



Over a quarter million Bulgarians to gain better access to drinking water through 28 new projects

Sofia, 27 June, 2025 – The BCause Foundation has announced the first 28 approved projects under the grant component of the "Drop by Drop" program, aimed at improving access to clean drinking water and hygiene conditions across Bulgaria. With a total budget of BGN 500,000, the initiative will cover 17 regions and positively impact the lives of more than 256,000 people.

"The variety and strength of the projects made the selection process a real challenge for the experts and the jury," said Elitsa Barakova, Executive Director of the BCause Foundation. "We congratulate both the approved applicants and those we hope to support in future editions of *Drop by Drop*."

The program, funded by the JTI Global WASH Initiative in partnership with BCause Foundation and JTI Bulgaria, supports projects led by NGOs and municipalities that offer sustainable water supply solutions. Among the approved initiatives are:

- **Renovation and construction of public water fountains** in various communities
- **Development of new water sources**, including boreholes and wells
- **Educational campaigns** on responsible water use and resource conservation

"Through 'Drop by Drop', we aim to deliver real results and meaningful change where it is needed most. We believe that by working hand in hand with local communities, we can make clean water more accessible to all." – Márton Pataki, General Manager of JTI Bulgaria

A jury composed of water management experts and civil society representatives reviewed a total of 104 applications, which included proposals from community centers, local initiative groups, and municipal administrations.

On June 12, 2025, at a meeting at the Sofia City Library, the organizations approved for funding under the "Drop by Drop" grant program met with the BCause Foundation, donors from JTI, and with each other. The participants confirmed the great need for programs like "Drop by Drop," which enable local organizations and authorities to improve people's access to drinking water on their own. Thirteen non-governmental organizations and fifteen municipalities and mayoralities are receiving support through JTI's Global WASH Initiative.

The program will run through 2027, with additional application rounds to be announced in the coming years.

More information is available on the program's official website: kapka.bcause.bg

JTI's global WASH initiative

Launched in December 2019, the Global WASH initiative aims to provide clean water, sanitation, and hygiene to one million people by 2025. So far, it has impacted over 900,000 lives in ten markets, with ongoing efforts to reach more communities.

BCause Foundation

BCause Foundation is an expert organisation, a recognized leader with 30 years experience at national and international level (since 1995). We encourage people, organizations and communities to transform their lives, by developing the giving culture and social investment.

JTI, a member of the JT Group of Companies, is a leading international tobacco company, selling its products in more than 130 markets. It is the global owner of both Winston and Camel, respectively the second and third largest cigarette brands in the world. Other global brands include MEVIUS and LD, and in Bulgaria - Sobranie. JTI is also a major player in the Reduced-Risk Products category with its heated tobacco brand, Ploom, vaping brand, Logic, and Nordic Spirit nicotine pouches. Headquartered in Geneva, Switzerland, the Company employs over 46,000 people and was awarded Global Top Employer for the eleventh consecutive year in 2025. For more information, visit www.jti.com.