

charity: water















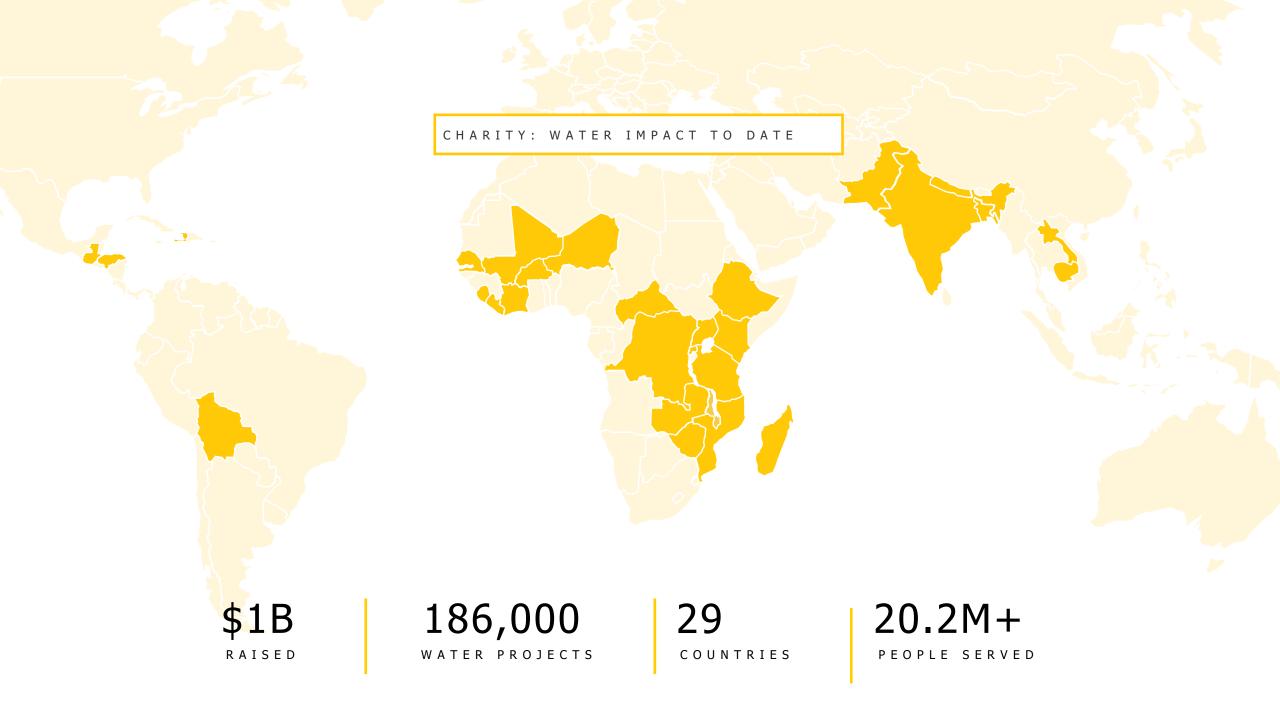












We've always believed in the power of proof, storytelling, and innovation.



EXPERIENCE LAB

BY CHARITY: WATER







EVERYONE YOU'RE ABOUT TO MEET LIVES IN A SMALL VILLAGE IN THE KIRYANDONGO DISTRICT OF UGANDA.











'Narrative transportation'—a state where our mental processes become fully absorbed in a story, creating neural pathways of empathy.



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