Our Mission

Charity: Water is a non-profit organization bringing clean and safe drinking water to people in developing countries.
The Water Crisis

Access to clean and safe drinking water is a basic human right\(^1\), yet 663 million people in the world live without it.

From 2000 to 2015, the number of people living without clean water has decreased from 1.1 billion to 663 million\(^2\). In 2015, the U.N. named a Sustainable Development Goal to ensure universal availability of clean water by 2030. The world is getting better.

1 UN, 2010
3 Joint Monitoring Program (WHO / UNICEF)
Our Impact

2016 AT A GLANCE

$36.1M raised*

3,129 water projects funded

702,252 people will receive clean water

Since 2006, charity: water has funded nearly 23,000 water projects to serve over 7 million people around the world.

*This number represents the amount raised for both water programs and operations
Ten Years of Impact

Projects Funded

- 2007: 237
- 2008: 1,174
- 2009: 2,253
- 2010: 3,745
- 2011: 6,266
- 2012: 9,265
- 2013: 12,704
- 2014: 16,663
- 2015: 19,087
- 2016: 22,936

People Served*

- 2007: 199,881
- 2008: 538,891
- 2009: 982,080
- 2010: 1,696,628
- 2011: 2,444,621
- 2012: 3,405,771
- 2013: 4,368,849
- 2014: 5,527,424
- 2015: 6,312,937
- 2016: 7,015,189

*Projections for project completion
Since our inception, charity: water has funded expert local partners in 24 countries to build and implement clean water projects for communities, schools, and health clinics around the world.

In 2016, we focused our work in these 10 countries:
- Cambodia
- Ethiopia
- India
- Malawi
- Mali
- Mozambique
- Nepal
- Niger
- Rwanda
- Uganda
Cambodia

IN 2016

PEOPLE SERVED 149,400*

NO. OF PROJECTS 659**

CURRENT PARTNER Clear Cambodia

SOLUTIONS

BIOSAND FILTERS

LATRINES***

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* 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.

*** Latrines are implemented as part of larger water point and sanitation packages, often in schools. We do not fund stand-alone latrines.
Ethiopia

IN 2016

PEOPLE SERVED 196,668*
NO. OF PROJECTS 903**

CURRENT PARTNER Relief Society of Tigray

SOLUTIONS

- DRILLED WELLS
- HAND DUG WELLS
- PIPED SYSTEMS
- SPRING PROTECTIONS
- LATRINES***

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India

IN 2016

PEOPLE SERVED 26,542*
NO. OF PROJECTS 570**

CURRENT PARTNERS
Jal Bhagirathi Foundation
Water For People

SOLUTIONS
DRILLED WELLS
TANKAS
LATRINES***

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<table>
<thead>
<tr>
<th>PEOPLE SERVED</th>
<th>73,447*</th>
</tr>
</thead>
<tbody>
<tr>
<td>NO. OF PROJECTS</td>
<td>271**</td>
</tr>
</tbody>
</table>

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Mali

IN 2016

PEOPLE SERVED 30,050*
NO. OF PROJECTS 56**

CURRENT PARTNER World Vision

SOLUTIONS
- DRILLED WELLS
- PIPED SYSTEMS
- LATRINES***

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Mozambique

IN 2016

PEOPLE SERVED 27,242*  
NO. OF PROJECTS 76**

CURRENT PARTNER World Vision

SOLUTIONS DRILLED WELLS  
PIPED SYSTEMS

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Nepal
IN 2016

PEOPLE SERVED 33,216*
NO. OF PROJECTS 259**

CURRENT PARTNER Nepal Water for Health

SOLUTION PIPED SYSTEMS

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Niger IN 2016

PEOPLE SERVED 32,250*  NO. OF PROJECTS 65**

CURRENT PARTNER World Vision

SOLUTIONS
- Drilled Wells
- Piped Systems
- Latrines***

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Rwanda
IN 2016

PEOPLE SERVED
66,820*

NO. OF PROJECTS
110**

CURRENT PARTNER
Water For People

SOLUTIONS
RAINWATER HARVESTING
LATRINES***

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Uganda

IN 2016

PEOPLE SERVED 66,617*
NO. OF PROJECTS 160**

CURRENT PARTNER SOLUTIONS

GOAL

DRILLED WELLS

LATRINES***

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charity: water's overall strategy is based on five key pillars that guide all of our programmatic decisions.
Our mission is to bring clean drinking water to every person on the planet. But no charity: water project is considered complete until the local community has also been trained on the importance of sanitation and hygiene. Unsafe drinking water, inadequate availability of water for hygiene, and lack of access to sanitation together contribute to about 58% of deaths from diarrheal disease. Diarrheal disease impacts young children more than any other age group and is the cause of 11% of total deaths in children under five. With a focus on water, sanitation, and hygiene, there is potential to prevent more than 1,000 diarrhea deaths in that age group per day.¹

**DID YOU KNOW?**

In 2013, charity: water and our local partner, Nepal Water for Health, began working to bring clean water to an area in Nepal called Ambote. That year, the local health clinic recorded 1,240 clinical cases of typhoid, dysentery, and diarrhea in children under the age of five. Three years later, with the help of access to clean water and proper sanitation and hygiene, the number of waterborne disease related cases decreased by 70%.

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An Emphasis on Rural

Most governments already invest in providing clean water for people in urban towns and cities. But 80% of the 663 million people who don’t have access to clean water live in rural areas. We’ve chosen to focus our work in the most remote and hard-to-reach areas where the need for clean water is greatest.

DID YOU KNOW?
More than 80% of the population of Ethiopia resides in rural areas where water is nearly inaccessible. And when it is available, it is often unsafe. The majority of people have to rely on contaminated ponds and polluted rivers as their only source for water. Since 2007, charity: water has funded nearly 7,000 projects to bring clean water to more than 2.1 million people living in Ethiopia.

1. WHO, 2016
2. CIA, The World Factbook
Diverse Solutions

We know that providing clean water can look very different, depending on the region. Water sources, terrain, and population all play a part in determining what technology is required to serve people well. That's why, over the past decade, we've employed a diverse range of solutions -- including drilled wells, rainwater catchments, BioSand Filters, and more -- to meet the needs of each community we serve.

DID YOU KNOW?
In the Thar Desert in Rajasthan, India, we work with our local partner, the Jal Bhagirathi Foundation, to provide year-round water security to families through the construction of underground rainwater harvesting tanks called Tankas. Because much of the Thar Desert groundwater is saline, most is unsuitable for drinking, meaning wells are not the right solution. Instead, families harvest rainwater in Tankas to maximize the collection and storage of clean and safe water.
Concentrated Impact

Since charity: water was founded in 2006, we’ve worked in 24 countries. As we’ve scaled up over the past five years, we’ve reevaluated our global strategy to pursue a deeper impact in fewer locations. Across our programs, we’ve increased funding to areas with the greatest need, areas where we have our highest-performing partners, and areas where we can have the largest impact. The result of this process is our current WASH focus on 10 countries, working with 10 partners, across Sub-Saharan Africa and Southeast Asia.

**DID YOU KNOW?**

We are nearing complete coverage in a number of the districts where we work. For example, in the Rulindo District of Rwanda, we have provided 7 of the 17 sectors with access to clean and safe drinking water and are supporting our partner, Water For People, in our shared goal to reach full coverage in the district in 2018. We know the last stretch can often be the most difficult and most expensive, but investing in these harder-to-reach areas is vital to our mission of bringing clean drinking water to everyone in need.
Invest in Local Partners

The money we raise is granted to organizations that have years of experience and proven progress building sustainable water projects around the world. The organizations that we choose to partner with are local experts who have demonstrated a community-centered approach, excellent financial reporting, and a deep knowledge of water project implementation. And they are some of the best in the world at bringing clean water to people in need.

DID YOU KNOW?
Our partner, Clear Cambodia, currently operates the largest BioSand Filter program in the world. They have been implementing household BioSand Filters since 1999 and install roughly 22,000 every year. To date, Clear Cambodia has implemented over 180,000 filters for people in need.
Since the very beginning, we’ve proven our water projects on Google Maps with GPS coordinates. But simply knowing the location of our projects isn’t good enough; we want to rest assured that they continue to provide clean water to people in need.

So we’ve built new technology to monitor the water flow.

In 2012, a $5 million Google Global Impact Award enabled us to develop a remote sensor and a corresponding data management platform to measure the status of our water projects in the field. These sensors relay data to us from rural corners of the globe so we can alert trained local mechanics if and when water stops flowing.

Currently, we have 3,000 sensors on Afridev wells in rural Ethiopia. Our sensors are one of the first of their kind and the first to be deployed at this scale. This technology is now monitoring millions of dollars in assets and ensuring that clean water continues to flow in communities we’ve served around the world.
Pipeline’s goal is to keep water flowing.

Since day one, we’ve made sustainability a priority. In some cases, communities run into maintenance issues that are beyond their ability to resolve, and the projects need to be completely rehabilitated or replaced. These projects are assessed on a case by case basis to allow our partners to learn why the project failed and develop a plan for rehabilitation. Pipeline supports these efforts as well as research and capacity-building activities.

Pipeline activities fall under three categories:

- Local Maintenance and Repair Programs
- Tools, Training, and Equipment
- Innovative Projects and Research

In 2016, Pipeline was active in the Central African Republic, Uganda, Nepal, Rwanda, and Ethiopia. In the past four years, we’ve also worked in Bangladesh, Cambodia, Kenya, Liberia, and Malawi through 15 partner organizations.
We love our community. From staff and Well Members, to fundraisers and brand partners, we have a passionate and powerful network of more than one million supporters who make our work possible.
The Well is a community of charity: water’s most generous supporters. They’re dedicated donors, outspoken champions, and committed teammates. The Well funds our operating costs, and each member makes a three year commitment to do so. By covering the necessary expenses of running our organization, they power our 100% Model and allow public donations to go entirely to water projects in the field. While Well Members primarily provide financial support, they also promote charity: water in their professional and social communities with contagious enthusiasm. We wouldn’t be where we are today without them.
We work with our brand partners to develop unique fundraising campaigns and experiences that have a resounding impact on the world. Over the past decade, we’ve been lucky enough to collaborate with best-in-class brands to help elevate awareness around our mission and drive long-term progress.

Brand Partnerships

2008
Saks Fifth Avenue — In a nationwide campaign, Saks sold $10 charity: water bracelets, $40 t-shirts, and $5,000 water project sponsorships, raising over $500,000 for 140 water projects in Ethiopia, India, Honduras, Cote d’Ivoire, and Malawi.

Nautica* — Nautica led the way as one of charity: water’s first official brand partners. Since then, they’ve sponsored a Waterwalk, held a holiday photo challenge, and hosted a consumer fundraising campaign to raise over $2.5 million for clean water projects in eight countries.

Smile Generation* — As one of our biggest brand partners, Smile Generation has supported water projects in five countries and helped raise over $3.5 million for clean water.

Caterpillar Foundation* — Caterpillar Foundation joined us to support water projects in seven countries, sponsored a Waterwalk at charity: ball, generously supported our operations, and funded our first-ever Virtual Reality film.

Humble Bundle* — Through more than two dozen video game bundles, the Humble Bundle community has sponsored projects in seven countries, raised $2.3 million, and provided 70,000 people with clean water.

Emergen-C* — Emergen-C joined us in 2016 to transform lives by bringing clean and safe drinking water to people in Ethiopia through our first official multi-year partnership.

2016
13 Official Brand Partners (including five new in 2016)
73 Corporate Supporters
Raised $9.3 million for clean water

* multi-year brand partner
The Spring is our monthly giving program made up of passionate supporters who are committed to seeing a day when everyone on the planet has clean water. Not only are members helping to bring clean and safe water to thousands of people in need every single month, they are also putting maintenance teams to work so we can ensure water keeps flowing for years to come.

Launched The Spring monthly giving program in September 2016.

Produced The Spring film (which tells the story of charity: water), in conjunction with the program launch, and gained 1 million views within the first week.

Gained 2,100 new subscribers to The Spring within the first month.

Ended the year with 6,240 Spring members and $2.5 million in annual The Spring recurring revenue.
Transforming an entire community or school.

Each year, we have a group of generous people that go all in. They sponsor entire communities or schools with clean water by committing to the full cost of a water project.

In 2016, 313 individuals, families, and organizations gave a total of $7.7 million to sponsor water projects around the globe. These water projects will help decrease waterborne diseases, provide more time for women to earn income, give kids an opportunity to attend school, and so much more.
From the 4-year-old who sold her paintings, to the college students who biked cross-country, to the 89-year-old grandmother who gave up her birthday in exchange for donations to clean water, our fundraisers continue to inspire us with their generosity, enthusiasm, and dedication.
Since 2006, charity: water has built a community of over 1 million supporters around the world, thousands of whom are in the United Kingdom and Europe. In 2016, charity: water officially registered as a UK charity to provide a better experience for our supporters on the other side of the Atlantic. This expansion will help us inspire a new audience to end the water crisis even faster.
In 2016, we hosted our annual gala at The Metropolitan Museum of Art and unveiled 407 individual stories from a community in rural Ethiopia called Adi Etot. We matched each charity: ball guest with a member of the community and then opened a live satellite feed to Adi Etot so attendees could watch a drilling rig deliver clean water in real-time. Together, we raised over $3.15 million for clean water in a single night.
Our board governs major charity: water decisions, approves all water programs, and offers input and guidance for organizational decisions.

Our Board

Michael Wilkerson, Chairman
Scott Harrison, charity: water Founder & CEO
Brook Hazelton
Gian-Carlo Ochoa, Ph.D.
Brant Cryder
Chi-Hua Chien
Shannon Sedgwick Davis
Valerie Donati
In 2016, we raised $36.1 million. That includes $28.9 million for clean water projects and $7.2 million for operations.
In 2016 alone
We invested over $22.4 million to fund over 3,100 clean water projects in ten developing countries. And we invested an additional $1.5 million in remote monitoring, repairs, and maintenance.
IN 2016 ALONE
We invested $10.7 million in operations using donations from private donors. 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.
EFFICIENCY RATIO

- Staff Salaries: 75%
- Development: 13%
- Management & General: 12%
All together, we’ve now cumulatively raised more than $243 million for operations and water programs, funded nearly 23,000 projects, and brought clean water to more than 7 million people.

Thanks to every single one of you who helped make it possible!

SEE THE FULL FINANCIAL REPORT
Water Changes Everything