



CHARITY: WATER  
ANNUAL REPORT

20  
20

## TABLE OF CONTENTS

Mission .....	3
Impact .....	4
Programmatic Pillars .....	8
Community .....	9
Founding Principles .....	13
Financials .....	14
Looking Ahead.....	17

# OUR MISSION



CHARITY: WATER IS A  
NONPROFIT ORGANIZATION  
**BRINGING CLEAN AND SAFE  
DRINKING WATER**  
TO PEOPLE IN  
DEVELOPING COUNTRIES.

# OUR MISSION

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.





2020

**AGAINST  
ALL ODDS**

**\$88.5M\***  
RAISED

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**12,123**  
WATER PROJECTS  
FUNDED

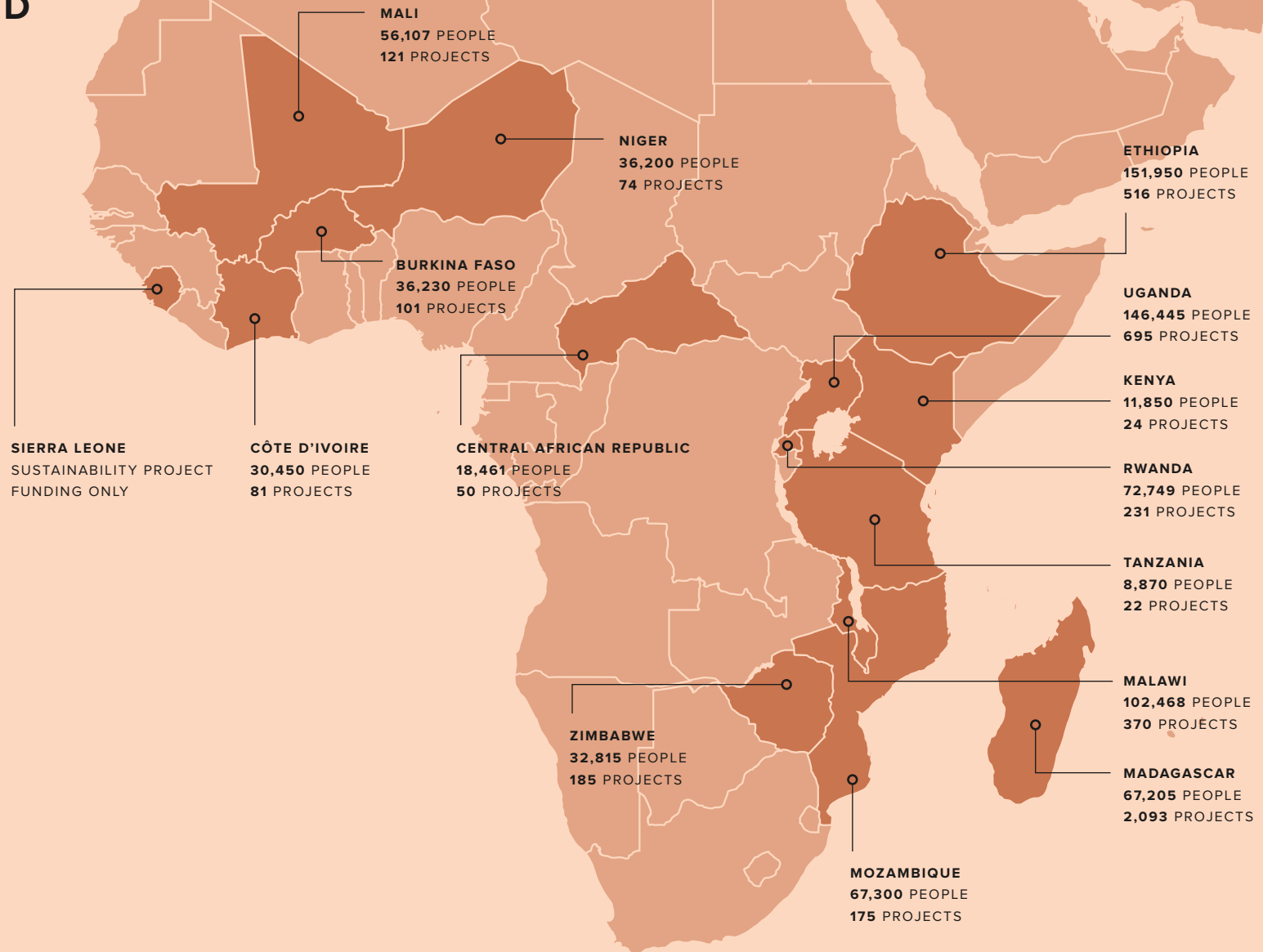
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**1,185,275**  
PEOPLE WILL HAVE  
ACCESS TO CLEAN WATER

\*Includes funds raised for both clean water projects and operational expenses.

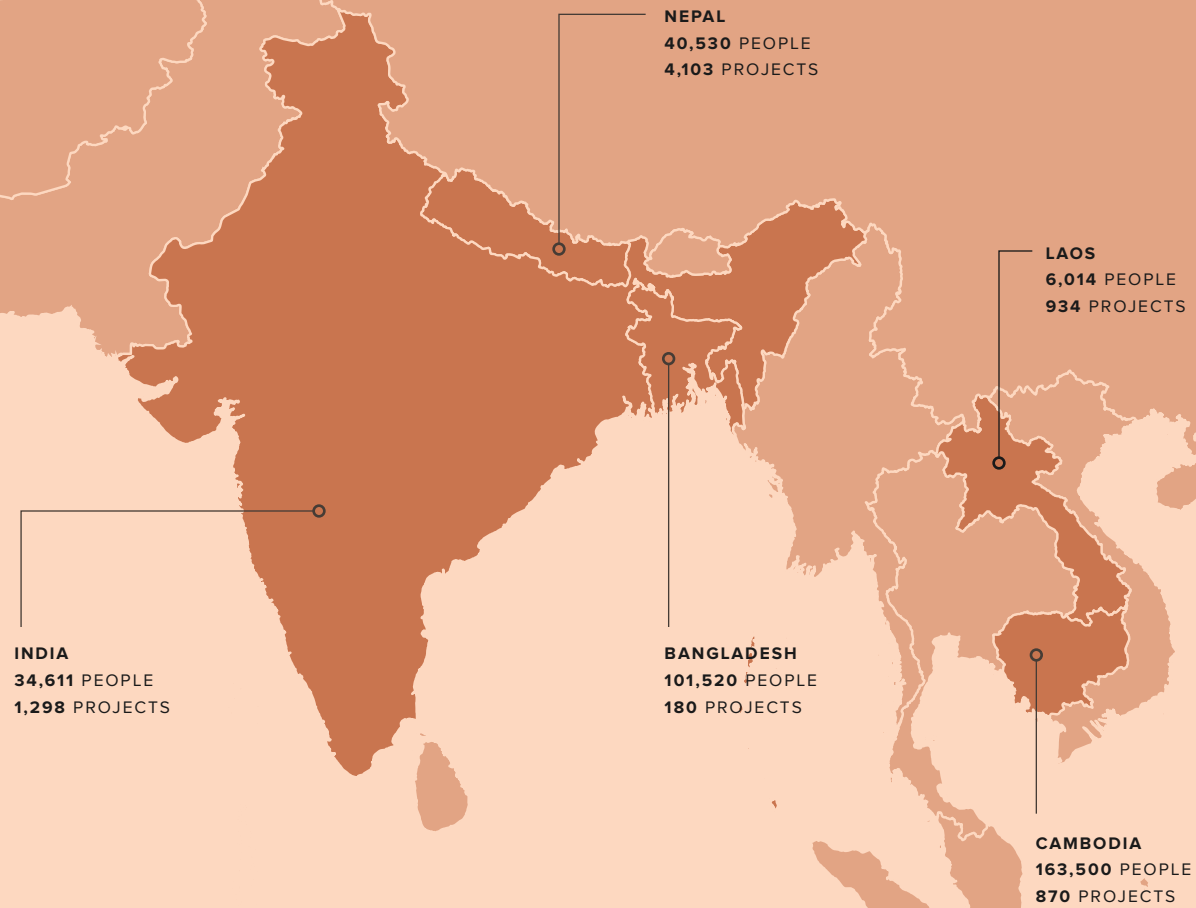
## AFRICA

# WHERE WE WORKED



**ASIA**

**WHERE WE  
WORKED**



# OUR PROGRAMMATIC PILLARS



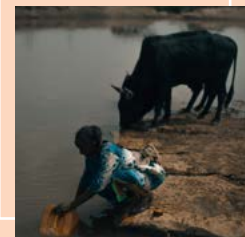
**Our primary objective is to provide safe drinking water**

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



**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 focus on rural communities**

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.



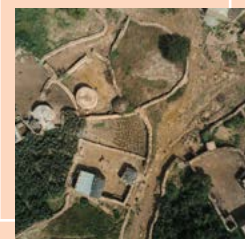
**We believe the best solutions are designed locally, so we work through implementing partners**

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 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.



# AN OVERFLOW OF GENEROSITY

## **\$55.4M FOR CLEAN WATER**

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.

## **\$913K FOR THE COVID-19 RELIEF FUND**

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.



## 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.

### 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.

### 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.

### 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.

### 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.**

### 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!**

# LEADING THE WAY



## US BOARD OF DIRECTORS

Angela Ahrendts	Ije Nwokorie
Brant Cryder	Michael Wilkerson
Brook Hazelton	Ryan Graves
Chi-Hua Chien	Scott Harrison
Chidi Achara	Shannon Sedgwick Davis
Chris Barton	Valerie Donati
Gian-Carlo Ochoa, Ph.D.	

## US OFFICERS OF THE BOARD

Michael Wilkerson, Chair  
Ryan Graves, Chair of Audit/Finance Committee  
Chris Barton, Secretary  
Aditi Deeg, Treasurer

## UK BOARD OF DIRECTORS

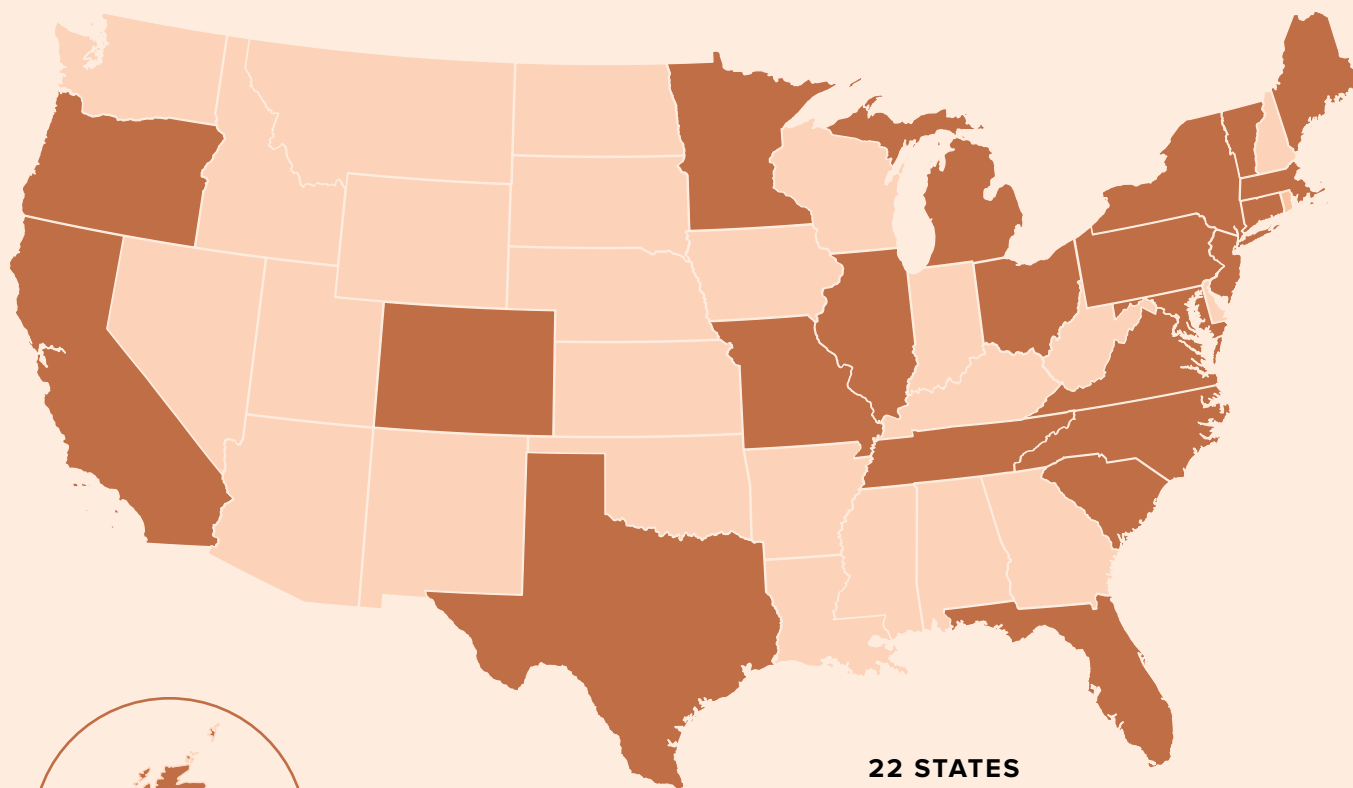
Al Gordon	Dr. Mara Klemich, Ph.D.
Chris Barton	Sam Lawson Johnston
Ije Nwokorie	Scott Harrison
Luke Beauchamp	Valerie Donati

## UK OFFICERS OF THE BOARD

Ije Nwokorie, Chair  
Chris Barton, Secretary  
Luke Beauchamp, Treasurer

## HOME BASE

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:



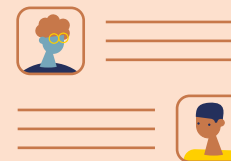
**2 COUNTRIES**  
USA, UK

### 22 STATES

CA, CO, CT, FL, IL, MA,  
MD, ME, MI, MN, MO,  
NC, NJ, NY, OH, OR,  
PA, SC, TN, TX, VA, VT



**THOUSANDS OF  
VIDEO CALLS  
LOGGED**



**1,112,448 SLACK  
MESSAGES SENT**



**155 VIRTUAL HAPPY  
HOURS, BOOK CLUBS,  
ANNIVERSARIES,  
AND BIRTHDAYS**

# 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.**





## FINANCIALS

### BREAKING IT DOWN

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.

BANGLADESH  
**\$1M**

BURKINA FASO  
**\$1.9M**

CAMBODIA  
**\$2.2M**

CENTRAL AFRICAN REPUBLIC  
**\$800K**

CÔTE D'IVOIRE  
**\$1.3M**

ETHIOPIA  
**\$5.9M**

INDIA  
**\$1.3M**

KENYA  
**\$600K**

LAOS  
**\$494K**

MADAGASCAR  
**\$3.8M**

MALAWI  
**\$2.8M**

MALI  
**\$2.2M**

MOZAMBIQUE  
**\$2.4M**

NEPAL  
**\$2.7M**

NIGER  
**\$1.2M**

RWANDA  
**\$2.8M**

TANZANIA  
**\$400K**

UGANDA  
**\$5.1M**

ZIMBABWE  
**\$1.5M**

## 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**

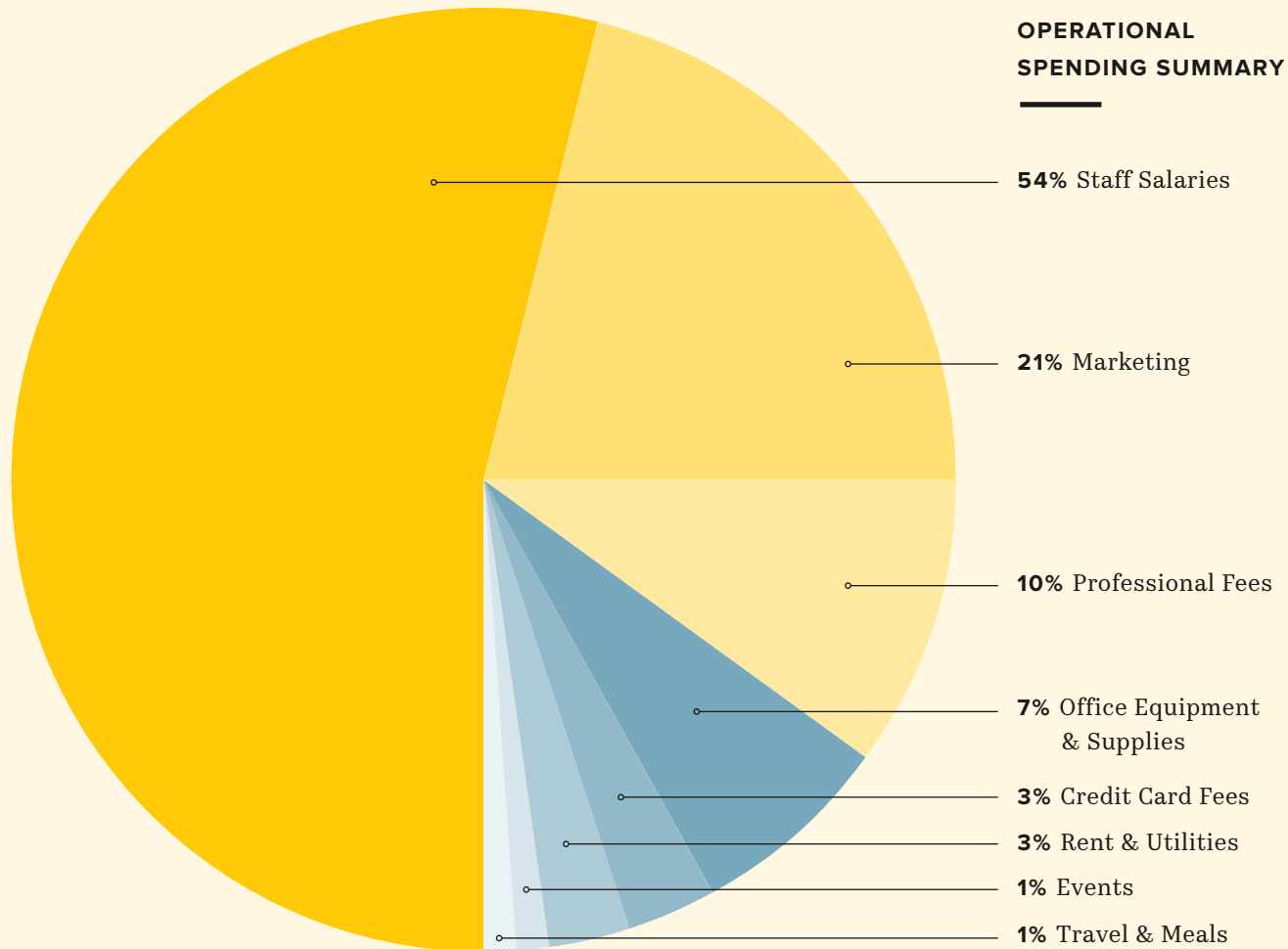
2019: **\$62.2M**

*Read our full financial report here.*

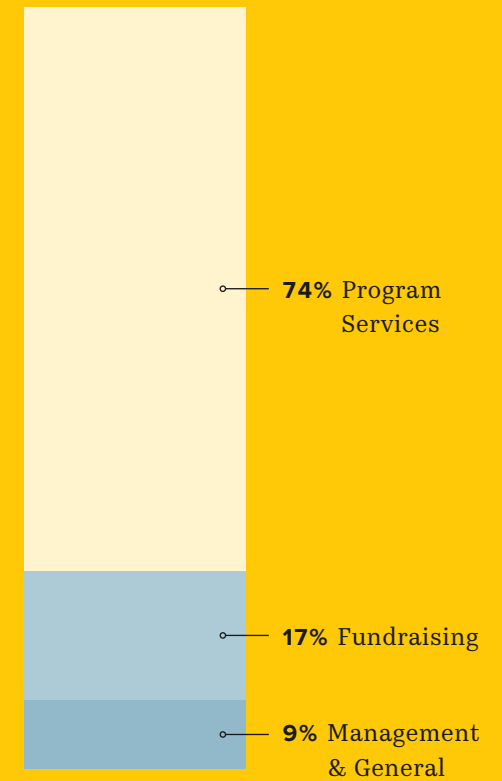


## FINANCIALS

### ALLOCATION OF EXPENSES



**EXPENSES IN PROGRAM,  
FUNDRAISING, AND  
ADMINISTRATIVE CATEGORIES**



2020

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.***



2020