

Speaker 1: Bulletproof Radio, a state of high performance.

Dave Asprey: Today's episode is phenomenal. You're going to want to listen to the whole thing. You're going to hear from a guy who's on the Forbes Under 40, or 40 Under 40 List who's raised \$270 million in non-profit funds to change [00:00:30] the world. You're going to hear about what makes him tick, the things he thinks about, what's inside his mindset. You're going to hear some stories that will, you simply won't believe. This is a fantastic episode. If you want to feel gratitude, if you want to feel inspired, this is an incredible episode. I see you at the end of it.

You're listening to Bulletproof Radio with Dave Asbury.

Today's cool fact of the day is, if you're a daydreamer, it probably means you're smart. That's because a new study from the Georgia Institute of Technology, apparently they [00:01:00] do have technology in Georgia, but I didn't know about that. Just kidding, friends from Georgia.

The Georgia Institute of technology found that daydreamers are probably people who are just really smart and creative. People with efficient brains have too much brain capacity to stop their minds from wandering. You basically get bored in a meeting, because this isn't the high enough bandwidth scenario, so my mind is going to wander. During that time, you might actually create some amazing stuff.

What they did is, they looked at brain patterns in more than 100 people with a laden MRI machine [00:01:30] to determine what their brains looked like when they are at rest, compared with active times. What you probably could take away from this research is that allowing your brain periods of rest might make it work harder for you. Having an occasional time were you schedule daydreaming in, maybe you ... This is the second time I've said this, which is probably not a smart move. But, I'll tell you, maybe occasionally driving without a podcast playing might be a time for you to daydream. Just watch what [00:02:00] happens in there.

If you feel every waking moment of your consciousness with information coming in, versus paying attention to the information coming out, you're probably missing out on something. A little bit of daydreaming is a good deal, and probably more so if you're 10 years old.

Before we get into today show, I got to tell you about the Bulletproof ice cream recipe called, " Get some ice cream." This is something that's in the Bulletproof diet it's in Bulletproof the cookbook, and it's on the Bulletproof website, at Bulletproof. [00:02:30] com. What you do is, you use brain octane, or XCT oil and whatever kind of flavorings you like ... I prefer to use the Bulletproof chocolate powder. This is something I feed my kids for breakfast.

What this came about from was because, in the early days of bulletproof, I was actually working on restoring my wife's fertility. She was infertile, now she's a fertility doctor who does consulting with clients. We needed a way to get the right kinds of fat into the diet. [00:03:00] I made this ice cream full of egg yolks, and all the good stuff.

What ended up happening is you'd eat that ice cream, and then an hour later you get this overwhelming desire to go to the bedroom. It's because, when your body get a signal that says, everything I need to make a healthy baby is present, let's go try to make a healthy baby.

You might think I'm kidding, I'm not. This ice cream is a repeated winner for that perspective. It works better than vodka, and you've got to have brain octane or XCT grass fed butter, and some coconut oil [00:03:30] potentially, and some eggs ... There's a whole recipe on the website.

If you make this even one time, it's the creamiest, most delicious dessert you've ever had. When you do that and you put it in the freezer, you literally can have it for breakfast if you're in a hurry and you don't want to have bulletproof coffee. In a pinch, that's what my kids eat for breakfast. They go to school and say, "Daddy gave us ice cream for breakfast," and the teachers think I'm a bad dad, little do they know.

All right, well let's get into today's episode. Today's guest is [00:04:00] Scott Harrison, who runs Charity Waters. What he's done, is he's created a non-profit that raised over a quarter billion dollars, to build wells and fund clean water projects. Scott hit the Forbes 40 Under 40.

We had been circling each other's networks for a long time, and I met him at a Founder's Forum in London a while back. We got a chance to talk. He's just a fantastic guy, who's really doing some big stuff to change the world. I want [00:04:30] to talk to him today and let you hear what makes him tick, what he's doing to make the world a better place at huge scale, and just to get inside his mind a little bit.

Scott, welcome to the show.

Scott H.: Thanks for having me. It's great to be on.

Dave Asprey: With that intro, are you intimidated? We're going to psychoanalyze you on the show.

Scott H.: Can't wait.

Dave Asprey: Let's start. A lot of people have heard of Charity Water because you've actually ... If people are at all involved in the giving [00:05:00] and the gratitude and just

that whole non-profit sector, you've made huge waves, see what I did there?  
Waves water, that [inaudible 00:05:09] ...

Scott H.: I like it.

Dave Asprey: You didn't laugh. I'm just kidding.

Scott H.: Wait until we get into the well puns.

Dave Asprey: There we go. It actually wasn't that funny and longtime listeners know that actually I'm not that funny. I'm just kidding. I do want to understand what made you decide that of all the things you could have done with your life, and you know a lot of interesting people [00:05:30] and there's all kinds of big things you could have done. What made you choose to do a charity around water?

Scott H.: Think I have to start at the beginning for some context. I mean, in some ways I took one of the most unlikely paths into the nonprofit world.

Dave Asprey: Exactly.

Scott H.: By way of night clubs and drugs.

Dave Asprey: That's why you're so fascinating.

Scott H.: So, I guess for all that to make sense. A little bit about childhood, I was born in a [00:06:00] middle class family in Philadelphia. My dad was a business guy, works at a small company. My mom was a writer and they had me. When I was four we moved to get closer to my father's job, lessen his commute.

We moved into a house that had a carbon monoxide gas leak. Now, this is many years ago before they had invited the carbon monoxide detector. None of us knew it and we were all just slowly dying in this energy efficient house that was leaking these invisible fumes.

[00:06:30] One day, New Year's Day actually, my mom walked across the bedroom and collapsed unconscious on the floor. It took us a while and a bunch of tests but they finally found these massive amounts of carbon monoxide in her blood stream. So much so that she very easily could have died. What did die that day was her immune system.

So, she was irreparably unable to ever function again in the world as a normal person. [00:07:00] From that point on, everything made her sick. Normal things like, the ink from books, car fumes, the radio. She was allergic to electromagnetic radiation. My dad and I had had some symptoms but we bounced back because we were really only in the house at night. This just became a huge family tragedy.

Family planning stopped, I move into a care giver role. So, I grow up taking care of mom. Doing the cooking, doing the cleaning, [00:07:30] helping her kind of live a life in a bubble really, a life in containment and avoidance of all the things that might make her sick.

So, my parents had a very deep and authentic Christian faith. They decided not to sue the gas company for millions of dollars. Now, they probably could have won it very easily. They just didn't want to become bitter. Yeah, so I was that good Christian kid.

Playing piano in church, playing by all the rules. I didn't smoke, I didn't drink. I didn't swear, any of that. Then, 18 happened. [00:08:00] Life radically changed and I moved to New York City and I wanted to look out for me. I had been serving my whole life. I had been playing by the rules. Now, it was my time to explore, maybe, what the opposite of compliance would look like.

I joined a band and I grew my hair down to my shoulders, which was an awful idea. I dyed it blonde, ever a worse idea. But, I learned after our band immediately broke up that there was this extraordinary [00:08:30] job where you could get paid to drink for free. You would basically drink for a living. It was called a night club promoter.

If you could get the right people inside the right clubs, you could charge them astronomic amounts for booze. So, people would pay \$20 for a cocktail, \$1,000 for a bottle champagne that only cost \$50 or \$60. I stumbled into this business at 18, 19, and [00:09:00] just loved it.

Over the next decade, kind of lost my way working at 40 different clubs in New York City. Climbing up the social ladder. Better clubs, pretty girls, higher rings at the end of the night in sales. At 28, I picked up on all the vices that I'd sworn as a child I would never fall into. I smoked two packs of cigarettes for 10 years. I had a serious cocaine, ecstasy, [00:09:30] MDMA problem.

Dave Asprey:

Wow.

Scott H.:

Heavy drinker, heavy gambler, I was into pornography, into strips clubs. Just really dark, dark life. Pretty much anything short of heroin at this point. I was in [inaudible 00:09:43] a party town. I was with all the right people and I had been chasing the things I thought would make me happy. I got most of them.

My girlfriend was in the cover of Vogue magazine. I drove a BMW and I had a nice Rolex [00:10:00] watch, and I had a grand piano in my New York City apartment. I was just totally miserable. Dave, I mean it's hard to ...

Dave Asprey:

I get it.

Scott H.: It's like I gave in to musical chairs where the music just stopped and I didn't have a seat. I just kind of realized that it'd never be enough. The pursuit of more. There would never be enough girls. There'd never be enough money. There'd never be a nice enough apartment. Someone would always have more.

It's almost like the veil [00:10:30] was lifted on this trip because we were in a beautiful setting surrounded by debauchery. I saw that so many of my clients, who were spending this money at our clubs, they were dating girls younger than their daughters. They'd torched their marriages, many of their daughters didn't speak to them. There was just wreckage everywhere and the legacy that I was leaving was not even a meaningless legacy, a destructive legacy. I might be able to get 10 million people wasted over the course [00:11:00] of my life.

Dave Asprey: Wow.

Scott H.: Did I want that on my tombstone? Here lies a man who has ruined lives and gotten 10 million people drunk and high. So, I had a pretty radical conversion. I tried to find my way back to face in a different way as an adult. It wasn't forced down my throat and just kind of a general Christian faith. I became interested in serving the poor and what would it look like to lead a life of integrity or of [00:11:30] generosity, or of compassion?

I came across a verse in the bible that says, "True religion is to look after widows and orphans in their distress and to keep yourself from being polluted by the world." I was overdue in such a major way. I mean, I had done nothing for the poor in a decade and I literally polluted for a living.

So, I come back to New York City just determined to try to find another way and began to ask myself, what would the opposite of my life look like? [00:12:00] What would the 180 degree turn look like of a selfish sycophant, a hedonist? It took me about six months of soul searching and in the summer of that year I made a clean break and I sold all my possessions. I put up 2,000 DVDs on EBay in a single lot, just trying to purge my old life.

I began to apply to humanitarian organizations I'd heard of. The big ones like, UNICEF, and The Peace Corps, and Ox Fam, [00:12:30] and Save the Children. My idea was that I'd selfishly lived 10 years, what if I gave one of the ten back and saw where that led me?

Dave Asprey: Now, were you Christian this whole time and sort of just living outside of that, or had you sort of lost your faith? What led you to get it back?

Scott H.: It's a great question. I don't think I really lost my faith. I think I just put it so far in a dark corner. I certainly lost my obedience. So, I don't think I would have fully rejected [00:13:00] everything. This was just ... The rules weren't fun. The rules were there to rain on parade and it was fun to sleep around. It was fun to go out and get wasted. It was fun to get high.

So, I think the guilt just began to weigh over a decade. This numbness really took over and I would say that was the best way to describe my life pre turn, was just this ... I just numbed out. I didn't feel much. My conscious was numb. At one point, [00:13:30] my physical body actually went numb and I thought I had some horrible disease. I was going getting MRIs and brain scans.

So, at this turn, I'm going to do a year of humanitarian service. I applied all these organizations and then, I'm denied by all these credible organizations because of course, they are serious humanitarians. These are serious people working on serious issues like hungry and justice and shelter.

[00:14:00] I'm so frustrated because I could get 1,000 people to cue up outside a night club and buy \$20 cocktails and I can't even give my services for free. So, one organization finally, and I've left. I don't have a place in New York City anymore. I went to Europe and was just crashing with a friend, kind of waiting to see what was next.

Finally, one organization says, "Hey Scott, if you are willing to pay us \$500 a month and [00:14:30] go live in post war Liberia, West Africa." Now, this is a country I had never heard of in my entire life before. People don't believe this but, I really thought Africa was a country not made up of 40 some. I was ignorant as it came, when it came to international affairs.

I'm like, this is perfect. I have to \$500 a month for the pleasure of volunteering and I'm actually going to be sent to the poorest country in the world. Liberia, at that time, had just finished a 14 [00:15:00] year civil war, a brutal war, that decimated the country. I had dusted off a degree I'd gotten in photo journalism, in communications at NYU. So, I had just gone to school part-time because my dad had saved up and I was an only child and I felt like the least I could do would be to mail in a degree.

So, I kind of graduated with C minuses but did get the degree. That was the role that I took on this mission, was I would be the story teller. I would be the writer and the [00:15:30] photographer. The cool thing is, I had a built in audience. So, I was taking 50,000 emails with me on my club list. Back when email open rates were 98 and 99%. I don't remember what it was at the time but I think I had a bigger email list than Mercy Ships, this group that I'd be joining after 20 something years.

Dave Asprey: Wow. So, you could reach out, and a lot of these were people who were influencers, right?

Scott H.: Absolutely! People who were spending \$10,000 in a night club.

Dave Asprey: Okay, [00:16:00] so you came out and you decided you'd go tell this story and I'm sure that was really engaging because you don't normally get emails like that. So, [crosstalk 00:16:08] telling a powerful story.

Scott H.:

It was extreme. I mean, I remember some of the responses that I'm writing a book at the moment so, I went through this folder of people that were like, "Wait a minute. Three weeks ago you invited me to the Prada party at the flagship store. Now, you just sent me a picture of tumors and leprosy? What is going on?"

I was thrown into extreme poverty I had never [00:16:30] experienced. Setting foot in Africa for the first time, the mission I was joining was a group of surgeons that operated on a hospital ship. A massive, 522 foot hospital ship. It was an old cruise liner, a Venetian cruise liner, that had been gutted and turned into a 42 bed, state of the art, hospital.

It was a very simple idea. Bring the best doctors in the world on their vacation time to people who couldn't afford access to medical care [00:17:00] and do it on a giant ship that would sail up and down the coast of Africa. So, my job was going to be to document all this life changing work so that the organization could raise more awareness and raise more money.

Yeah, it was so extreme. I mean, Liberia, when I set foot on land, has no electricity anywhere in the country. There's no running water. There's no sewage system and there's no mail system. It's just been completely broken. There was one doctor for every 50,000 [00:17:30] citizens. So, I think our numbers in America are one for every 180 Americans there's a doctor. I'm not sure what it is in Canada but, it's very similar.

So, if you got sick you were just completely out of luck. There were three surgeons in a country of a few million people and no actual hospital where they could operate. So, that's what we were there to do. My third day, actually, in West Africa the government had given us a football stadium and I'm jumping in to Land Rovers at 5:00 in the morning in [00:18:00] my hospital scrubs and I've got my cameras. I've so excited to see the people that have come out of the bush to meet our doctors and I know that we have 1,500 surgery slots available over this period of time, period of months.

I turn the corner in the convoy and there are 5,000 plus people standing outside the stadium. That was really my first "oh crap, I am in over my head" moment. I realized that we're going to send 3,000 people, who'd come with hope, [00:18:30] we're just going to send them home. We don't have enough doctors. We don't have enough surgery slots. I remember just weeping that day, realizing later that some of these people had come ... I mean, after talking to them, some of them had walked for months. Some of them had come from neighboring countries with their children.

Dave Asprey:

Wow.

Scott H.:

Just in hopes of seeing a doctor. So, these are the stories that I was sending back to my club lists. Some people said unsubscribe now. [00:19:00] I didn't sign up

for this. Other people would write me and say, "How do I give money? How do I volunteer like you? How do I be a part? You've opened my eyes. I had no idea that this suffering was out there and these stories could have happy endings. These doctors are heroes. They could be in the Maldives with their family. Instead, they're taking the three weeks of vacation and they're operating for free everyday on people who can't afford it."

I guess, fast forward now two years. I wind up spending about two years with [00:19:30] Mercy Ships. The year turned into another year and of all of the things I'd seen, and I'd spend time in leprosy colonies. I went deep into the country side. As I got off the ship, as I got into the rural areas, I saw the water that people were drinking.

I watched human beings drink from swamps, and from ponds, and from rivers. I watched humans drink brown, viscous water that I wouldn't give my dog. I would never [00:20:00] give it to an animal, let alone a human. I just started putting this together. Lots and lots of people are sick and 50% of the country is drinking contaminated water.

So, I start telling the doctors what I'm seeing. I'm sharing the photos of children drinking from swamps back on the ship and I'm being encouraged by these doctors, "Yeah, why don't you go work on that problem? We're here doing our surgery." But at the time, there were a billion [00:20:30] people in the world without clean water.

So, I was really encouraged by them to go learn more about water, explore this issue, and maybe give my time and my talent and my energy to maybe this bigger health problem. The question behind the question. The source of so much of this suffering and disease.

At the end of two years, I come back to New York City completely changed. I should mention that I quit all the vices just in one fell swoop. I went out with a [00:21:00] massive bang the night before I walked up the gang way of the ship. I got completely hammered. Probably drank eight or nine beers. I smoked three packs of cigarettes. I just kind of knew that yeah, I would have to shed the old life in order to step into the new one.

Dave Asprey:

Wow.

Scott H.:

That's been true, 12 years later I've never smoked again. I've never looked at pornography. I drink a little bit, that's about it. I've never touched coke again, MDMA, ecstasy, any of that stuff. I just literally cut all of it out of my life.

Dave Asprey:

We got to talk about [crosstalk 00:21:30] [00:21:30] I've had a few people on talking about addiction. My friend Joe Polish is doing a huge documentary. I think you know Joe.



Scott H.: Yeah.

Dave Asprey: With Genius Network.

Scott H.: Yeah, he does amazing, he really does amazing work too with that nonprofit.

Dave Asprey: It's pretty amazing though, but there are very few addicts who have the will power to quit one of those things versus all of them over night. What was really going on there? I mean, was this supreme act of will power? Was this divine intervention? What do you attribute that to because you were [00:22:00] one in 50 million people who does that and stays clean for 12 years. What made that happen?

Scott H.: Yeah. I'd say a couple things. First I'd say, most of us in night clubs, at least most of my peers, were never really addicted to the drugs.

Dave Asprey: Okay.

Scott H.: We did it out of boredom. So, I would do coke for two or three years, get bored with that. Do ecstasy for a couple years, get bored with that. Do MDMA or special K, smoke weed for a few years. It was just this kind of, we can't show up sober because it's so boring. Having [00:22:30] these conversations, shouting over the DJ playing the same songs, night in and night out. So, that was really our way of dealing with the job in a way.

Dave Asprey: Wow.

Scott H.: Cigarettes, I was completely addicted to.

Dave Asprey: There's a rat addict study where they found that rats will stay addicted if they're in a boring environment. You get them out of a boring environment with social support and toys and all of a sudden, they just naturally wean themselves. So, you were no longer bored because you had a mission and that helped you because you [00:23:00] weren't addicted at the level of some addicts. It was a boredom play, not a 'I'm hiding old trauma play'. Okay.

Scott H.: That's true. There was a spiritual piece. I mean, I was down on my knees praying that I would be able to do it, that I would be able to shed these addictions and kind of step into this new life. A life of purity and integrity, and a life that didn't have a pornography addiction or a gambling problem or, stealing off to smoke a bunch of cigarettes [00:23:30] by the dock with the engineers on the ship.

So, I think it was a lot of things going on. I think I would probably give will power the least of it. New environment, surrounded by people on a mission to transform lives, to use their time and their talent in the selfless service of others. They were all living clean because those were the rules. I mean, we're on a hospital ship, right? It's not the most conducive smoking environment. We're

surrounded by medical professionals bringing health and [00:24:00] healing to people.

It's not like a night club at 4:00 in the morning where the lights are flashing and the bass is booming. So, I think the environment really helped but, it's been surprisingly ...It was surprisingly easy, Dave, to just walk away from that.

Dave Asprey: Wow.

Scott H.: I've never wanted to take a drag. I'm a little ... I'm actually a little jealous because my wife, every four or five months, will have a cigarette after that perfect night and a great bottle of wine. I'm like, "Ugh, I made the promise!" But, [00:24:30] I just ... [crosstalk 00:24:32].

Dave Asprey: You've become a high integrity guy and so, you just don't do it because it's not what you do. I have much respect for that.

Scott H.: Yeah. So, I discover water and I'm discovering during this time that my story telling gifts can also be used to improve people's lives, to raise money, to raise awareness, to move people to generosity and compassion. So, I come back with my issue, water.

At the time, the largest water [00:25:00] charity in our country, in America, was a \$15 million a year organization. So, a tiny, tiny organization. As I started talking to my friends back in New York about the water crisis, there's no awareness of this. It's like, "What are you talking about? America has 100% water coverage." Now, recently there's been a couple things like Flint and even Porto Rico now where people are starting to think of water but this is 10 years ago.

There was zero awareness or care given about the global water crisis. [00:25:30] So, I have my issue and one of the problems was at this time, I'm completely broke because night club promoters are not good at saving money. We are fantastic spenders. I'd given Mercy Ships and the people that I met on that two year journey all of the money that I had.

I come back and I'm sleeping in a spare room of my old night club promoters loft. Then, actually just sleeping on the closet floor of the place. He [00:26:00] takes me in and says, "Look, you can start your charity if you want on my living room ... on the kitchen table, if you want." I'm running around telling people what I've seen, saying, "I want to solve the water crisis. I want to see an end to a day when human beings, just because where they're born, have to drink water that could kill them."

But I realized, because of the people that I knew, there was a huge disenchantment with charity. There was a huge cynicism. There was a huge skepticism when it came to [00:26:30] charity. So, if I was actually going to get

people to care about this issue, about the global water crisis, I would need a completely new kind of charity to even get them to consider giving.

I realized that almost all the problems people had was around money. You would hear things like, "The black hole. Charities are black holes. I don't know where my money goes. I don't know how much will actually reach the people in need. Oh, I bet the CEO is paying himself \$5 million and [00:27:00] living in a house that's really nice." It was just all this skepticism.

I remember at the time coming across a USA Today study. It found 42% of Americans distrust charities. I imagine that, almost half the country, cynical about the system. So, I had a couple ideas where I thought I could kind of use the lack of institutional knowledge. I was literally coming abyss as [00:27:30] a night club promoter turned photo journalist. So, I just didn't have any of the trappings of how a charity should run or behave.

I started with a clean slate of paper and talking to a bunch of friends and said, "What would the perfect charity look like? How would it work? How would the money flow?" I really had a few big ideas at the beginning.

I have this advantage of starting with a clean slate, without the trappings of institutional philanthropy and I'm just talking to everyday people saying, "What would the perfect charity look like that would inspire you to give?" Through all that [00:28:00] conversation, really came up with a few unique ideas.

The first, could we find a way to use 100% of every donation we would ever take in perpetuity to only directly fund water projects? Projects that would deliver clean water? And open up a second bank account where all the overhead would be raised and paid separately. People said that's crazy. Like, "You're living on a freaking closet floor, bro. How are you going to come up with a model where all the money you raise you can't even use to pay [00:28:30] salaries or an office?"

I actually didn't know how any of that would work all the time but I thought, what a powerful idea? If you could take the number one objection people have about giving to charity and you could take it off the table forever. How much of my money? 100%.

The second idea was, I just thought charities did a pretty lousy job connecting people to the impact. Like, what did the money actually do now? In our case, we would be funding a variety of water projects. Things that actually existed. Water systems [00:29:00] that could be photographed, that could be geo located.

I had met the founder of Google Earth at a conference and realized that he was building a place, Google Earth and Google Maps, where we could put every water point we would ever fund in perpetuity for the public to see. So, we could make this hyper transparent bet.

If Dave writes a check to fund a well, I could promise that 100% of the money goes directly to fund that well and send you completion photos and a satellite [00:29:30] image of the well and you could actually go and see it someday. That was the second idea, was proof. Could we just prove where the money went?

Then the third thing is I wanted to build brand. As I looked at the charity space, charity brands were anemic at best.

Dave Asprey: Oh yeah.

Scott H.: They peddled shame and guilt to get people to give and to respond. The brands that I loved and was inspired by did the exact opposite. Nike, Nike doesn't tell you you're fat, ugly, and lazy. [00:30:00] Turn off the TV and go run a marathon. Nike says, "Hey, there's greatness within you. We believe in you. You don't have arms? You can still win the shop put competition. You don't have a leg, you can run a marathon."

This idea of calling forth kind of the encouragement in people. Apple, the same thing. Everybody remembers the think different campaign. Everybody else was marketing 286P processor speeds.

So, I thought we kind of ... [00:30:30] I wanted to build the Apple or the Nike or the version of charities. I didn't think you needed a lot of money to build a brand. You needed good taste. You needed to frame it in inspiration and opportunity. You needed to invite people to be a part of something amazing, something creative, something inspiring. They might come along, rather than the shame and guilt.

I had come across a quote by Nick Kristof in the New York Times who said that toothpaste, he believes, was peddled with far [00:31:00] more sophistication than all of the world's lifesaving [crosstalk 00:31:03].

Dave Asprey: That is so true. I love that you said that.

Scott H.: So, why is it [inaudible 00:31:05]?

Dave Asprey: Yeah.

Scott H.: And so sad, right Dave? Junk food companies can spend hundreds of millions of dollars marketing stuff to us that kills us and these charities doing these lifesaving work, going into places nowhere else wants to go. They had bad website, they had animated gifts at the time. I mean, come on, we have all recently gone to make a donation and seen the worst check out flow we've ever seen, right? [00:31:30] I mean, they literally show the entire form, which is scrolling down three pages and people just walk away.

So, I just thought we could do a lot of that differently. I thought we'd give away 100% of the money, prove where the money goes, build a beautiful brand and then, the most important thing was to use local partners to actually get the work done. So, we wouldn't send people that looked like me over to Africa, or India, or South East Asia, or central America. We would raise the awareness and the money. We would win back a disenchanted public's trust. Then, the actual money would be handed [00:32:00] to the local organizations because I just believed for any of this work to be sustainable, it had to be led by the locals, not by foreigners. So, Ethiopians building wells in Ethiopia to lead their own country forward, to lead their communities forward.

So that was the business model. Day one, I just threw a party in the night club and I ask everybody to come. I gave them open bar and I asked them on the way in to please donate \$20. It was my 31st birthday party. We raised \$15,000 and [00:32:30] this time, instead of putting 15 grand in my pocket, we took every single penny to a refugee camp in Northern Uganda. We did our first few wells and then, we sent the photos and the GPS back to all 700 people that attended and said, "You did this. Your \$20 did this. Here's photo proof. Here's geo location proof and here's actually a video of clean water flowing."

That was kind of day one and we really tried to repeat that cycle in many, many, many different [00:33:00] ways over the past 10 years.

Dave Asprey: Over the last 10 years you've started a family and you're still running this nonprofit that's raised \$250 million dollars and you spent, \$270. It keeps going up every time I talk to you.

Scott H.: \$270.

Dave Asprey: Alright, but you're still not paying yourself out of that \$250 million. How do you run a charity when the people don't get paid?

Scott H.: Well, I'll tell you. The business [00:33:30] model almost bit me in the butt early on. As you can imagine, 100% model is kind of ... It was really new at the time and people start giving like crazy to that side. Imagine, there's literally two bank accounts. The water bank account that I could never touch and then, this other bank account that somehow we're going to find people excited about overhead, right? Paying for salaries, office rent, and toner for the copier machine.

So, the water bank account is just filling up like crazy. We raise a couple million dollars in our first year and a half. [00:34:00] I come up to this point where we're about to go bankrupt. I've got \$881,000 that I can't touch. I have a few weeks left to make payroll, we're going to miss rent and I just tapped out everyone I know for overhead.

I felt incredibly defeated. I was trying to keep on a good face in front of the team but the thing that people had warned me would happen, the untenable

business model, was about to come true. [00:34:30] I start ... The first thing, I guess, that might have been tempting for other people but actually just wasn't ever an option for me. A bunch of people were suggesting, "Well, go borrow from the 881 grand. You got to pay your people. Money is fund able. Just write an IOU. You'll pay it back later."

I remember just being so incensed by that idea. If we borrowed one penny of the public's money to pay ourselves, our integrity would be forever compromised. There would be a crack [00:35:00] in the foundation of this thing and we might as well all hang our heads in shame and never be seen again. So, I was just going to shut the charity down, send out the 881 grand, build as many wells as possible and then, cry business model failure and try something else.

At that moment, I had been praying with ... If I'm honest, with zero faith, for some sort of miracle. At that moment, I met a complete stranger who had looked me up and was interested in what we were doing, came in, [00:35:30] had a two hour meeting with me. I remember thinking, he didn't even like me. I mean, I remember thinking the meeting went awfully. I told him about the business model. I told him where we were as an organization.

I said, "It's working. I can see it. The vision is working but I'm about to run out of money." Two days later he sends me an email and says, "I been thinking about it and I just wired a million dollars into your overhead account. Keep up the great work." So, we go from dead to 13 months of [00:36:00] capital.

Having a lot of time to reflect and this was Michael Burkes. He had started a social network called BeBo, that he later sold to AOL and his wife, [Sochee 00:36:12]. I think, as much as it was the money, that 13 months of oxygen, it was that someone believed in me. Someone believed in the model, which I really needed at that time.

So, I was able to use that extra time to say, "What if one person believes in overhead in such an extravagant way, let me go [00:36:30] get a bunch of other people and tell them the same story." We started growing this three year, multi sheered program, to support the staff and overhead of the organization and people like Jack Dorsey started joining, and people like Shaun Paul Parker and Daniel Eck, and Johnny Ive at Apple, and Angelia Aarons and Depesh Mode, and Ed Norton and football players. This unbelievable group of venture capitalist and tech entrepreneurs said, "We're building businesses too. We get it. We want to pay your salaries. [00:37:00] We want to pay your engineer's salary. We want to pay your UYUX designer salary because she's doing beautiful work."

We never really have looked back. We've never been anywhere near a critical moment.

Dave Asprey:

That's [crosstalk 00:37:11] for people listening. There's this kind of public perception that, when people get wealthy that they become greedy and selfish

like the Mr. Smithers model of the world. That's not been my experience and I've been fortunate to meet some of those type of people and [00:37:30] almost universally, not always, but almost universally, the people who have done really well, they're actually really desperate to do something meaningful and helpful.

Scott H.: And they often don't trust.

Dave Asprey: Yeah.

Scott H.: They often don't trust or know who to trust.

Dave Asprey: Yeah. The guys who've operated and built companies understand what overhead means. It is the life blood of a company. It's awesome that you were able to raise funds from people who understood, okay, this is charitable giving it's just charitable giving to make the wheels turn and you can fund a well. You can fund the guys who [00:38:00] did the project management for the well. They're both equally cool. So, you did find the good people out there who saw the problem and wanted to help probably because you were good at explaining the problem.

Scott H.: I'd tell you it's about 50% of my time today. So, this is an ongoing ... I wouldn't say a challenge but, it's kind of an amazing thing, right? Stewarding those 126 relationships so that they continued to give as we grow and increase their giving and then, bringing new, great people into that community.

[00:38:30] Recently, the president of Tesla just joined the well. Very generous guy and we're getting thought capital from these people. We're getting ... They're introducing us to their friends. Many of them are hosting dinners. It's an amazing group of people. So, it's really a joy to work on that program and that group. Those 126 families now, have made it possible for over a million people to get a pure experience.

One other thing that people don't even ... they think it's just completely crazy [00:39:00] but, I said, "Well, if we're going to say 100%." This is 10 years ago. "Then, we're going to have to pay back credit card fees too." Because if you go online right now, Dave, and make \$100 donation on your AMEX, I don't get \$100. I get \$97 and change.

Dave Asprey: Right.

Scott H.: So, we actually have been paying back credit card fees, which was a great idea 10 years ago. Now, it's hundreds of thousands of dollars but we really mean it. We really, really mean it, that 100% goes straight to the field and then, we track and prove it.

Dave Asprey: So, do you take bit [00:39:30] coin?

Scott H.: We have actually.

Dave Asprey: Cool.

Scott H.: We have.

Dave Asprey: Lower transaction fees there, even if it takes a while.

Scott H.: Yeah.

Dave Asprey: Now, that's a profoundly amazing story. So, you just kind of went out there. Completely changed your life and changed the lives of millions of other people. But, you and I have had a chance to chat offline and you told me it was okay for me to go here.

Scott H.: Yeah.

Dave Asprey: One of the things that I learned in the course of just my life is idea that you put [00:40:00] the oxygen mask on first. Something we talked about at the Bulletproof conference this year a lot. Where, if you're not keeping the home fires lit, you're not doing the things that give you energy, which clearly, serving others gives you energy in a very obvious way.

But, there's also, you're a dad. Your kids have to go to school. You probably have a mortgage and house payments and stuff like that. You don't ...

Scott H.: I'm in New York City bro, we don't have [crosstalk 00:40:26]. Nonprofit people don't.

Dave Asprey: That's a fair point. [00:40:30] Almost no one does these days it seems like. Not in New York, or any of the big cities. But, how is this working out for the leadership there? You go to some of these charities, like you said, they're driving Bentley's or living in these giant mansions and you're not. You're living in New York, which is an expensive place, but you're not rolling in a Tesla. How's that working out? Are you getting enough ... [00:41:00] Are you taking care of yourself and your core team enough with that money or is it stretched too thin?

Scott H.: Gosh, there's a lot I could say about that. There are benchmarks, right? Of where we all should be paid. I am purposefully paid under that benchmark and that's really a thing we've talked about.

Dave Asprey: Yeah.

Scott H.: I'm going in ... In other words, the board is trying to pay me more and has been for years and I'm just uncomfortable [00:41:30] with it. I think part of that is just because of the places where I speak. I go into Fargo, I go into some ... I go into



Des Moines and I go into just places all around the country where a couple hundred thousand dollars a year is really, really great money.

Now, in New York City with two kids and a set of grandparents that we're completely supporting, and my wife and I give away 20% of our income, it's not. It's not but, [00:42:00] I would never want to give people an excuse to not give. So, I'm so aware of that.

Someone said to me once, this is a nonprofit leader that I really admire. It was a board member on that nonprofit and they're like, "We keep trying to give this guy a raise and every time we manage to do it, he just gives it away." I remember being so inspired by that. I'm like, "Man, that's how I want to live my life, with openness."

I think with kids now, I'm starting to think a little differently about it but I think [00:42:30] I told you this.

Dave Asprey:

Yeah, you did.

Scott H.:

My wife and I, I think our total net worth, with a 401K, is about \$200,000. We've given away \$500,000 in the last eight years since we've been married. Would it be great to have a zero on both of those? Sure, but that's kind of ... I don't regret giving away a half a million dollars. I've been able to be a part of my friend's causes. I've been able to support my own cause.

I just believe you have to eat your own dog food. I cannot be out there asking people [00:43:00] do to something that I'm not willing to do in a radical way. So, I'm out there asking both the rich and poor to give of their hard earned money every single day and I just feel like I have to be out giving them. Maybe that's ... So, maybe I just need to figure out how to make more so I that I can give more.

But, we're blessed. We live in a 950 square foot apartment in New York City and I walk to work in seven minutes. So, I've really [00:43:30] optimized less space so that I can be there for my kids. A lot of my job is on the road. This was ... I'm in Dallas today. This was flight 54 of the year coming out here, which is down 30% of a pre children level. So, when I'm home, I want to be there in the morning at the breakfast table and I want to do bath time.

So, a lot of these are just choices. We're doing okay. I think I told you this. I was going to write a book, I was going to write a memoir [00:44:00] and people had been pursuing me for years to kind of get the life story out there. My wife like, "Finally, this is some money that we can keep." I start meeting with all the publishers and I realize, no honey, it's not because I'm not going to be able to sleep at night using my nonprofit for personal gain, to promote it. So, I wind up giving away the whole advance and all the profits and I feel great about that.

Now, I'm a massive donor. I'm going to be a seven figure donor to the organization that I started, which is really exciting to me. [00:44:30] I don't kind of begrudge that. I don't want that back. I just have an abundance mentality, I think, and I don't know.

Dave Asprey: Does it create marital stress for you?

Scott H.: We just live so simply. I mean, the nice thing about living in 950 square feet is you're done buying furniture like on day one.

Dave Asprey: Fair point.

Scott H.: We got two beds, two beds for the kids. A big bed for us, a couch, and a kitchen table and you're done.

Dave Asprey: Nice. So, she's not bored with it? Like when you-

Scott H.: She's not bored. So, [00:45:00] we weren't together for nine years.

Dave Asprey: Okay.

Scott H.: I forgot to tell you that story. She was the second person to join me. She was employee number at the organization and our creative director, our graphic designer turned creative director. This was really a decade of work together. She was there when we almost went bankrupt. She was there for the ups and the downs and all the stories along the way. I've been to Ethiopia 30 times now, she's probably been on 13 or 14 of those trips with me.

So, yeah, [00:45:30] I think we'd love to have more money to give away, to be honest. Sure, we're giving our time. Sure, I'm raising money but, it's one thing to have a social entrepreneur in my office and give them an hour of advice. It'd be another to send them away with a \$50,000 check. That's what I'd love to do.

Dave Asprey: I hear you. Just make sure that you're not giving away so much that you're worried about your kids because that's what can take you out of the flow stage, right? There's a fine line. Sounds like you're surfing it really well but, [00:46:00] I support your board in saying you should get a little raise and you should have a feeling of safety and security there. You probably have that anyway because you know the universe provides. When you do good stuff, it always does.

Scott H.: Yeah, and my parents are helping out with preschool at the moment. We're kind of happy to let them do that. I'm an only child. They lived a very modest lifestyle their entire life and they're happy to pay for preschool. For one, maybe two, I don't [00:46:30] know.

Dave Asprey: Awesome.

Scott H.: So, we're okay.

Dave Asprey: That's awesome.

Scott H.: It's funny. A lot of people are always worried about me. I'm like, "Do you understand where ... I just lived in a village where people are walking eight hours a day for dirty water, living on 50 cents a day without roofs on their head. I'm okay. Don't worry about us." We're trying to ... I just want to be a ...

I think I get it. You want us to just be healthy bridges where we can bring our full selves to the work.

Dave Asprey: Yes.

Scott H.: And bridge [00:47:00] that gap and help some of the poorest people in the world thrive and live better lives. I appreciate where it's coming from a lot, really.

Dave Asprey: There's something profound that happens when you go to a really poor place. I remember going to Cambodia, which had recently finished a civil war. You see just the extreme poverty and it does reset. It resets a lot of your view of the world. For people listening, who haven't had a chance to travel, the good news about traveling to parts of the world like that is it is dirt cheap.

Scott H.: [00:47:30] Yeah.

Dave Asprey: The other good news is that you'll come back changed. It's not possible to see that and be like, "Oh wait. I'm not feeling gratitude today." Trust me, when you see how some people live, you can be grateful for anything you have. No matter how uncomfortable you think it is. So, there's that piece of advice. Travel if you can afford to, even to one of these less traveled places because you'll learn a lot. Let's talk about Water. I carried ... when I was in Nepal, I carried iodine tablets and in fact, I just found out I probably had a long-standing case [00:48:30] of giardia, which is a real common water borne illness.

Scott H.: Yeah.

Dave Asprey: I picked up another, actually life threatening, parasite probably from someone who had lived in one of these countries and come to the US and was working in a kitchen. For about four months of my life it was hell. My gut didn't work. My brain didn't work. It was [inaudible 00:48:49] drills through your gut lining, moves into your brain and kills you.

I finally found it out from a tropical disease specialist in New York named Dr. Kayhill.

Scott H.: Dr. Kayhill!

Dave Asprey: 80 year [00:49:00] old, like luminary in-

Scott H.: Oh, I know him well.

Dave Asprey: [crosstalk 00:49:03] in the NGO, the charitable giving thing, he's actually bigger than he is as an author of eight books on tropical medicine but US doctors couldn't solve this problem and this guy could in two hours because he had worked in all the countries where you're creating clean water.

First hand, I know what dirty water does to you and good God, nobody wants that. It is a burden on your soul to have stuff growing in there that shouldn't be. So, what are you doing? Tell me more about the water side of things.

Scott H.: [00:49:30] Yeah. I mean, that's amazing that you have a personal experience and connection. I think it's so foreign to most people who are probably listening. Like, "What do you mean? Water comes out of taps. Maybe I take showers that are too long. Heck, I buy bottled water. Maybe I feel guilty about that. I spend so much on bottled water and my tap water is probably okay."

If you were born in one of these countries, it just doesn't look like that at all. The global stat [00:50:00] of the moment is 663 million people live globally without access to clean water. So, it's about a tenth of the planet. If you are living in one of these places without clean water, not only is your water dirty and putting you at risk for giardia, bilharzia, schistosomiasis. You are walking for it because you don't live close to the water.

This is a world without taps. This is a world without pipes. A lot of the work that we do [00:50:30] in Ethiopia, these communities, the women are walking five, six, seven, sometimes eight hours round trip to a river, a little trickle, a little spring that's not clean. They're sharing that water with the animals.

So, the burden falls to the women and the children. So, that's another thing just culturally throughout these countries where we work. Throughout Africa, and India, and South East Asia, it's [00:51:00] the job of the women and the girls to get the water. So, 40 billion hours are wasted by women just in Africa every year fetching water.

Dave Asprey: How many human lifetimes is that? Have you ever done the math?

Scott H.: We haven't.

Dave Asprey: You've got to do it.

Scott H.: That's a great way to think about it. Human ... is a way to think about it. It's more than the entire global workforce of the country of France.

Dave Asprey: Yeah.

Scott H.: So, every working hour of a European nation is more than that. It's [00:51:30] an unbelievable way to ... I love that idea. Like, how many lives would that make?

Dave Asprey: I do that with Bulletproof radio. If 50 million hours of this, I either killed 127 people last time I did the math or I improved their lives, but that's the number of human lives that have been consumed by the content that we're recording right now. It's like, it better be worth it, right?

Scott H.: That's incredible. I love that. I'm going to go do the math afterwards. I probably need to capture it.

Dave Asprey: Put it in your story. It actually ... 40 billion hours is out of the hundreds of thousands of entire human [00:52:00] lifetimes, just gone carrying water. It's not okay.

Scott H.: Yeah. So, that's the problem that we're dealing with and I look and I think it's hard. We go numb when we hear statistics. 663 million people. We've never seen 663 million people anywhere. For me, I've always really latched on over the last 10 years to these stories of people trapped in the water crisis.

One story that I tell that just impacted me deeply, I'd heard of this woman in [00:52:30] Ethiopia who had been walking eight hours for dirty water. As the story went, one day she walked back into her village and she had a heavy clay pot on her back so, 40 pounds of water plus another 10 pounds of the clay pot and the water is dirty.

At the end of her eight hour journey, she slips and falls before she reaches the home. She breaks her pot and all the water runs out. As the story goes, she takes a rope and she hangs herself from the tree [00:53:00] that was right next to the path.

I remember thinking, that's not true. This is a story you tell an international donor to shock them to make them feel great about the work but I just couldn't shake that kind of mental image of a woman slipping and ending her life in such great despair. I actually wound up tracking down the story and getting a pass for my wife to go and live in this village. Completely offline, no cell signal or anything, for about a week.

[00:53:30] I met her mom and I met her best friend that walked with her that day. I saw her grave, this little pile of rocks behind a church. I met the priest who told me 2,000 people turned up at her funeral. I walked in her footsteps down to get water. I walked back to the tree. I didn't know this until I spent time in the village but, she was a 13 year old girl.

[inaudible 00:53:55] tired and bent over. This [00:54:00] is a 13 year old girl, who took her own life. As I got to know more about the story all of her friends thought she committed suicide because she was overcome with shame because

she'd let her family down. Not only had she spilled the water they needed to make dinner and to use that night, but she had broken the clay pot, which was a valuable asset to the family. The shame of facing them because of her carelessness was just too much.

So, [00:54:30] I have gone back to that story on bad days when it's easy to think about giving up. I mean, that's what we're doing it for. 13 year old girl should not be hanging on trees because they were born into situations where the dirty water was eight hours away. The irony in so many of these places is there's clean ground water trapped a couple hundred feet beneath the village.

So, that's what we've tried to do over 10 years. It started out drilling wells. Now there are 11 different solutions so, we've always been solution [00:55:00] agnostic and sometimes we dig wells, drill wells, build huge rainwater harvesting system, gravity fed systems, filtration systems, bio sand filters. Whatever the appropriate technology is for that country.

You mentioned Cambodia. Well, we can't drill in most of Cambodia because there's arsenic. So, what we do there is, it's the largest bio sand filter program in the world. We train the locals how to make these amazing \$65 units of sand, gravel, and rock. After 21 days, [00:55:30] good bacteria grows that kills bad bacteria and they're pouring dirty water in and getting clean water out.

Dave Asprey: Wow.

Scott H.: For the cost of \$65 a family. They made it with their own hands. It becomes a prized possession. Their water filter in a place where we might have a refrigerator. So, it's an amazing thing to be able to take someone from ... to give the time back to a women. To give the health back to a family, to a child. So many kids are dying, from what you just described, under five.

Dave Asprey: [00:56:00] Yep.

Scott H.: So, it's one of the top killers. The immune system is so weak as a child. So, I've been with so many people who have lost their children to diarrhea. My kids get diarrhea. I don't know about yours but we go to the Dewayne Reed and buy the blue stuff, the hydration stuff. Clean water cures dysentery. If you don't have any clean water then, the cycle of dysentery spirals into death by dehydration. It's a horrible thing.

So, [00:56:30] it's been an amazing journey, really, to be able to bring people from dirty water to clean water. Since I told a terrible story, I'll tell a happier story on the other side. We'd been working in Uganda for 10 years now. In fact, just a couple weeks ago I went to see our very first well that was built from the night club party, my 31st birthday. So, this was 11 years ago and it was still working. It was amazing 11 years later to see about [00:57:00] a million liters

per year coming out of a pump because a bunch of people threw money into a bin at a night club a decade ago.

Near this area, there was a village we went into and we had built a water project and we sat with the women and just said, "How's your life different now? Has Charity Water improved your life? You've got clean water near your house now." This one woman named Helen starts telling us her story.

She says, "You know, I used to walk a far distance and I would make a few trips [00:57:30] a day and all I would have is these two yellow jerry cans. This 10 gallons of water was all I could collect a day." She said, "Every day I would make choices. What do I do with this limited amount of water? Do I cook with the water? Do I garden? Do I clean up the place? Do I wash my husband's clothes? Do I wash my kid's school uniforms? Do I wash their bodies?" She said, "I'm an African woman and we always put our families first." So she said, "I never use the water for myself."

Said, "Now [00:58:00] that there's Charity Water project right near my house ..." She says, "I am beautiful now."

Dave Asprey:

Wow.

Scott H.:

I'm like, "What do you mean Helen? Of course, you're a beautiful Ugandan woman." She says, "No, you don't understand, for the first time I feel beautiful because I have enough water for my face and my body and my clothes." I mean, that blew me away.

I'm typically on stage talking about health impacts of water and economic impacts of water and time saved and educate, all this stuff. But, this stood, [00:58:30] this simple idea that just increasing the quantity of water was able to restore dignity to a beautiful 60 some year old Ugandan woman, who should have had that her entire life and had to wait 65 years for someone to come in and care enough about her to provide that solution.

So, we hold these two things intention. There's deep suffering and horrible stories of death and despair. Then, [00:59:00] you have these wonderful stories as people are able to flourish and thrive when clean water is brought into their community.

Dave Asprey:

Yeah, that's some profound work that you're doing. I applaud you for just thinking about the system of this, rather than going at it from a hospital ship perspective, which is in and of itself an amazing gift and endeavor.

But, going back to root causes and yeah, if we don't have basic water sanitation, the spread of disease [00:59:30] is just about unchecked. A lot of people listening probably don't know but you must, about the very first studies of epidemiology where around what's causing these outbreaks in London and one

of the first maps ever done was around, oh look, these are the infected wells because the cluster of outbreaks around water.

Scott H.: And cholera outbreaks in New York City, union square.

Dave Asprey: Actually was that New York, not London?

Scott H.: Both.

Dave Asprey: Yeah.

Scott H.: We had a cholera outbreak at [01:00:00] union square. There was a fountain in union square that was contaminated and killed many, many people.

Dave Asprey: So, this, I think, makes it real for a lot of people who are probably driving in traffic right now or you're sitting at work listening to this, or you're exercising, whatever you do when you listen. But yeah, more people in the world are affected by this than there are in the United States. It's that big of a thing.

What can people do? I mean, [CharityWater.com](http://CharityWater.com).

Scott H.: Yeah, I mean, I'll tell you. For our 10th anniversary, [01:00:30] one of the ways that people have been supporting us over the decade is by donating their birthdays. I think we talked about this on the bus. We said years ago, "Look, people don't need more crap for their birthday." We live in a world of stuff, of materialism, and typically we have our birthday and we celebrate us or we are celebrated by our friends and family with things. With ties and handbags and wallets and jewelry and gift cards.

We said many years ago, "What if we could get people to donate their birthday?" [01:01:00] To say, "Don't get me any crap. I'm not going to throw a party. I'd like to use my birthday in the service of others and involve my friends and my family in that." This idea just really exploded. The sticky marketing kind of message was 'ask for your age in dollars'.

So, a 36 year old would ask for \$36 from everyone they knew. Early on, this seven year old kid in Austin, Texas said, "Well, I'm going to ask everyone I know for seven dollars." He starts going door to door in Austin. Raises \$22,000.

Dave Asprey: Holy crap.

Scott H.: [01:01:30] Right after that, an 89 year old donates her birthday and she says, "I've lived an amazing life. I realize my ... I have lived double the life expectancy in so many of these places where Charity Water is working. If my birthday could provide clean water so people could have more birthdays, then I don't want anything for my 89th." We thought this was kind of just this beautiful idea that



started to spread and in fact, birthdays then led to other fundraising campaigns and people ran marathons and [01:02:00] donated their wedding rings.

Boy, I have stories and stories from this amazing community. That community raised over \$50 million helping almost two million people get clean water. As we came into our 10th year, we said this is great and this needs to keep happening but people only did one birthday for Charity Water. You donate your birthday, people give. The idea was actually sticking. So, people the next year would do their birthday for another cause but, we had to keep getting new people [01:02:30] every single year to grow the organization.

So, at our 10th anniversary we said, "What if we could approach this the way many of the business today are, the Netflix's, and Spotify's and DropBoxes. What if we could create a community of people who would show up for us month in and month out? With whatever they could give. \$30 a month to give one person clean water. \$300 a month to give 10 people clean water. \$10 a month for people. Could we create a dynamic, generous [01:03:00] community of people from all over the world who still might do their birthday but they would actually stick with us."

So, we launched that community called The Spring for our 10th anniversary and we've created a short film, which people wanted to see some of the images behind this. It's probably the most moving piece of content I think we've ever created. It's just [CharityWater.org/TheSpringFilm](http://CharityWater.org/TheSpringFilm). But that's really been our focus, is inviting people into this [01:03:30] new community. We're about to break 10,000 people and people are giving an average of \$32 a month.

So, that's really our, I guess, that's our ask these days is join this community. If you can give 30 a month, if you can give 60 a month, if you can give 100 a month, if you can give 10 a month. 100% of the money goes directly to projects and we're really looking for ways to show people where the money is going to inspire them.

We actually just sent a team to Cambodia where a lot of these donations were going. [01:04:00] We made a six part video series of how bio sand filters are made and who are the people that are getting our money in Cambodia and then, serving their own communities and why are they doing what they do? Why are they not working at a bank? Why are they out there as hydrologist helping people?

So, that would be probably the main ask and I think we actually set up a special link just for people listening. Just [CharityWater.org/BulletProof](http://CharityWater.org/BulletProof), where people could watch the film, they could learn more and join us. My wife is a member, [01:04:30] I'm a member. It's an amazing way to join our community.

Dave Asprey:

I think we set up that link just so you can tell whether being on the podcast was effective. There's no affiliate or any other weird thing like that going on. I think

that's just ... If you guys are going to go there, go to [CharityWater.com/BulletProof](http://CharityWater.com/BulletProof) so Scott knows the interview was worth his time.

Scott H.: Well, I think what we did ... Yeah, yeah. There's no, gosh, there's nothing paid or anything like that but I think we wanted just to be able to track ... We know you have an amazing community that cares [01:05:00] and it'd be awesome to be able to go back to and said, "Look, your community is giving 1,000 people clean water, 2,000 people clean water."

Dave Asprey: If you're listening, you listen for a long time-

Scott H.: So, yeah we'd love for people to check that out.

Dave Asprey: Awesome. People always know, I always ask you to do something at the end of the show. Usually it's read this book, or go out and do this or whatever. But, if you're in a position to support Charity Water, you just heard the story. This is most legitimate charity I've ever seen and having spent quality time with Scott, everything he's saying is real. So, [01:05:30] if you're up for that, go to [CharityWater.com/BulletProof](http://CharityWater.com/BulletProof). Make-

Scott H.: .org, .org, .org.

Dave Asprey: I'm sorry. [CharityWater.org/BulletProof](http://CharityWater.org/BulletProof). I think it's probably all lowercase. I have no idea if we got the case right but we'll make sure that's right for you. Make a little donation there and when we know how much it is I'll announce it on Bullet Proof radio just to see how much water we give to people.

Every episode I talk about gratitude and how important it is. This is a way of just showing gratitude for how amazing lucky you are that you can turn [01:06:00] on your water and it'd be awesome to help some people out that way. So, please do that and of course, I'll be making a donation too. I have no idea what that donation is going to be yet because well, I got to talk to the boss. That'd be my wife but we'll do something to help too because that's how I roll as well.

Scott H.: Thanks man.

Dave Asprey: Alright, I've got one more question for you Scott. If someone came to you tomorrow, and they said based on everything you've learned in your life, I want your advice. The three most important [01:06:30] things I can do to perform better as a human being. Three most important things, what are they?

Scott H.: Two come to mind immediately and then, I'll work out the third.

Dave Asprey: Alright.

Scott H.: I think the first is really being clear about the values that you are going to live your life by. That's the value system of your family, your person and then, I think it extends to your family and your company. What is most important to you?

So, one of my [01:07:00] favorite interview questions for candidates. I say, "What are the values you live by and work by?" I can't tell you how many people can't answer the question. It's like they've never thought of it. For me, it's integrity above all else, respect, generosity, passion. We would all have our different values that we care so deeply about. I think it's actually doing the work to say, "Where do I want to be? What is my legacy? What do I want my kids and my grandkids to say about [01:07:30] me?" Is it that he was a rich guy? No. Was it my dad, or my grandfather led a life of extreme integrity, of compassion, and he was generous beyond belief. So, I think, create the value system for your life, live by it.

The second thing is just really find ways to give of your time and your talent and your money. The more you give, the more you give. It's one of my [01:08:00] favorite kind of expressions. I don't know who said it. Maybe I read it or something.

Dave Asprey: Did you mean the more you give, the more you get? You said the more you give, the more you give.

Scott H.: No, I mean the more you give, the more you give.

Dave Asprey: Okay. Explain that to me. That one didn't land for me.

Scott H.: I want everyone to get addicted to giving.

Dave Asprey: I got it. Okay.

Scott H.: So, a lot of people are kind of holding things so tightly and the more time you give, the more time you want to give.

Dave Asprey: Oh, I see.

Scott H.: Whether it's mentorship, the food bank, the more money you give, the more you train yourself into that open hand. Just yes, yes I'll give. Yes I'll come. The [01:08:30] more you want to. I think we're ... So many people are addicted to getting. They're addicting to taking.

So, I just encourage people to give and not deprived themselves of that amazing blessing of being able to give the resources you have. Maybe that's not money for a lot of people. My wife and I aren't able to write the checks we'd love to. So, we're trying to give in other ways by mentoring people, by just showing up for the poor [01:09:00] every day with as much integrity as we can.

Dave Asprey: You've got values, and giving and number three.

Scott H.: Hmm. The third one for me would be around faith. I think. I mean, that's one of the most important things in my life is kind of having that center of gravity. It's not true for everyone for sure, but ... It's not true for the organization [01:09:30] even but, for me, prayer, belief that there is a God who cares and can be active and that I can be in dialogue with has been a really important thing in my life.

We could do an hour on what I believe are just miracles, radical answers to those prayers that just didn't make any sense at the time. But we're really, for the benefit of others, not selfish prayers of like, "God, I want to be worth millions of dollars. [01:10:00] Have a big home or a Maserati."

So, yeah, I'd say the three things for me is values, generosity, and then, for me it's been prayer and belief.

Dave Asprey: Beautiful. Well, thanks for sharing that wisdom. You've done so many incredible things, both on a personal front, the way you completely transformed your life and all that stuff. You've done things on a much, much bigger level. Thanks for doing all the work you're doing. I'm truly grateful for it.

And, for people listening, [01:10:30] that was [CharityWater.org/BulletProof](http://CharityWater.org/BulletProof). Help someone get a drink of clean water and maybe someday they'll actually be able to take that clean water and turn it into a cup of coffee. But, in the meantime, let's start with water. Thanks for listening to this episode.

Scott H.: Amazing.

Dave Asprey: I hope it was inspiring for you as it was for me. Scott, just keep doing what you're doing man. I absolutely love it and just thanks for your integrity and your energy and your passion. You are making a huge difference.

Scott H.: Thanks Dave. Really appreciate it. [01:11:00] Thanks for having me on.