Water 4 Mercy Announces Robert Boyd as Executive Vice President of External Relations

Veteran Television News Reporter Joins Organization Full Time as Water 4 Mercy Expands Its Life-Changing Work Across Africa



Providing Water, Food, and HOPE to Remote African villages.

CLEARWATER, FL, UNITED STATES, September 18, 2026 /EINPresswire.com/ -- Water 4 Mercy, Inc., a nonprofit dedicated to eradicating thirst, hunger, and poverty across Africa, today announced that Robert Boyd has joined the organization on a full-time basis as Executive Vice President of External Relations. Boyd, a veteran television news reporter with more than 20 years of experience covering nonprofit organizations and community issues across eight states, will help lead Water 4 Mercy's external relations, communications, partnerships, and organizational growth as the organization expands its work in communities across Africa.

The addition of Boyd to the full-time leadership team comes as Water 4 Mercy continues to build on the success of its unique approach to sustainable community development. The organization combines solar-powered clean water systems, sustainable agriculture, drip irrigation, education, and community ownership to help transform remote villages from communities struggling to survive into communities with the tools and knowledge to thrive.

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>
> *Robert Boyd*

As Water 4 Mercy's reach continues to grow, the organization is strengthening its organizational and operational leadership to keep pace with that growth and create the capacity for an even greater expansion of its mission.

"Water 4 Mercy has reached an exciting point in our history," said Nermine Rubin, Founder and CEO of Water 4 Mercy. "We are seeing our work grow, our partnerships expand, and more communities experience the transformational power of clean water, food security, education,

and opportunity. With that growth comes the responsibility to strengthen our organization so we can continue moving forward with purpose and discipline."

"Robert brings an extraordinary combination of communications experience, storytelling ability, leadership, and, most importantly, a deep personal connection to our mission," Rubin continued. "He has seen our work firsthand. He understands what is happening in these villages and why it matters. His commitment to Water 4 Mercy is genuine, and I am thrilled to have him joining our team full time as we enter this next chapter."



Robert Boyd, Executive Vice President - Water 4 Mercy



Nermine Rubin, Founder and CEO Water 4 Mercy

For Boyd, the decision to join Water 4 Mercy was shaped by his experience reporting on nonprofit organizations throughout his career and, particularly, by witnessing the organization's work in Tanzania.

"During my 20 plus years as a TV news reporter I've highlighted hundreds of non-profit organizations but none of them truly called to me like Water 4 Mercy," Boyd said. "In 2024 I had the opportunity to accompany Nermine on a Water 4 Mercy trip to Tanzania where I saw firsthand, women and children, walking miles, through hot, treacherous terrain, just to reach a hole in the ground where they would fill their buckets with brown, disgusting, dirty water. During that trip I realized this was more than just another news report, I knew this experience would remain with me for the rest of my life," Boyd said.

Water 4 Mercy's projects are designed to address the interconnected challenges of water scarcity, food insecurity, health, education, and economic opportunity. Its solar-powered water systems are paired with community ownership and real-time monitoring, while agricultural initiatives introduce drip irrigation, improved farming techniques, seeds, training, and other tools designed to help communities become increasingly self-sufficient.



Nermine Rubin and Robert Boyd Making a Difference with Water 4 Mercy

The organization's work is already producing measurable changes in communities across Tanzania. In Misrey Village, for example, a solar-powered water system now provides clean water through community taps to thousands of residents who previously traveled long distances to collect unsafe water. Water 4 Mercy reports that the project has contributed to improved health, increased school attendance, and greater opportunities for women to participate in farming and income-generating activities.

"The phrase, 'life changing' is thrown around a lot, but in terms of what Water 4 Mercy is doing, it is indeed an appropriate way to describe it," Boyd said. "In a matter of a few years they transform villages from impoverished communities to thriving societies."

Boyd's new role will focus on expanding Water 4 Mercy's relationships with donors, supporters, media, philanthropic organizations, community partners, and other stakeholders while helping communicate the organization's growing impact to a broader audience.

"Water 4 Mercy has developed a model that doesn't simply provide temporary assistance," Boyd said. "It gives communities the water, agricultural knowledge, technology, education, and opportunity they need to build a better future for themselves and their children."

"I am extremely proud and excited to help Water 4 Mercy take the next step when it comes to permanently ending the water crisis in Africa," Boyd continued.

"We are not simply trying to do more of what we have always done," Rubin said. "We are building the organization we need to reach more villages, develop stronger partnerships, engage more supporters, and ultimately bring lasting transformation to more people. Robert's leadership will help us do that."

Water 4 Mercy's approach is built around the belief that sustainable change begins with water

but continues beyond. Once clean water is available, communities can devote more time to education, farming, health, and economic development. The organization then builds on that foundation through agricultural innovation and education designed to create long-term self-sufficiency.

“This is an extraordinary opportunity,” Boyd said. “I have spent my career telling stories about people and organizations making a difference. Now I can help tell the story of an organization that is permanently changing the trajectory of entire communities.”

Boyd will return to Tanzania in October alongside Water 4 Mercy Founder and CEO Nermine Rubin as part of the organization’s continued work on the ground. On October 6, Water 4 Mercy will join partners AITEC, CultivAid, and Don Bosco Kenya for “Seeds of Innovation: Building the Future of Agriculture Together” at AITEC Embu. The event will highlight agricultural innovation, sustainable development, and the power of partnerships to equip communities with the knowledge, resources, and opportunities they need to build a stronger and more sustainable future.

About Water 4 Mercy, Inc.
Water 4 Mercy, Inc., is a 501(c)(3) nonprofit charity (EIN: 83-1742012) committed to upholding human dignity by eradicating thirst, hunger, and poverty in Africa. Through a holistic approach integrating clean water access, agricultural innovation, and community empowerment, Water 4 Mercy fosters health, education, and economic growth, creating ripple effects that transform lives and secure futures. To donate or learn more, please visit https://www.water4mercy.org

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