



CHARITY: WATER

Annual Report



20
16

OUR MISSION

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

MISSION
STATEMENT

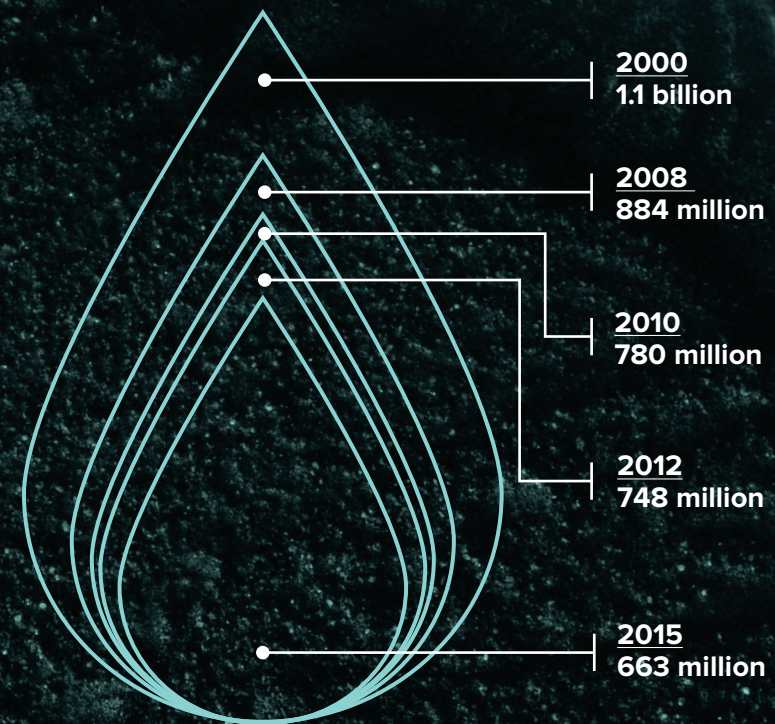


The Water Crisis

Access to clean and safe drinking water is a basic human right¹, 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 million². In 2015, the U.N. named a Sustainable Development Goal to ensure universal availability of clean water by 2030. The world is getting better.

NUMBER OF PEOPLE IN THE WORLD LIVING WITHOUT CLEAN WATER³



¹ UN, 2010

² WHO/UNICEF. (2015). Progress on Sanitation and Drinking Water: 2015 Update and MDG Assessment. Geneva, Switzerland; New York, New York, USA

³ Joint Monitoring Program (WHO / UNICEF)

Our Impact

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



2016 AT A GLANCE

\$36.1M raised*

3,129 water projects funded

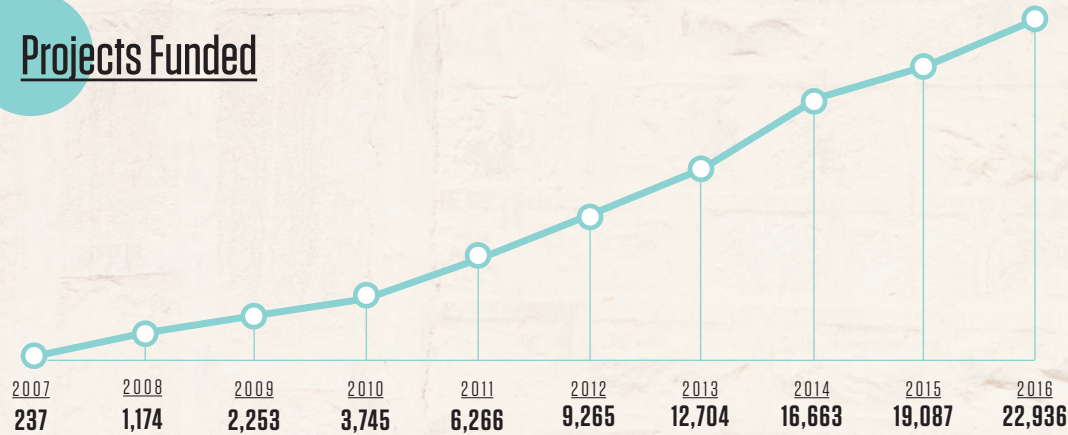
702,252 people will
receive clean water

*This number represents the amount raised for both water programs and operations

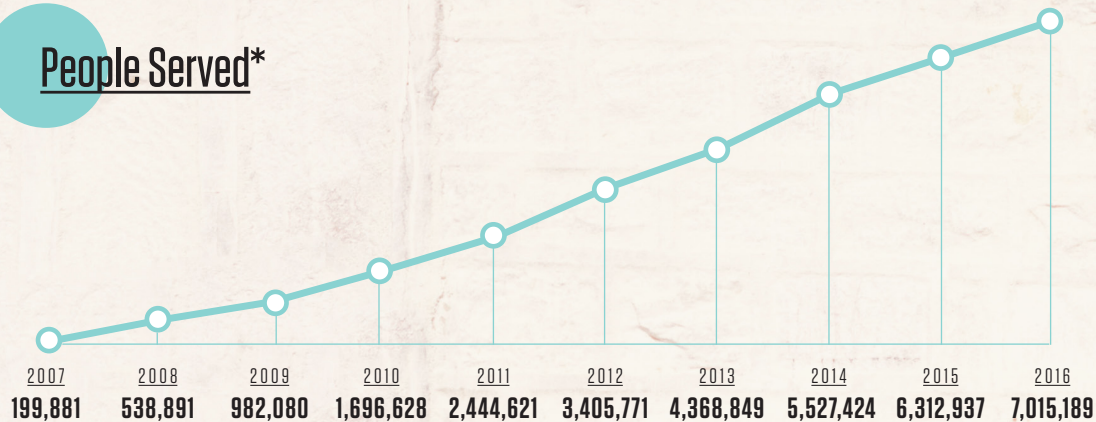
IMPACT

Ten Years of Impact

Projects Funded



People Served*



*Projections for project completion





Our Programs

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***

* 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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Malawi

IN 2016

PEOPLE
SERVED

73,447*

NO. OF
PROJECTS

271**

CURRENT
PARTNERS

Water For People World Vision

SOLUTIONS



DRILLED WELLS



PIPED SYSTEMS



LATRINES***

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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**
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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

GOAL

SOLUTIONS



DRILLED WELLS



LATRINES***

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A high-contrast, black and white photograph of water splashing, with numerous bubbles and droplets visible. The image is partially obscured by a teal overlay on the right and bottom.

Programmatic Strategy

charity: water's overall strategy is based on five key pillars that guide all of our programmatic decisions.





Water + Sanitation and Hygiene (WASH)

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%.

¹ Wang, H., et al (2016). Global, regional, and national life expectancy, all-cause mortality, and cause-specific mortality for 249 causes of death, 1980–2015: a systematic analysis for the Global Burden of Disease Study 2015. The Lancet, 388(10053), 1459–1544.

2

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.¹ 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 inaccessible². 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.



3

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.



5

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.



Proof and Sustainability



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

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.

Our Community

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

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.

EVOLUTION OF THE WELL

2009

The inception
of The Well

2010

The Well
reached
50 Members

2011

First Angel
Member
(Angels are
Well Members
who give
\$1,000,000+
annually)

2015

The Well
reached 100
Members.
Launched The
Well Website

2016

7 countries are
represented
by Members of
The Well today

2016 AT A GLANCE



115 Well Members in total

27 Well Members renewed (which
equates to 71% of all members who
were scheduled to renew in 2016)

18 New Well Members joined

NOTABLE BRAND PARTNERS OVER THE YEARS

- 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.
- 2008** 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.
- 2009** 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.
- 2010** 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.
- 2012** 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.
- 2016** 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.

* multi-year brand partner

Brand Partnerships

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.

2016
AT A
GLANCE



13 Official Brand Partners (including five new in 2016)

73 Corporate Supporters

Raised \$9.3 million for clean water



The Spring

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.

2016 AT A GLANCE



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.



Water Project Sponsors

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.



2016 AT A GLANCE



4,863 mycharity: water campaigns

58,964 donations made to mycharity: water campaigns

\$4.3 million raised through mycharity: water campaigns

NOTABLE CAMPAIGNS OVER THE YEARS

2006

Founder & CEO Scott Harrison's 31st Birthday Party — \$15,000

2009

Actress Alyssa Milano's 37th Birthday — \$92,568

2010

Actors Will and Jada Smith's Birthday Celebration — \$109,128

2011

Rachel Beckwith's 9th Birthday Wish — \$1,265,823

2012

Eastlake Church's Drinks 4 Drinks — \$703,037

2014

Author Seth Godin's Activism — \$207,296

2014

Actor Nathan Fillion's Birthday — \$254,172

2015

Mindful in May's Campaign — \$180,559

2015

Author Rob Bell's 45th Birthday — \$114,422

2016

Former Deputy Mayor of NYC Kevin Sheekey's 50th Birthday — \$129,984

Our Fundraisers

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.



charity: water UK

Introducing charity: water UK.

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.





charity: ball

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

Our board governs major charity: water decisions, approves all water programs, and offers input and guidance for organizational decisions.

Michael Wilkerson, Chairman

Scott Harrison, charity: water Founder & CEO

Brook Hazelton

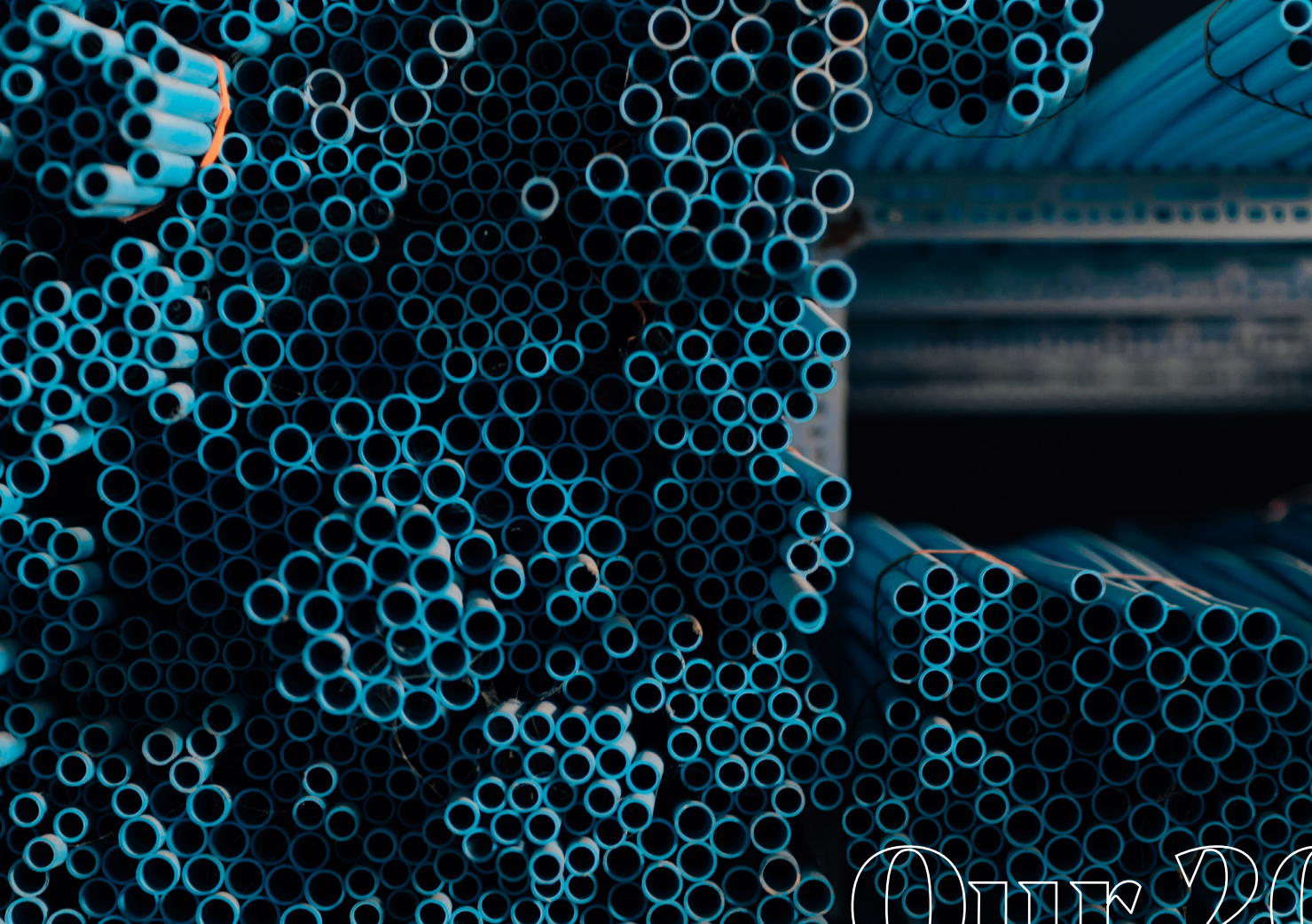
Gian-Carlo Ochoa, Ph.D.

Brant Cryder

Chi-Hua Chien

Shannon Sedgwick Davis

Valerie Donati



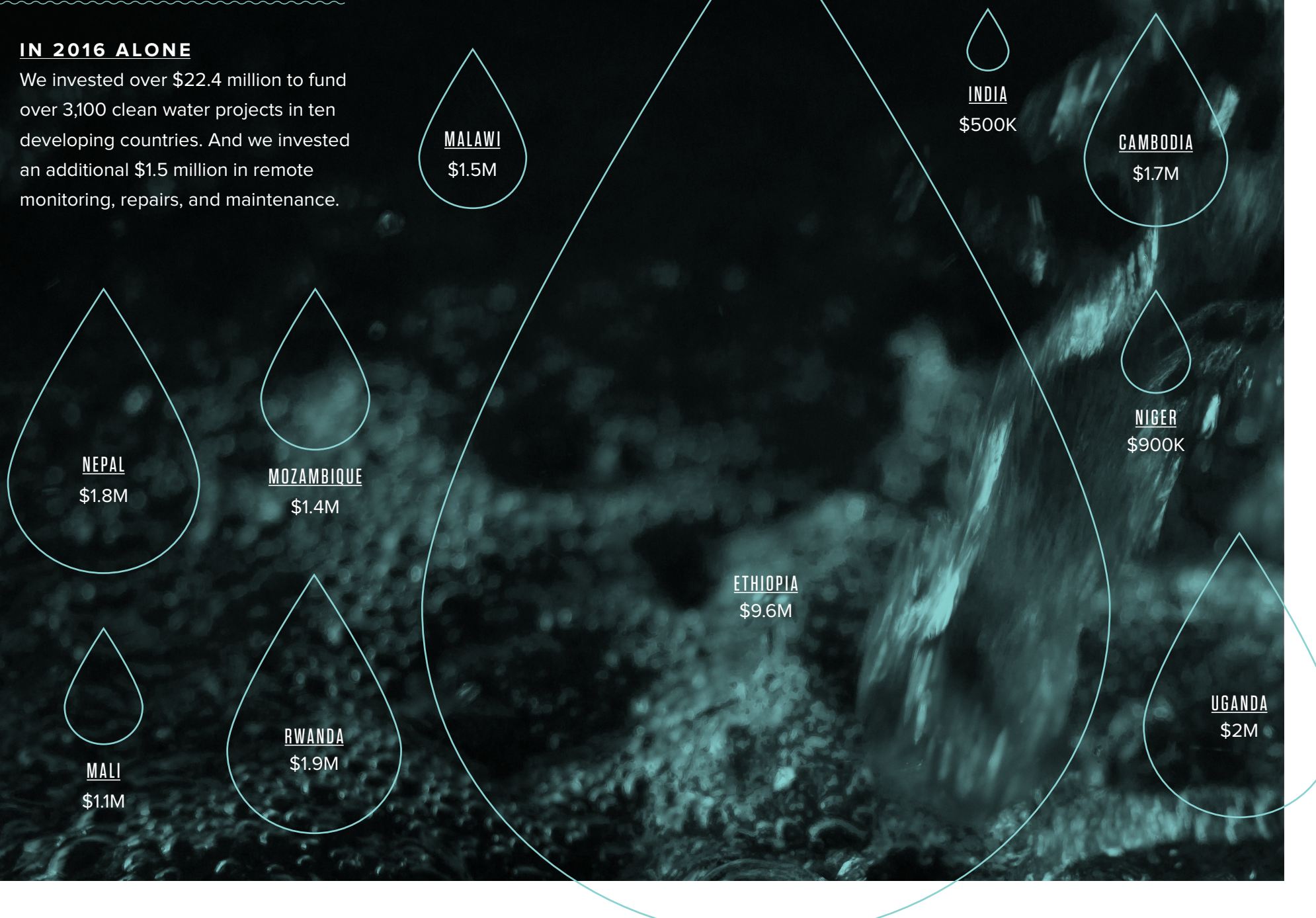
Our 2016 Financials

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.

STAFF SALARIES
65%

PROFESSIONAL FEES
11%

EVENTS
4%

TRAVEL & MEALS
3%

OFFICE EQUIPMENT AND SUPPLIES
5%

CREDIT CARD FEES
3%

RENT & UTILITIES
5%

MARKETING
4%

EFFICIENCY RATIO

PROGRAM SERVICES
75%

DEVELOPMENT
13%

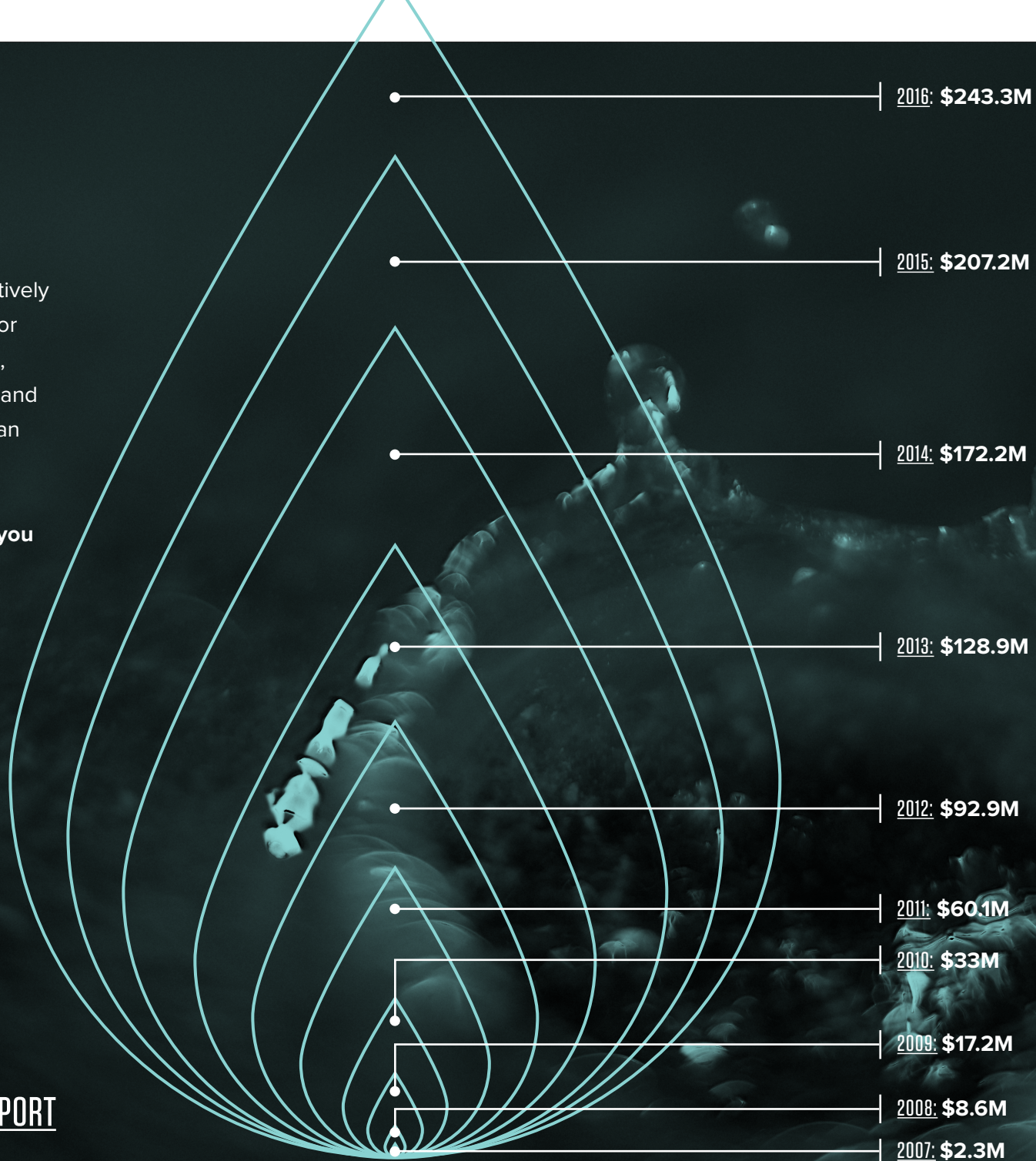
MANAGEMENT & GENERAL
12%



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



CHARITY: WATER ————— 2016

Water Changes Everything

