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Charity: Water is a nonprofit organization bringing clean and safe drinking water to people in developing countries.
In 2020, COVID-19 turned the world upside down. Or more accurately—outside in. We stayed home and baked bread and learned how to smile with our eyes. But even in the midst of dizzying change, one reality stayed the same—clean water simply can’t wait.

Good hygiene and access to clean water were vital for preventing COVID-19. “Wash your hands” became an anthem around the world. And at charity: water, we knew 2020 was not the year to slow down.

It was the year to dig deep.
To rally together.
To double down on our mission.

So with the help of thousands of supporters, we carried on. We raised $55.4 million for clean water, bringing our 14-year tally to more than 64,000 completed water projects and over 12.5 million people served in 29 countries.

While that’s incredible, we’re not done yet. There are still 785 million people living without access to clean water. We won’t stop until they get it.
AGAINST ALL ODDS

$88.5M* RAISED

12,123 WATER PROJECTS FUNDED

1,185,275 PEOPLE WILL HAVE ACCESS TO CLEAN WATER

*Includes funds raised for both clean water projects and operational expenses.
WHERE WE WORKED

ASIA

LAOS
6,014 PEOPLE
934 PROJECTS

NEPAL
40,530 PEOPLE
4,103 PROJECTS

BANGLADESH
101,520 PEOPLE
180 PROJECTS

CAMBODIA
163,500 PEOPLE
870 PROJECTS

INDIA
34,611 PEOPLE
1,298 PROJECTS

CHARITY: WATER 2020 ANNUAL REPORT
Our primary objective is to provide safe drinking water.

Helping as many people as possible gain reliable and lasting access to clean and safe drinking water is our number one goal.

Our partners have a track record of providing scaled, sustainable access to drinking water in rural settings. We work with both international and local NGOs.

We believe the best solutions are designed locally, so we work through implementing partners.

Sanitation and hygiene activities are key components of our programs.

Our partners enhance the health benefits of clean water through community training and behavior change messaging.

We aim for the long-term sustainability of our water projects.

We expect that our funded projects will function for many years. When communities or local governments have difficulty maintaining functionality, we support post-implementation programs to keep water flowing.

We target areas of high need and low income where we can work in a concentrated geography for multiple years.

To increase our potential impact, we typically focus on politically stable countries and encourage our partners to implement programming that will lead to full water coverage.

Eight out of ten people without access to improved water sources live in rural areas. From the start, that’s where we’ve focused our efforts.

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Eight out of ten people without access to improved water sources live in rural areas. From the start, that’s where we’ve focused our efforts.
We spent all of 2020 in awe of our incredibly creative, dedicated, and generous supporters. Not even a pandemic could stop them from funding clean water for thousands of people around the world.

**$55.4M FOR CLEAN WATER**

Without strong healthcare systems to rely on, prevention was critical for protecting communities in developing countries. This fund helped our local partners expand their work and distribute necessary resources throughout the pandemic.

**$913K FOR THE COVID-19 RELIEF FUND**
UNSTOPPABLE SUPPORTERS

Even when the world felt uncertain, our community kept showing up, and clean water kept flowing. We couldn’t be more grateful.

THE WELL

This small yet dedicated group of private donors covers our operational costs. We ended the year with 127 generous Well members, including 13 new families and 24 recommitted or upgraded members. Incredibly, this community also helped raise $4.3 million for clean water in just five minutes at our Virtual Well Dinner.

WATER PROJECT SPONSORS

Water Project Sponsors fund entire water projects, helping us provide safe, accessible drinking water to people in need. In 2020, Water Project Sponsors funded 5,538 projects in 15 countries. We can’t share too many details yet, but one doctor told us he’ll use the water project to propose to his girlfriend. Even more touching? He funded the well by donating his COVID-19 overtime pay.

THE SPRING

The Spring is a passionate and determined group of monthly givers on a mission to end the water crisis. Not only did existing members stick by us throughout the year, but 25,601 more people joined in. By the end of 2020, The Spring had more than 70,000 members across 147 countries, increasing revenue by 26% from 2019 to 2020.

BRAND PARTNERS

We work with incredibly generous and creative organizations that choose to support charity: water as brand partners. Last year, we worked with 100 brand partners and corporate supporters who donated to clean water, the COVID-19 Relief Fund (one brand partner gave $100,000!), and operations.

FUNDRAISERS

We made the most of being at home by hosting One Week for Water—an online streaming event benefiting our 2020 September Campaign. With the help of gamers and content creators around the world, we blew past our $150,000 goal and raised $320,281 for clean water.

THE TRIBUTARY

The Tributary is a new planned giving program that we launched in August 2020. By the end of the year, 116 families had included a gift in their will, totaling over $75 million in commitments!

CHARITY: WATER UK

In 2020, the charity: water UK community started supporting our operations through Gift Aid—a UK initiative that allows charities to claim 25p for every £1 donated by a tax-payer. Meanwhile, UK Spring membership doubled and revenue increased by 100% from 2019 to 2020.

THE POOL

This community of business leaders, founders, and entrepreneurs donates a portion of their shares in private companies to support our operations and provide a unique employee benefit. In 2020, we had 15 active members in The Pool.
US BOARD OF DIRECTORS

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Brook Hazelton  
Chi-Hua Chien  
Chidi Achara  
Chris Barton  
Gian-Carlo Ochoa, Ph.D.  
Ije Nwokorie  
Michael Wilkerson  
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Chris Barton, Secretary  
Luke Beauchamp, Treasurer
While we still called NYC “home,” remote work came with a few changes. For example, we downsized our office space by nearly 80% and many of our teammates moved. Here’s a look at where we landed:

**HOME BASE**

- **22 STATES**
  - CA, CO, CT, FL, IL, MA, MD, ME, MI, MN, MO, NC, NJ, NY, OH, OR, PA, SC, TN, TX, VA, VT
- **2 COUNTRIES**
  - USA, UK
- **1,112,448 SLACK MESSAGES SENT**
- **155 VIRTUAL HAPPY HOURS, BOOK CLUBS, ANNIVERSARIES, AND BIRTHDAYS**
- **THOUSANDS OF VIDEO CALLS LOGGED**
AN UNWAVERING COMMITMENT

No matter how much the world changed, we held firm to our three founding promises.

100%
AS ALWAYS, 100% OF ALL PUBLIC DONATIONS FUNDED CLEAN WATER.

PROOF
WE PROVED EVERY PROJECT WITH PHOTOS AND GPS COORDINATES.

TRANSPARENCY
WE CONTINUED TO RECEIVE THE HIGHEST GRADES AVAILABLE FOR ACCOUNTABILITY AND TRANSPARENCY.
After facing grim predictions at the beginning of the year, we were thrilled to see 2020’s tallies exceed expectations. We funded clean water and sustainability projects in 20 countries. Our water grants specifically funded 12,123 new water projects that will bring clean water to 1,185,275 people. Here’s a look at the amount invested in new water projects per country.

**FINANCIALS**

**BREAKING IT DOWN**

<table>
<thead>
<tr>
<th>Country</th>
<th>Investment</th>
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</thead>
<tbody>
<tr>
<td>BANGLADESH</td>
<td>$1M</td>
</tr>
<tr>
<td>BURKINA FASO</td>
<td>$1.9M</td>
</tr>
<tr>
<td>CAMBODIA</td>
<td>$2.2M</td>
</tr>
<tr>
<td>CENTRAL AFRICAN REPUBLIC</td>
<td>$800K</td>
</tr>
<tr>
<td>CÔTE D’IVOIRE</td>
<td>$1.3M</td>
</tr>
<tr>
<td>ETHIOPIA</td>
<td>$5.9M</td>
</tr>
<tr>
<td>INDIA</td>
<td>$1.3M</td>
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<tr>
<td>KENYA</td>
<td>$600K</td>
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<tr>
<td>LAOS</td>
<td>$494K</td>
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<tr>
<td>MADAGASCAR</td>
<td>$3.8M</td>
</tr>
<tr>
<td>MALAWI</td>
<td>$2.8M</td>
</tr>
<tr>
<td>MALI</td>
<td>$2.2M</td>
</tr>
<tr>
<td>MOZAMBIQUE</td>
<td>$2.4M</td>
</tr>
<tr>
<td>NEPAL</td>
<td>$2.7M</td>
</tr>
<tr>
<td>NIGER</td>
<td>$1.2M</td>
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<tr>
<td>RWANDA</td>
<td>$2.8M</td>
</tr>
<tr>
<td>TANZANIA</td>
<td>$400K</td>
</tr>
<tr>
<td>UGANDA</td>
<td>$5.1M</td>
</tr>
<tr>
<td>ZIMBABWE</td>
<td>$1.5M</td>
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FINANCIALS

$88.5M
Total consolidated revenue in the past fiscal year

IN 2020, WE RAISED

$55.4M for clean water projects
$33.1M for operating expenses

IN 2020, WE INVESTED

$39.6M to fund clean water projects
$3.3M in sustainability, funding remote monitoring, repairs, and maintenance of water projects
$19.8M to fund operating expenses

NET ASSETS

2020: $90.8M
2019: $62.2M

Read our full financial report here.
FINANCIALS

ALLOCATION OF EXPENSES

OPERATIONAL SPENDING SUMMARY

54% Staff Salaries

21% Marketing

10% Professional Fees

7% Office Equipment & Supplies

3% Credit Card Fees

3% Rent & Utilities

1% Events

1% Travel & Meals

EXPENSES IN PROGRAM, FUNDRAISING, AND ADMINISTRATIVE CATEGORIES

74% Program Services

17% Fundraising

9% Management & General
AND SO WE PRESS ON

UNTIL EVERYONE HAS CLEAN WATER

Fourteen years ago, we set out to end the water crisis. We made a commitment, and year after year, we powered through highs, lows, and learning curves.

Now, thanks to 2020, we’ve learned our most valuable lesson yet: nothing can stop us. Not even a pandemic.

Already, 2021 is back on track. And it’s all thanks to the incredible community of Well members, Spring members, Water Project Sponsors, and birthday giver-uppers who never left our side.

We could not have weathered the year without them. We will end the water crisis with them.

Here’s to reaching zero.