



CHARITY: WATER

Annual Report

20
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THE WATER CRISIS

Everyone on the planet deserves to have access to clean and safe drinking water.

Yet 663 million people in the world live without it.¹

That's nearly 1 in 10 people worldwide.
Or, twice the population of the United States.

But we're determined to change that.

¹ Progress on Sanitation and Drinking Water: 2015 Update and MDG Assessment



OUR MISSION

charity: water is a non-profit organization bringing clean and safe drinking water to people in developing countries.



MISSION

2017 at a Glance

AMOUNT RAISED

\$50 million*

WATER PROJECTS FUNDED

5,573

PEOPLE WHO WILL HAVE ACCESS TO CLEAN WATER

1.18 million

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



In 2017, we funded projects
that will bring clean water
to 1,183,926 people in 15
countries worldwide.



Our Programs

BANGLADESH
CAMBODIA
CÔTE D'IVOIRE
ETHIOPIA

INDIA
MADAGASCAR
MALI
MALAWI

MOZAMBIQUE
NEPAL
NIGER
RWANDA

SENEGAL
SIERRA LEONE
UGANDA



Bangladesh

PEOPLE
SERVED 219,269*

NO. OF
PROJECTS 549**



* These numbers represent the total number of people who will gain access to clean water as proposed and reported on by our implementing partners. These numbers are dynamic and can change as we receive new information from the field.

** These numbers represent all water projects funded by charity: water - both completed and those that are still under construction. These numbers are dynamic and can change as we receive new information from the field.



Cambodia

PEOPLE SERVED 150,940*

NO. OF PROJECTS 913**



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Côte d'Ivoire

PEOPLE
SERVED 22,800*

NO. OF
PROJECTS 57**



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Ethiopia

PEOPLE SERVED 334,891*

NO. OF PROJECTS 1,222**



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India

PEOPLE
SERVED

26,790*

NO. OF
PROJECTS

610**



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Madagascar

PEOPLE
SERVED 22,000*

NO. OF
PROJECTS 440**



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Malawi

PEOPLE
SERVED

69,695*

NO. OF
PROJECTS

287**



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Mali

PEOPLE
SERVED

68,090*

NO. OF
PROJECTS

126**



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Mozambique

PEOPLE
SERVED 39,144*

NO. OF
PROJECTS 76**



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Nepal

PEOPLE
SERVED

19,009*

NO. OF
PROJECTS

132**



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Niger

PEOPLE
SERVED

41,600*

NO. OF
PROJECTS

85**



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Rwanda

PEOPLE SERVED 78,002*

NO. OF PROJECTS 160**



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Senegal

PEOPLE
SERVED

8,916*

NO. OF
PROJECTS

725**



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Sierra Leone

PEOPLE SERVED 13,500*

NO. OF PROJECTS 45**



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Uganda

PEOPLE
SERVED

69,280*

NO. OF
PROJECTS

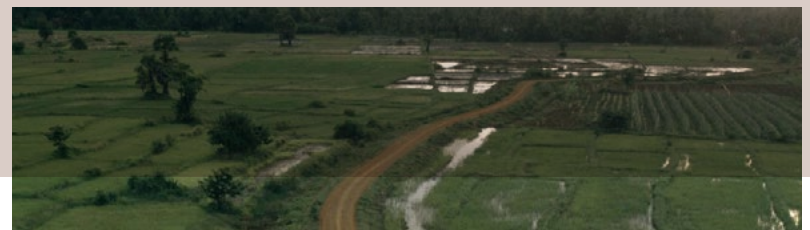
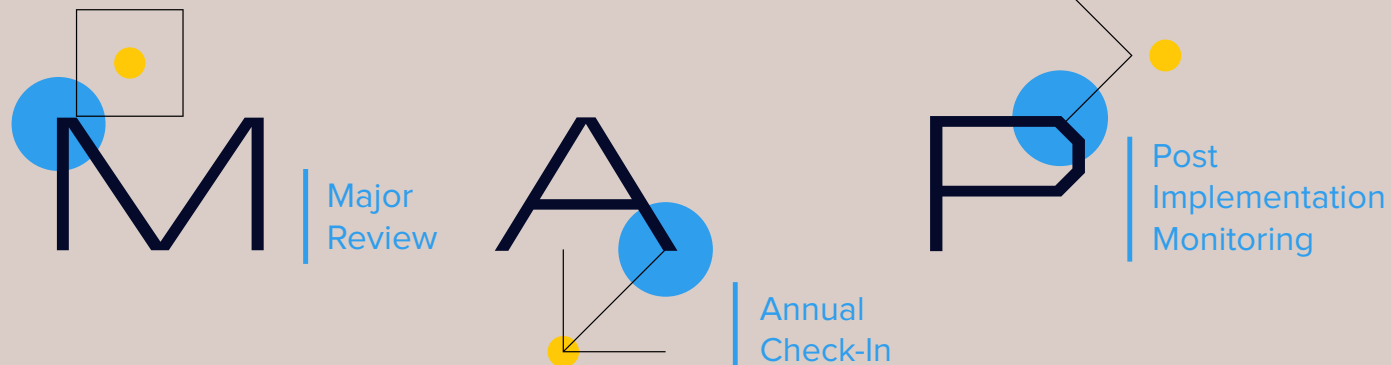
146**



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When it comes to clean water, we don't just focus on how many people we serve, but also on how effectively we serve them. That's why, in 2017, we launched a powerful new program to help us become more impactful, innovative, and sustainable over time. It allows us to evaluate the impact of the water and sanitation projects that we fund. We're calling it MAP.





What MAP Measures

Our MAP framework is comprehensive, and it measures five different components:

- 1 How much did our efforts improve access to clean water?
- 2 Did the work we fund improve the quality of water people are drinking?
- 3 Are more people able and willing to use a clean and safe latrine?
- 4 Did our efforts successfully encourage families to practice good hygiene and hand washing?
- 5 Is there a system in place to manage water, sanitation, and hygiene?

When we look at these five indicators altogether, not only does it help us understand the impact of our work, it helps us improve our approaches for future water projects, too.

MAP

The Pilot Program

In 2017, we launched MAP as a pilot program to ensure we had the right approach before implementing it everywhere we work. We started with three partners in three countries:

WATER FOR PEOPLE IN MALAWI

NEPAL WATER FOR HEALTH (NEWAH) IN NEPAL

GOAL IN UGANDA

In each country, we collected data through three different methods: by talking to local water committees and community members, by inspecting water points themselves, and by interviewing individual households. In every step of the process, we asked several questions and gathered data—all with the goal of understanding what kind of a difference clean water really makes.

Overall, in 2017 our MAP pilot program conducted 3,128 surveys - 699 focused on evaluating water-points, 357 focused on measuring impact at the community-level, and 2071 focused on measuring impact where it matters most - the household.

And that's just the beginning.

The Future of MAP

In 2018, we'll expand MAP to cover programs in eight different countries: Ethiopia, India, Malawi, Mozambique, Nepal, Niger, Rwanda, Uganda. Eventually all of our partners will work with MAP.

Our programmatic strategy is designed to help every charity: water project have a meaningful and sustainable impact in each community that we serve.



Programmatic Strategy



Water + Sanitation & Hygiene (WASH)

When we fund a clean water project, our work isn't done when the water arrives. Local communities are also trained on the importance of sanitation and hygiene, because improving access to water, sanitation, and hygiene all together can prevent more than 1,000 deaths of children under five every single day.²

Diverse Solutions

Bringing clean water to people looks different in each country. Water sources, terrain, and population all play a part in determining what technology is required to serve people well.

To meet the needs of each community we serve, we employ different technologies in different places—including drilled wells, rainwater catchments, BioSand filters, and more.

An Emphasis on Rural

Nearly 80% of the 663 million people who don't have access to clean water live in rural areas.³ So we focus our work on the hardest-to-reach parts of the planet, where the need for clean water is greatest.

Concentrated Impact

Over the years, we've worked in 26 countries around the globe.

But recently, we've been focusing on having the deepest, most meaningful impact that we can in the places where we add value. Right now, we're heavily focused on Sub-Saharan Africa and Southeast Asia.

Invest in Local Partners

Whenever we fund a project, we partner with carefully-chosen local experts. Every partner we work with has a community-centered approach, excellent reporting practices, and a deep knowledge of effective, sustainable water project implementation in their area. In 2017, we worked with a total of 12 partners in 15 countries.

² Prüss-Ustün, A., Bartram, J., Clasen, T., Colford, J. M., Cumming, O., Curtis, V., ... Cairncross, S. (2014). Burden of disease from inadequate water, sanitation and hygiene in low- and middle-income settings: a retrospective analysis of data from 145 countries. *Tropical Medicine & International Health*, 19(8), 894–905

³ WHO/UNICEF. (2015). *Progress on Sanitation and Drinking Water: 2015 Update and MDG Assessment*. Geneva, Switzerland; New York, New York, USA.

PARTNERS

12

COUNTRIES

15

PEOPLE WHO WILL RECEIVE CLEAN WATER

1,183,926

PROJECTS FUNDED

5,573

20
17

Operations



When charity: water began, we made a bold promise:

100% OF PUBLIC DONATIONS WOULD GO
TO FUNDING CLEAN WATER PROJECTS.

From day one, we've relied on generous private donors and brand partners to fund all our operating expenses. It's not an easy way to do business, but it's an approach we believe in deeply.

And year after year, our commitment to our operational model inspires support from passionate donors, enthusiastic fundraisers, long-standing brand partners, and loyal volunteers who believe—like we do—that clean water truly changes everything.





Our Board

Board of Directors

Michael Wilkerson
Chi-Hua Chien
Brant Cryder
Valerie Donati
Ryan Graves
Scott Harrison, charity: water Founder & CEO
Brook Hazelton
Gian-Carlo Ochoa, Ph.D.
Shannon Sedgwick Davis

Officers of the Board

Michael Wilkerson, Chairman
Chris Barton, General Counsel & Secretary
Michael Gumbley, CFO & Treasurer



Our Team

We believe it's possible to end the global water crisis in our lifetime. To help get us there, we employ a wide-ranging team of experts to make every aspect of our work possible. Every day in our New York and UK offices, you'll find smart, passionate, and caring teams hard at work.

In 2017, we were lucky enough to add nine more exceptional people to our team, in a wide range of departments.

Everything we do is powered by our community—our passionate supporters, members, fundraisers, influencers, and brand partners. And in 2017, that community grew larger, more passionate, and more generous than ever before.



Our Community





The Well

The Well is a community of generous charity: water supporters who fund our operating costs. By committing to support operations for three year terms, Well members also allow us to plan operations over a longer period, which creates efficiency and stability. Their support powers our 100% Model, which allows public donations to go directly to water projects.

Members of The Well provide more than just financial support—they are also some of our most loyal teammates, our most visionary partners, and our most outspoken champions.



WITHOUT THEM, WE WOULDN'T BE WHERE WE ARE TODAY.



THE WELL IN 2017

Expanded to **127 Well Members** in **6 countries**

Supported **79 charity: water employees** to help end the global water crisis

Hosted **11 charity: water events** and introduced us to new friends and supporters

Visited local partners in Nepal, Uganda, and Ethiopia to learn more about our work

Motivated and educated staff by participating in our water cooler series

EVEN MORE EXCITING

23 new Well Members

Our first brand partner, **Saint Laurent**



Water Project Sponsors



OUR WATER SPONSORS IN 2017

Included **374 individual donors** around the globe

Gave nearly **\$8.9 million** for clean water

Supported clean water solutions in **8 countries**

Included individuals, families and family foundations, faith communities, and schools

Every year, some of our most passionate and generous supporters commit to sponsoring a clean water project from start to finish.

Be it for a village, a school, or a dedicated health clinic, Water Project Sponsors donate the full cost of a clean water project and provide safe, accessible drinking water to people in need for years to come. They fund a variety of water solutions based on local need and capacity.

A circular inset image on the left side of the page shows a woman with a colorful headwrap and a patterned top, holding a young child and a glass of water. The background of the entire page is a solid teal color.

Brand Partnerships

Our supporters at charity: water aren't just individuals. We also partner with some incredibly generous and visionary organizations as brand partners, who stand by us in countless ways—from raising awareness, to supporting our team, to generously funding clean water projects across the globe.

In 2017, we strengthened many of our brand partnerships, continuing to work with amazing organizations like Amazon Smile, the Caterpillar Foundation, Emergen-C, Gundry MD, Humble Bundle, Nautica, Red Nose Day, and The Smile Generation.

BRAND PARTNERSHIP SUMMIT 2017

In 2017, we held our inaugural Brand Partnership Summit, bringing together more than 70 representatives from our corporate community for two days of inspiring content and conversation. Key speakers included author Simon Sinek and Neil Blumenthal of Warby Parker.

All together, **our brand partners raised \$10 million** for clean water projects and operating expenses in 2017.

NEW PARTNERSHIPS

THE PINEAPPLE FUND

Supported us with an unprecedented nearly **\$1 million Bitcoin** donation

EBAY

Partnered with us to run our first auction for clean water, raising more than **\$76,000**

SAINT LAURENT

Broke new ground in 2017 as the first brand partner to join us in a **three-year partnership** as a member of The Well - committing to sponsoring our fundraising gala for the next three years, while also continuing to fund clean water projects



The Spring

After launching our monthly giving program—The Spring—in 2016, we knew we had to scale up in 2017. And we did just that.

In 2017, The Spring grew by leaps and bounds. Not only did we expand our membership, we also put time and energy into crafting an exceptional member experience, with an exclusive video series called The Journey.

THE JOURNEY

The Journey followed our team to Cambodia to show members of The Spring what a difference their donations make. The series is heartfelt, hilarious, and more than a little humid.

The best part? It allows Spring members' to see for themselves that clean water really does change everything.



THE SPRING IN 2017

Grew **150%** Year-over-Year

Included **14,896 Members** by Year's End

Represents **\$5.87 million** in Annual
Recurring Revenue for clean water

Our Fundraisers

In 2017, our fundraisers did some truly incredible things for clean water. All told, they ran 4,701 campaigns, inspired 66,612 donations, and raised nearly \$4.5 million for clean water projects.

Three friends—**Aryan, Masso, and Jimmy**—raised over \$15,000 by walking from Sydney to Brisbane, and documenting their trip along the way.



Noa, pictured with her brother **Benz**, raised over \$10,000 for clean water through a powerful video and an artist collaboration (and she's still in elementary school!).



Two school teachers, **Abby and Beth**, “Everested”—biking 29,029 vertical feet and raising almost \$3,500 for clean water.



Ellery and Hadley raised \$531 by selling cookies and lemonade.

Zach celebrated his birthday by doing a triathlon, raising \$2,033.



**Olympic figure skater
Maia Shibutani** inspired
their community and
raised over \$10,000.



Influencers

We're so appreciative of our incredible community of passionate world-changers! An amazing amount of people care about helping end the global water crisis—including some well-known friends who leveraged their social media presence to raise awareness and money to give clean water to people in need.

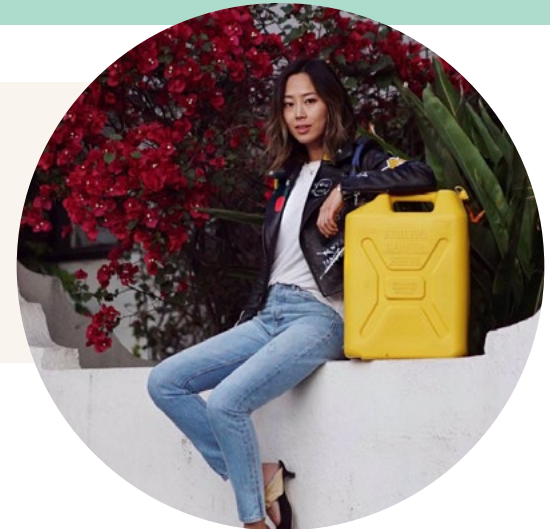


**Gamer and YouTuber
Markiplier** smashed
the year's fundraising
records with a campaign
that brought in an
incredible \$254,490 for
clean water.

**YouTube
personality Casey
Neistat** ran a
campaign that
received over 1,000
donations and
raised over \$17,000.



**Fashion and interior
design blogger
Aimee Song** raised
over \$80,000 thanks
to more than 580
individual donations.



**Vegan Ultraman
and author Rich Roll**
captured the attention
of over 1,000 people,
raising over \$68,000.



Kendall Jenner celebrated her 22nd
birthday with a clean water campaign
and raised almost \$68,000.

The UK

2017 was a landmark year for charity: water UK. We kicked off our first full year registered as a charity in the United Kingdom by building a dedicated UK website and recruiting our growing team to start work from London in 2018.

And it's making a difference. In 2017, charity: water UK invested £285,554 to bring clean, safe water to people in seven countries: Cambodia, Ethiopia, India, Malawi, Niger, Rwanda, and Uganda.





charity: ball

In our third year hosting charity: ball at The Metropolitan Museum of Art, we threw an event focused on all the elements that go into building each charity: water project. The gala highlighted the passionate and dust-covered local heroes who work hard every day to bring clean water to communities in need.

The gala was the most successful event in charity: water history. Thanks to all our incredibly generous attendees, we raised almost \$4.5 million to fund an entire year's work for two local partner teams - led by the highly motivated and committed Afework Bitsie in Ethiopia and Sarik Chan in Cambodia.



Financials

2017 was the most impactful year we've ever had.
We raised more money, sent bigger amounts to the field,
and changed the lives of more people than ever before.



2017

AMOUNT RAISED
IN 2017

\$35 MILLION

for clean water projects

\$15 MILLION

for operating expenses

AMOUNT INVESTED
IN 2017

In 2017, we invested

\$34.1 MILLION

to fund clean water projects.

And we invested an additional

\$1.3 MILLION

in remote monitoring, repairs
and maintenance.

BREAKDOWN OF
FUNDS BY COUNTRY

Bangladesh
\$2.2M

Cambodia
\$1.8M

Côte d'Ivoire
\$1M

Ethiopia
\$12.7M

India
\$600k

Madagascar
\$1.2M

Malawi
\$2.4M

Mali
\$3M

Mozambique
\$1.4M

Nepal
\$1.1M

Niger
\$1.2M

Rwanda
\$2.7M

Senegal
\$900k

Sierra Leone
\$700k

Uganda
\$1.2M

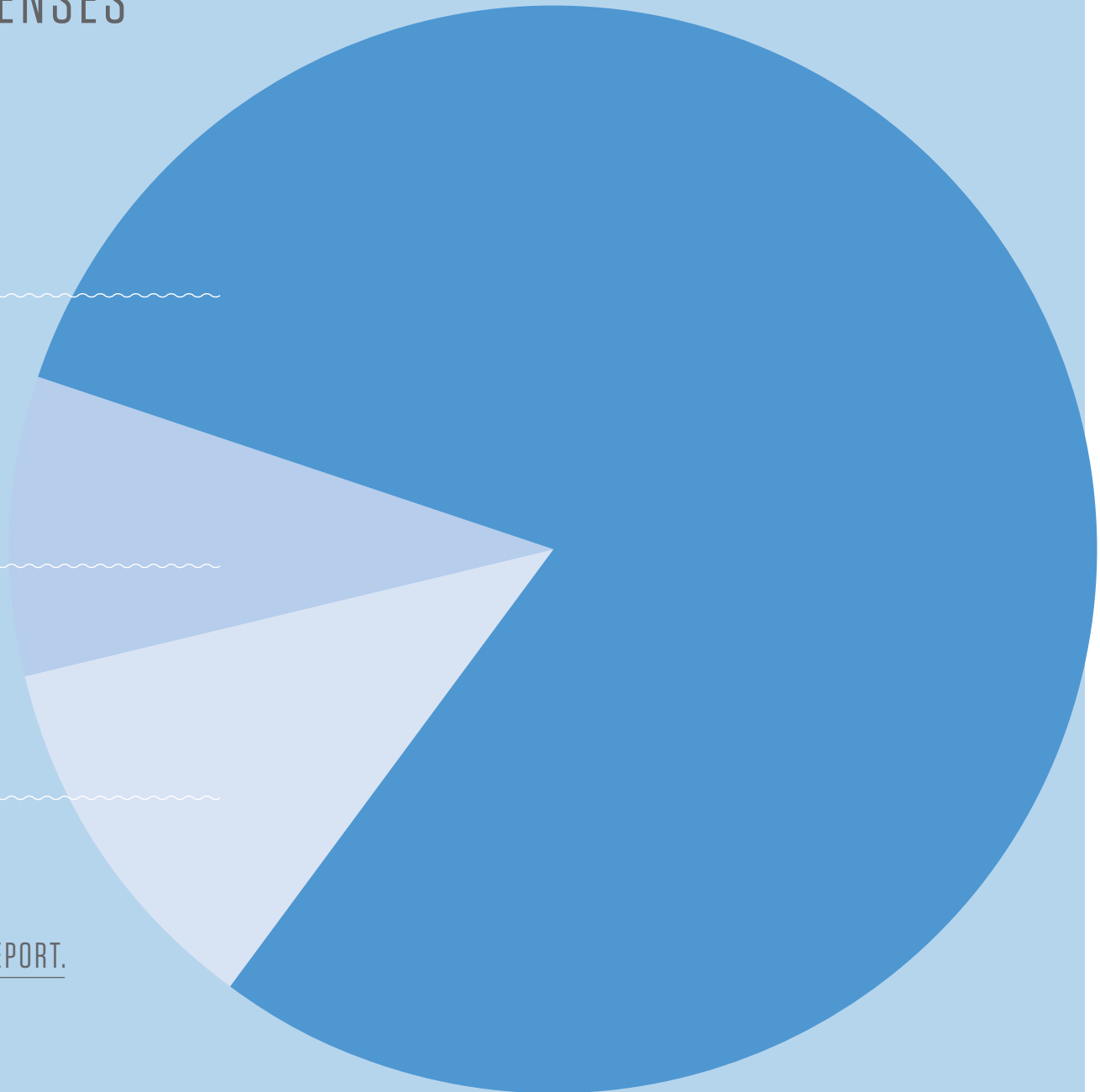
ALLOCATION OF EXPENSES*

80%
Program Services

9%
**Management
& General**

11%
Development

*SEE THE FULL FINANCIAL REPORT.



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IN 2017 ALONE,

we invested \$11.3 million in operating expenses using donations from private donors, which ensures 22.2 months of operating reserves to fund working capital. Our operational costs are covered entirely by the generous private donors of our membership program, The Well. Their support makes it possible for us to keep our promise that we will never use public donations to pay for our operations.

67%
Staff Salaries

8%
Professional Fees

5%
Events

4%
Travel & Meals

6%
**Office Equipment
& Supplies**

3%
Credit Card Fees

5%
Rent & Utilities

2%
Marketing

20
17

Since 2006,
charity: water
has funded **over
28,000 water
projects to serve
over 8.2 million
people** around
the world.

