



The „Drop by Drop“ program expands its impact with new grants nationwide

With a budget of EUR 242,000, the second phase of the national water access program is launching; applications are open until March 9, 2026.

Sofia, February 3, 2026 – For many communities in Bulgaria, turning on the tap does not always guarantee running water. According to data from the Ministry of Regional Development and Public Works and the National Water Board of Bulgaria, during certain periods of 2025, more than 300,000 people, or over 4.5% of the country’s population, lived in settlements with water supply restrictions.

Against this growing challenge, the BCause Foundation and JTI Bulgaria are launching the second edition of the „Drop by Drop“ grants program, which enables local communities to take concrete steps toward sustainable access to clean drinking water.

“Access to clean water is a fundamental human right. When it is missing, even the simplest things—washing your hands, cooking, cleaning your home—become everyday problems. With 'Kapka po kapka,' we support communities that find real solutions to these challenges where they are most tangible—in people’s homes and daily lives,” commented Gergana Boneva from JTI Bulgaria, Corporate Affairs and Communication.

Building on the success of the first phase, the program is once again open for applications. Non-governmental organizations, civic groups, municipal administrations, and municipalities—especially in regions with chronic water shortages or water quality issues—can apply for project funding totalling up to **EUR 242,000**.

Projects may include identifying or restoring water sources, infrastructure improvements, implementation of smart technologies, volunteer initiatives, or community activities for the protection of water resources.

The application deadline is **March 9, 2026**.



Application documents and full information can be found here:

<https://kapka.bcause.bg/grants.html>.

For questions, contact kapka@bcause.bg.

“Last year proved what motivated communities can achieve when they receive the right support. With this new edition of the „Drop by Drop“ grant component, we invite even more communities to join and create real change—project by project,” added Elitsa Barakova, Executive Director of the BCause Foundation.

The „Drop by Drop“ program is part of the **JTI Global WASH** initiative—a three-year program (2025–2027) focused on improving access to water, sanitation, and hygiene in vulnerable regions. With a total commitment of **USD 1.5 million**, the initiative in Bulgaria includes three main components:

- construction of public drinking fountains in Sofia and Blagoevgrad;
- support for two social organizations providing hygiene services to homeless people;
- grants for NGOs and municipalities—the leading component of the program.

In its first edition, implemented in partnership with the Bulgarian Water Association and the National Association of Municipalities in the Republic of Bulgaria, the program funded **28 projects** with more than **EUR 250,000**, improving water access for over **250,000 people** in **17 regions** across the country.

Local initiatives are already delivering tangible results: new water sources in Lovech region, restored fountains in Teteven and Vitosha, modernized pumping stations in Berkovitsa, and revitalized sites of local cultural heritage in the Devetashko Plateau area—**18 fountains** restored along with the folklore surrounding them.

While comprehensive national solutions require long-term investment, „Drop by Drop“ delivers immediate local impact with results that people can feel directly in their daily lives.

For additional information:



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BCause Foundation

BCause Foundation is an expert organization and recognized leader with 30 years of experience at national and international levels (since 1995). It encourages people, organizations, and communities to change their lives through the development of a culture of giving and social investment. In 2025, the foundation's donor programs supported people and organizations with a total of nearly EUR 2.2 million.

JTI

JTI, part of the JT Group, is a modern and dynamic international company focused on quality and innovation. The company offers its products in more than 130 markets worldwide, aiming to provide outstanding tobacco and nicotine experiences to adult consumers. JTI is the global owner of the Winston and Camel brands—the second and third largest combustible tobacco brands in the world. Other company brands include MEVIUS, LD, and Sobranie. JTI is also present in the reduced-risk product category through its Ploom brand, the Logic vaping brand, and Nordic Spirit nicotine pouches. Headquartered in Geneva, Switzerland, the company has over 46,000 employees and in 2025 was awarded Global Top Employer for the eleventh consecutive year. For more information, visit www.jti.com.

JTI Global WASH initiative

Launched in December 2019, JTI's global WASH initiative has already provided access to clean water, improved sanitation, and hygiene for 1 million people by the end of 2025.