

20
19

CHARITY: WATER

ANNUAL
REPORT



OUR MISSION



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

OUR MISSION

A portrait of a young woman in traditional Ethiopian attire. She is wearing a colorful headscarf with geometric patterns in blue, red, and white. Her shawl is white with a dense, repeating pattern of small red and blue circles. She is looking off to the side with a slight smile. The background is a bright, hazy landscape with a clear sky.

We're on a mission to end the water crisis.
And with the help of a passionate community
of supporters over a million strong, we're
getting closer every day.

2 OUR
0 STRONGEST
1 YEAR
9 YET

\$88.9M*
RAISED

15,881
WATER PROJECTS
FUNDED

1,533,727
PEOPLE WILL HAVE
ACCESS TO CLEAN WATER

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



WE RAISED \$56.6 MILLION FOR CLEAN WATER PROJECTS IN 2019

—AN INCREASE OF \$7.5
MILLION FROM 2018!

Rather than expanding into more countries, we chose to invest broadly in existing locations.

We worked with 41 partners in 2019 (compared to 31 in 2018) and developed multiple partnerships in individual countries—including five in Uganda, our highest density of partnerships—as well as new partnerships in Madagascar, Sierra Leone, and Burkina Faso. Going deeper in these countries gives us the ability to spend less time getting acclimated and more time scaling the work.

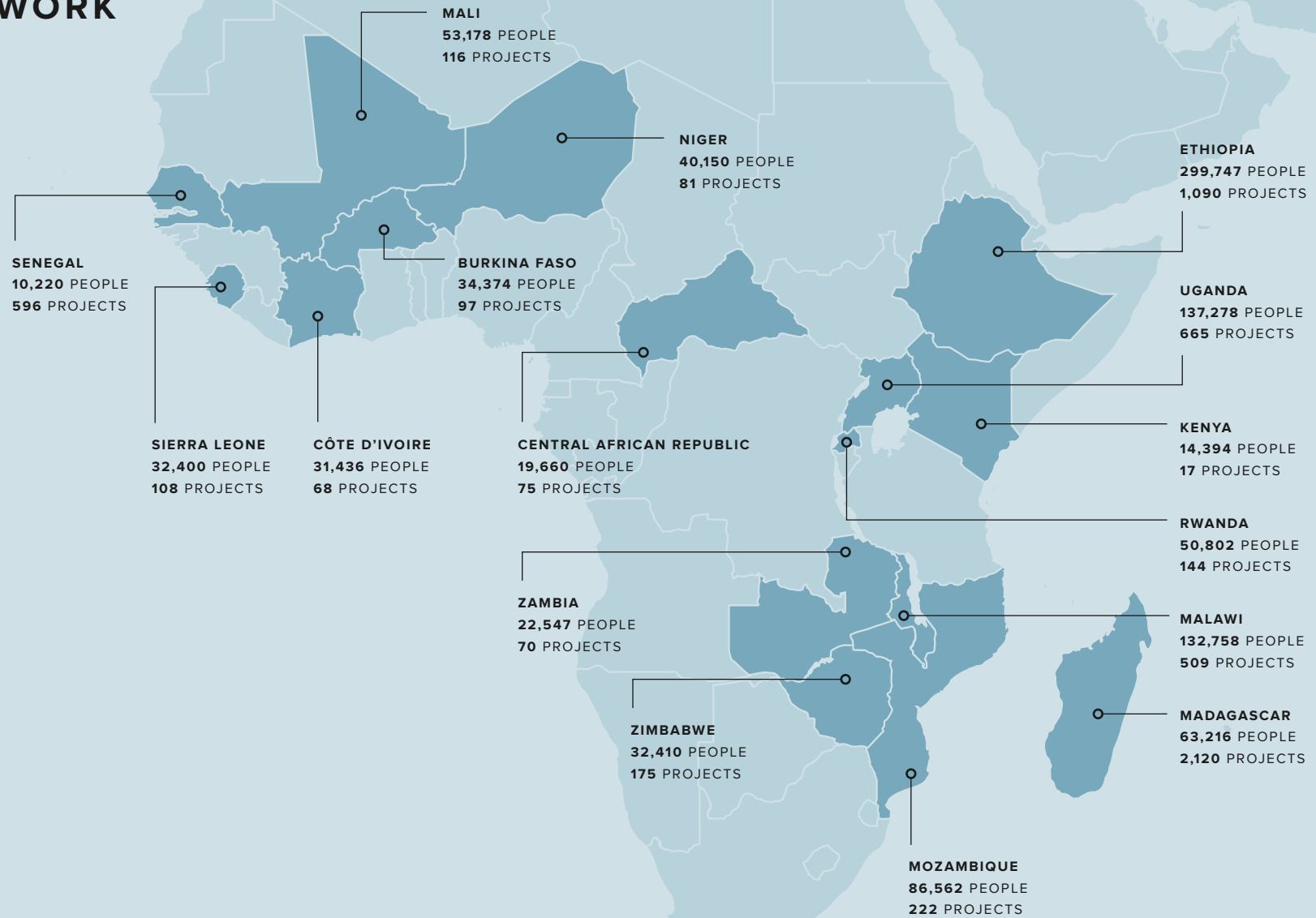
In Kenya, we funded something new: a sand dam. This solution is particularly effective in drought-prone geographies. A riverbed is dammed so that sand can intentionally build up and create an underground reservoir where water is naturally stored and partially filtered. Pumps are then placed into the sides of the riverbed for community use.

More funding, more partners, and more diverse solutions than ever before meant we were able to bring clean water to more people than ever before. ***More than 1.5 million people will have access to clean and safe water because of the progress we made together in 2019.***



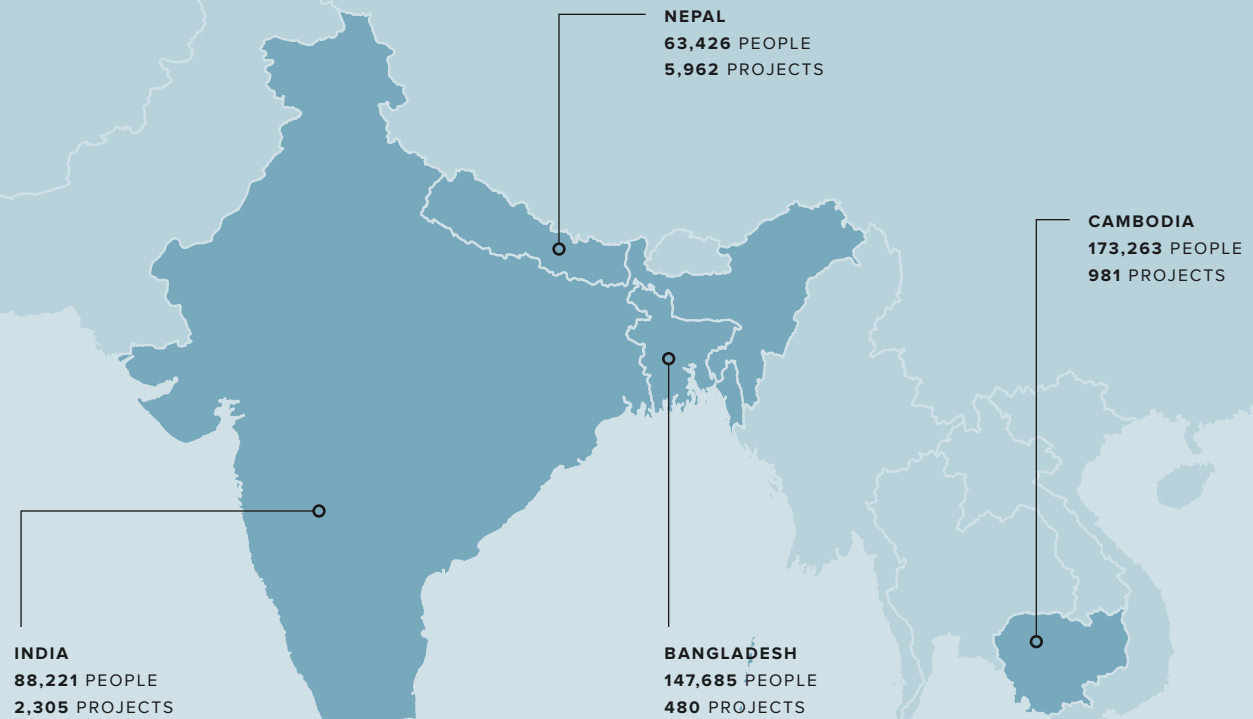
AFRICA

WHERE WE WORK



ASIA

WHERE WE WORK



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 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 large international NGOs with a global presence as well as local NGOs based solely in their country of operation.



We aim for the long-term sustainability of our water projects

We expect water to be flowing at our funded projects 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 funding in politically stable countries and encourage our partners to implement programming with a goal of achieving full water coverage.

10M

A MAJOR MILESTONE

10 MILLION PEOPLE SERVED

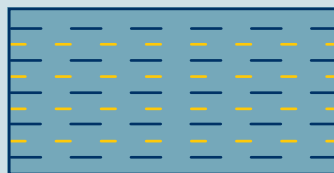
Thanks to our diligent network of local partners and generous community of supporters, 10 million people around the world now have access to clean and safe water. It's an incredible milestone with impact that only continues to multiply.

100 BILLION HOURS SAVED

| | | | | | |
|-----|-----|-----|-----|-----|-----|
| JAN | FEB | MAR | APR | MAY | JUN |
| 1 | 2 | 3 | 4 | 5 | 6 |
| JUL | AUG | SEP | OCT | NOV | DEC |
| 7 | 8 | 9 | 10 | 11 | 12 |

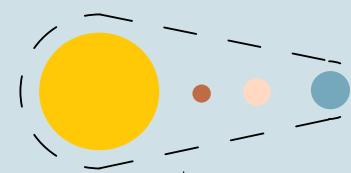
11.5 million years

2.7 TRILLION GALLONS OF WATER COLLECTED



4 million Olympic swimming pools

11 MILLION MILES NOT WALKED



57 trips to the sun and back

100%

OPERATIONS

THE 100% MODEL

One bold promise is written into the very first line of our history—and it's a promise we still honor today:

**100% OF ALL PUBLIC
DONATIONS FUND
CLEAN WATER.**



The 100% Model is fueled by generous private donors and key brand partners who choose to fund our operations. And because we treat the water and operations sides of our business differently—separate purposes, separate fundraising goals, and separate bank accounts—we can guarantee that every single penny of a public donation helps bring clean water to people in need.



OUR BOARD

US BOARD OF DIRECTORS

| | |
|-------------------|------------------------|
| Michael Wilkerson | Scott Harrison |
| Brant Cryder | Shannon Sedgwick Davis |
| Brook Hazelton | Valerie Donati |
| Chi-Hua Chien | Gian-Carlo Ochoa, Ph.D |
| Ryan Graves | |

US OFFICERS OF THE BOARD

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

UK BOARD OF DIRECTORS

| | |
|----------------|---------------------|
| Ije Nwokorie | Luke Beauchamp |
| Scott Harrison | Valerie Donati |
| Al Gordon | Sam Lawson Johnston |

UK OFFICERS OF THE BOARD

Ije Nwokorie, Chairman
Chris Barton, General Counsel, Secretary
Luke Beauchamp, Treasurer

CHARITY: WATER UK

charity: water UK saw incredible growth in 2019, raising £3.6M for water—which will bring clean water to 52,753 people around the world!—and over £337,000 for operations.

UK FUNDRAISING PLATFORM

European fundraisers can now **track every penny they donate** to the water project they've helped fund, thanks to the UK launch of our fundraising platform.



SPRING GROWTH

UK Spring membership more than doubled in 2019, rising to **2,127 monthly givers**. Hundreds gathered together in June to celebrate their impact.



GLOBAL PARTNERSHIPS

2019 saw our first major brand partnerships in the UK. We were thrilled to launch global brand partnerships with **Uniqlo, Aveda, and Beam Suntory**.



OUR COMMUNITY OF SUPPORTERS

In 2019, the charity: water community raised a record-setting \$88.9 million for both water and operations. From families who sponsored entire water projects to one-time donors who gave a special gift during the holiday season, every single supporter had a role in making 2019 our most financially successful year yet.



THE WELL

A small and dedicated group of 130 private donors helps fund our operating costs and fuels our 100% Model. In 2019, ***we celebrated the 10-year anniversary of The Well*** and the impact made possible by these loyal supporters.

WATER PROJECT SPONSORS

By fully funding water projects, Water Project Sponsors help provide safe, accessible drinking water to people in need. Water Project Sponsors funded ***5,926 projects in 14 countries*** around the world in 2019.

THE POOL

This community of business leaders, founders, and entrepreneurs donates a portion of their private holdings to support our operations and provide a unique employee benefit. ***In 2019, The Pool had its first liquidity event!***



THE SPRING

The Spring is a passionate and determined group of monthly givers on a mission to end the water crisis. This incredible community grew to include ***over 44,000 members*** in 2019, with a ***revenue increase of 55% from 2018.***

BRAND PARTNERS

We work with incredibly generous and creative organizations who choose to support charity: water as brand partners. We were thrilled to work with ***87 new brand partners and corporate supporters*** in 2019!

FUNDRAISERS

From lemonade stands to cross-country bike rides, we've watched thousands of campaigners prove that nothing is crazy when it comes to raising money for clean water. In 2019, we had ***3,448 campaigns in the US and 238 in the UK.***

MADAGASCAR

Madagascar has a reputation of being a lush Garden of Eden packed with plants and animals unlike any you might find in the rest of the world. But there's another side to the story here. Along with being undeniably beautiful, Madagascar also has some of the worst water, sanitation, and hygiene indicators in the world. Only 54% of the population has basic access to drinking water, and in rural areas, coverage drops to 36%.

But thanks to the hard work of many local leaders, communities, and organizations, things are starting to change. Since 2017, we've worked with multiple partners to **fund 3,091 projects that are bringing clean and safe water to 104,598 people in Madagascar**—and we're just getting started.



HELVETAS MADAGASCAR

With over 20 years of experience in Madagascar's WASH sector, our implementing partner HELVETAS Madagascar has a nuanced knowledge of the regions they serve. They build large-scale piped systems to bring clean water directly to communities in need. Using solar or electricity grid power, water is pumped from boreholes and springs into a reservoir tank, and then distributed by gravity to tap stands below.

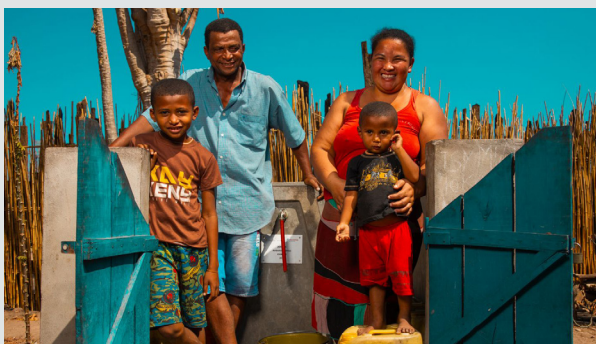
These large piped water systems are constructed with future populations in mind. The Water Code of Madagascar requires that all systems are built to meet the community's expected need for 15 years. And if the community grows, the systems can easily be expanded by adding additional piping and distribution points at a relatively low cost.

HELVETAS Madagascar uses a unique public-private partnership approach in which the community, the local government, and the private sector all have a role to play in water point sustainability. In addition to constructing water points, HELVETAS Madagascar also implements Community-Led Total Sanitation, an initiative that mobilizes families to construct their own household latrines. Community hygiene training, which includes best practices for handwashing, latrine use, and safe water storage, is also part of the program.



THE JOURNEY FOR WATER USED TO BEGIN AT 3:00 AM.

Water was scarce in Honorine's community in rural Madagascar, so she would have to walk long distances in the early morning to reach a water source—only to turn right back around and carry heavy Jerry Cans home. She did all of this for dirty water that often made her family sick. "When I got sick," she told us, "I could not work. That is the real suffering."



But now, with access to clean and safe water inside her own community, Honorine's life has completely changed—especially when it comes to her work.

"We're able to have a small restaurant because there is clean water. The item we use most is water. We can use 10 Jerry Cans a day to clean all the utensils."

"Before, I never thought about starting a restaurant because water is difficult here. But since the installation of this clean drinking water, we feel blessed. We are really happy. This restaurant is my job now, and I find it wonderful."

"THIS RESTAURANT
IS MY JOB NOW,
AND I FIND IT
WONDERFUL."



THE GRAVES FAMILY

In 2019, the Graves family became one of our first country sponsors, making a multi-year commitment that will transform one million lives in Madagascar. We are incredibly grateful to have Ryan, Molly, and their sons as part of our charity: water family. Their generosity and dedication inspire us every day!



“

Our involvement with charity: water started small and scaled over the years. In 2015, when we had our first son, my wife had the wonderful idea to dedicate the first year of his life to raising money for others. We decided to forgo all gifts, birthdays, Christmas—even holidays like Valentine’s Day and Halloween. We asked friends to contribute, and we raised over \$50,000 to fund five wells.

As islanders now, living on Kauai, we’ve experienced the unique culture and mentality of an isolated people. Supporting Madagascar, given its complicated juxtaposition of beautiful lands and one-of-a-kind ecology while still being a poverty-stricken and aid-forgotten country, was an easy decision. We’d like to support where the need is greatest, locations that others may have forgotten, and Madagascar fits squarely in that target.



CLEAN WATER IS FOUNDATIONAL. IT’S NOT JUST THE SUPPORT OF CLEAN WATER; IT’S THE DIRECT SUPPORT OF HEALTHCARE, POVERTY, GENDER EQUALITY, AND EMPOWERING COMMUNITIES THROUGH ENTREPRENEURSHIP.

Ultimately, we believe in the good of humanity and the power of charity and entrepreneurship. We’ve seen major progress in the last decade and believe that while there are many other worthy causes, the foundational nature of this mission will continue to resonate with people around the world.”

FINANCIALS

BREAKDOWN OF FUNDS BY COUNTRY

In 2019, our impact was greater than ever before. We funded **15,881 water projects** that will bring clean water to **1,533,727 people** in **20 countries** around the world.

BANGLADESH
\$1.5M

BURKINA FASO
\$1.8M

CAMBODIA
\$2.2M

CENTRAL AFRICAN REPUBLIC
\$1.1M

CÔTE D'IVOIRE
\$1.2M

ETHIOPIA
\$12.7M

INDIA
\$2.4M

KENYA
\$535K

MADAGASCAR
\$3.6M

MALAWI
\$3.8M

MALI
\$2.2M

MOZAMBIQUE
\$2.9M

NEPAL
\$4M

NIGER
\$1.3M

RWANDA
\$3.1M

SENEGAL
\$1M

SIERRA LEONE
\$1.6M

UGANDA
\$5.1M

ZAMBIA
\$279K

ZIMBABWE
\$1.5M

FINANCIALS

\$88.9M

Total consolidated revenue
in the past fiscal year

IN 2019, WE RAISED

\$56.6M for clean water projects

\$32.3M for operating expenses

IN 2019, WE INVESTED

\$52.9M to fund clean water projects

\$3.2M in sustainability, funding remote monitoring, repairs, and maintenance of water projects

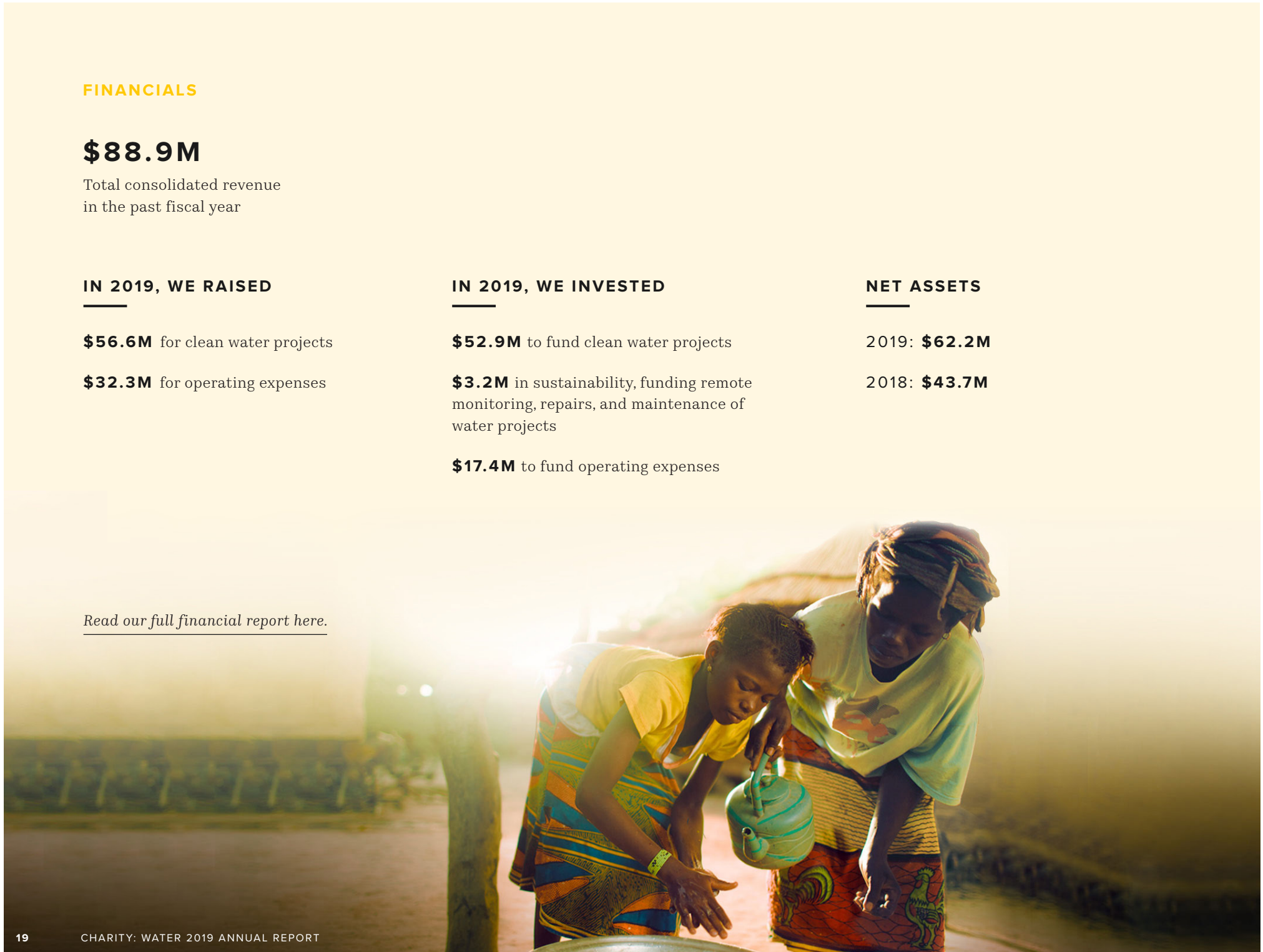
\$17.4M to fund operating expenses

NET ASSETS

2019: **\$62.2M**

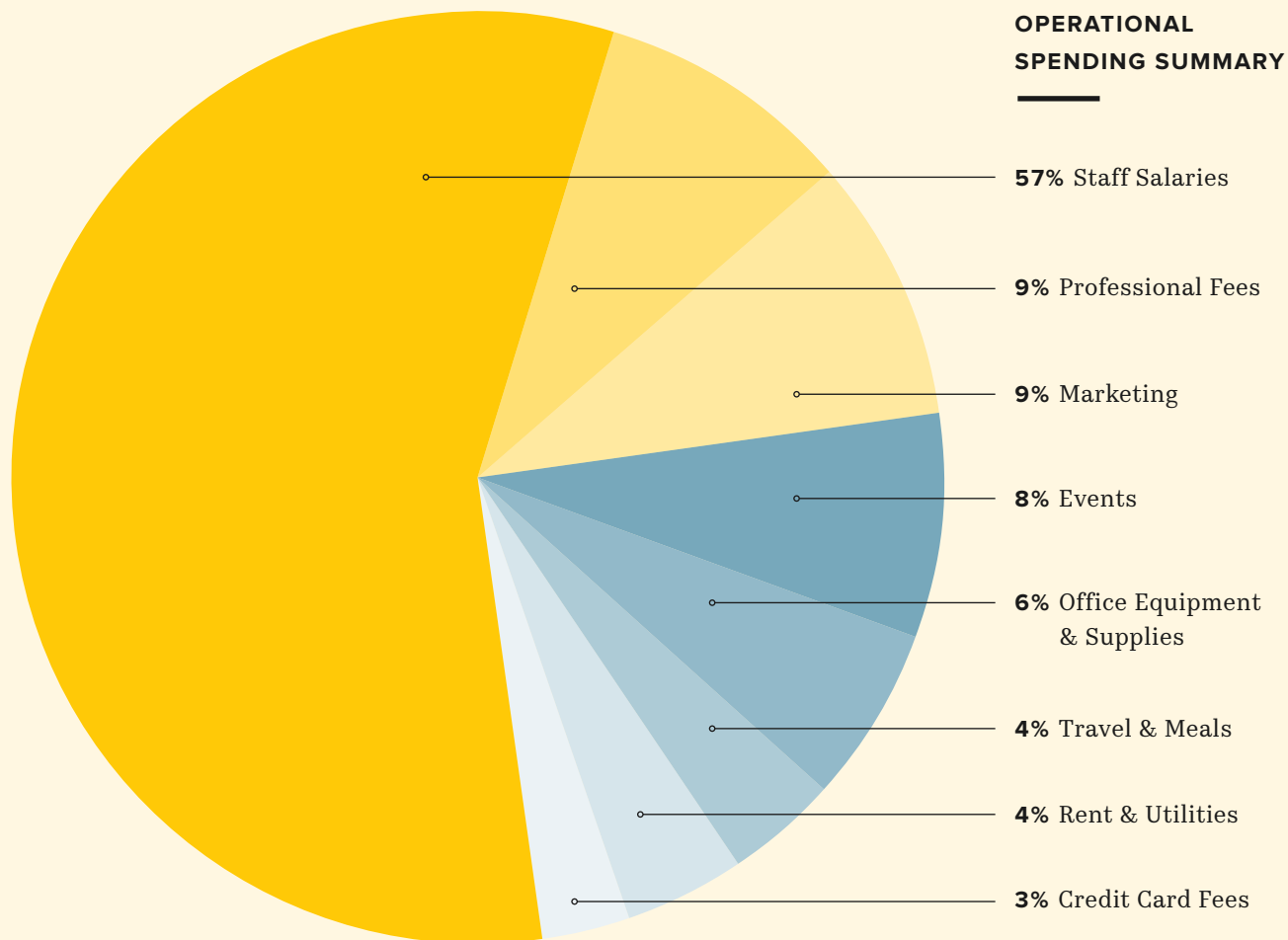
2018: **\$43.7M**

[Read our full financial report here.](#)

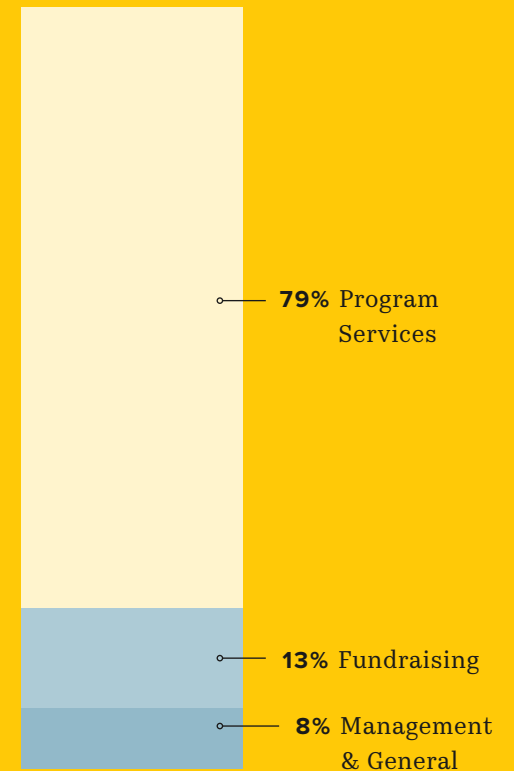


FINANCIALS

ALLOCATION OF EXPENSES



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



20
19

**2019 WAS A BIG YEAR FOR US,
BUT WE BELIEVE THE BEST
IS YET TO COME.**

Since 2006, charity: water has funded more than 51,000 water projects that will bring clean water to approximately 11 million people around the world. And it's only the beginning of what we believe we can accomplish together.

We are absolutely determined to see the day when the water crisis is over for good—when everyone, everywhere, finally has the access to clean and safe water they deserve.

We can't wait to celebrate that day with you.



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