

CHARITY: WATER

# ANNUAL REPORT 2018



## THE WATER CRISIS

Every day, millions of people spend hours walking to collect dirty water, sacrificing valuable time and resources to carry a 40-lb Jerry Can across harsh terrain. Others live in places with plenty of water, but it's often unsafe, carrying diseases that can make entire families sick.

***We're on a mission to change that.***

With a community of more than 1 million supporters by our side, we believe we can end the water crisis in our lifetime.





## OUR MISSION

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





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## 2018 AT A GLANCE

TOTAL AMOUNT RAISED

**\$69.3M**

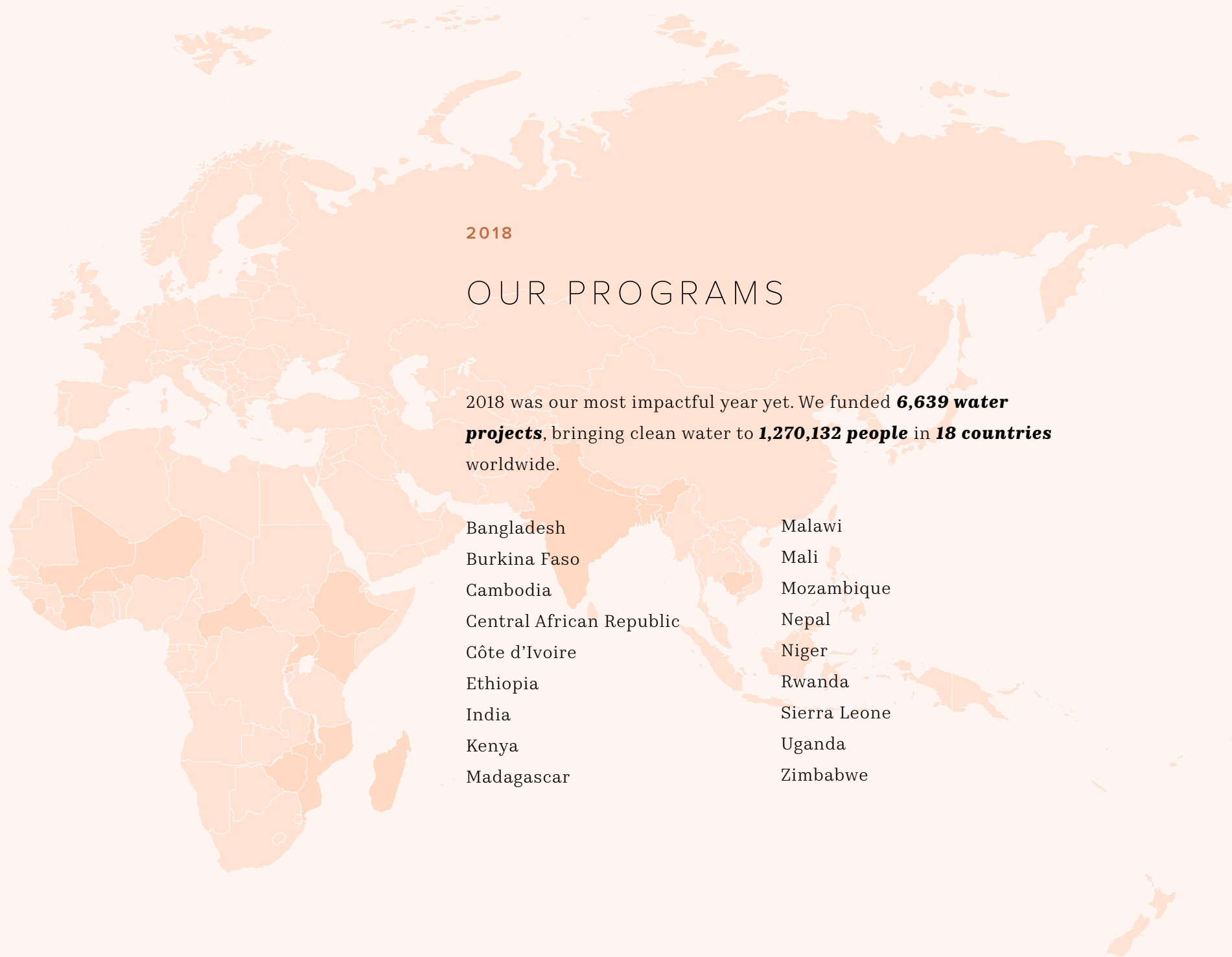
WATER PROJECTS FUNDED

**6,639**

PEOPLE WHO WILL HAVE  
ACCESS TO CLEAN WATER

**1.27M**





2018

## OUR PROGRAMS

2018 was our most impactful year yet. We funded **6,639 water projects**, bringing clean water to **1,270,132 people** in **18 countries** worldwide.

Bangladesh

Burkina Faso

Cambodia

Central African Republic

Côte d'Ivoire

Ethiopia

India

Kenya

Madagascar

Malawi

Mali

Mozambique

Nepal

Niger

Rwanda

Sierra Leone

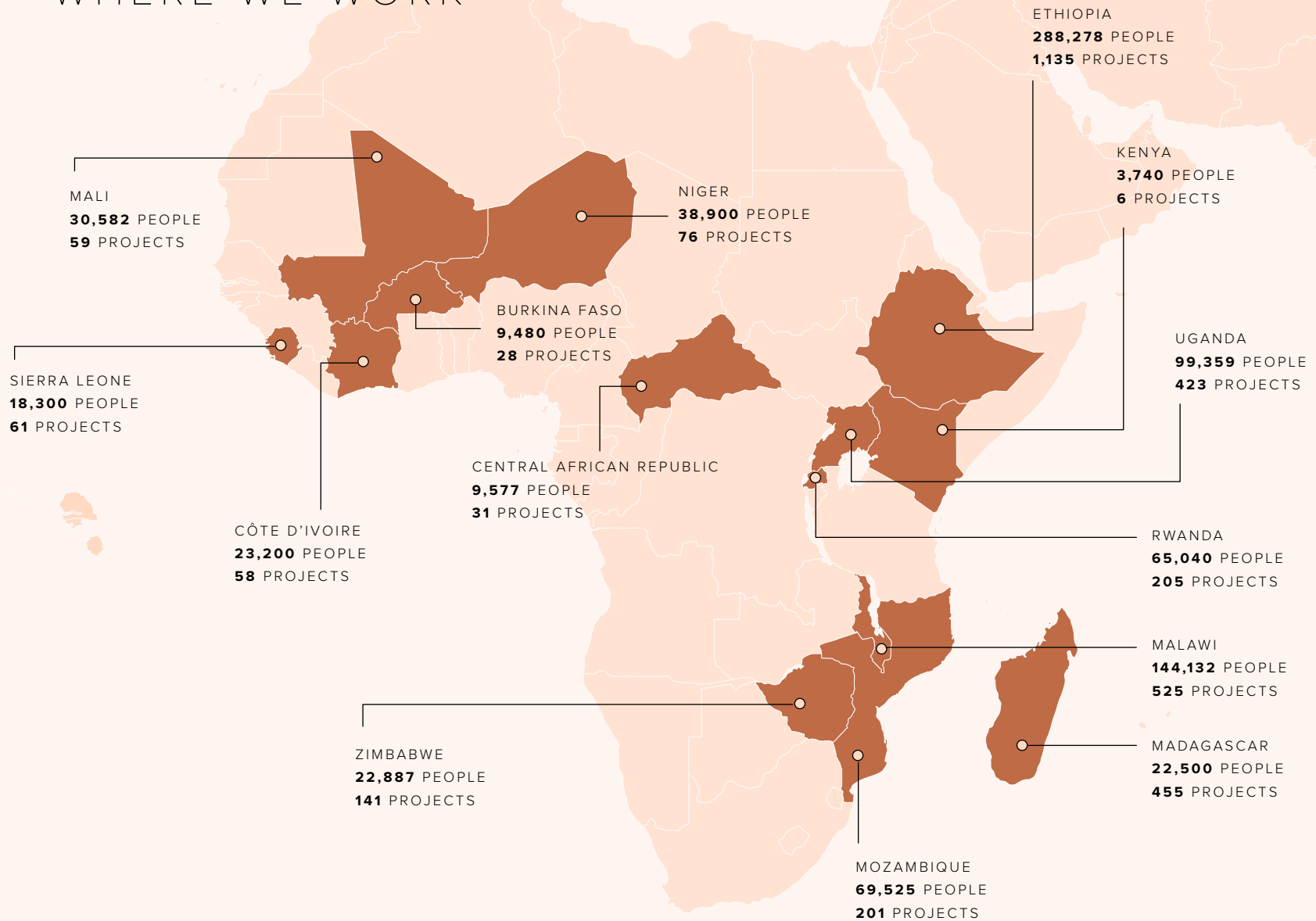
Uganda

Zimbabwe



## AFRICA

# WHERE WE WORK



\*The number of people and water projects are based on proposal figures and may change as we receive new information from the field.



## ASIA

# WHERE WE WORK

INDIA  
**48,059** PEOPLE  
**1,604** PROJECTS

NEPAL  
**15,226** PEOPLE  
**90** PROJECTS

BANGLADESH  
**204,547** PEOPLE  
**754** PROJECTS

CAMBODIA  
**156,800** PEOPLE  
**787** PROJECTS

\*The number of people and water projects are based on proposal figures and may change as we receive new information from the field.

# OUR PROGRAMMATIC STRATEGY

## WATER, SANITATION & HYGIENE (WASH)

Our work doesn't end when a water point is constructed. We also train local community members on the importance of sanitation and hygiene, given that health only gets better when all of these factors improve. It's estimated that improved access to water, sanitation, and hygiene can prevent approximately 800 deaths of children under the age of five every single day<sup>1</sup>.

## DIVERSE SOLUTIONS

Every country has unique needs and conditions. Our partners account for existing water sources, terrain, and population as we determine which water solution will best serve each individual community. This means a variety of different technologies—BioSand filters, rainwater catchments, drilled wells, and more—are implemented worldwide.

<sup>1</sup> Prüss-Ustün, A., Wolf, J., Bartram, J., Clasen, T., Cumming, O., Freeman, M.C., Gordon, B., Hunter, P.R., Medlicott, K., Johnston, R. (2019). Burden of disease from inadequate water, sanitation and hygiene for selected adverse health outcomes: An updated analysis with a focus on low- and middle-income countries. *International Journal of Hygiene and Environmental Health*, 222(5),765-777

## AN EMPHASIS ON RURAL

82% of those who lack basic access to clean water live in rural areas<sup>2</sup>. We focus our work on these hard-to-reach places, where the need for clean water is greatest.

## CONCENTRATED IMPACT

Our current focus is in Africa and Asia. We've learned that when our work is concentrated, we can reach more people with greater efficiency. And when we know an area well, we make better long-term investments, promote greater coverage, and provide more value to the community as a whole.

## INVEST IN LOCAL PARTNERS

When we fund a water project, we partner with carefully-chosen local experts. These partners have a community-centered approach, excellent reporting practices, and a thorough understanding of how to implement effective, sustainable water projects in their area.

<sup>2</sup> WHO/UNICEF. (2019). *Progress on household drinking water, sanitation and hygiene 2000-2017. Special focus on inequalities*. New York, USA.



## COUNTRY HIGHLIGHT

# UGANDA

Uganda was the location of charity: water's very first project in 2006. Since then, we've **invested \$11,874,360** there, funding **1,170 water projects** that will **serve 468,995 people**.

We worked with four different partners in Uganda in 2018. By working with multiple partners, we're able to work more efficiently and multiply our impact. In Uganda, that meant a 43% increase in people served and a 190% increase in projects funded from 2017.

As we reach new people in Uganda, we're also caring for those who came before by rehabilitating water points. The low pH of Uganda's groundwater can cause the hyper-corrosion of pipes over time, which leads to the water point becoming unusable. The discovery of this problem led one of our local partners, GOAL, to change the materials they use. GOAL has also brought renewed leadership and attention to this issue by sharing their learnings and working to consolidate water quality maps of all low pH areas in Uganda.



## PARTNER HIGHLIGHT

# GRAM VIKAS

One of our partners in India, Gram Vikas, installs water connections (known as household taps) directly inside a family's home. Before construction begins, every household in the community is required to build their own toilet and bathing room. This level of complete community participation not only contributes to the efficacy of Gram Vikas's WASH interventions, it also ensures that even the poorest and most marginalized members of the community are included in the process.

Next, Gram Vikas constructs the community piped system, which includes three taps in every household: one in the kitchen, one in the bathroom, and one in the shower. The result is improved access to water, sanitation, and hygiene for every single household in the community, without exception.

We funded **1,009 water projects** with Gram Vikas in 2018, which will bring clean water to **4,736 people** in Odisha state in eastern India. In total, we've worked together to bring clean water to **42,929 people since 2008.**





## SOLUTION HIGHLIGHT

# BIOSAND FILTERS

A BioSand filter (BSF) is a household-scale slow sand filter made from layers of sand and gravel, as well as a biological layer (biofilm). The sand and biofilm work together to remove pathogens, and the gravel keeps the sand from blocking the outlet pipe. BSFs can filter up to 72 liters of water per day, and when cared for properly, can last up to 30 years.

Clear Cambodia, our local partner, operates the largest BSF program in the world. We are working together to bring clean water to the most rural and impoverished provinces in the country.

Since 2009, we've funded **189,318 household BSFs**, provided **633 BSFs in schools**, and served **1,249,984 people**.



## OPERATIONS

charity: water began with a bold promise:  
**100% of public donations would bring  
 clean water to people in need.**

From day one, we've relied on generous private donors to fund our operating expenses. It hasn't been easy, but it's an approach we believe in deeply.

And year after year, our commitment to keeping that original promise inspires support from passionate donors, enthusiastic fundraisers, long-standing brand partners, and loyal volunteers—a community that believes, as we do, that water changes everything.





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## 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

***Our team is comprised of 77 intelligent, generous, hard-working people who are committed to changing the world together.***

This wide-ranging group of experts draws upon learnings from a variety of industries and backgrounds in an effort to end the water crisis. In 2018, we were thrilled to add 19 new full-time staff members to our team—more than double the number of new hires from 2017.





## TEAM HIGHLIGHTS

### THIRST LAUNCH

Scott Harrison's first book, ***Thirst: A Story of Redemption, Compassion, and a Mission to Bring Clean Water to the World***, was released in 2018 and went on to become a *New York Times* Bestseller. Our team worked incredibly hard to make the launch of *Thirst* a success.

100% of the author's net proceeds from the sale of *Thirst* will fund charity: water projects around the world. *Thirst* helped fund clean water for more than 7,700 people before it even launched, thanks to a campaign in which anyone who pre-ordered and sent us their proof of purchase unlocked clean water for one person.





## TEAM HIGHLIGHTS

# STAFF TRIP TO CAMBODIA

Every full-time staff member who doesn't get to travel as part of their job has the opportunity to go on our annual Staff Trip and experience our work on the ground. Since the inaugural journey in 2014, dozens of employees have gone on Staff Trip, and every year, they come back with a renewed sense of our mission.

In 2018, 13 staff members had the opportunity to travel to Cambodia and learn more about the depth of our work there. Over the course of an unforgettable week, the team helped construct BioSand filters, experienced life in local communities both with and without access to clean water, and spent time getting to know our incredible partners at Clear Cambodia.







## OUR COMMUNITY

We're constantly inspired by our community of more than one million passionate supporters, fundraisers, influencers, and brand partners. They're the reason why we believe we can end the water crisis in our lifetime.

***In 2018, they grew stronger than ever.***





# THE CHARITY: WATER COMMUNITY

## THE WELL

The Well is a community of generous supporters who fund our operating costs. 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. Fifteen new Well Members joined us in 2018.

## WATER PROJECT SPONSORS

Water Project Sponsors donate the full cost of a water project that will provide safe, accessible drinking water to people in need for years to come. These projects are usually implemented in communities, schools, or health clinics. A total of 3,317 clean water projects were funded by Water Project Sponsors in 2018!

## BRAND PARTNERSHIPS

We work with incredibly generous and creative organizations who choose to support charity: water as brand partners. They stand by us in countless ways—from raising awareness, to supporting our team, to generously funding clean water projects across the globe. We had 99 brand partners in 2018—our most ever!

## THE SPRING

The Spring is our monthly giving program. As of December 2018, more than 34,000 people from over 150 countries around the world have come together to help transform lives each and every month. After achieving a 129% increase in Spring membership in 2018, we feel like there's no limit to what this group can do in the future.

# THE CHARITY: WATER COMMUNITY

## FUNDRAISERS

Our fundraisers have done some pretty amazing things to raise money for clean water. And they're thinking of new things to do every day. In 2018, fundraisers planned paddleboarding meetups, baked macarons, biked across Europe, and so much more—all to raise money for clean water!

## UK

charity: water UK aims to provide a better experience for our supporters on the other side of the Atlantic. We took two major steps forward in 2018, our second full year as a registered charity in the UK. In October, we added the ability to collect online donations to our dedicated UK website, and in December, the first 500 members of The Spring in the UK became our “Founding 500.”



## COMMUNITY HIGHLIGHTS

### BRAND PARTNERSHIPS

The Caterpillar Foundation first joined us as a brand partner in 2010. In 2018, they launched a “Value of Water” campaign to raise awareness for the water crisis and highlight the collaborative efforts of partners like charity: water who are using innovative solutions to help end the water crisis.

The campaign, which featured an engaging Waterwalk to unlock money for clean water, launched at South by Southwest (SXSW) in Austin, Texas, and continued at The Atlantic Festival in Washington, D.C. In total, our incredible friends at the Caterpillar Foundation raised over \$3.8 million in 2018 to support charity: water’s programs and operations—including nearly \$500,000 from the Waterwalks alone!





## COMMUNITY HIGHLIGHTS

### THE WELL

The Well community expanded to 132 Members in 2018, including three Angel-level Members, for a record-breaking raise of \$16.8 million. But the support we receive from this incredible community is so much more than operational funding alone. Well Members consistently go above and beyond to help us achieve our goals, and their support was foundational to our success in 2018.

Not only did Well Members host events to promote the launch of *Thirst*, their hospitality extended to charity: ball, where 21 Well Members joined the host committee. We're proud to say that 61% of the revenue raised at the gala came from the Well community. They also introduced us to friends and family throughout the year who later decided to join The Well. This growing community continues to humble and surprise us, and we're so grateful for each and every Member!





## COMMUNITY HIGHLIGHTS

# CHARITY: BALL

After hosting 12 galas in NYC, we held our inaugural West Coast charity: ball in San Francisco. The night was focused on a woman named Abrehet and her community in Ethiopia. Collectively, women like Abrehet lose billions of hours each year walking to collect dirty water, and at the 2018 charity: ball, 464 generous individuals gathered to give some of that time back.

In a record-breaking night, we raised nearly \$7 million to fund a new drilling rig for the Relief Society of Tigray (REST), our local partner in Ethiopia, and fully funded the rig for six years. 100,000 people will have access to clean water for the first time thanks to the charity: ball community and our hardworking partners at REST.





## FINANCIALS

Thanks to the hard work and generosity of so many,

***2018 was our most impactful year yet.***

We were able to raise more money, send more money to the field, and ***change more lives than ever before.***



# TOTAL REVENUE IN THE PAST FISCAL YEAR: **\$69.3M**

## IN 2018, WE RAISED

**\$49.1M** for clean water projects

**\$20.2M** for operating expenses

## IN 2018, WE INVESTED

**\$41.9M** to fund clean water projects

**\$2M** in sustainability, funding remote monitoring, repairs, and maintenance of water projects

**\$14.6M** to fund operating expenses

## NET ASSETS

**\$43.7M** 2018

**\$33.4M** 2017





## FINANCIALS

# BREAKDOWN OF FUNDS BY COUNTRY

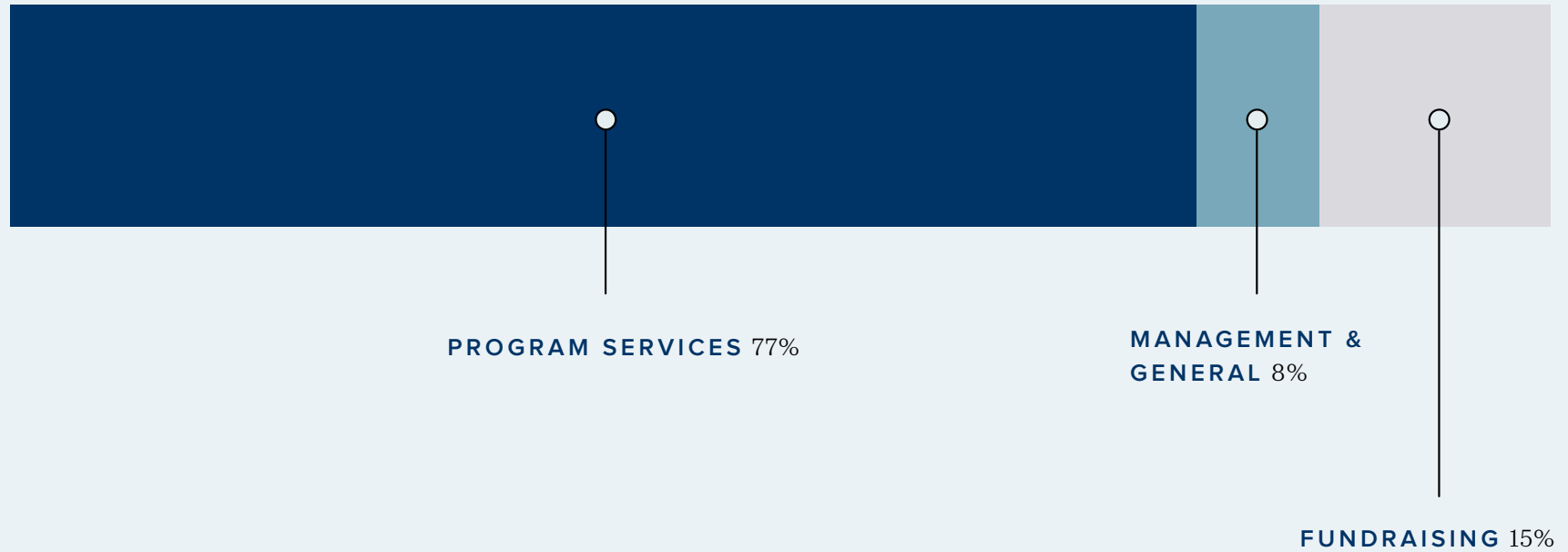
2018 was our most impactful year yet. We funded **6,639 water projects**, bringing clean water to **1,270,132 people** in **18 countries** worldwide.

<b>\$3M</b> Bangladesh	<b>\$3.7M</b> Malawi
<b>\$534K</b> Burkina Faso	<b>\$1.3M</b> Mali
<b>\$2M</b> Cambodia	<b>\$2.7M</b> Mozambique
<b>\$300K</b> Central African Republic	<b>\$853K</b> Nepal
<b>\$1M</b> Côte d'Ivoire	<b>\$1.3M</b> Niger
<b>\$12.8M</b> Ethiopia	<b>\$3.7M</b> Rwanda
<b>\$1.7M</b> India	<b>\$1M</b> Sierra Leone
<b>\$232K</b> Kenya	<b>\$4M</b> Uganda
<b>\$1.3M</b> Madagascar	<b>\$1.2M</b> Zimbabwe

\*These figures do not include Pipeline Grants.

## FINANCIALS

### ALLOCATION OF EXPENSES\*



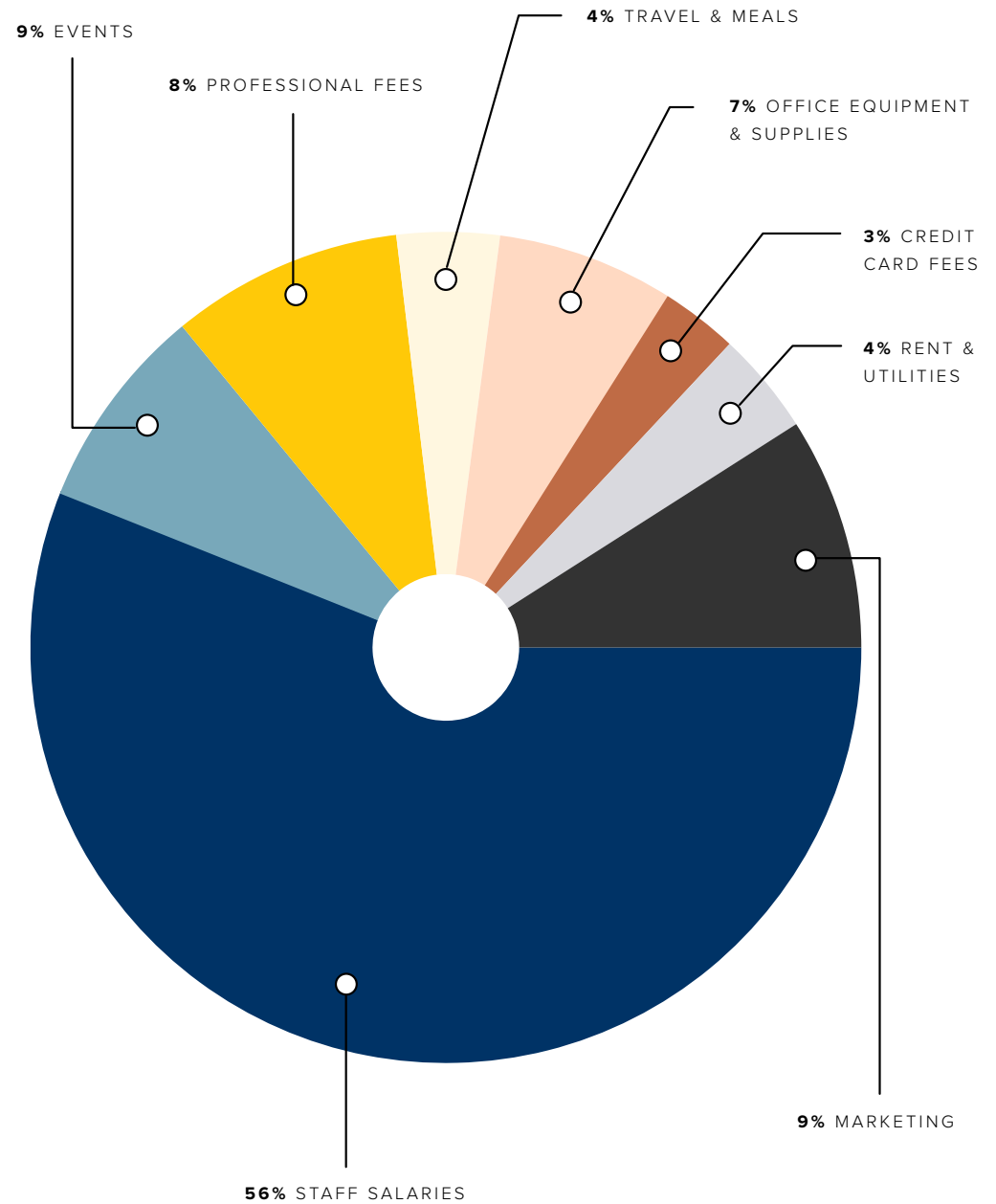
[\\*LINK TO OUR FULL FINANCIAL REPORT](#)



## FINANCIALS

# BREAKDOWN OF OPS EXPENSES

Our operational costs are largely funded by Well Members, the generous private donors who make it possible for us to keep our promise to use 100% of public donations for clean water projects. Beyond The Well, a select group of companies and foundations have chosen to support our staff salaries and operations through corporate gifts, percentage of sales, and campaigns tailored to each business' market and brand.





Since 2006, charity: water has funded  
***35,281 water projects*** for ***9,562,193 people***.





