

**\$ 2,000
DONATION**

Member:

Puffin Drinkwear

Nonprofit Partner:

Charity : Water

Impact Generated:

\$2,000

Year:

2025

Expense Category:

 Microsoft

Google, & Online
Payment Processing

CASE STUDY:

PUFFIN DRINKWEAR + CHARITY:WATER

**How Puffin Frinkwear Turned IT Expenses into Clean Water
to People Who Need It Most.**



charity: water



IMPACT SUMMARY

In 2025, **Puffin Drinkware** transformed a portion of its everyday business expenses into **\$2,000** in nonprofit funding for **charity: water**, continuing their support of the organization for a second consecutive year — without increasing spending or changing vendors.

By reviewing their use of **Microsoft**, **Google**, and their **online payment processing service**, we used existing operational costs to create a meaningful global impact.

Charity: water works to bring clean, safe drinking water to communities around the world where access to it is not readily available. Clean water is a fundamental human need and a critical foundation for healthier and more resilient communities.

By aligning routine business expenses with this mission, Puffin Drinkware demonstrated how companies can consistently support essential causes while continuing to operate in an efficient, fiscally responsible manner.