



FOR BACKGROUND USE

WHO WE ARE

Design Outreach is a Christian nonprofit organization that seeks to alleviate global poverty by creating innovative, life-sustaining solutions that help transform marginalized and low-income communities physically, economically, and spiritually.

As a team of engineers with diverse experience and areas of expertise, Design Outreach focuses on innovative products that improve the lives of the most marginalized and vulnerable people living in developing countries.

As followers of Jesus Christ, we desire to share and show God's love by providing technologies that empower people to break the cycle of poverty.

OUR HISTORY

Design Outreach began with a dream shared by Co-founders Dr. Greg Bixler and Abe Wright. Motivated by their Christian faith and a desire to use their engineering expertise to serve others, they envisioned creating technologies that would save lives and improve living conditions in some of the world's most vulnerable communities.

With an initial focus on combating the global water crisis, Greg, Abe, and a team of nearly 70 professional volunteers got to work designing a hand pump that would last longer, reach deeper, and require minimal maintenance, providing safe water in the most remote places on earth.

That vision became a reality in 2013 when Design Outreach was established as a 501(c)(3) nonprofit organization and the first permanent LifePump™ was installed in Zolomondo, Malawi. More than a decade later, that LifePump continues to reliably provide safe water to the people of Zolomondo.

The success of LifePump demonstrated the transformative impact of reliable water access and laid the foundation for what would become a growing portfolio of humanitarian technologies, including the MaxLife™ Centralizer, LifeTap™, KupolaCare™, and LifePumpLink™. (See Fact Sheet for product descriptions.)

WHY WE EXIST

It is said that 90% of products are designed for 10% of the world's wealthiest population, leaving billions of people without access to necessities such as clean water, sanitation, and basic healthcare. Design Outreach exists to bridge that gap by developing technologies that meet the critical needs of underserved communities that are often forgotten.

More than one-third of the world's population lacks access to safe drinking water, forcing many women and children to spend hours each day collecting water that may be unsafe to drink. Similar challenges exist in healthcare, sanitation, and other critical areas that affect health, economic opportunity, and quality of life.

While many organizations provide aid and relief, Design Outreach focuses on creating sustainable solutions that address these challenges for the long term. Each solution is designed to address critical challenges in underserved communities while prioritizing reliability, sustainability, and local ownership.

THE NEED FOR HUMANITARIAN ENGINEERING

Design Outreach is rooted in the principles of humanitarian engineering—the application of engineering, technology, and design to address the needs of underserved and vulnerable populations.

Unlike traditional product development, which often focuses on commercial markets, humanitarian engineering prioritizes solutions for people facing challenges such as poverty, limited infrastructure, lack of access to healthcare, and unsafe water sources. The goal is not simply to create new technologies, but to develop practical, sustainable solutions that improve quality of life and empower communities to thrive.

By combining technical expertise with compassion and a commitment to human dignity, Design Outreach seeks to create innovative solutions that address real needs and produce lasting impact.

TECHNOLOGY THAT OPENS DOORS FOR THE GOSPEL

As a Christian organization, Design Outreach seeks to meet both physical and spiritual needs. By providing sustainable technologies that communities can depend on, Design Outreach builds trust and creates opportunities for meaningful relationships and long-term discipleship.

Design Outreach partners with churches, pastors, and ministry organizations around the world to share the hope of the Gospel through both word and action. Through these partnerships, local leaders are equipped to serve their communities, connect people with local churches, and share the message of Jesus Christ.

LOOKING AHEAD

In 2026, Design Outreach achieved a major milestone by reaching 1 million people across 16 countries through its technologies and programs.

Building on that momentum, the organization has set a goal of reaching 10 million people by 2030. Through innovation, partnership, and faith-driven service, Design Outreach continues to pursue a future in which more people have access to the resources and opportunities needed to thrive.

For more information, visit doutreach.org.

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