

Get Blue™

BRING WATER HOME™

We invite you to join us at the start of a transformational movement to solve the global water crisis.

Get Blue is a bold, multi-brand initiative uniting corporations, creators and communities to drive real impact — changing the future for millions of people in need of safe water.

Alongside Amazon, Ecolab, Gap, and Starbucks and launching June 2026, Get Blue will serve as a platform for action, empowerment and impact on a year-round basis through creative fundraising and awareness collaborations.



For many of us, water is steps away.

For millions, it's still miles.

Absent from the very place it matters most: home.

Today, 2.1 billion people — one in four — lack access to safe water, and 3.4 billion — two in five — lack access to a safe toilet.

Water.org has a sustainable, scalable solution to put the power of safe water directly into the hands of people who need it. Water.org partners with financial institutions in 15 countries in Asia, Africa, and Latin America to help them offer affordable loans for safe water and sanitation solutions. People use these loans for taps, toilets, storage tanks, and piped connections to their homes.

Water.org has helped empower more than 85 million people with lasting access to safe water or sanitation.



*\$5 gives one person in need
lasting access to safe water*

A movement to bring water home

The idea for Get Blue was first sparked in 2024 between Gap Inc. CEO Richard Dickson and Water.org Co-founders Matt Damon & Gary White. It was further developed by Water.org, Amazon, Ecolab, Gap, Starbucks and the team behind (RED).

Built on clear, actionable ways for anyone to participate, Get Blue is a global movement harnessing the power of people and brands to turn everyday action into safe water and sanitation for millions of people.

A portion of proceeds from Get Blue products and services go to Water.org to help connect families in need to safe water and sanitation at home.

Through a year-round strategy of product collaborations, storytelling, music, and other creative activities, the mission is to turn Get Blue into an enduring cultural force — one that mobilizes people, grows partnerships, and generates funding to drive lasting impact at scale.

Join us

We welcome partner companies who prioritize water as an issue that is important to your business, your stakeholders, and your communities.

“Get Blue is already starting to bring together a community that recognizes everyone’s individual roles in helping end the global water crisis. When brands especially use their influence this way, progress proliferates — and that’s exactly what this movement is designed to do,” said Matt Damon, Co-founder of Water.org.

To learn more about Get Blue or to receive a full deck, please reach out to Gary White (garywhite@water.org).

Let’s bring water home.

