

NONPROFITS

One Drop Foundation recruits Georgina Bloomberg as ambassador

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One Drop has been dedicated to ensuring access to safe water, sanitation and hygiene since 2007. Image courtesy of One Drop Foundation

By LUXURY DAILY NEWS SERVICE

Water-initiative nonprofit organization One Drop Foundation has tapped professional equestrian show jumper, author, businesswoman and philanthropist Georgina Bloomberg as its newest brand ambassador.

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In celebration of Women's History Month, One Drop is excited to unite with Ms. Bloomberg in their shared passion for art and the empowerment of women. One Drop Foundation supports the delivery of safe and quality maternal health services through water and sanitation infrastructure, behavior change, and access to capital.

"Georgina shares One Drop's values and is driven by our common aim to make a difference for women and children around the world," said Jean-Louis Dufresne, CEO of One Drop Foundation, in a statement. "She has been inspired by our work to ensure access to safe water, sanitation and hygiene in health care facilities internationally, and she joins her voice to ours, to rally her network and share our vital message."

Clean water, empowered women

One Drop Foundation and Ms. Bloomberg both agree that women everywhere should live healthy and empowered lives.

Through its *Social Art for Behavior Change*™ approach, the foundation develops the skills and networks for women and girls to become leaders of change in their communities.



Georgina Bloomberg with her son, Jasper Michael Brown Quintana. Image courtesy of One Drop Foundation

The organization is founded on the premise that empowering women and girls and promoting gender equality are fundamental to ensure sustainable access to safe water, sanitation and hygiene for vulnerable communities.

The daughter of former New York City Mayor and 2020 presidential candidate, Ms. Bloomberg will support the One Drop Foundation through her participation in various charitable initiatives as well as the promotion of projects around the world.

Georgina has begun her role as One Drop ambassador by supporting a fundraising campaign on [Every.org/onedrop](https://www.every.org/onedrop).

One Drop has also worked with Phillips auction house to raise money for its mission of ensuring sustainable access to water and sanitation for the most vulnerable communities through the power of art.

In 2019, Phillips offered an exclusive jewelry lot designed by jeweler Sevan Bak to benefit the charity created by Cirque du Soleil founder Guy Lalibert ([see story](#)). Then in 2020, it offered 12 exclusive timepieces formerly owned by notable figures to support the charity ([see story](#)).

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