

— charity: water's —

2011 ANNUAL REPORT

&

A YEAR IN REVIEW





OUR WORK

pages 3-6



IN THE FIELD

pages 7-13



AT HOME

pages 14-22



ONLINE

pages 23-28



IN THE NEWS

pages 29-33



FINANCIALS

pages 34-39



OUR WORK



TOTAL PROGRESS THROUGH 2011

5,997

WATER PROJECTS FUNDED

2,360,000

PEOPLE WITH CLEAN WATER

19

COUNTRIES

20

PARTNERS

IN THE FIELD.

It was another record year in the field. We invested in 10 different partners working on the ground in 15 countries. We funded 2,421 water projects that will give clean drinking water to more than 750,000 people in need. On top of that, we funded two drilling rigs that can drill 160 wells and serve 80,000 people each year.

AT HOME.

We grew our people power by bringing on more staff, interns, volunteers, fundraisers, and supporters. We also increased support for our operations and closed the loop for every last mycharity: water donor through our new reporting tool, [Dollars2Projects](#), which shows the impact of every dollar.

OUR PROJECTS ON A MAP

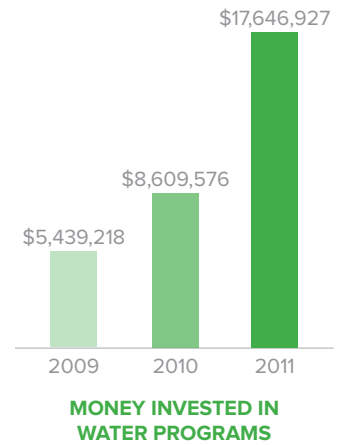
At charity: water, we've always believed in the power of proof. When we say we send 100% of public donations to fund water projects for communities in need, we want you to see what we mean. Explore all our projects to date with GPS coordinates on Google Maps.



SEE OUR PROJECTS ON A MAP »

2011 GROWTH

In 2011, we more than doubled the amount of funds we granted to the field. At the end of 2011, our total investment in water projects was \$37 million, and with that, we'd served over two million people. But almost 800 million more still need water, and we're aiming to help 100 million of them by the end of this decade.



EXPANDING WATER PROGRAMS

The impact of our existing projects was impressive. But so was the amount of need still untouched. So in 2011, we invested more in India and Liberia. We doubled funding in Cambodia and Ethiopia. And in Malawi and Rwanda, we increased our funding eight-fold and nine-fold, respectively.

\$17,646,927

Sent to the field in 2011

+100%

Increase since 2010

15

Countries granted to



BUILDING CAPACITY

Up to now, we've largely funded existing programs, with just a few dollars per grant allocated to capital costs. After five years of work, we're convinced that the only way to help our partners grow, is to increase their capacity by investing in the things they need to scale -- like motorbikes, trucks, GPS devices, and tools.

Our supporters have been quick to understand the importance of these costs. In fact, they're the ones who made the purchase of a drilling rig possible through the 2011 September Campaign. [Learn more here »](#)



Safety Equipment



Lights & Generators



Cameras & GPS Devices



Dynamite & Jackhammers

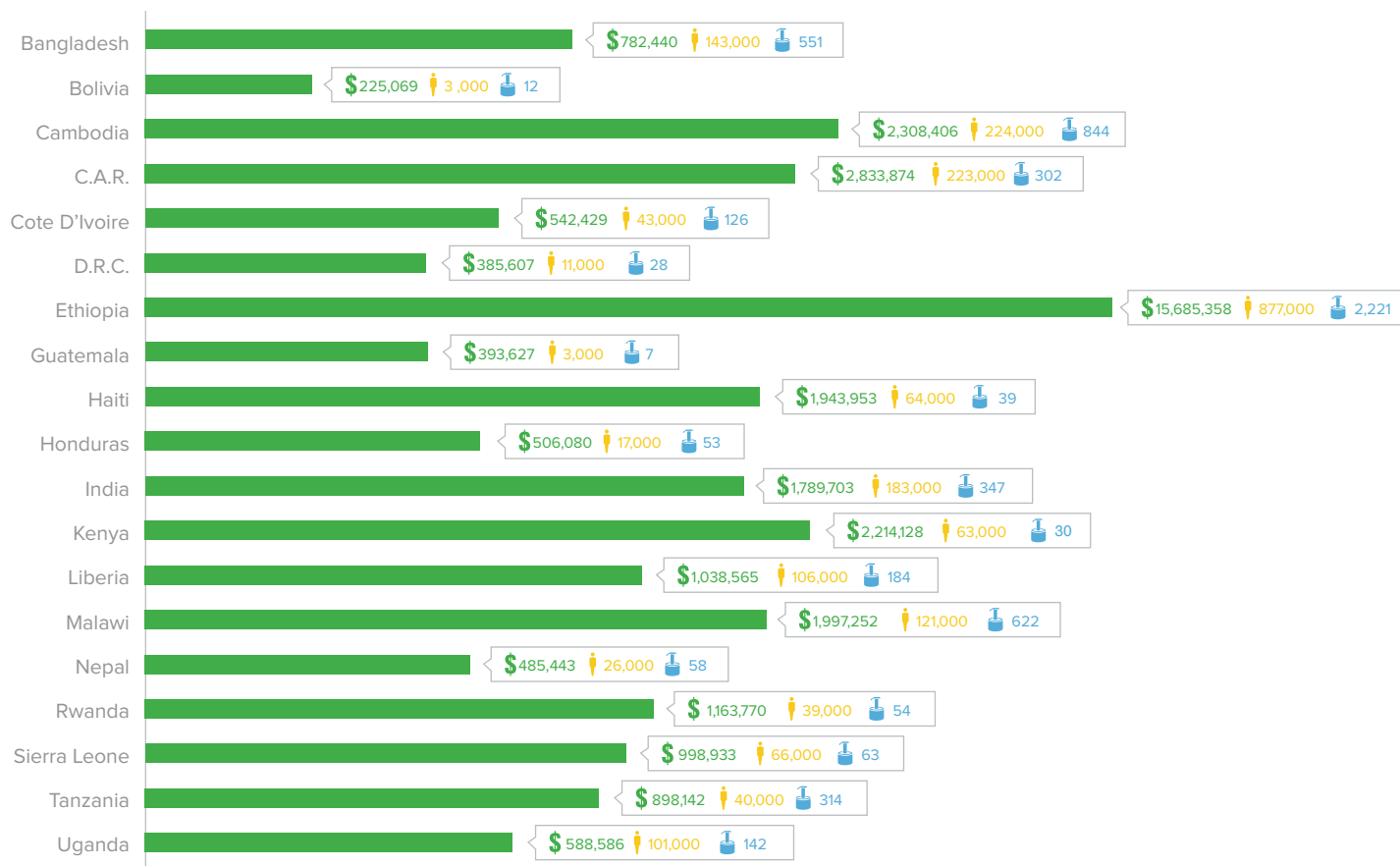


Tools for Repair Teams

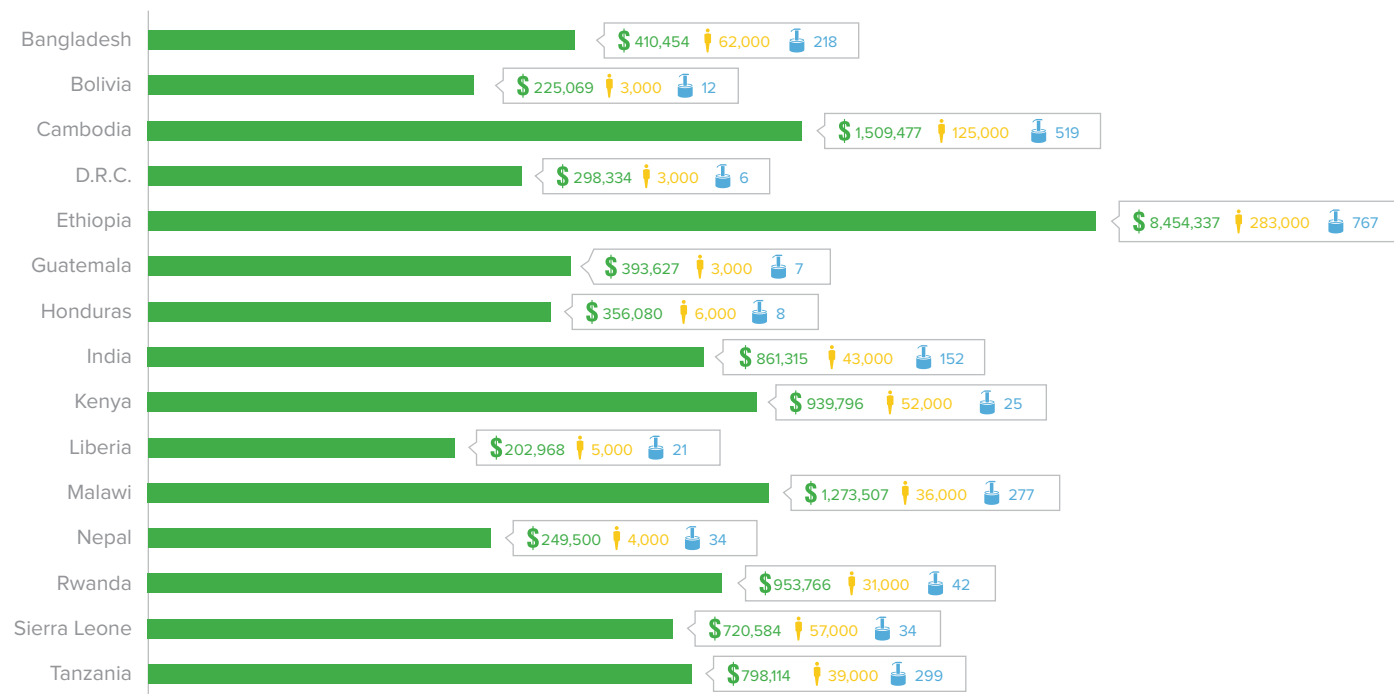


Motorbikes & Trucks

MONEY INVESTED IN WATER PROGRAMS TO DATE



MONEY INVESTED IN WATER PROGRAMS IN 2011





IN THE FIELD

OUR HISTORY WITH

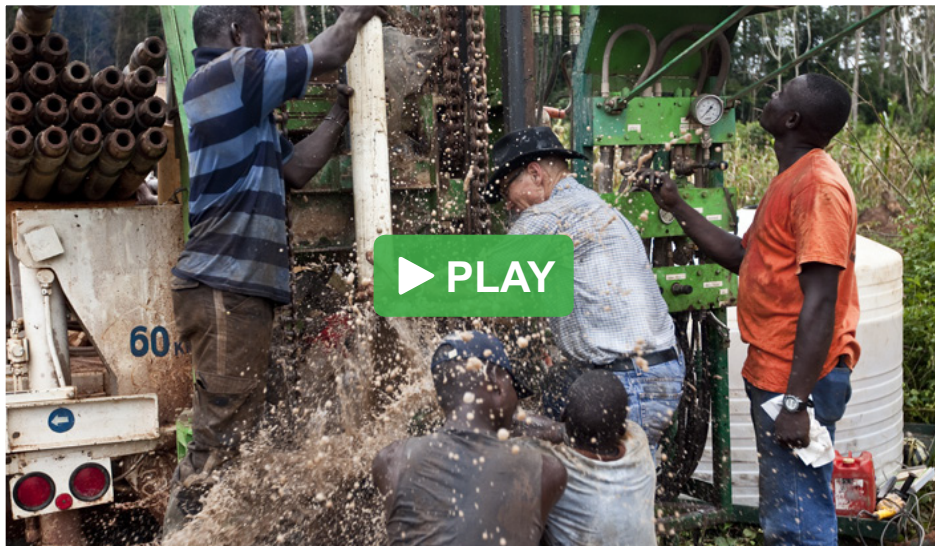
MOALE & THE BAYAKA

They sharpen their teeth for beauty. They climb trees for food. And until recently, nearly all 16,000 of them lived without clean water. Deep in the jungles of the Central African Republic (C.A.R.), the Bayaka pigmy tribe depended solely on surface water and streams contaminated with bacteria.

In 2010, our September Campaign set out to give every member of the Bayaka clean, safe drinking water. And the village of Moale was first on the list. There had been three previous attempts to dig and drill a well there, but all three failed.



Our local partner Jim Hocking of ICDI with Etienne Ikopa



WE HIT WATER IN MOALE!

During the 2010 September Campaign, **we also failed** to find water in Moale. But in 2011, we returned with determination and a new technology, to deliver on our promise. After 10 years of waiting, Moale finally got clean water in July, 2011. (And 74,000 additional Central Africans got access to clean water, too.)

\$1.7M

Raised for
Central African Republic

118,000

People served
with clean water

15.9K

Views of our
Live Drill Video



LESS DISEASE

Water-related illnesses are a leading cause of death for kids. Clean water can reduce diarrheal deaths by up to 21%. With soap, water can also quickly rid the feet of “jiggers” - a parasite that makes walking painful for rural kids in C.A.R.



MORE TIME

People in Moale used to walk half an hour to get dirty water from an open source. Now, spending less than half that getting clean water, the Bayaka have more time in their fields. More time to prepare food. More time to take care of their families.



PROJECT OWNERSHIP

The people of Moale invested \$200 toward their new water project’s construction and now regularly collect fees to cover any maintenance. Community members have formed a water committee to watch their well.





THE 2011 SEPTEMBER CAMPAIGN

In 2011, we tried something different. Historically, we only funded actual water projects. But we knew that by expanding our partners' capacity and giving them a new drilling rig, we could serve more people -- 40,000 more people every year, to be exact. So we launched the September Campaign to fund the purchase of a drilling rig.



FOLLOW THE RIG ON A MAP »

\$1,428,542

Raised through 2011 September campaigns on *mycharity: water*

1,146

Amazing *mycharity: water* campaigners

40,000

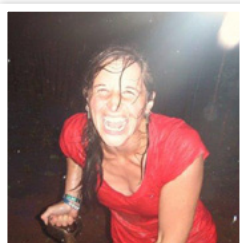
More people a year with clean drinking water



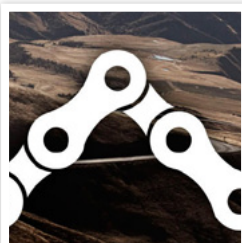
A SECOND DRILLING RIG TO MATCH!

Inspired by the September Campaign, one of our longtime supporters, Virginia Clay, offered to match donations and funded a second drilling rig.

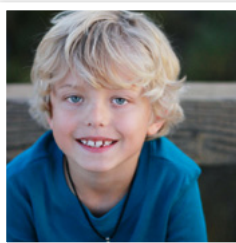
2011 SEPTEMBER CAMPAIGNERS



WATER FOR LIFE
\$174



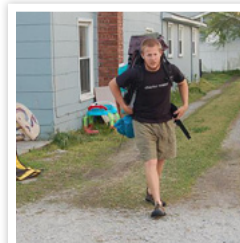
SIX SUMMITS
\$23,258



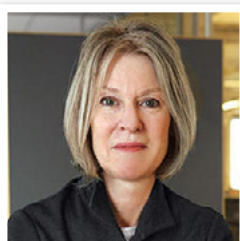
WATER FOR CHRISTMAS
\$2,667



AUTHENTIC JOBS
\$24,369



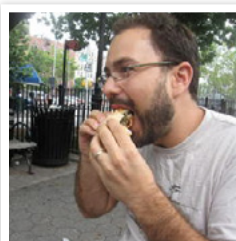
WALK FOR WATER
\$14,899



JANE BERENTSON
\$106,250



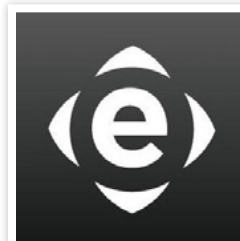
WAKE UP TO WATER
\$2,646



QUEST FOR 101
\$5,025



WATER BALLOON FIGHT
\$350



ETHOS CHURCH
\$75,000



OUR MOBILE MECHANICS PROGRAM IN

UTTAR PRADESH, INDIA

At charity: water, we know that building a water project is the easy part. Keeping clean water flowing over time, however, is a complex business that requires money, training, and innovative thinking. It's something we've always been committed to. Last year in India, we tried an entirely new approach: investing in entrepreneurs from the ground up, helping them grow their small businesses to repair broken wells.

Asharfi Lal is almost 40 years old. He lives in one of India's poorest states, Uttar Pradesh. His area is a dry one, and if you go back just a few decades, you'll see that most of the people here had no access to clean water.

In 1981, the Indian government decided to change that, and quickly. In just ten years, thousands of wells were installed across Uttar Pradesh. That was good news for people in the '80s but, as it turns out, not so great for their kids. The UN's "Water Decade" (1981-1990) may have included a ton of new wells, but what it didn't include was a full-fledged maintenance program to keep them running over time.

Soon after the wells started failing, the government responded by creating repair teams. Asharfi remembers when he came across one of them for the first time. He went home and practiced on his own time by repairing his own hand pump. After working for the government, he eventually started his own business.

If he wanted to grow, Asharfi needed venture capital. Early last year, he got it.

Through a new well mechanics program started by our local partner, WaterAid, Asharfi was recruited for training. charity: water invested \$64,000 across four mechanics centers including Asharfi's, training and equipping a total of 21 mechanics. Suited up with advanced tools, a crew, and a facility to manage, Asharfi's team was challenged to repair 50 wells by the end of the year.

When we met him halfway through the year, his team had already repaired 150 wells. Collectively, the four teams we funded were able to reach four times the number of people as originally planned. Of the total requests for hand-pump repairs, 93% were successfully addressed within 24 hours, and only 3% of repair requests took more than two days to address. Within the next few years, Asharfi hopes to expand his team to include 10-15 more mechanics that will cover a larger area of 100 villages.



As we think about the future of the water projects we fund around the world, we believe our biggest challenge will be to ensure their sustainability over time. And while working in some of the most remote and hard-to-reach parts of the world makes maintenance that much more complex, our partners are always full of new ideas. We're excited to continue trying new things, and working with communities to find truly innovative solutions that work for them.



4

MECHANICS TEAMS FUNDED
BY CHARITY: WATER



\$64,000

AMOUNT INVESTED BY
CHARITY: WATER



1,134

HANDPUMPS REPAIRED
IN 14 MONTHS



93%

REQUESTS THAT WERE FIXED IN
LESS THAN 24 HOURS



\$2.00

THE COST A VILLAGE PAYS
FOR A MINOR REPAIR

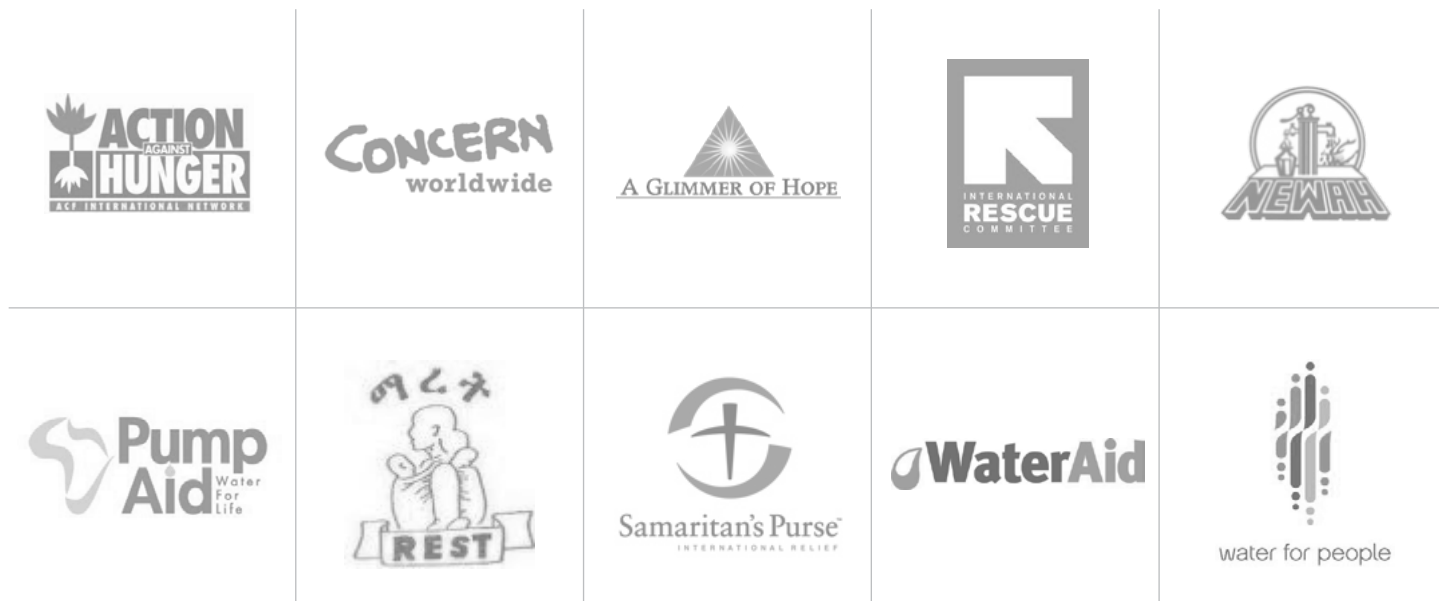


\$6.00

THE COST OF A
SIGNIFICANT REPAIR

OUR PARTNERS ON THE GROUND

charity: water chooses experienced partners in the field to build and implement our water projects. They know the land, the people, the culture, and the most appropriate technology for each location. They report data from the field and provide proof of our projects with photos and GPS coordinates. Our work would not be possible without them.



PARTNERS ON THE GROUND: PROJECTS FUNDED IN 2011

PARTNER	COUNTRIES	WATER PROJECTS	PEOPLE SERVED
Action Against Hunger	2	31	32,000
Concern Worldwide	6	544	126,000
A Glimmer of Hope	1	639	196,000
IRC	3	128	144,000
NEWAH	1	34	4,000
Pump Aid	1	240	24,000
REST	1	FS 250 Drilling Rig	N/A
Samaritan's Purse	1	300	100,000
Water Aid	3	277	38,000
Water For People	6	228	89,000



AT HOME

WE TURNED FIVE

To celebrate our fifth birthday, we made videos for the supporters who helped us get there. 250 videos to be exact. We hope you have some time to kill, because every last one of them is uploaded to [YouTube](#) for your endless viewing pleasure.



250

Thank You Videos



59,000

Total Views



96

Hours Filming



WATCH ALL VIDEOS HERE »



CHARITY: BALL

Our team and over 2,200 of our top supporters and influencers gathered for the charity: ball gala at the epic 69th Regiment Armory in NYC. Jessica Biel hosted the evening, and filmmaker Tyler Perry emceed the Live Auction.

1

NIGHT

2,200

GUESTS

\$2,100,000

RAISED

100,000

LIVES CHANGED



WATCH VIDEO HERE »



STORIES FROM THE FIELD

We share stories from our time in the field to illustrate the global need for clean water and how we work to solve it. At this year's ball, we focused on our programs in Asia and Ethiopia, and the support of fundraisers right here at home.



LIVE AUCTION

Every year at charity: ball, we host a Live Auction to raise money for clean water. Instead of ski weekends and cooking classes, we auction off water projects. In less than an hour, we raised \$1.2 million for clean water around the world.



WATERWALK

Millions of people in developing countries walk three hours each day to collect water. We ask our guests to try walking a fraction of that distance with two full Jerry cans. Each walk is sponsored and helps fund water projects.



MULTIMEDIA EXHIBITIONS

There's no sit-down dinner at this event. charity: ball is interactive. We engage our guests with installations and activities that bring our work to life - right here in NYC. Even the cocktails are named after our project sites.



NEW YORK POST

WALL STREET JOURNAL

InStyle

People

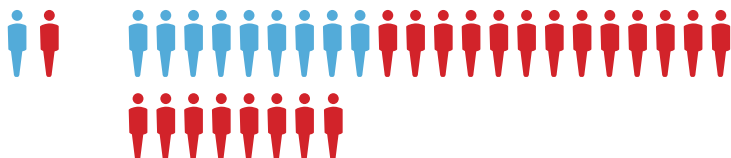
NEW YORK

OUR 2011 STAFF

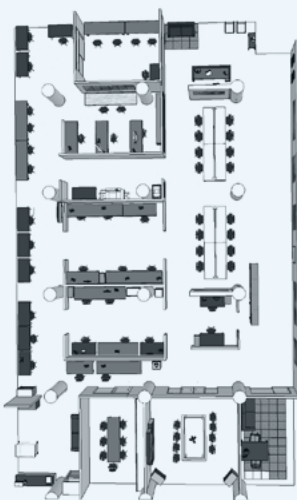
Our team is made up of only the most talented and passionate people, and our office is arranged to inspire. There's space for collaboration, walls to brainstorm on, and larger-than-life pictures of people our work has helped. Every day, we get to make a difference in the world by doing jobs we love.

M/F

30 Staff in 2011



the charity: water office



SUITE 201

5 fat boy bean bag chairs
11 walls covered in idea paint
4,962 square feet



DEVELOPMENT

156 work lunches in 2011
1,232 business cards handed out
\$.01 smallest donation



ACCOUNTING

104 bank runs in 2011
4,630 expenses approved
2/1 calculator/staff ratio



CREATIVE

3,117 GB of files
28,421 photos taken in 2011
24" average screen size



DIGITAL

1,094 tweets by charity: water
12pm when we tweet most
166 Instagram photos in 2011



INTERN PROGRAM

32 interns in 2011
640 intern applications
5/27 male/female ratio



PRODUCTION

260 to-do lists for other people
520 meetings scheduled
8 Moleskins filled in 2011



KITCHEN

207 average # of items in fridge
312 lbs of coffee ordered in 2011
:09 time food can be unattended



TECH

7 programming languages
1,016 commits in 2011
24% of commits on Monday



WATER PROGRAMS

321 days spent in the field
17 countries visited in 2011
\$31 mixed currency in their desk

amazing OUR VOLUNTEERS

They spend nights stuffing thousands of donation receipts into envelopes. They show up early and stay late at our events and build exhibitions out of hundreds of Jerry cans. Even when they're off the clock, they wear charity: water gear to spark conversations and recruit friends to fundraise. They're some of our most dedicated supporters.

615

Total Volunteers

11

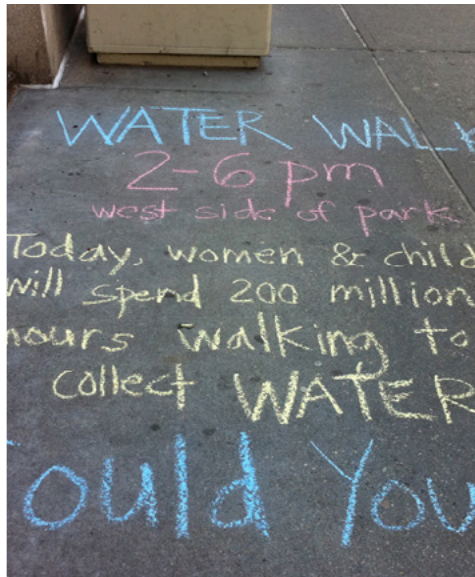
Volunteer Nights

77

Different Countries

45

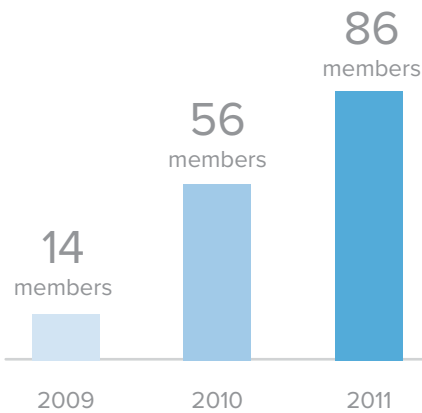
States (+ DC & PR)





The Well is a group of donors who support the staff and operating costs of charity: water.

Members of The Well help cover everything from staff salaries, to office rent and supplies, to our flights to the field. Without their support, we couldn't raise money for water projects or run the organization. In 2011, 86 Well members contributed to 56% of our operating costs.



Our Well members cover **56%** of our staff and operations costs.

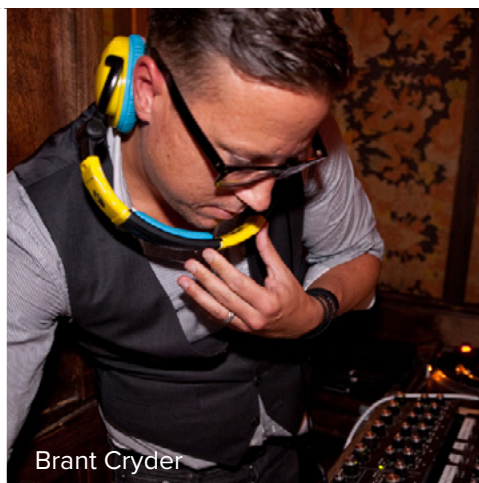
The Well has six levels of membership. Here's what it looked like in 2011.



10% of our Well members make up **70%** of our Well funding.



Matt Mullenweg



Brant Cryder



Greg Kwiat



Jack Dorsey



Chuck Ebersol



Blake Mycoskie



Michael Birch



Ross Garber



Vince Wadhawania



Andrea Piana



Lynne Foote



Sean Parker

MEMBERS OF THE WELL

Adrian Grenier	Gordon Gould	Mike Walsh
Alan Ginsberg	Jack Dorsey	Mitch Lowe & April Gargiulo
Alan & Jane Batkin	James Kreissman	Nav Sooch & Whitney Casey
Alastair Cairns	Jason Flom	Neil Hutchinson*
Andrea Piana	Jason Fried	Nelson Saiers
Andrea & Mark Spears	Jessica Stroup	Owen Brainard
Anna Oetker-Oberwelland	Jim & Emily Scheinman	Pankaj Shah
Anoop Dhakad	John Hayes	Penni Ludwig
Anthony Scaramucci	Jonathan & Lizzie Tisch	Peter Barsoom
Ben Goldhirsh	Joshua Spear	Philip & Donna Berber
Blake Mycoskie	Ken & Teri Hertz	Richard Hillenbrand
Brant Cryder	Kevin & Maria McEvoy	Rhonda & Ruddy Polhill
Brenda & Steve Koinis	Kevin Rose	Ross & Laurie Garber
Brook & Erin Hazelton	Kristen Bell	Sean Parker
Bruce Nelson	Kristen & Stephen Mugford	Shakil Khan
Chris SaccaChuck Ebersol	Kuldeep Malkani	Shawn & Eileen Budde
Chuck & Joan Harrison	The Kwiat Family	Steven & Karin Sadove
Courtney Nichols-Gould	Lawrence & Jennifer Clark	Suhail Rizvi
Courtney & Carter Reum	Lynne & Steve Foote	Timm Oberwelland
Craig Hagelin	Marissa Sackler	Tyson Ritter
Craig Terrill	Mark & Nancy Duarte	Victor Oviedo
Daniel Schulman	Mark & Jane Wilf	Vince Wadhwani
Darius Contractor	Matthew & Sarah Hasselbeck	Virginia Clay
David Kaplan	Matt Mullenweg	Warren Share
Davin Miyoshi	Meyrick & Janita Douglas	Winston Fisher
Edward Norton	Michael & Xochi Birch*	William Connolly
Erwin McManus	Michael & Kimberly Wilkerson	William Hyler
Fred Waldman	Michelle Bach & Gene Lewis	
Gary Vaynerchuck	Michelle Forrest	

* ANGEL INVESTORS

Our Angel Investors are donors who recognize the impact of a major gift to our operations and give \$1 million a year to our Staff and Operations. We currently have two members at this level and they make up almost 50% of our total Well funding.



ONLINE

MYCHARITY: WATER

We created mycharity: water to help our supporters design and share their own charity: water fundraising campaigns. Anyone can start a campaign, and 100% of the money raised here funds water projects. Every single dollar is tracked with photos and GPS coordinates so each donor can see his or her impact.



\$13,090,893

Raised through campaigns

97,929

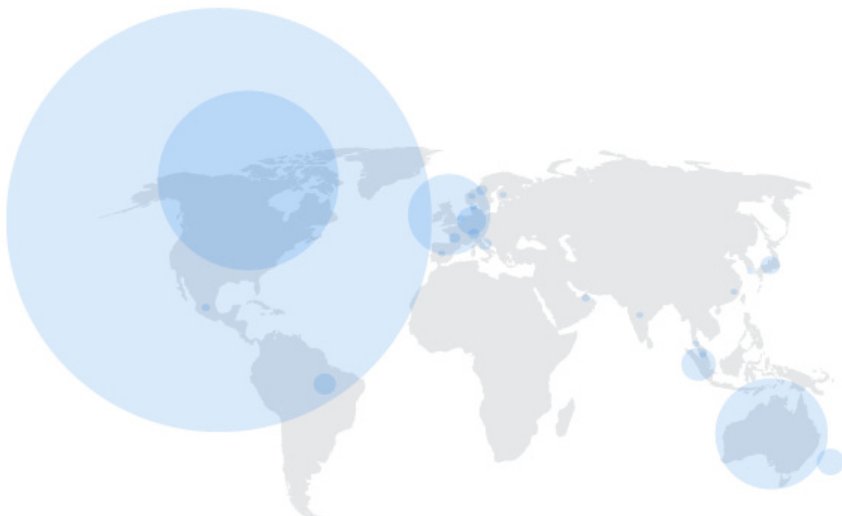
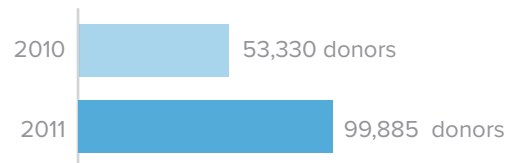
mycharity: water Members

171,628

Individual Donations

OUR ONLINE DONORS

As our donor base grows, so does the number of places from which donations come: all 50 states and 124 countries!

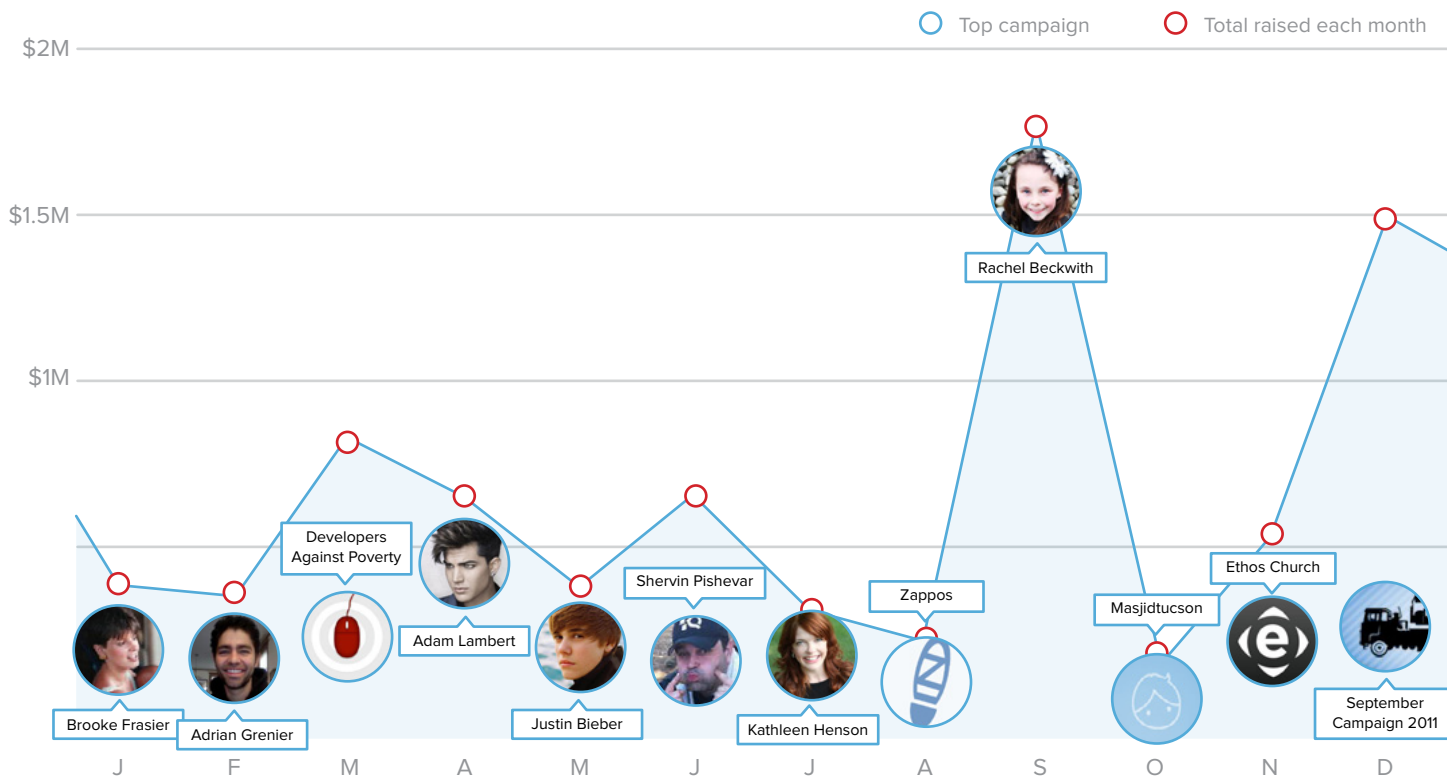
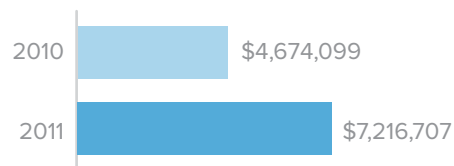


	UNITED STATES
	CANADA
	AUSTRALIA
	UNITED KINGDOM
	SINGAPORE
	GERMANY
	NEW ZEALAND
	BRAZIL
	JAPAN
	ITALY

Top 10 countries donating on mycharity: water

OUR 2011 FUNDRAISERS

Here's the total raised on mycharity: water each month and the top campaigners. Check them out.



SOME OF OUR FAVORITE CAMPAIGNERS FROM 2011

It's not always the amount of money raised by our fundraisers that's important.

Often, it's the way they did it that impresses us most. Here are some of our favorite campaigns from this past year:



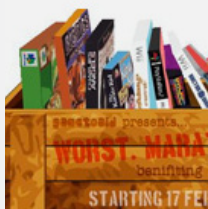
THANKSGIVING DAY RACE!

There are 20 grandchildren in the Hillenbrand family. This year for Thanksgiving, they decided to walk for clean water and raised \$40,000, enough to give 2,000 people clean water.



SUSQUEHANNA UNIVERSITY

The Susquehanna University students threw their own charity: ball - although they added foam. While they partied, they educated guests on the water crisis and raised money by selling charity: water wristbands and raffle tickets.



GAMETOAID: Worst. Marathon. Ever.

Bad games suck, but having to live without clean drinking water sucks more. This crew played their way through the worst video games ever created and broadcast the whole thing. On the way, they raised more than \$10,000.



MUSIC FOR HUNGRY CHILDREN

Great things come in small sizes. Herbert is only seven years old. But after hearing nine year old Rachel's story, he was inspired to play his violin and piano on the street to raise money to give clean water for people in need.



DOLLARS TO PROJECTS

We're serious about connecting the people who fundraise and donate to the water projects they helped fund. [Dollars to Projects](#) ties every donation made on *mycharity: water* to a completed water project in a developing country. Whether you give \$1 or \$5,000, you'll see exactly where your money goes and how you make a difference.

1. YOU FUNDRAISE OR DONATE.

Okay, so maybe you didn't jump out of an airplane. But your crazy friend did and you donated \$20 to her campaign. Or maybe you donated \$35 on your friend's 35th birthday, even though you weren't going to buy him a gift.

Or maybe you gave up your own birthday or ran a race to raise money on *mycharity: water*. Clearly, you crushed your goal.



2. WE SEND YOUR MONEY TO THE FIELD.

We work closely with our local partners to assess which communities have the greatest need. Then, we pool your funds with money raised by other folks during the same time period and send 100% of it to our partners on the ground.



3. OUR PARTNERS START THE WORK.

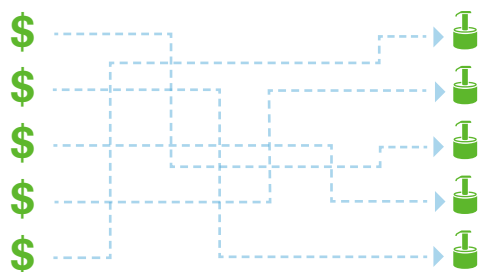
We use the right technology. *charity: water* and our partners select from a variety of water solutions, depending on the region's water availability, culture, and economic conditions.

The village takes ownership. The community elects a Water Committee to oversee the project. Then, they're trained on how to manage and maintain it.

Our partners know how to roll with the punches. The water field is a complicated business that includes some risks we can't control. Since our partners know the options inside and out, they can adjust on the fly to keep our projects moving.

4. OUR PARTNERS COLLECT GPS, PHOTOS AND DATA.

When the water project is complete, our partners send their field teams out by motorbike, truck, or foot, depending on how hard the new system is to reach. They collect GPS coordinates and take photos of the finished project in its environment, and send all that data to us.



5. WE ASSIGN YOUR DOLLARS TO PROJECTS.

We verify all our partners' data to make sure it's correct: the technology used, the population served, the cost per project, the GPS coordinates, and the photos. We enter it into our system and use a custom-built Assignment Tool to match your money with the projects you helped fund.

6. YOUR COMPLETION REPORT.

We create your Project Detail Report which shows GPS coordinates, photos, and other information about the community you helped, and we publish this on your My Projects page. This page is public, so you can easily share it with all your friends.

[SEE A REAL EXAMPLE »](#)

AYDER AWLIAT ELEMENTARY SCHOOL
Completed: July 2011

COUNTRY [?] ETHIOPIA

PEOPLE SERVED [?] 185

PROJECT TYPE [?] DRILLED WELL

Region: Tigray [?]

GPS: 12.7174892425537, 39.5263862609863 [?]

Project Cost: \$7,326.00 [?]

Local Partner: A Glimmer of Hope [?]

Project ID: ET.GOH.Q4.09.048.213 [?]

Field Notes:

[Download full resolution photos](#)

[Google Maps](#)
See This Project on a Map »

Water Project Completed



WATERFORWARD →

In 2011, angel donor Michael Birch and his team at Monkey Inferno created [Waterforward](#) -- an online pay-it-forward movement. It's a very simple way to take a bite out of the water crisis.



There were almost a billion people in the world without clean water, and almost a billion people using social media. So we had an idea: let's connect them.



Waterforward is a digital book filled with faces of people donating to the clean water cause.



You can't put yourself in the book. Someone who's already in must donate \$10 to invite you. 100% of the money raised goes directly to water projects.



When you're in, you're asked to pay it forward and invite someone else. Each new face represents more clean water for those who still need it.





IN THE NEWS

RACHEL BECKWITH

2002-2011



Rachel Beckwith didn't want presents when she turned nine. She wanted to raise \$300 and give clean water to 15 people in need. On July 23, just five weeks after her birthday, Rachel was riding in the back seat of her family's car when two tractor trailers collided on I-90, resulting in a pile-up near her home in Bellevue, Washington. Although the rest of her family escaped without serious injury, Rachel was put on life support and passed away two days later.

While grieving, friends and family wanted to donate on Rachel's [mycharity: water campaign](#) to honor her memory. Members of the family's EastLake Community Church began contributing, too, and the total rose to \$200,000 within just a few days of Rachel's death. Then Seattle began to rally around Rachel's wish, and news of her powerful story spread even farther.

[The New York Times](#), [CNN](#), [CBS](#), [NBC](#)... Media outlets around the country re-told Rachel's story in the following weeks. Strangers around the globe responded with donations of \$9, \$19, and \$99, in honor of her birthday. Letters and emails poured in, too, expressing gratitude for her unselfish example.

Rachel's campaign became the biggest in [mycharity: water's](#) history, collecting more than \$1.2 million. That's enough to give clean drinking water to 60,000 people. And although she isn't here to see this amazing outcome, this little girl's wish inspired thousands to take up her cause.

\$1.3M

Raised from
Rachel's campaign

84

Countries with
donations

31,997

Total
donations

Thank you to the family of Rachel Beckwith, for sharing her life and legacy with the world. I am forever grateful for her testimony of love and faith.

I know it's not much, but hearing this story makes my heart ache and there needs to be more people like Rachel in this world.

The power of one touches all of us. Thank you, Rachel, for teaching us kindness.

I wish Rachel were the rule, rather than the exception.

A FEW OF THE 32,072 MESSAGES FROM RACHEL'S CAMPAIGN

In hopes we someday have a child as giving and sweet as Rachel. Thank you for reminding us all what is truly important in life and inspiring people to 'pay it forward' for years to come!

Thank you Rachel for your giving heart that has already and will continue to touch the lives of so many.

I don't know you personally... but you have brought out the best in all of us.

Our family has been deeply touched by Rachel's story. My daughters, Katie and Chrissy turned 11 on Monday and wanted to donate some of their birthday money to help Rachel's cause. She is an inspiration to all of us.

In honor of a little girl that gave more in her too brief 9 years than many of us will in our entire life. Rest in peace young lady.

When I heard this story, a tear came to my eye. Such a young, blessed little girl and such a sad ending to such a wonderful soul. I am sure she is in heaven cheering for joy at what has happened with her birthday campaign.

Another life saved on Rachel's behalf. Thanks for the inspiration, Rachel!

I'm a 42 year old single mom and this story brought tears to my eyes.

The world will be a better place because you were here Rachel-- wish we could have enjoyed you a little longer. Keep smiling down on us--we will smile when we think of you.

We are in awe of you and your giving heart! You are an example of how we should give more of ourselves to others. Thank you for being so inspiring.

Thanks for reminding us what is truly important in life.

Have been following this since July. It's been kind of a "we-are-the-world" past few months. Here's hoping Rachel knows about all this. Her family is in my thoughts.

I'm hoping that Rachel's spirit and heart continue to bring joy into the lives of her family even though she is no longer with them. That Rachel will enhance the lives of countless families for generations to come is remarkable and truly inspiring.

Thank you for opening our eyes to what life is truly about. I hope that we can raise our children to be as selfless and loving. Rest in peace sweet Rachel, we think of you and your family often.

ON EARTH DAY,

WATER CHANGES EVERYTHING

This Earth Day, we put a video together that shows how water changes everything. It features our friends Jonathan Jarvis (the brain behind The Crisis of Credit), actress Kristen Bell, and musician Douglas Kaufman, and got quite a lot of attention.

35,441

VISITS ON LAUNCH DAY

750,000+

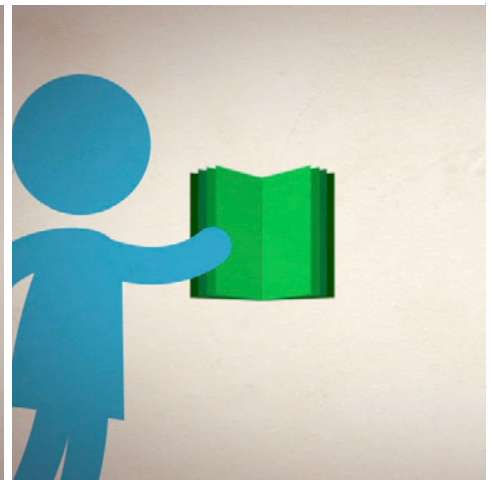
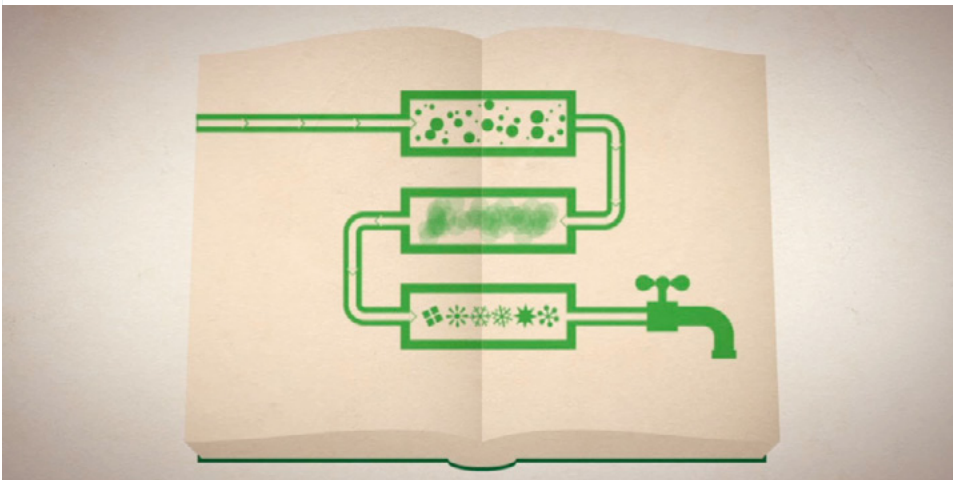
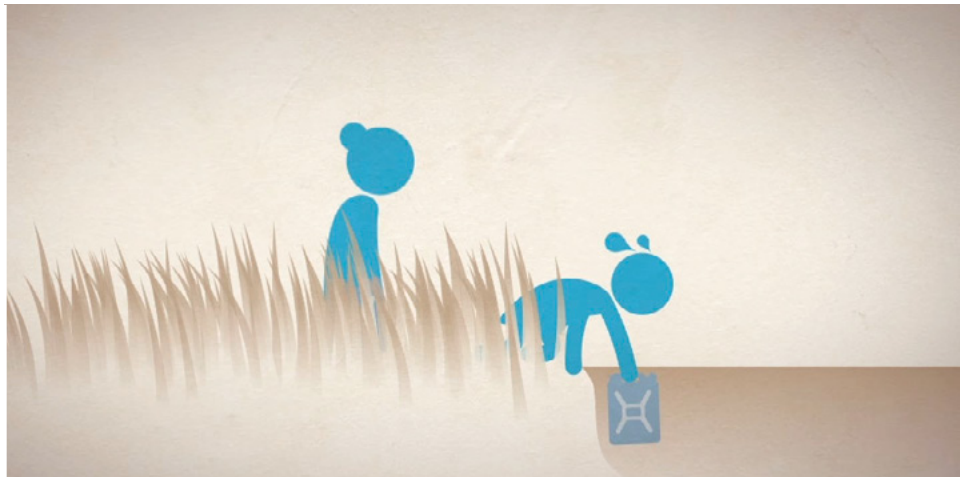
TOTAL VIEWS

9

LANGUAGES DUBBED



WATCH VIDEO HERE »



A SHOUT OUT FROM THE PRESIDENT

We were honored when President Obama told the nation about our work in his National Prayer Breakfast speech. The Washington Post's On Faith blog noticed, too. Read the brief message from Scott called "[Faith and the Waters of Change](#)" in WaPo [here](#) »



JADEN SMITH GIVES ELLEN A BIRTHDAY PRESENT

Jaden Smith - Will and Jada's twelve year old son - presented Ellen with a pretty awesome birthday gift on her show. Check out her reaction in this video [here](#) »

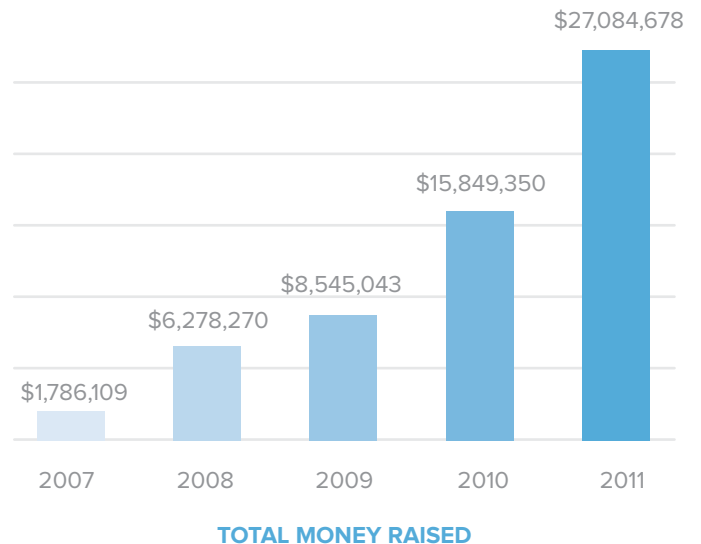




FINANCIALS

FINANCIAL RECAP

Our 2011 financial position is the strongest to date. As a result, we really increased our capacity to invest in new and exciting ways of tackling the water crisis. We also got better at doing things bigger and faster. And we started 2012 with a renewed confidence in the strength of our model and vision for the future.

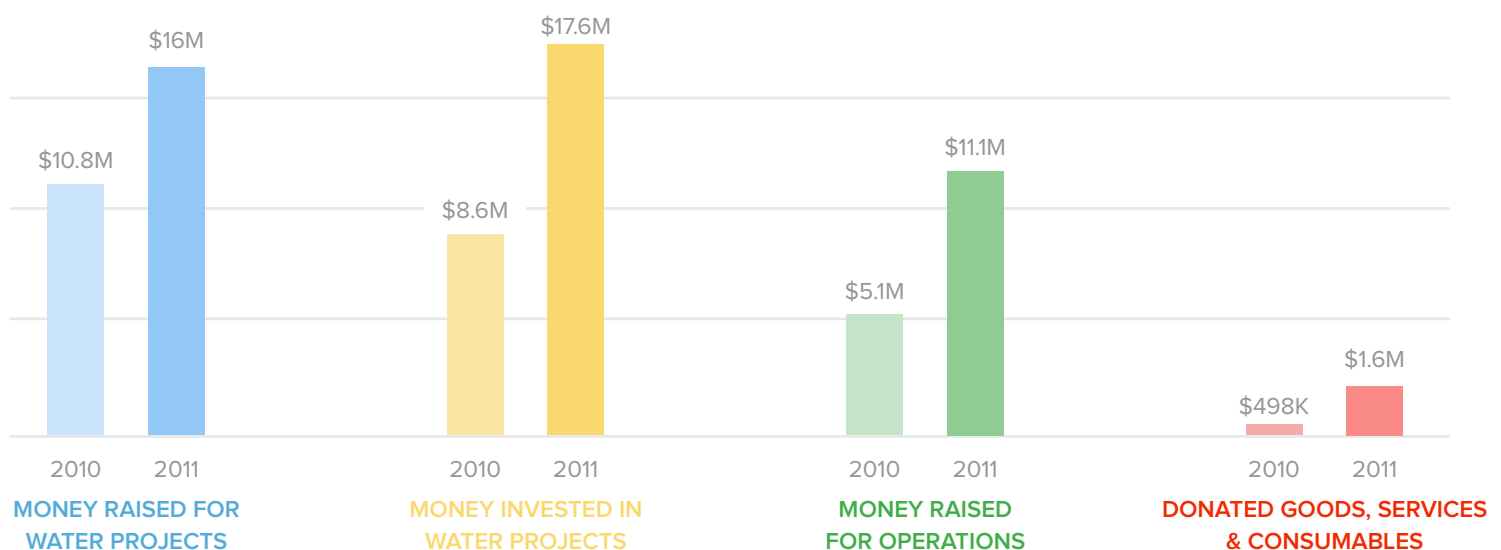


CHARITY: NAVIGATOR - HIGHEST RATING



Charity Navigator is a large watchdog group that rates non-profit organizations and currently covers 5,000 charities. In 2011, they rated us. [See our profile here »](#)

CHARITY: WATER FINANCIAL SUMMARY

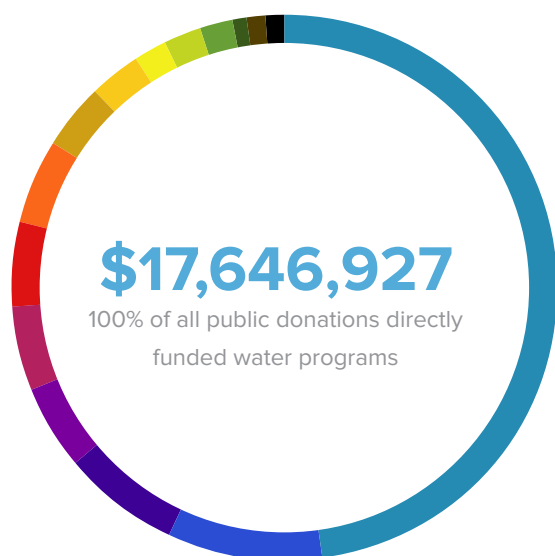


WHEN WE SAY 100%, WE MEAN 100%.

Download our 100% Model Audit Opinion [here](#) »

100% WATER

In 2011, we sent \$17,646,927 to 2,406 water projects in 15 developing countries. That's 100% of every dollar raised by the public. Here's where the money went:



	ETHIOPIA \$8,454,337
	CAMBODIA \$1,509,477
	MALAWI \$1,273,507
	KENYA \$939,796
	RWANDA \$953,766
	INDIA \$861,315
	TANZANIA \$798,114
	SIERRA LEONE \$720,584
	BANGLADESH \$410,454
	GUATEMALA \$393,627
	HONDURAS \$356,080
	DRC \$298,334
	NEPAL \$249,500
	BOLIVIA \$225,068
	LIBERIA \$202,968

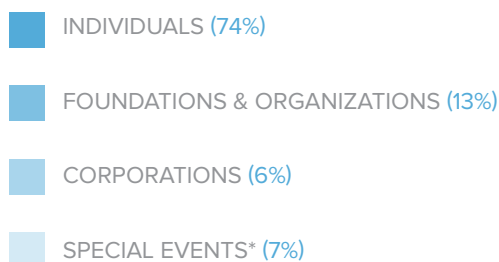
100% OPERATIONS

In 2011, we invested \$3,403,359 of private donations in our own infrastructure, including competitive staff salaries and benefits, technologies, water program development, trips to the field, special events and office operations. Here's where the money went:

	PAYROLL \$1,969,405
	PROFESSIONAL FEES \$488,432
	CREDIT CARD FEES \$260,462
	OFFICE EQUIPMENT & SUPPLIES \$216,642
	TRAVEL \$213,972
	RENT & UTILITIES \$108,627
	SHIPPING, PRINTING & POSTAGE \$107,503
	EVENTS \$22,131
	MARKETING \$16,185



TOTAL SUPPORT

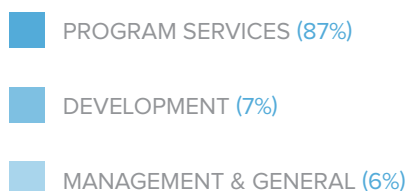


**TOTAL
SUPPORT**

** includes individual contributions*

65% of donations for water were raised online.
78% of all contributions came from individual donors.

ORGANIZATIONAL EFFICIENCY



**ORGANIZATIONAL
EFFICIENCY**

It costs us just 6¢ to raise \$1.

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

Charity Global, Inc. for the year ended December 31, 2011, with summarized comparative figures at December 31, 2010.

ASSETS	Unrestricted	Temporarily Restricted	2011	2010
Cash and cash equivalents	\$7,015,537	\$10,768,577	\$17,784,114	\$10,095,966
Contributions and pledges receivable (net)	\$321,118	\$5,647,785	\$5,968,903	\$3,153,452
Prepays and other current assets	\$125,564	-	\$125,564	\$109,729
Fixed assets (net of accumulated depreciation)	\$228,806	-	\$228,806	\$166,893
» Total assets	\$7,691,025	\$16,416,362	\$24,107,387	\$13,526,040
LIABILITIES AND NET ASSETS				
Liabilities:		\$10,472,362	\$10,472,362	\$5,535,190
» Committed to water programs	-	-	\$32,230	\$82,574
» Accounts payable	\$32,230	-	\$61,873	\$63,562
» Accrued expenses	\$61,873	\$10,472,362	\$10,566,465	\$5,681,326
» Total liabilities	\$94,103			
Net assets:				
» Unrestricted	\$7,596,922	-	\$7,596,922	\$2,330,493
» Temporarily restricted	-	\$5,944,000	\$5,944,000	\$5,514,221
» Total net assets	\$7,596,922	\$5,944,000	\$13,540,922	\$7,844,714
TOTAL LIABILITIES & NET ASSETS	\$7,691,025	\$16,416,362	\$24,107,387	\$13,526,040

CONSOLIDATED STATEMENT OF ACTIVITIES

Charity Global, Inc. for the year ended December 31, 2011, with summarized comparative figures for the year ended December 31, 2010.

PUBLIC SUPPORT AND REVENUE	Unrestricted	Temporarily Restricted	2011	2010
Public Support:				
» Individuals	\$6,573,723	\$13,327,455	\$19,901,178	\$10,818,740
» Corporations	\$236,701	\$1,287,620	\$1,524,321	\$1,751,960
» Foundations and other organizations	\$1,407,938	\$2,117,000	\$3,524,938	\$2,211,945
» Special event revenue:				
Contributions	\$631,987	\$1,344,631	\$1,976,618	\$1,063,369
Ticket sales	\$247,360		\$247,360	\$76,640
Net direct benefit to donor	(\$304,970)		(\$304,970)	(\$139,817)
Revenue:				
» Interest and other income	\$34,651		\$34,651	\$33,486
» Foreign currency remeasurement (loss) gain				(\$2,012)
Net assets released due to satisfaction of restrictions	\$17,646,927	(\$17,646,927)		
Total public support and revenue	\$26,474,317	\$429,779	\$26,904,096	\$15,814,311
EXPENSES				
Program services	\$18,505,476		\$18,505,476	\$9,378,708
Management and general	\$1,166,703		\$1,166,703	\$934,174
Development	\$1,528,984		\$1,528,984	\$1,044,384
Total expenses	\$21,201,163		\$21,201,163	\$11,357,266
CHANGE IN NET ASSETS BEFORE THE EFFECT OF IN-KIND DONATIONS AND OTHER ITEMS	\$5,273,154	\$429,779	\$5,702,933	\$4,457,045
» Donated goods, services, use of facilities-revenue	\$1,624,843		\$1,624,843	\$498,621
» Donated goods, services, use of facilities-expense	(\$1,624,843)		(\$1,624,843)	(\$498,621)
» Loss on disposal of equipment	(\$6,725)		(\$6,725)	
CHANGE IN NET ASSETS	\$5,266,429	\$429,779	\$5,696,708	\$4,457,045
NET ASSETS AT BEGINNING OF YEAR	\$2,330,493	\$5,514,221	\$7,844,714	\$3,387,669
NET ASSETS AT END OF YEAR	\$7,596,922	\$5,944,000	\$13,540,922	\$7,844,714

READ THE ONLINE VERSION
OF ANNUAL REPORT HERE »

