Aguascalientes is named for the abundance of thermal water, but the state has just a few small rivers outlining its borders. This is actually a small region of Mexico, with a total population of 1,415,421 (672,453 women) divided among 11 municipalities.

Nearly 30% of Aguascalientes citizens live in poverty, with another 26% living in moderate poverty, and 2% live in extreme poverty. Almost half of municipalities have 50% living in poverty. Income here is very low, with 42% of the total population earning between $3 to $9 USD per day. In the small villages, workers earn approximately $5 USD per day – mostly as day laborers, builders, farmers, or ranchers.

There is a critical water situation for Aguascalientes, with resources limited to only 394 cubic meters per habitant for year. Most of the villages are close to the Aguascalientes borders, making it difficult to provide access to basic water resources into their communities. Water is rationed with a daily allocation for certain villages, while the water well for other communities is closed. As a result, some local residents supply their water needs from untreated wells directly to their homes for drinking and other domestic purposes, while others wait until their day for water returns. Students drink untreated water if they feel it looks clear enough, but contaminants in the water still cause frequent illness. Diarrhea, headaches and other waterborne illnesses compromise learning progress by affecting school attendance and comprehension.
Plutarco Elías Calles, El Refugio

Long overlooked village in the far reaches of the city will access safe drinking water - thanks to Starbucks

“We have been asking the government to help us to have clean water, but they never look at us. Every single campaign, they say they will help, but it is always the same result. Our water is very polluted and we don’t have enough money to buy bottle water.”
- Delia Montes, community member
The village of El Refugio, with a population of 500, is located around one hour from the main city Aguascalientes. Residents drink and cook with water that comes from a contaminated well. The principal of Plutarco Elías Calles told us that every day, four students are absent because of stomach problems caused by drinking the polluted water.

The school has approximately 70 students and three teachers. The poverty here is extreme, so children do not have money to buy bottle water – so they usually drink from the tap or sometimes from the water well itself.

The school principal told us they have a lot of problems with water because they can go without water for an entire week or only a few days. Sometimes, they need to walk 30 min to the well to collect water. Because the water is polluted, children often complain about stomachaches, and they miss school frequently.

The AquaTower will provide safe water for the school and to the community.
Planet Water Foundation is a U.S.-based non-profit that develops strategic partnerships that support Corporate Social Responsibility (CSR) efforts that align with four of the United Nations Sustainable Development Goals (SDGs): Quality Education; Gender Equality; Reduced Inequalities; and Clean Water and Sanitation. Project 24 programs and initiatives support these four SDGs with longitudinal support in each community for five years.

Since 2015, Project 24 is Planet Water Foundation’s World Water Day advocacy and engagement platform the focuses on the world’s critical need to bring an end to water poverty.

“My students miss classes because they usually have stomach problems or headaches. This is obviously affecting their academic development. Many of them are very smart kids that could be doing amazing things. But, with all the health problems they have, they just cannot perform. This project will help us a lot and we will be able to help the community as well. If our kids have safe and clean water, they could focus on the important things which are studying and getting good grades.” – Esperanza Gonzalez 3rd grade teacher.
“I drink water from the tap because sometimes my mom doesn’t have money to buy from the truck. Other days, my dad goes with my brother to get water from the water well and my mom keeps it in a bucket. Sometimes my stomach hurts and I feel like bubbles are in it. I feel tired and I don’t want to come to school.”
– Mario 3rd grade student.