



PROGRAM PILLARS

This year, we've realigned our strategic pillars to reflect our vision for 25M.

1 Our primary objective is to provide safe drinking water.

The number one goal at charity: water is to help the most people possible gain reliable and lasting access to clean and safe drinking water. Through partnerships, we help communities increase access to clean, safe drinking water and move up the drinking water ladder by providing improved water points, closer to people's homes.



2 We believe the best solutions are designed locally, so we work through implementing partners.

Our partners have a demonstrated track record of providing sustainable access to drinking water in rural settings at scale. We work with large international NGOs with a global presence, as well as with local NGOs based solely in their country of operation.

3 We aim for 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.



4 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 that is intended to improve levels of sanitation and hygiene.

5 We focus on rural communities.

Across the world, eight out of ten people who don't have access to clean water live in rural areas. These are the communities we strive to serve.

6 We target areas of high need and low income where we can work in a concentrated geography for multiple years.

We focus on achieving full access to clean water in specific districts or regions. We prioritize locations where programs can be implemented with limited interruptions and water systems can be sustainably managed by local communities or governments.

