



 charity: water

FISCAL YEAR 2024

Annual Report

A Year of Impact,
Powered by People

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OUR MISSION



CHARITY: WATER IS A
NONPROFIT ORGANIZATION
**BRINGING CLEAN AND
SAFE WATER** TO PEOPLE
AROUND THE WORLD.

OUR MISSION

2024

A YEAR OF IMPACT, POWERED BY PEOPLE

In 2024*, our community turned generosity into real, lasting change. Together, we raised more than **\$92 million** and funded **over 30,400 water projects**, which will help bring clean and safe water to **more than 1.5 million people** around the world.

Last year was about deepening our promise to create long-term solutions, sharing the reality of the water crisis through immersive storytelling, and strengthening our support for our local partners. We welcomed a new president, prepared to debut The Experience Lab (outside Nashville, Tennessee), and launched three brand campaigns, including a refresh of Water Changes Everything.

Through it all, one thing remained true: Every gift matters, transforming lives and bringing us one step closer to ending the water crisis for good.

Thank you for turning belief into action. With your support, we're proving that when we come together, clean water and a better future are within reach for everyone.

*All mentions of 2024 within this report refer to our 2024 fiscal year, October 1, 2023, through September 30, 2024.



SUPPORTERS WE LOVE

- Nine new supporters joined The Well, sustaining our operating costs so 100% of public donations can fund clean water projects.
- 575 Water Project Sponsors funded clean water for entire communities, health clinics, and schools.
- 61 people made the powerful decision to include charity: water in their will or trust, joining The Tributary and leaving a legacy of clean water for generations to come.
- Over 8,400 new members joined The Spring, our monthly giving community.

BRAND PARTNERSHIPS

- Our Brand Partners showed up in powerful ways this year. From creative collaborations to major campaigns, 146 companies collectively gave \$17.6 million for clean water.
- PDS Health raised a record-breaking \$1.5 million, the Lemonade community donated \$598,000 through its annual Giveback, and Kalahari Resorts & Conventions made its first donation of \$3 million toward its larger commitment to bring clean water to One Million Lives.

SOMETHING WE CAN ALL AGREE ON

Something We Can All Agree On, our 2024 World Water Day campaign, sparked conversations and brought people together around a universal truth: Everyone deserves clean water. Through it, we raised \$216,025 to fund clean water for 5,400 people.

INCREASING AWARENESS IN THE UK

- We continued to invest in brand awareness initiatives to enhance a digital-first donor experience and drive revenue growth across the UK.
- charity: water UK (@charitywateruk) debuted on Instagram with a playful, youthful spirit as the “younger sibling” of our global brand.
- The team also partnered creatively to reach new audiences, including with Saatchi’s Other Art Fair to auction “Half Full Half Empty” by Jeppe Hein at Bonhams (raising £20,000) and growing the My Ten Nights campaign to engage the Muslim community during Ramadan (raising more than £137,000).

THE EXPERIENCE LAB

After more than a year of dreaming and scheming, we prepared to “preview” The Experience Lab in October 2024 and for its grand opening on World Water Day 2025. Learn more at charitywater.org/experience. (More to come in our Fiscal Year 2025 Annual Report.)

KEEPING CLEAN WATER FLOWING

- We advanced our long-term commitment to functionality — the ability to keep water flowing year after year — by piloting and scaling tailored functionality programs across diverse geographies.
- Our Water Programs team focused on strengthening project-level sustainability, building capacity for local service providers, and investing in systems that support long-term service. In 2024, as part of our functionality strategy, we partnered with 20 organizations across 10 countries to fund programming that sustains drinking water access for more than 7 million people.

2024 Global Impact

PEOPLE-POWERED PROGRESS, WORLDWIDE

30,422

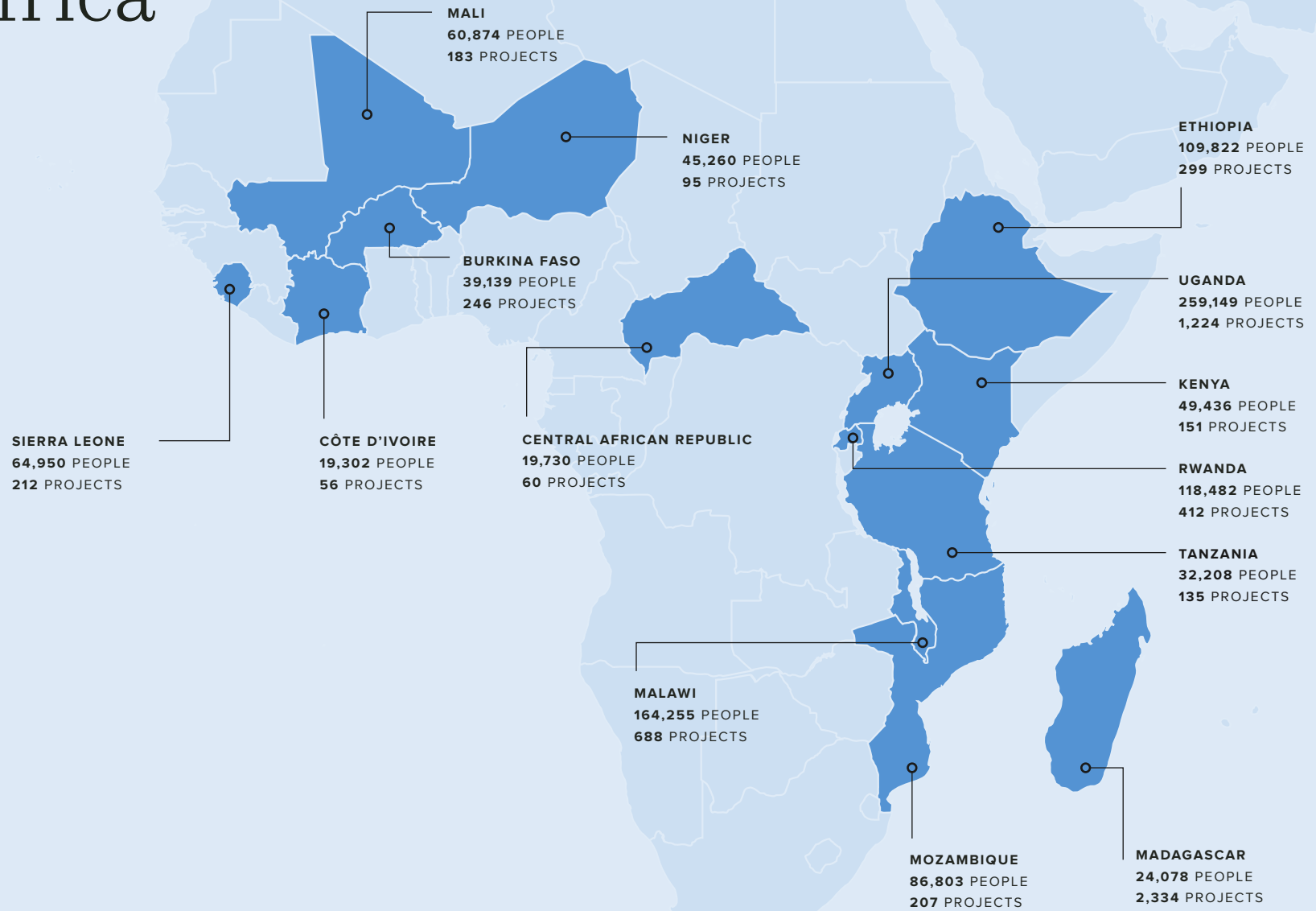
WATER PROJECTS FUNDED

1,523,255

PEOPLE WITH ACCESS TO CLEAN WATER

2024 GLOBAL IMPACT

Africa

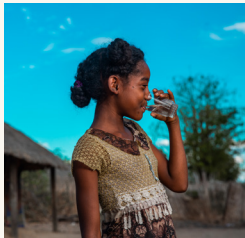


Asia



Programmatic Pillars

CHARITY: WATER'S PROGRAMMATIC STRATEGY IS GUIDED BY THE FOLLOWING PRINCIPLES:



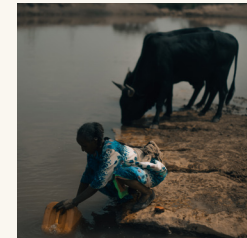
Our primary objective is to provide safe drinking water

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 10 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 our funded projects to remain functional for many years. When communities or local governments have difficulty maintaining functionality, we support them with 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.

Our Founding Principles

OUR COMMITMENT TO OUR FOUNDING PRINCIPLES
KEEPS US FOCUSED ON OUR MISSION.

100% MODEL

As always, 100% of all public donations fund clean water.

TRANSPARENCY AND PROOF

We prove every project by publishing photos and GPS coordinates, and we continue to receive the highest grades available for accountability and transparency.

LOCAL PARTNERS

We partner with experienced local organizations who build sustainable, community-owned water projects around the world.





Board of Directors

US BOARD OF DIRECTORS

Angela Ahrendts	Michael Wilkerson
Brant Cryder	Nancy Duarte
Brook Hazelton	Ryan Graves
Chi-Hua Chien	Scott Harrison
Chidi Achara	Shannon Sedgwick Davis
Ije Nwokorie	Valerie Donati

US OFFICERS OF THE BOARD

Brook Hazelton, *Chairman*
Chris Barton, *Secretary*
Mandeep Singh, *Treasurer*
Ryan Graves, *Chair of Finance Committee*

UK BOARD MEMBERS

Eniola Aluko	Rachel Manktelow
Ije Nwokorie	Sam Lawson Johnston
Luke Beauchamp	Scott Harrison
Dr. Mara Klemich	Valerie Donati
Pierre Mercier	

UK OFFICERS OF THE BOARD

Chris Barton, *Secretary*
Ije Nwokorie, *Chairman*
Luke Beauchamp, *Treasurer*

FINANCIALS

Totals by Country

In 2024, we funded 30,422 new water projects that will bring clean water to 1,523,255 people in 20 countries.

Here's a look at the amount invested per country:

BANGLADESH

\$2.3M

BURKINA FASO

\$2.4M

CAMBODIA

\$2.6M

CENTRAL AFRICAN REPUBLIC

\$1.2M

CÔTE D'IVOIRE

\$1.6M

ETHIOPIA

\$3.7M

INDIA

\$2.3M

KENYA

\$2.8M

LAOS

\$1M

MADAGASCAR

\$1.9M

MALAWI

\$5.4M

MALI

\$3.5M

MOZAMBIQUE

\$3.4M

NEPAL

\$4.1M

NIGER

\$1.9M

PAKISTAN

\$1M

RWANDA

\$3.5M

SIERRA LEONE

\$2.8M

TANZANIA

\$1.9M

UGANDA

\$10.9M

2024 Financials

TOTAL REVENUE

\$104.9M

Net Contribution Revenue

\$92.1M

Investment Returns & Other Income

\$12.8M

IN 2024, WE INVESTED

\$59.1M to fund clean water projects

\$5.1M in sustainability, funding remote monitoring, repairs, and maintenance of water projects

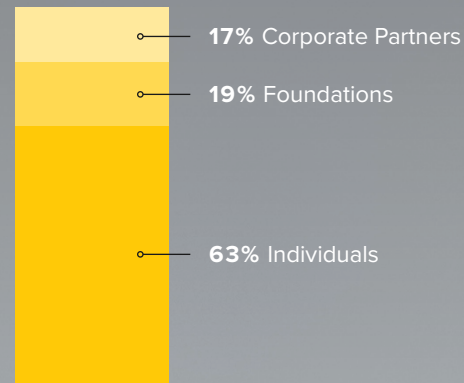
\$23.6M to fund operating expenses

2024 CONTRIBUTION REVENUE BREAKDOWN

\$70.9M raised for clean water projects

\$21.2M raised for operating expenses

BY SOURCE



NET ASSETS

2023: **\$80.8M**

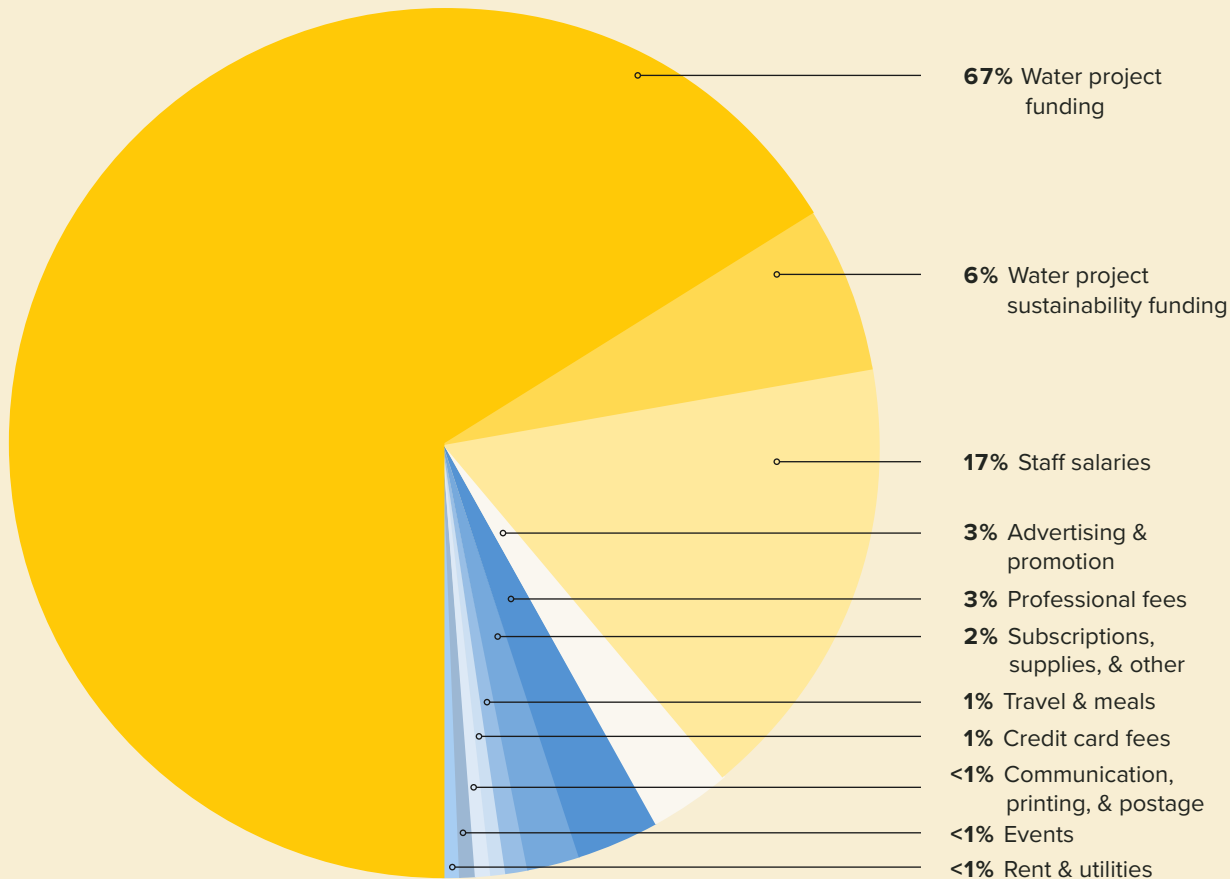
2024: **\$97.9M**

[Read our full financial report.](#)



FINANCIALS

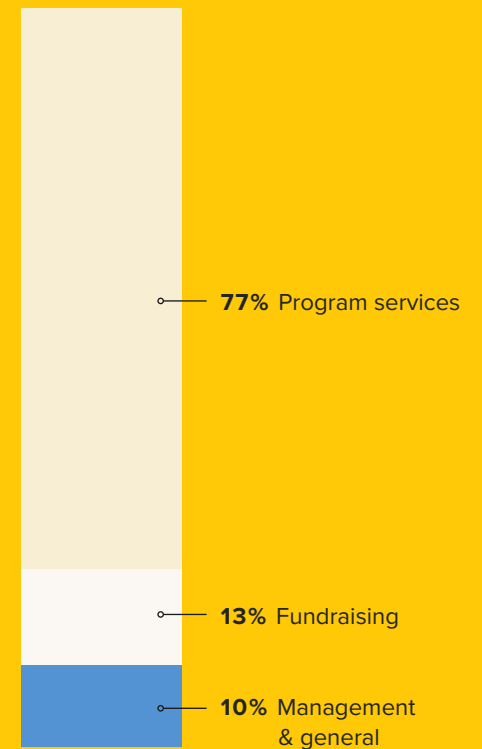
Breakdown of Expenses



See 2024 audited financial statements for additional details.

Total operating investments: \$23.6M
Total water investments: \$64.2M

EXPENSES BY FUNCTION*



*Total investment of \$87.8M



Together, We Made Progress

Looking back on 2024, we see our global community at the heart of every milestone and transformative story. Your belief, dedication, and passion for this mission are what move us forward to ending the global water crisis in our lifetime.

Thanks to you, we were able to bring clean and safe water to more than 1.5 million people in 2024. And thanks to you, we're proving that there's no limit to what we can achieve together. We've come so far, and we're not done yet.



Together, We Can Go Further

We've already proven what's possible when we come together: millions of lives changed, communities transformed, and hope restored — all through the power of clean water.

But this work is far from over. In 2025 and beyond, we're committed to moving faster, reaching farther, and continuing to innovate until every person has access to clean and safe water. This mission needs all of us, and there's a place for you by our side.

Join us, and turn your belief in a better world into action.