

GIVING BACK

Music-loving friends dig deep to raise money for water wells



Stephen Mallory, chief executive and founder of Directors Global Insurance Brokers Ltd., was in church one Sunday morning when he heard a presentation by a woman who was raising money to build water wells in the developing world. The need for fresh water struck him: '\$8,500 can buy 1,000 people clean water for 25 years,' Mr. Mallory said.

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Music-loving friends dig deep to raise money for water wells

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The donor: Stephen Mallory

The gift: Raising \$25,500

The cause: The Water for Life Initiative

The reason: To bring fresh water to millions of people in need

Stephen Mallory was in church one Sunday morning when he heard a presentation by a woman who was raising money to build water wells in the developing world.

The need for fresh water struck him: "\$8,500 can buy 1,000 people clean water for 25 years," said Mr. Mallory, who is chief executive and founder of Directors Global Insurance Brokers Ltd., a Toronto-based risk management advisory firm.

The presentation prompted him to consider launching his own fundraising campaign, with a twist.

Mr. Mallory, who once played in a band, contacted more than a dozen friends in business and music, ranging from musicians to graphic artists and web designers.

The group put together a rock album with 10 original songs, calling themselves the Cherry Trees Band.

Their album – *Change the World* – is up for sale on iTunes, Amazon and other sites, at a price of \$10. All the money raised will go to the Water for Life Initiative run by the Global Aid Network, a Canadian charity that funds development projects around the world. The group is hoping to raise \$25,500, enough for three wells.

"In Canada, we are fortunate people," Mr. Mallory said. "And we take water for granted ... This project has been very inspiring."

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