and the difference the refill stations made*
 - A Fast Company article highlighting the innovative, sustainable approach to crisis response*

- + **Lasting Impact:** The Flint water crisis remains one of the most sobering examples of infrastructure failure in recent U.S. history—but it also stands as a testament to how community action, innovation, and human connection can drive real, meaningful change.

02-29-2016 | CHANGE GENERATION

Instead Of Just Sending Bottled Water To Flint, This Company Plans To Build Purification Stations

A more permanent solution to a national disaster.

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