

CHARITY: WATER

Laying New Groundwork

ANNUAL REPORT 2013





Laying New Groundwork

We're on a mission to bring clean water to every single person on the planet. In 2013, we laid some important groundwork to prepare for the challenge. We strengthened our partnerships in the field. We made key hires in engineering, creative, and water programs. We thought strategically about how to help exponentially more people in years to come.

We also kept right on bringing clean water to people all over the world. This year, we passed the \$100,000,000 milestone in dollars raised (for water projects and operations combined). We brought clean water to nearly a million people in 2013 alone. We helped our four millionth person and funded our eleven thousandth water project. This was a good year.



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

We inspire giving and empower others to fundraise for sustainable water solutions. We send 100% of public donations to our local partners on the ground, who build and implement the water projects. Then, when the projects are complete, we prove each one of them using GPS coordinates, photos, and details of the community they've helped.

PEOPLE SERVED IN 2013:

999,867

PEOPLE SERVED

2,739

PER DAY

114

PER HOUR

TOTAL RAISED IN 2013:

\$35,944,104

TOTAL RAISED

\$98,477

PER DAY

\$4,103

PER HOUR

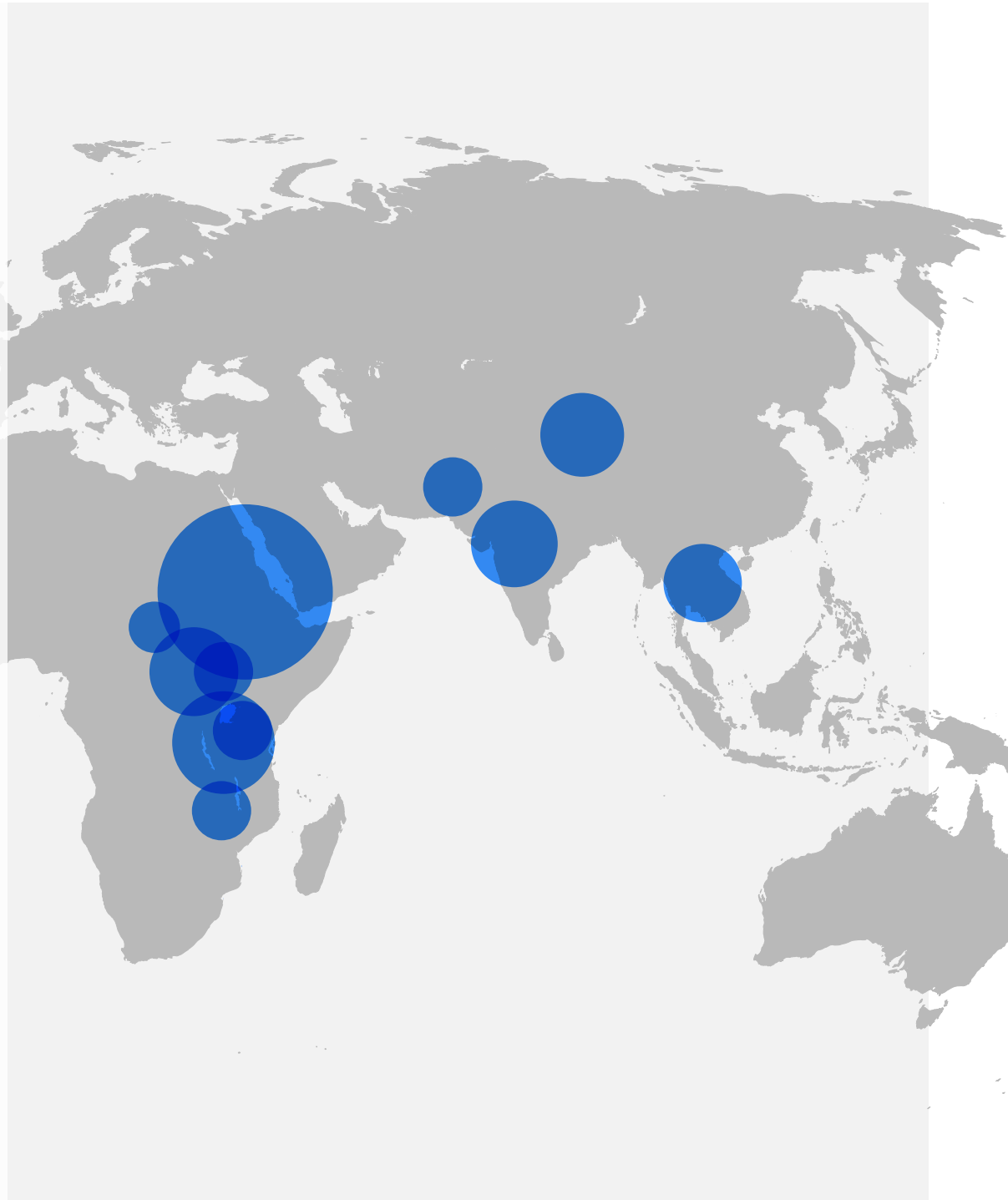


In The Field



2013 at a Glance

In 2013, we funded 3,085 water projects and sent \$25,627,285 to the field. We completed projects in 15 countries, doubled our impact in Ethiopia, invested in lasting partnerships, and worked in two new countries: Pakistan and Mozambique.



Ethiopia

We've done more work in Ethiopia than anywhere else in the world. In 2013, we doubled our impact in the country, to reach a total of 3,877 water projects funded and 1,380,681 people served. We also launched our first maintenance program in Tigray to make sure our projects continue to serve communities over time. We believe that once clean water starts flowing, it shouldn't stop.

ETHIOPIA THROUGH 2013:

3,877

NUMBER OF PROJECTS

1,380,681

PEOPLE SERVED



Pakistan

In 2013, we began working in our fifth country in Asia: Pakistan. In this—the sixth most populated country in world—more than 19 million people don't have access to clean water. But in just one short year, we funded 320 water projects that will bring clean water to 48,000 people.

Mozambique

We expanded our presence in Southern Africa in 2013, working in a new country: Mozambique. Here, 65% of the rural population doesn't have access to clean water, and 89% doesn't have access to sanitation. But we've already funded 60 water projects that will bring clean water to 20,652 people.

REPORTING BY THE NUMBERS:

15

COUNTRIES REPORTED ON

151,991

COMPLETION REPORTS SENT

We sent 151,991 donor completion reports in 2013, showing our supporters exactly where their money went. That's five times more reports than we sent in 2012!

288,144

DONOR UPDATE REPORTS SENT



A man with short brown hair and a beard, wearing a dark blue polo shirt and dark jeans, stands against a dark blue corrugated metal wall. He is holding a large, bright yellow plastic water jug with both hands in front of him. The jug has a black handle and a spout. The background is a dark blue corrugated metal wall.

Volunteering In The Field

In 2013, we piloted a new field volunteer program. Our first field volunteer, Rob, spent three weeks monitoring charity: water projects in Liberia. He visited 50 of our water projects (including some of our oldest). He collected valuable information and reported back to us.

The Future of Water Projects

One of our favorite accomplishments of the year was launching our project to develop a remote sensor that tells us how much water is flowing every day in the communities we're serving. Thanks to a grant from the Google Global Impact Awards, we started developing a high-tech piece of technology that will be placed in our water projects to monitor water flow and send updates back to us.

Supporters



We Wouldn't Exist Without You

Everything we do is made possible by our generous, enthusiastic, dedicated supporters. We received donations from 128,653 people in 2013. Our fundraisers raised \$9,154,975 for clean water through mycharitywater.org. Our volunteers helped us write 2,124 thank you notes. And with the help of more than 250 volunteers and hundreds of generous donors, we hosted our largest charity: ball to date.

SUPPORT BY THE NUMBERS:

\$35,944,104

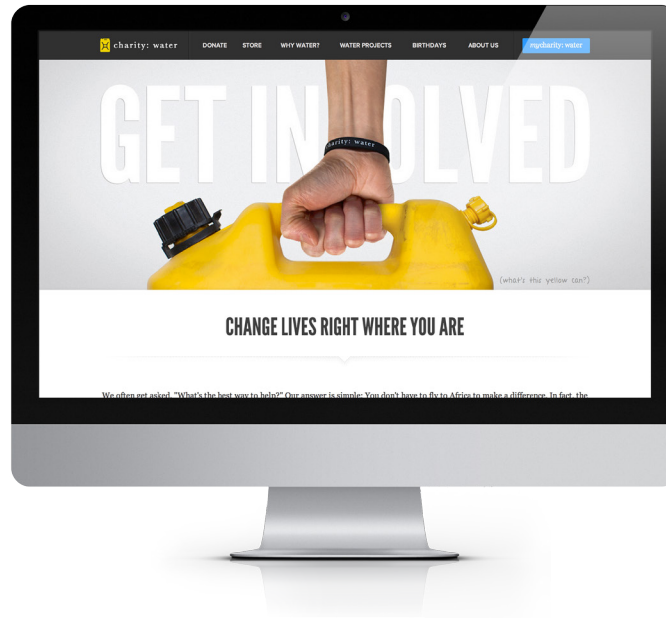
TOTAL RAISED IN 2013

128,653

PEOPLE DONATED TO CLEAN WATER

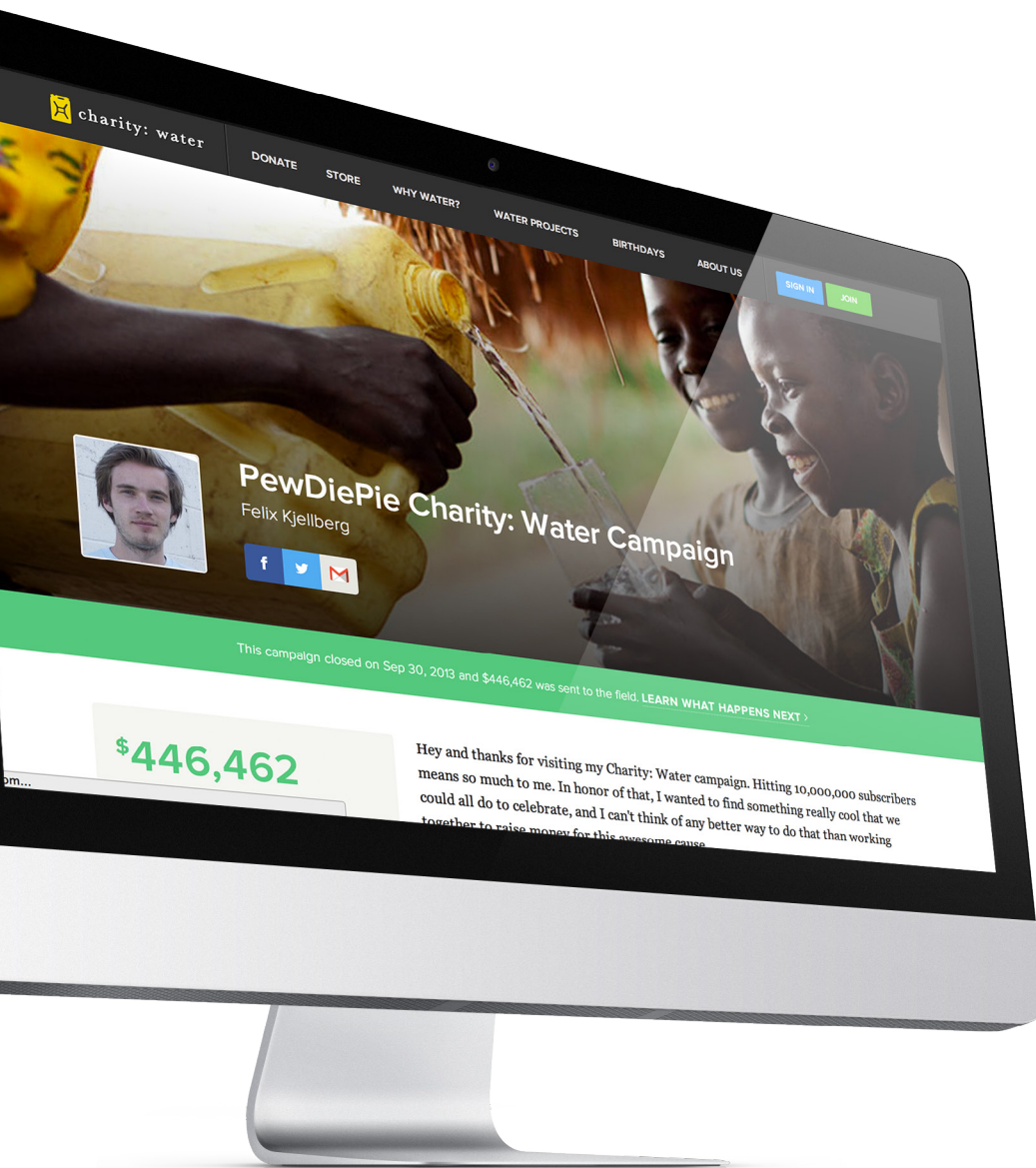
\$219.64

AVERAGE DONATION



Fundraisers

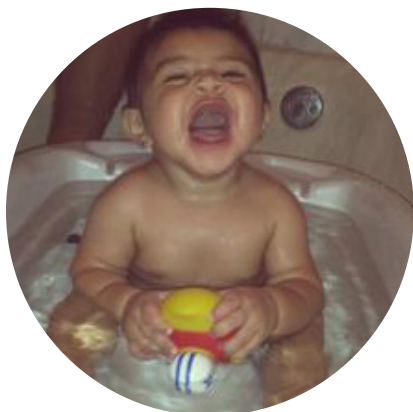
In 2013, a fundraiser broke the record for the second-largest fundraising campaign in our history. Our incredible fundraisers gave up 7,942 birthdays for clean water, starting campaigns around everything from playing golf to getting a tattoo.



PewDiePie

\$446,462 Raised

PewDiePie is an awesome charity: water supporter. In honor of hitting 10,000,000 subscribers on YouTube, he launched a fundraising campaign for clean water. It quickly broke the charity: water record for second-largest campaign of all time, bringing in 15,776 donations and raising \$446,462 (almost double his original goal).



Shiam Nawalrai
Youngest Birthday Campaigner

At the young, young age of one year old, Shiam was our youngest campaigner of 2013.



Tim Ferriss
Most Raised for Water

Tim ran our most successful birthday campaign of 2013. With the support of 1,098 donors, he raised \$107,292 for clean water.



Eldon Reynolds
Oldest Birthday Campaigner

At 79-years-young, Eldon was our oldest birthday campaigner this past year.



Nathan Fillion

Cause for Fame

The star of *Firefly* and ABC's *Castle*, Nathan Fillion, pledged his birthday for clean water in 2013. The campaign was tremendously successful: 3,162 people donated a total of \$100,219 dollars.



Brooke Hammerling

Inked for Water

For Brooke's 2013 birthday campaign, she offered to get the word "water" tattooed somewhere on her body if she raised enough money for clean water. All told, her campaign raised \$76,967.



Craig Johns

52 Rounds

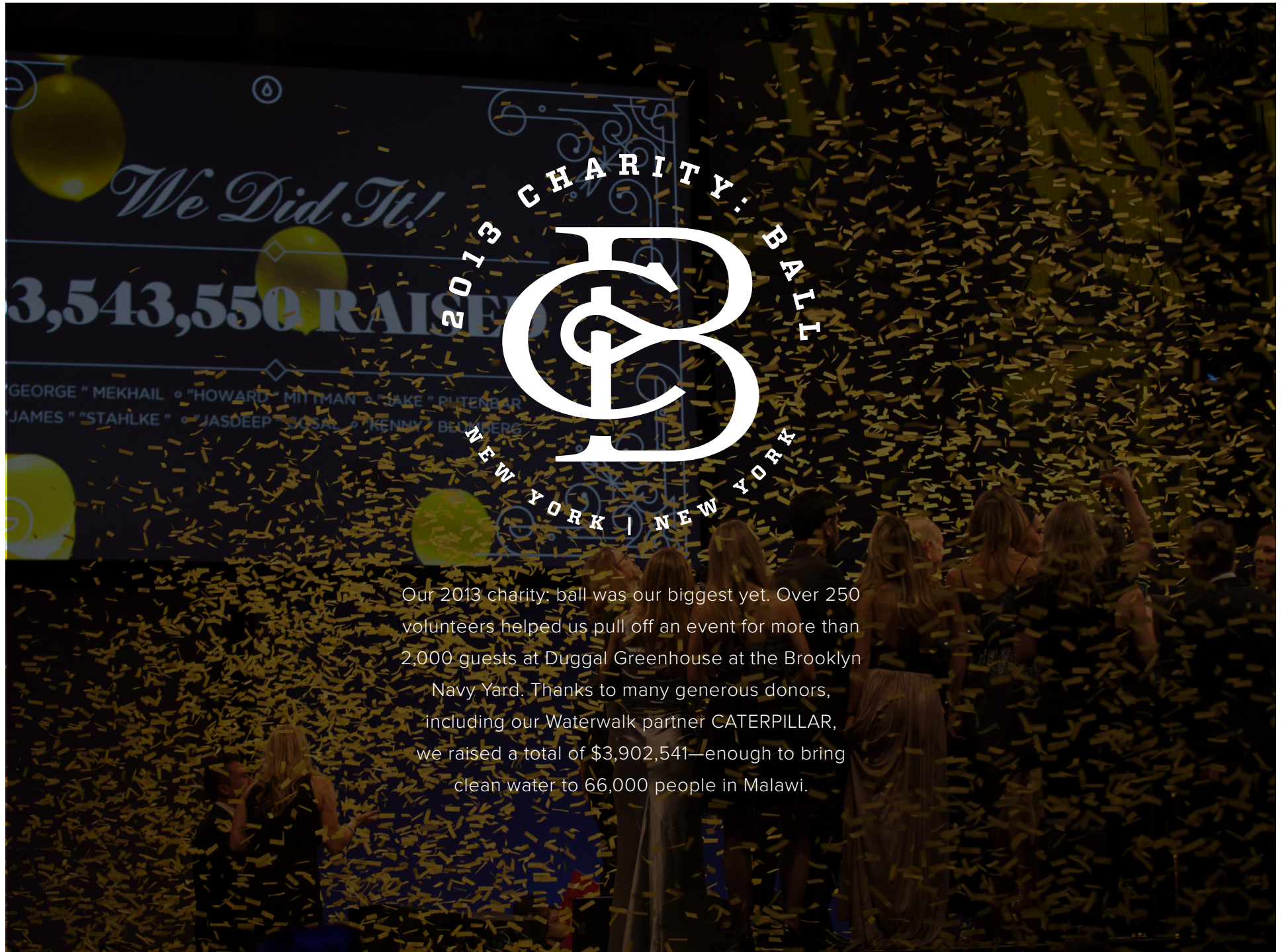
In honor of his 52nd birthday, Craig pledged to play 52 holes of golf, consecutively. The idea resonated with his friends, and they helped him raise \$11,104 for clean water projects.

The Smile Generation

\$1,314,355 Raised

The Smile Generation set out to fund 100 wells in Ethiopia. They did it through a coordinated series of campaigns run by staff and patients throughout the country. When the initiative wrapped up, they'd raised a total of \$1,314,355 through 264 campaigns—enough to fund even more than their original goal of 100 wells and to bring clean water to more than 30,000 people.





Our 2013 charity: ball was our biggest yet. Over 250 volunteers helped us pull off an event for more than 2,000 guests at Duggal Greenhouse at the Brooklyn Navy Yard. Thanks to many generous donors, including our Waterwalk partner CATERPILLAR, we raised a total of \$3,902,541—enough to bring clean water to 66,000 people in Malawi.

CHARITY: BALL BY THE NUMBERS:

1,000

PEOPLE DONATED TO CLEAN WATER

66,000

PROVIDED WITH CLEAN WATER

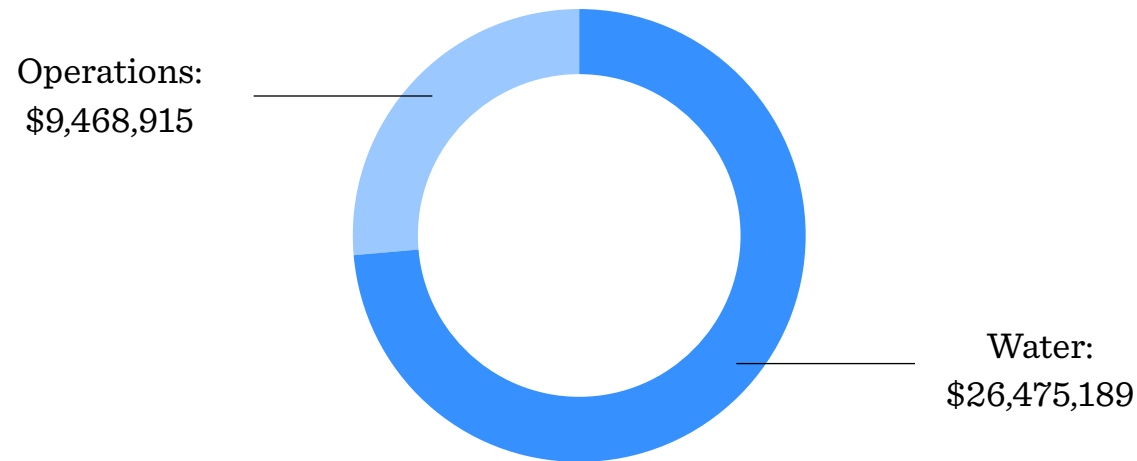
INDIA

Our 2013 September Campaign focused on bringing clean water to people in Orissa, India. We wanted to help families in 100 villages. And thanks to thousands of incredible campaigners and donors, we raised \$1,656,094 for clean water before the close of the year. Now, those dollars are being put to use bringing clean water to thousands of people.

Finance



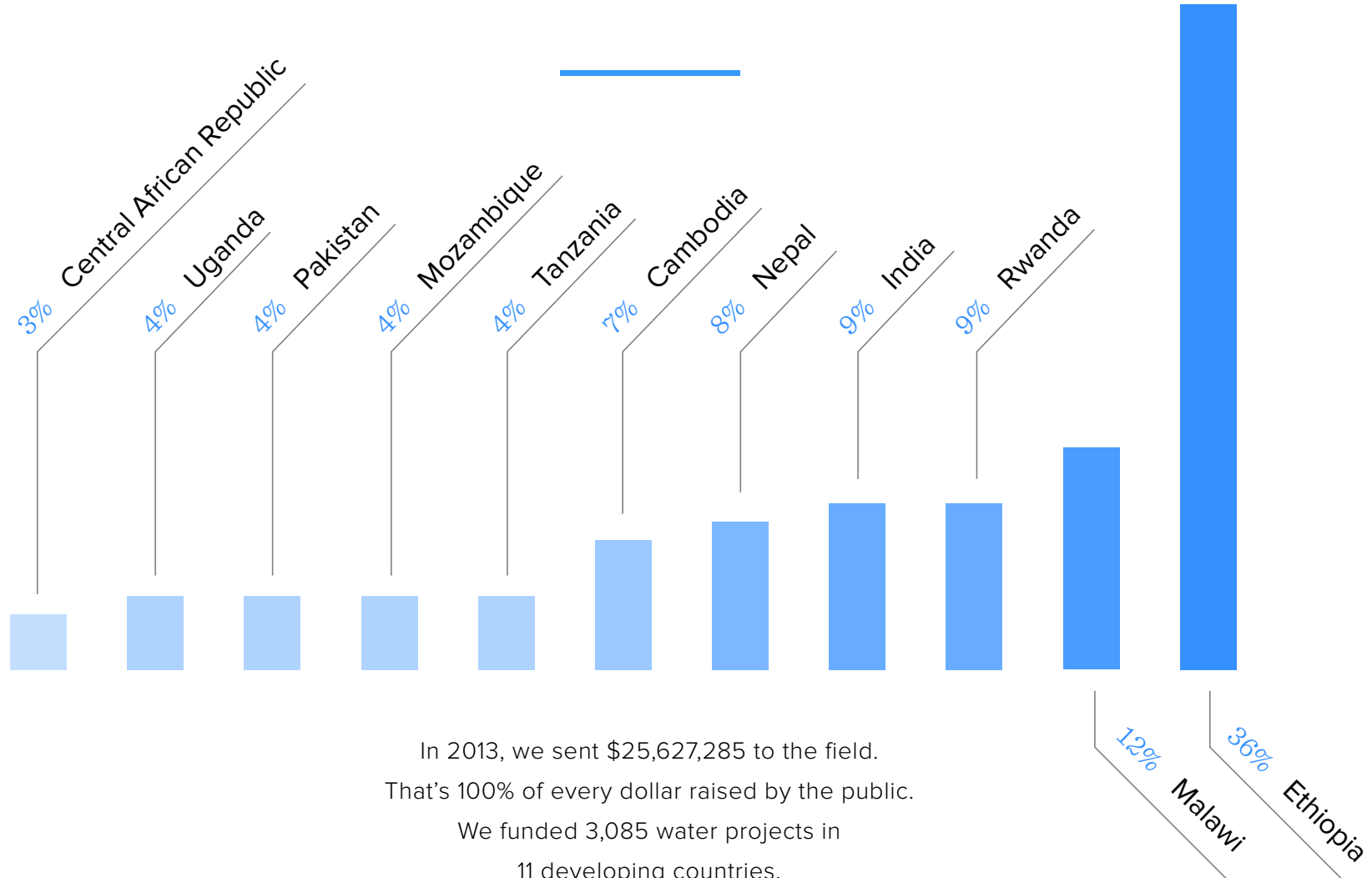
The 100% Model



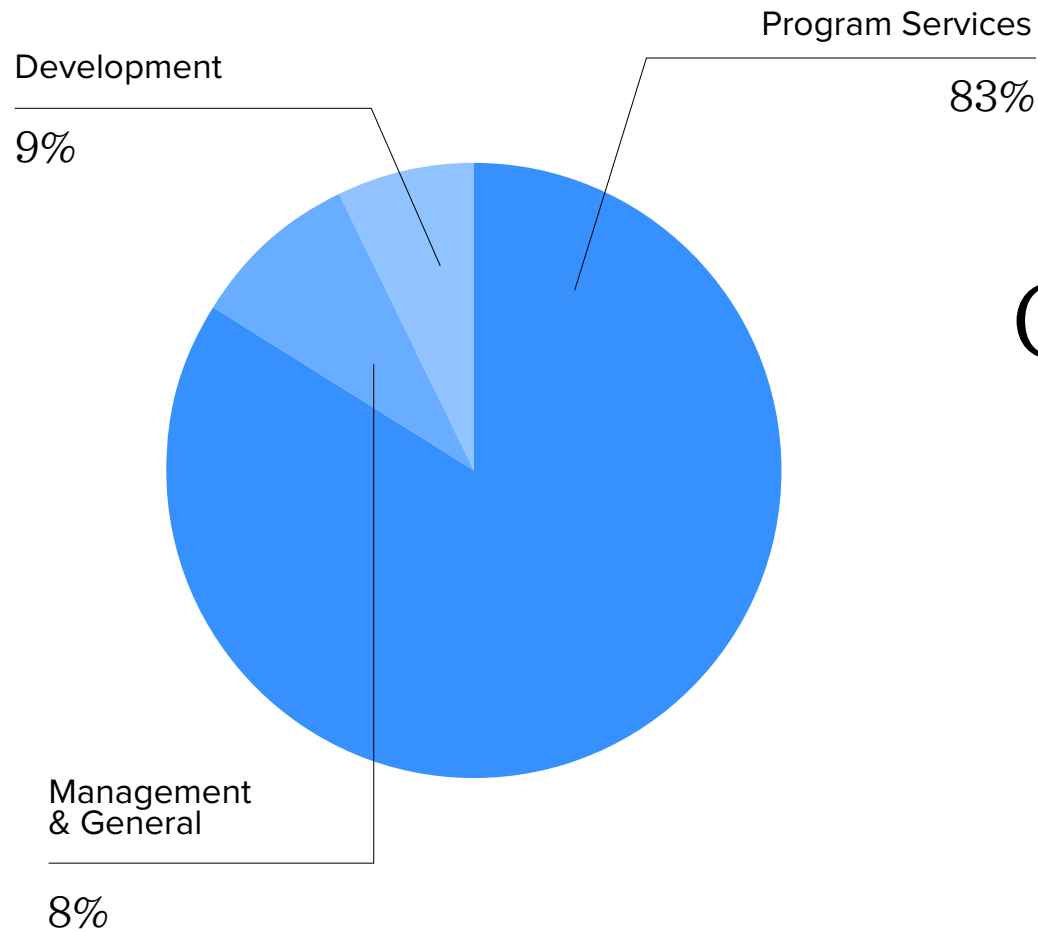
Total Raised in 2013: \$35,944,104

When we started charity: water, we made a bold promise —100% of public donations would go directly to the field to fund water projects. We'd depend on private donors to cover our staff and operating costs. Years later, we're still keeping that promise.

Donations Invested In Water*



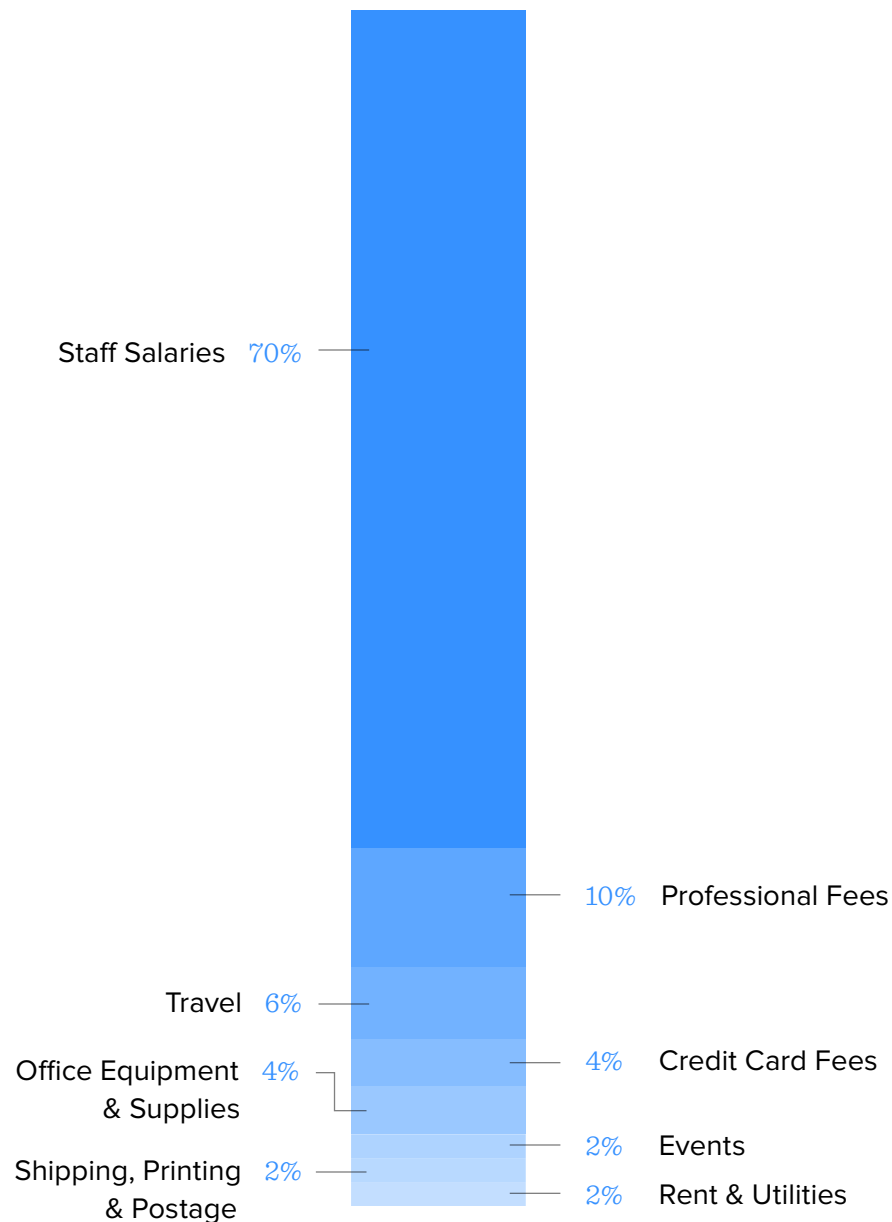
*We also invested \$1,118,629 in remote monitoring, repairs and maintenance.



Organizational Efficiency

As always, we keep charity: water running efficiently.

Donations Invested In Operations



Our operational costs are covered entirely by the generous private donors of our membership program, The Well, as well as a handful of corporate partners. Our largest operational investment is our talented team. In 2013, we brought on 24 new staff members, ending the year with 67 employees. But even while we grow, we continue to keep our 100% promise, and we never use public donations to cover operational expenses.

Statement of Financial Position

December 31, 2013 (with summarized comparative financial information as of December 31, 2012)

	Unrestricted	Temporarily Restricted				
		Three-Year Promises To Give		Special Award Remote Monitoring		
Assets	Operations	Operations	Water Projects	Water Projects	2013 Totals	2012 Totals
Cash and Cash Equivalents	\$6,080,710	—	\$16,191,948	\$884,430	\$23,157,088	\$18,551,020
Short-Term Investments	\$4,460,237	—	\$494,108	\$2,563,391	\$7,517,736	\$6,477,774
Prepays and Other Current Assets	\$229,353	—	\$11,466	—	\$240,819	\$288,890
Long-Term Investments	\$54,720	—	\$2,227,092	—	\$2,281,812	\$2,495,145
Contributions Receivable, Net	\$107,316	\$7,556,608	\$1,529,646	—	\$9,193,570	\$7,711,593
Fixed Assets, Net	\$535,492	—	—	—	\$535,492	\$287,707
Other Assets	\$80,954	—	\$50,000	—	\$130,954	—
Total Assets	\$11,548,782	\$7,556,608	\$20,504,260	\$3,447,821	\$43,057,471	\$35,812,129
Liabilities and Net Assets						
Liabilities:						
Committed to Water Projects	—	—	\$17,349,485	—	\$17,349,485	\$12,655,796
Accounts Payable and Accrued Expenses	\$492,520	—	\$3,361	\$284,253	\$780,134	\$231,413
Total Liabilities	\$492,520	—	\$17,352,846	\$284,253	\$18,129,619	\$12,887,209
Net Assets:						
Unrestricted	\$11,056,262	—	—	—	\$11,056,262	\$10,875,782
Temporarily Restricted	—	\$7,556,608	\$3,151,414	\$3,163,568	\$13,871,590	\$12,049,138
Total Net Assets	\$11,056,262	\$7,556,608	\$3,151,414	\$3,163,568	\$24,927,852	\$22,924,920
Total Liabilities and Net Assets	\$11,548,782	\$7,556,608	\$20,504,260	\$3,447,821	\$43,057,471	\$35,812,129

Statement of Activities

Year ended December 31, 2013 (with summarized comparative financial information as of December 31, 2012)

	Unrestricted			Temporarily Restricted					
				Three-Year Promises To Give		Special Award Remote Monitoring			
Revenue and other support:	Operations	Water Projects	Total	Operations	Water Projects	Water Projects	Total	2013 Totals	2012 Totals
Public Support:									
Individuals	\$405,733	—	\$405,733	\$6,089,421	\$12,427,843	—	\$18,517,264	\$18,922,997	\$18,174,232
Corporations	\$788,798	—	\$788,798	—	\$7,630,549	—	\$7,630,549	\$8,419,347	\$2,866,257
Foundations and Other Organizations	\$154,609	—	\$154,609	\$1,000,000	\$3,545,204	—	\$4,545,204	\$4,699,813	\$8,697,277
Special Event Revenue:									
Contributions	\$1,114,747	—	\$1,114,747	—	\$2,871,593	—	\$2,871,593	\$3,986,340	\$3,011,062
Ticket Sales	\$159,975	—	\$159,975	—	—	—	—	\$159,975	\$133,610
Net Direct Benefit to Donor	(\$649,546)	—	(\$649,546)	—	—	—	—	(\$649,546)	(\$388,921)
Net Investment and Other Income	\$103,671	—	\$103,671	—	\$394,923	\$68,245	\$463,168	\$566,839	\$34,380
Net Assets Released Due to Satisfaction of Restrictions	\$5,459,412	\$26,745,914	\$32,205,326	(\$6,459,412)	(\$24,861,965)	(\$883,949)	(\$32,205,326)	—	—
Total Public Support, Revenue, and Releases	\$7,537,399	\$26,745,914	\$34,283,313	\$630,009	\$2,008,147	(\$815,704)	\$1,822,452	\$36,105,765	\$32,527,897
Expenses:									
Program Services	\$1,743,401	\$26,745,914	\$28,489,315	—	—	—	—	\$28,489,315	\$19,679,367
Management and General	\$2,570,799	—	\$2,570,799	—	—	—	—	\$2,570,799	\$1,643,991
Development	\$3,098,528	—	\$3,098,528	—	—	—	—	\$3,098,528	\$1,820,541
Total Expenses	\$7,412,728	\$26,745,914	\$34,158,642	—	—	—	—	\$34,158,642	\$23,143,899
Change in Net Assets Before the Effect of In-Kind Donations and Other Items	\$124,671	—	\$124,671	\$630,009	\$2,008,147	(\$815,704)	\$1,822,452	\$1,947,123	\$9,383,998
Donated Goods, Services and Use of Facilities-Revenue	\$1,861,492	\$50,301	\$1,911,793	—	—	—	—	\$1,911,793	\$1,450,271
Donated Goods, Services and Use of Facilities-Expense	(\$1,805,683)	(\$50,301)	(\$1,855,984)	—	—	—	—	(\$1,855,984)	(\$1,450,271)
Change in Net Assets	\$180,480	—	\$180,480	\$630,009	\$2,008,147	(\$815,704)	\$1,822,452	\$2,002,932	\$9,383,998
Net Assets at Beginning of Year	\$10,875,782	—	\$10,875,782	\$6,926,599	\$1,143,267	\$3,979,272	\$12,049,138	\$22,924,920	\$13,540,922
Net Assets at End of Year	\$11,056,262	—	\$11,056,262	\$7,556,608	\$3,151,414	\$3,163,568	\$13,871,590	\$24,927,852	\$22,924,920

