

2020



 charity: water

FISCAL YEAR 2025

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

PRESIDENT'S UPDATE

The charity: water team has always operated with two core beliefs: every dollar you give should do as much good as possible, and you deserve to see exactly how it's used.

In fiscal year 2025, those beliefs drove everything we accomplished together. Public donations funded more than **22,000 water projects** across **20 countries**, bringing clean and safe water to **1.41 million people** for the very first time.

And this year, we took our commitment to transparency further than ever. We tested a new feature called WaterProof, that allows every donor to track their gift in real time—following their project from funding to completion, with photos, project details, GPS coordinates, and the stories of the people they helped. Now, every time you give, you can track your charity: water gift like a package that delivers clean water. And as you continue to give, your personalized map will grow with pins that mark each project you helped support.

We also collaborated with Northwestern University on a new initiative to measure how the impacts of clean water are actually felt in everyday life. The Household Water Insecurity Experience (HWISE) Scale captures the physical, emotional, and financial impacts for people receiving clean water for the first time. The results confirm what we've always believed: clean water is transformative in nearly every aspect of life. This data will be vital to scaling clean water initiatives worldwide. Read more about HWISE and our operational strategy on page nine.

Twenty years of learning, building, and proving what works has brought us to this moment. The model is ready. The data is clear. For the first time, we have everything we need to scale our work and end the water crisis in our lifetimes.

You made all of this possible. Thank you.

With gratitude,
Melissa Russell
President, charity: water



2025 Highlights

EXPERIENCE LAB

The Experience Lab officially opened to the public in March 2025 — and 10,000+ tours later, it's clear this space is special. Visitors spend an hour moving through hands-on exhibits and immersive storytelling experiences that make the water crisis real and the path forward clear. In the last year, visitors to the Experience Lab have committed **\$3.6 million** to our mission.

SUPPORTERS WE LOVE

Manfred runs “A Friend in Heidelberg,” a boutique tour service in Germany offering trips to castles, villages, and vineyards. After discovering charity: water in March 2024, he pledged a portion of revenue from every tour to our mission—and his clients enthusiastically joined in. To date, he has raised over **\$8,100** and brought clean water to more than 200 people. *“Everybody just understands how important water is.”* —Manfred

MY TEN NIGHTS

charity: water UK partnered with My Ten Nights—an innovative tech platform that automates giving throughout Ramadan. This year, we celebrated raising over **£150,000** through the campaign. By creatively using technology, the campaign meets the Muslim community at one of the most meaningful times of the year, and we are honoured to be part of it and to reach new communities with our mission.

A BIRTHDAY TO REMEMBER

When charity: water Scott Harrison turned 50, we threw a party and invited donors to join us in Nashville or donate online. The results were amazing: A total of **\$1,396,067** was raised, with proceeds benefitting our work in Uganda.

STABILITY AMIDST SECTOR DISRUPTION

In the wake of significant disruption to the humanitarian sector, we are proud to remain a steady and stable presence for our local partners and the communities they serve. Around one-third of our partners relied on USAID funding for significant portions of their work, but our model of being fully funded by private donations has allowed us to offer continuity and support at a moment when many in the sector could not. This stability is not only an organizational strength but an increasingly important contribution to the sector as a whole.

FY2025 Global Impact

PEOPLE-POWERED PROGRESS, WORLDWIDE

22,414

WATER PROJECTS FUNDED

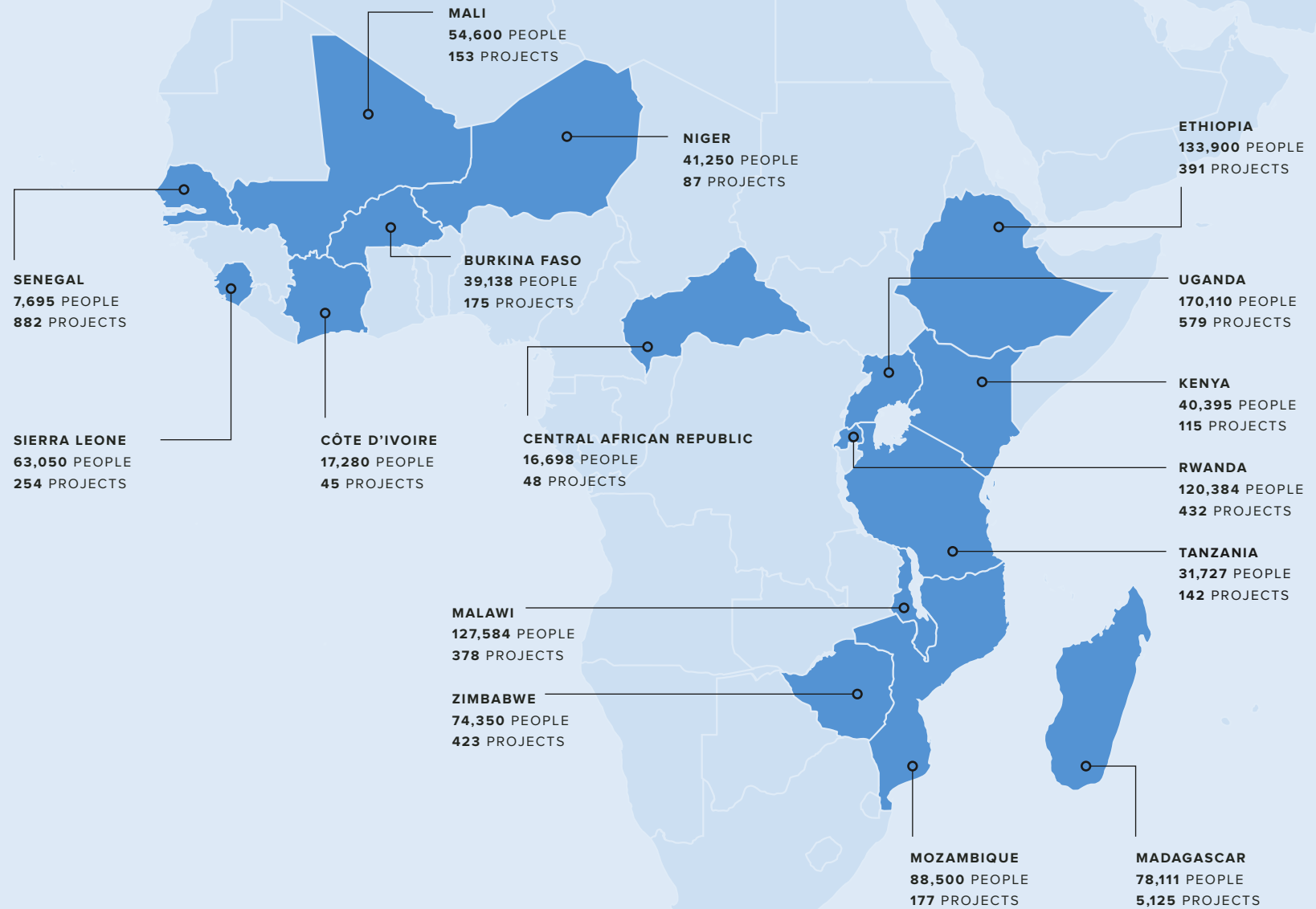
1,416,339

PEOPLE WITH ACCESS TO CLEAN WATER

20,600,000+

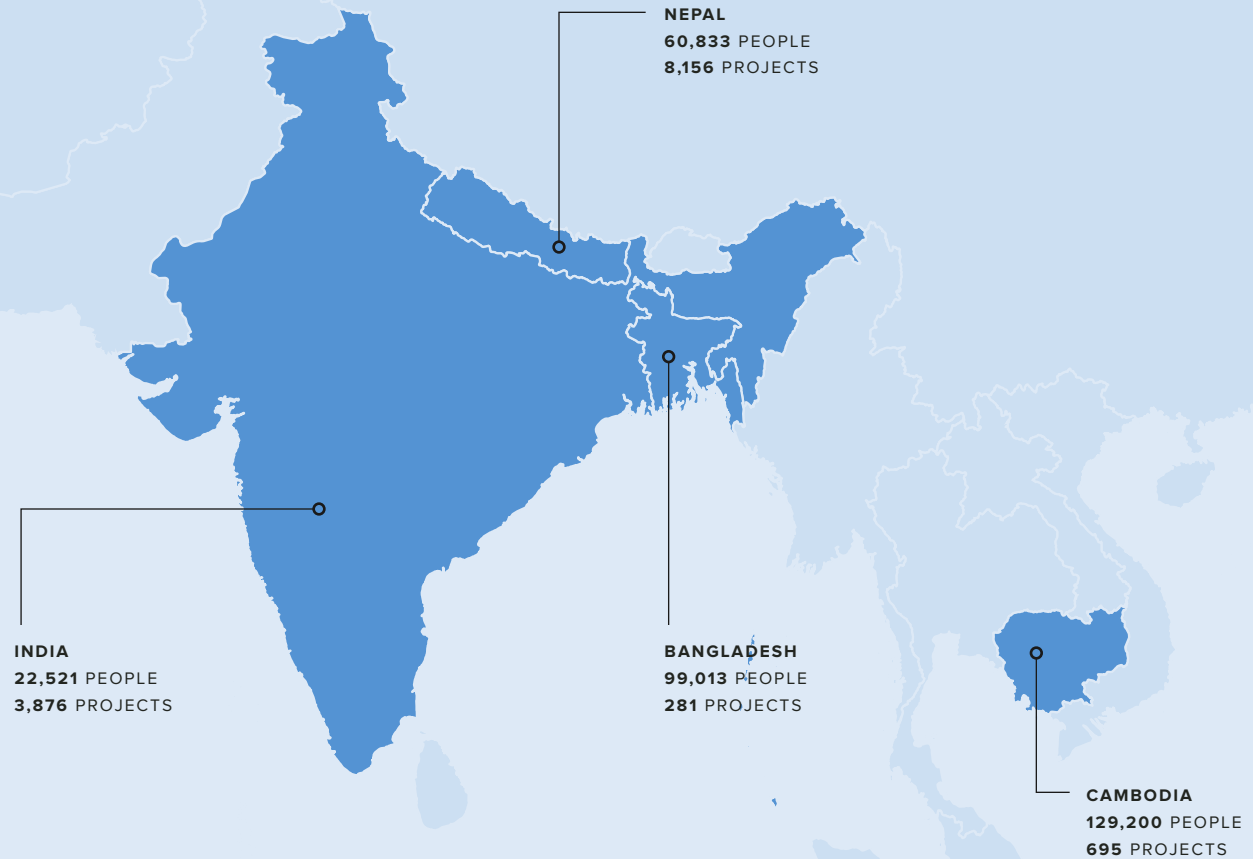
PEOPLE PROVIDED WITH CLEAN WATER SINCE 2006

Africa



FY2025 GLOBAL IMPACT

Asia



Programmatic Pillars

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



OUR PRIMARY OBJECTIVE

Provide clean and safe water to as many people as possible. Not with temporary measures, but with clean water solutions that last. We support communities in their efforts to maintain clean water functionality long after new pumps, taps, or water systems are installed.



WHERE WE WORK

We focus our efforts on rural communities. Why? Because eight in 10 people who lack access to safe drinking water live in rural areas. Since 2006, we have funded projects in **29 countries**.



STRATEGY AND IMPLEMENTATION

Since we expect our projects to remain functional for many years, we work through local implementing partners who have a proven track record of providing scaled, sustainable access to drinking water in rural settings. And to increase our impact, we intentionally target areas of high need and low income, which will allow us to work in a concentrated geographic area for multiple years—until the entire area is covered by sustainable clean water programming.



MEASURING TANGIBLE RESULTS

We have always believed that clean water is transformative in all areas of life, and now we have the data to prove it. Through our Household Water Insecurity Experiences Scales (HWISE) initiative, we are collecting data on the physical and emotional impact of water insecurity. Early HWISE reports from Nepal and Ethiopia are encouraging: Household water insecurity is falling dramatically in response to charity: water programming, and families are reporting fewer experiences with water-related worry, anger, and shame after new infrastructure is completed. These results help us measure the ways that clean water is transforming people's daily lives.

Our Founding Principles

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

100% MODEL

From day one, 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 BOARD OFFICERS

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

UK BOARD OF DIRECTORS

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

UK BOARD OFFICERS

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

Financials by Country

In 2025, we funded **22,414 new water projects** that will bring clean water to **1,416,339 people** in **20 countries**.

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

BANGLADESH
\$2.2M

BURKINA FASO
\$2.3M

CAMBODIA
\$2.4M

CENTRAL AFRICAN REPUBLIC
\$1.1M

CÔTE D'IVOIRE
\$1.5M

ETHIOPIA
\$4.6M

INDIA
\$1.6M

KENYA
\$2.9M

MADAGASCAR
\$4.8M

MALAWI
\$4.1M

MALI
\$3.1M

MOZAMBIQUE
\$3.2M

NEPAL
\$4.0M

NIGER
\$1.7M

RWANDA
\$3.0M

SENEGAL
\$1.6M

SIERRA LEONE
\$2.7M

TANZANIA
\$1.9M

UGANDA
\$5.6M

ZIMBABWE
\$3.8M

FY2025 Revenue

TOTAL REVENUE

\$90.8M

Net Contribution Revenue

\$78.8M

Investment Returns & Other Income

\$12M

IN 2025, WE INVESTED

\$57.3M to fund clean water projects

\$4.4M in sustainability, funding remote monitoring, repairs, and maintenance of water projects

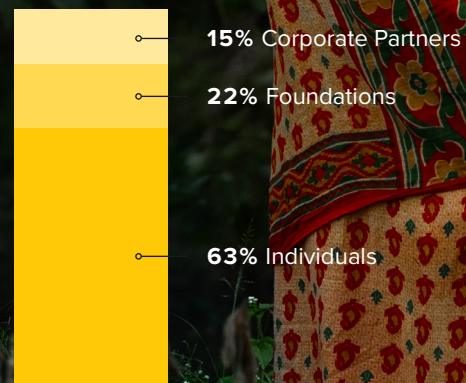
\$28.3M to fund operating expenses

2025 CONTRIBUTION REVENUE BREAKDOWN

\$58.6M raised for clean water projects

\$20.2M raised for operating expenses

BY SOURCE



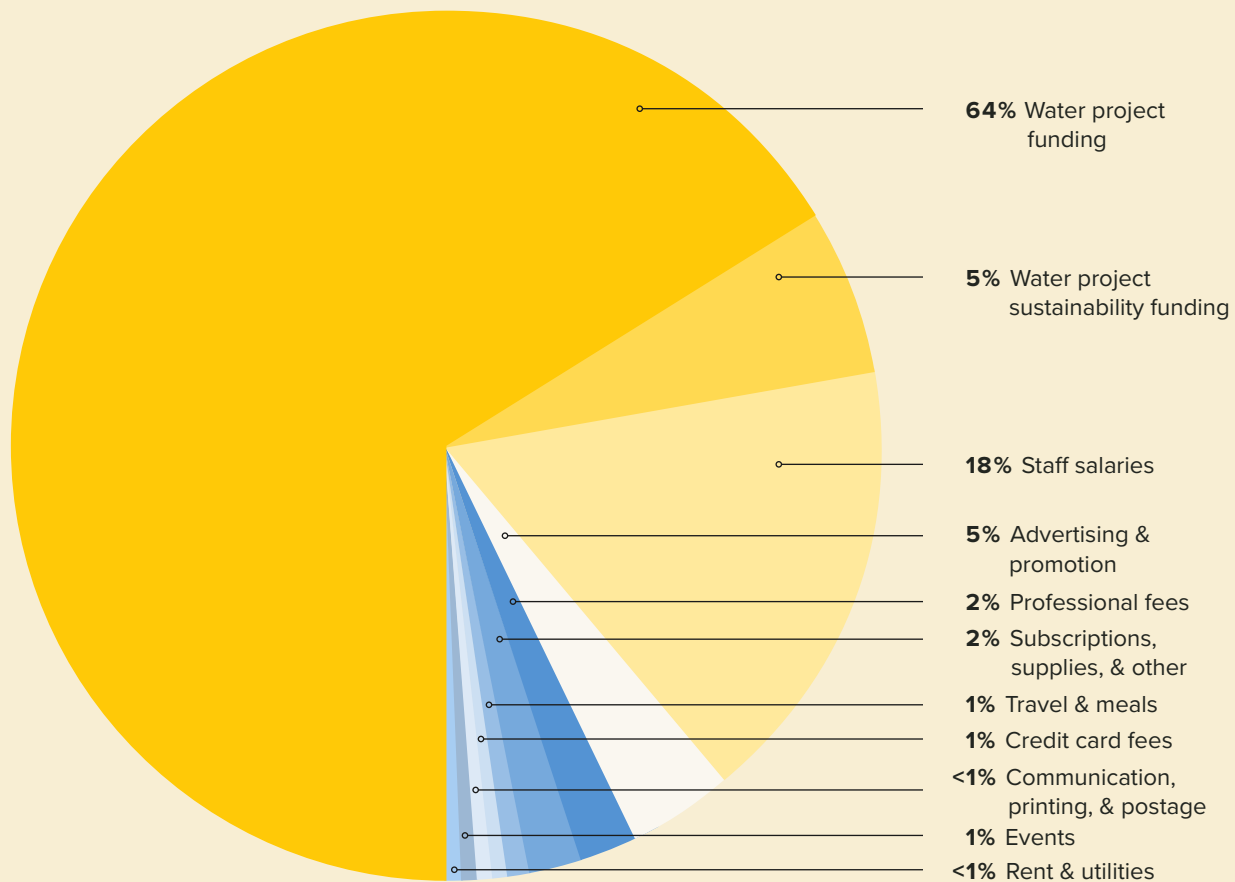
NET ASSETS

2024: **\$97.9M**

2025: **\$98.7M**

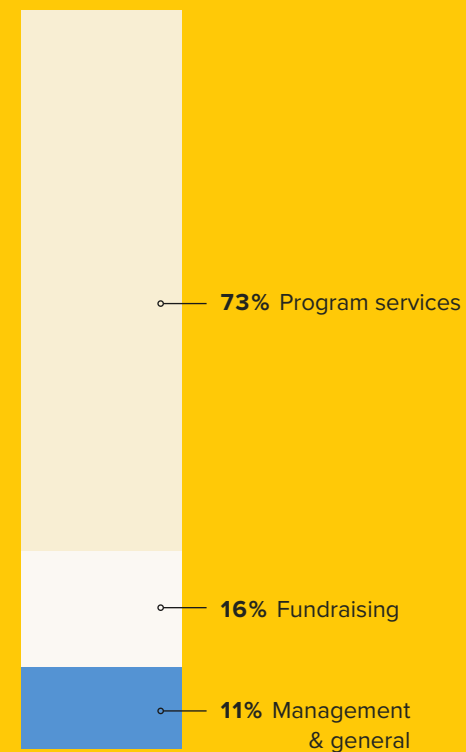
[Read our full financial report.](#)

FY2025 Expenses



See 2025 audited financial statements for additional details.

EXPENSES BY FUNCTION*



*Total investment of \$90M

A young girl with dark skin and hair tied in a small bun, wearing a vibrant red dress with a colorful floral pattern. She is smiling broadly and holding a clear glass of water with both hands. The background is a bright blue sky with wispy clouds and a dry, brown landscape with some rocks in the foreground.

Together, we can end the water crisis.

For 20 years, skeptics have told us that the water crisis is an impossible problem that can't be solved. But with your help, we're proving them all wrong.

In 2025 alone, you helped bring clean water to over **1.41 million people**. That means more kids made it to school this year. Fewer families faced medical bills from water-borne illness. And women and girls reclaimed millions of hours once lost to hauling dirty water.

That impact will only grow. Dollar by dollar, project by project, community by community.

A lot of work has to be done before the water crisis is over, but we're confident that we'll get there—together.

Join us.