



# TOGETHER

2015 YEAR IN REVIEW





# In 2015,

our community came together to raise over \$35 million for water and operations and gave clean and safe drinking water to more than 800,000 people around the world.







# Our Work

LOOK WHAT WE ACCOMPLISHED TOGETHER





Together, we raised

**\$25.1 M** for  
water

which funded

**3,200** water  
projects

to give more than

**800,000** people  
clean water

throughout

**10** countries.



# Bangladesh

👤 65,841 people

💧 284 projects





# Cambodia

 159,660 people

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 866 projects





# Ethiopia

👤👤 238,169 people

💧 962 projects





# India

👤👤 28,375 people

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💧 142 projects





# Malawi

👤 23,252 people

💧 80 projects





# Mali

👤 👤 70,565 people

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💧 206 projects





# Mozambique

👤👤 27,140 people

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💧 62 projects





# Nepal

👤 54,123 people

💧 288 projects





# Rwanda

 80,537 people

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 217 projects





# Uganda

👤 👤 57,891 people

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💧 123 projects





**\$1.8 M** in remote monitoring,  
maintenance, and repairs

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**9** Pipeline Programs | **8** countries

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which kept water flowing for over **1.4 M** people 



# In Case You Missed It

2015 HIGHLIGHTS





MARCH

# World Water Day

From Johannesburg and London to New York City and Whitefish, Montana, we hosted more than **20 InstaMeets around the world** to help raise awareness about the 748 million people who lacked access to clean water.

**Over 31,354 people** joined us and shared the #748Million hashtag on World Water Day.





APRIL

# Nepal Relief

A powerful 7.8 magnitude earthquake devastated the country of Nepal and for the first time in our history we raised money for something other than water.

**More than 7,000 supporters** rallied with lightning speed and raised **nearly \$947,000** to support immediate relief efforts in Nepal.





APRIL

# The Making of a VR Film

Our team **spent a week in Ethiopia capturing a virtual reality story** about a 13-year-old girl named Selam whose community received access to clean and safe drinking water for the first time through a charity: water project.





JUNE

# There's No Place Like Home

We packed up and said goodbye to our office in SoHo and moved into our beautiful new headquarters at **40 Worth Street** in TriBeCa.

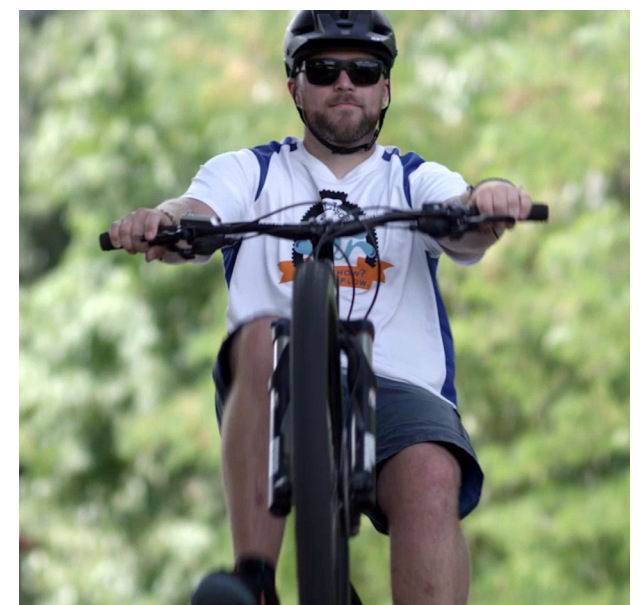




SEPTEMBER

# #NothingIsCrazy

**1,900 campaigners** proved #nothingiscrazy when it comes to fundraising for clean water at this year's September Campaign and raised **over \$1.8M** to serve **over 60,000 people** with clean and safe drinking water.



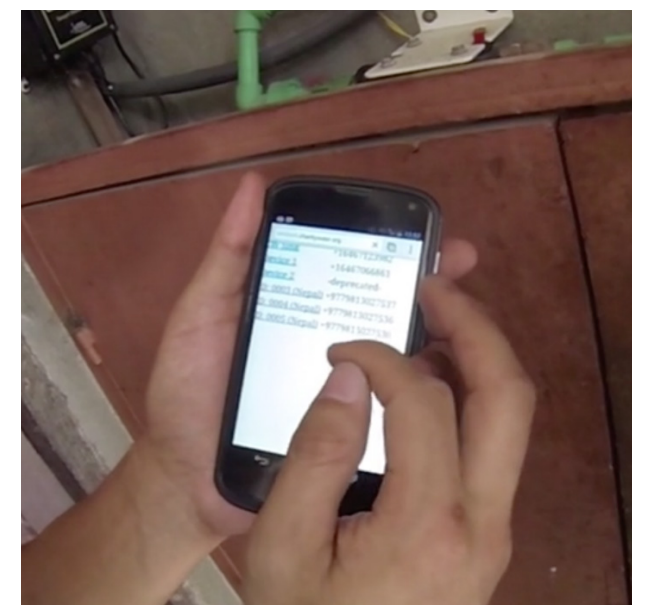
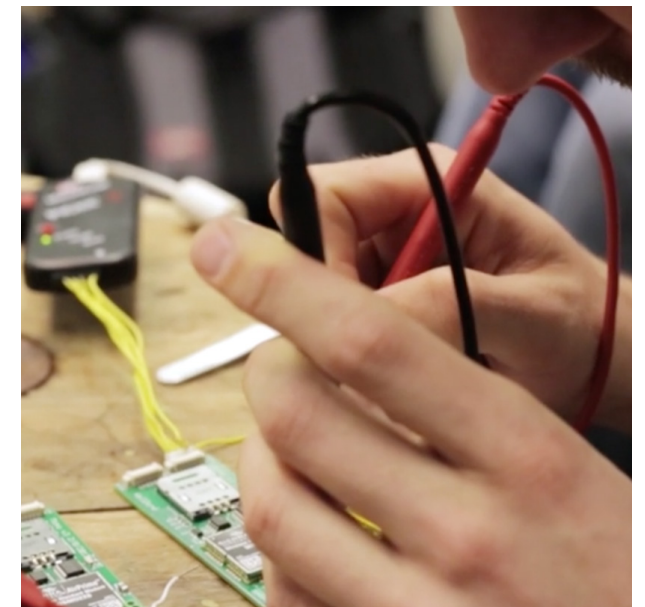
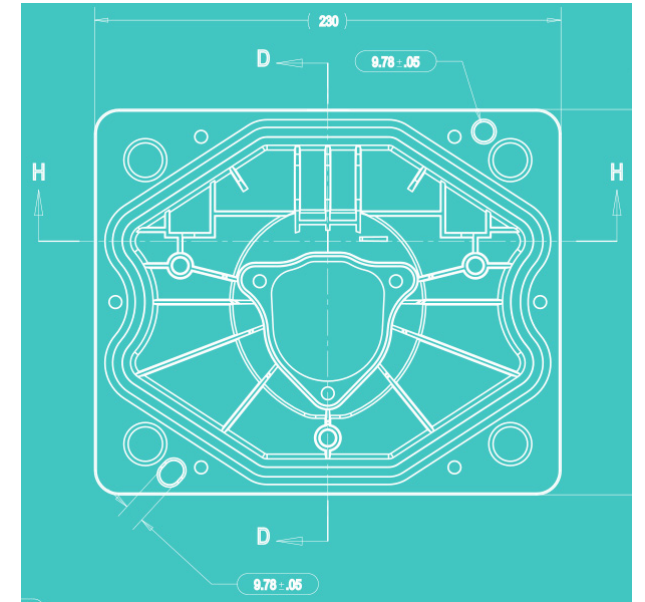


OCTOBER

# Deploying Sensors

We developed **2,500 remote sensors**, 686 of which have been installed and are sending us real-time data about water flow and well operation.

Now, trained teams of local mechanics can respond to functionality concerns our sensors catch and quickly get water flowing again.



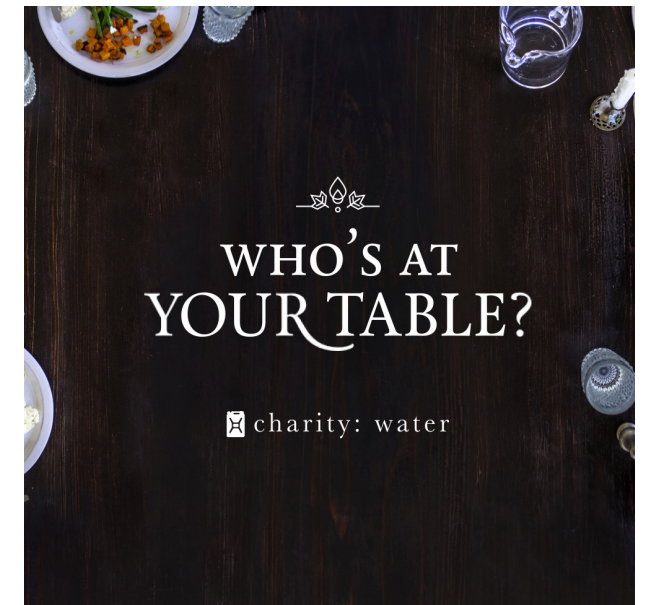


NOVEMBER

# Who's At Your Table?

For the holiday season, instead of simply asking people to give to charity: water, we wanted to **provide a giving experience**.

Who's At Your table gave our audience the opportunity to show their loved ones just how much they mean to them with **a donation in their honor**.





DECEMBER

# charity: ball

We celebrated charity: ball with **400 of our closest friends** at The Metropolitan Museum of Art, debuted our very first Virtual Reality film “The Source” to all of our guests at exactly the same time, and raised enough money to bring clean water to **243 communities in Ethiopia** in a single evening.





A low-angle, backlit photograph of a group of people walking on a paved path at sunset. The sun is low on the horizon, creating a strong lens flare and silhouetting the figures. Several individuals are carrying large yellow plastic jerrycans. The people are wearing casual summer clothing like shorts and sneakers. The overall mood is one of community and shared purpose.

# Our Supporters





**We wouldn't exist without our supporters.** Everything we do is made possible because of their generosity, enthusiasm, and dedication.

They donate online, mail in checks, volunteer at events, and even give up their birthdays to help us do what we do.

17,292 people\*

\*Includes online and offline donations, monthly giving, and merchandise. Does not include Water Project Sponsors, mycharity: water, or operations.

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\$235.51 average donation size



And they don't just stop at birthdays.

This year, our fundraisers came up with some of the most creative ways yet to fundraise for clean water.

**\$5,500** activated  
campaigns

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**\$6.2 M** raised from  
campaigns



TOP FUNDRAISERS

\$381,131

**1. Scott's 40th Birthday for 40 Villages**

For Scott's 40th birthday, he wanted to raise enough money to bring clean and safe drinking water to 40 villages in Tigray, Ethiopia for the very first time. Although he was two villages short of reaching his goal, he still raised over \$380,000 which would impact the lives of over 12,700 people in Tigray.

TOP FUNDRAISERS

\$196,097

**2. Zeldathon Deluxe**

A group of amazing fundraisers combined their love for Zelda and marathons and built a massive gaming campaign for clean water. They played The Legend of Zelda video games for five days straight and live-streamed the whole thing. Their goal was to raise \$150,000 for clean water, and they crushed it.



TOP FUNDRAISERS

\$180,559

**3. Mindful in May 2015**

Mindful in May was a campaign that combined the benefits of mindfulness meditation with the opportunity to bring clean water to those in need. This campaign brought together a community of people who created 10 minutes of space in the day to enhance attention, focus, and well being, while enhancing the lives of others.

## MOST DONATIONS

5,467 total  
donations

### 1. Zeldathon Deluxe

Not only was Zeldathon one of the top fundraising campaigns of 2015, it also received the most donations out of all campaigns run in 2015 with over 5,400 donors.



MOST DONATIONS

3,807 total  
donations

**2. KicksOnFire For Clean Water**

As the #1 sneaker marketplace in the world, KicksOnFire has over 100,000 “sneakerheads” visit their website every day. This past year, they rounded up over 3,800 of those visitors to donate to their mycharity: water campaign and raised over \$20,000 for clean water.

## MOST DONATIONS

1,839 total  
donations

### 3. ComicCon with Nathan and Allan

Longtime charity: water supporter, Nathan Fillion, and friend Alan Tudyk raised over \$100,000 on mycharity: water last year when they started a contest that gave every \$10 donor the chance to attend a Comic Con, and every \$250 donor a signed photograph from both Nathan and Alan, plus 25 chances to go to Comic Con with them.



### **Additionally, our volunteers helped us...**

mail over 4,200 tax receipts, program 400 phones for Virtual Reality, and execute an amazing charity: ball this year.

They are some of our most dedicated supporters and we cannot thank them enough for their loyalty.



A close-up photograph of two hands cupped together, dripping water. The hands are positioned in the upper right quadrant of the frame. Water droplets are falling from the palms, creating a vertical line of droplets that extends towards the bottom of the image. The background is a soft, out-of-focus green, suggesting foliage. The lighting is warm and natural, highlighting the texture of the skin and the clarity of the water.

# Our Financials

2015 AT A GLANCE





\$35.1 M total raised  
in 2015

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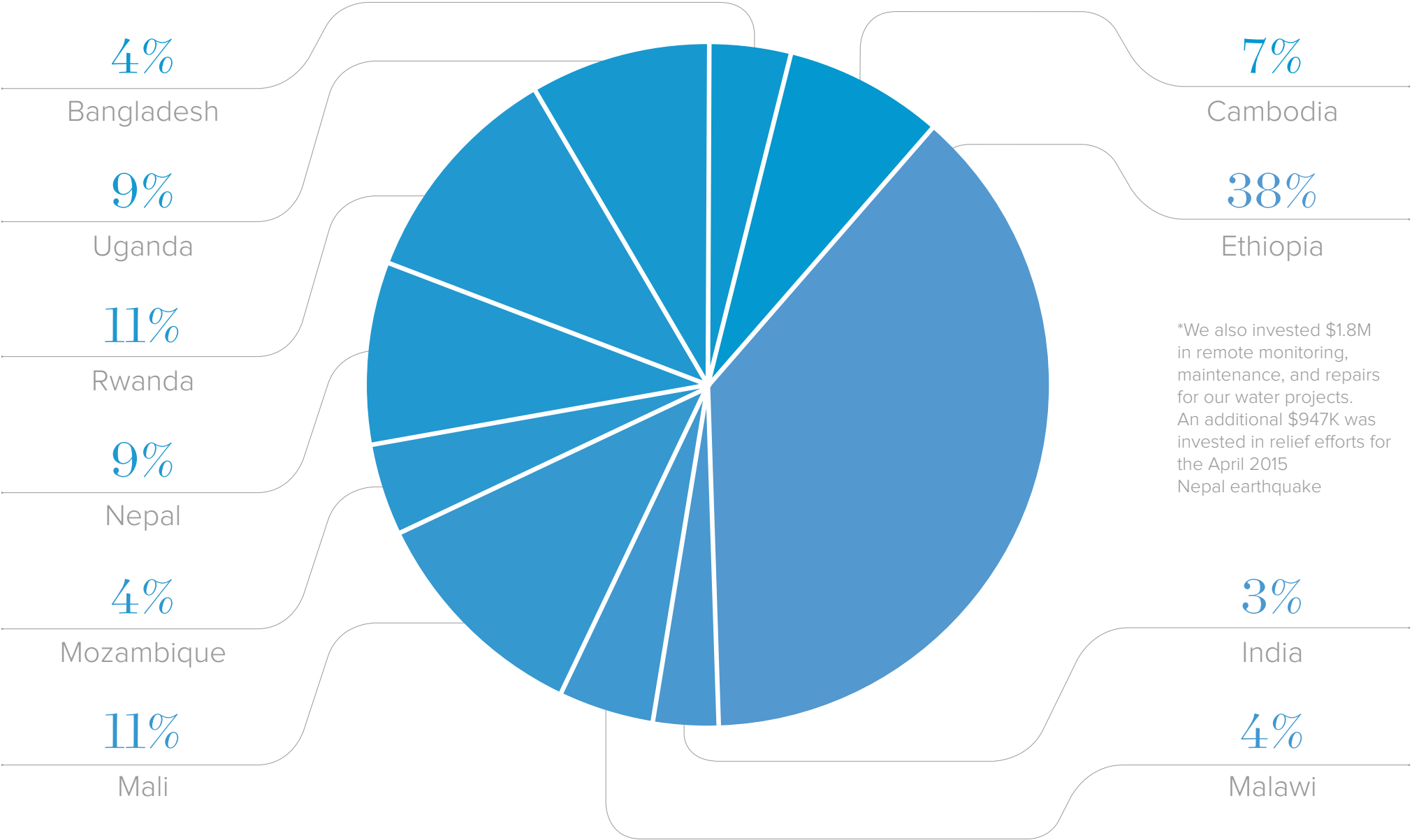
\$25.1 M water | \$10 M operations



**Water:** our 100% promise means that every penny donated by the public goes straight to the field.







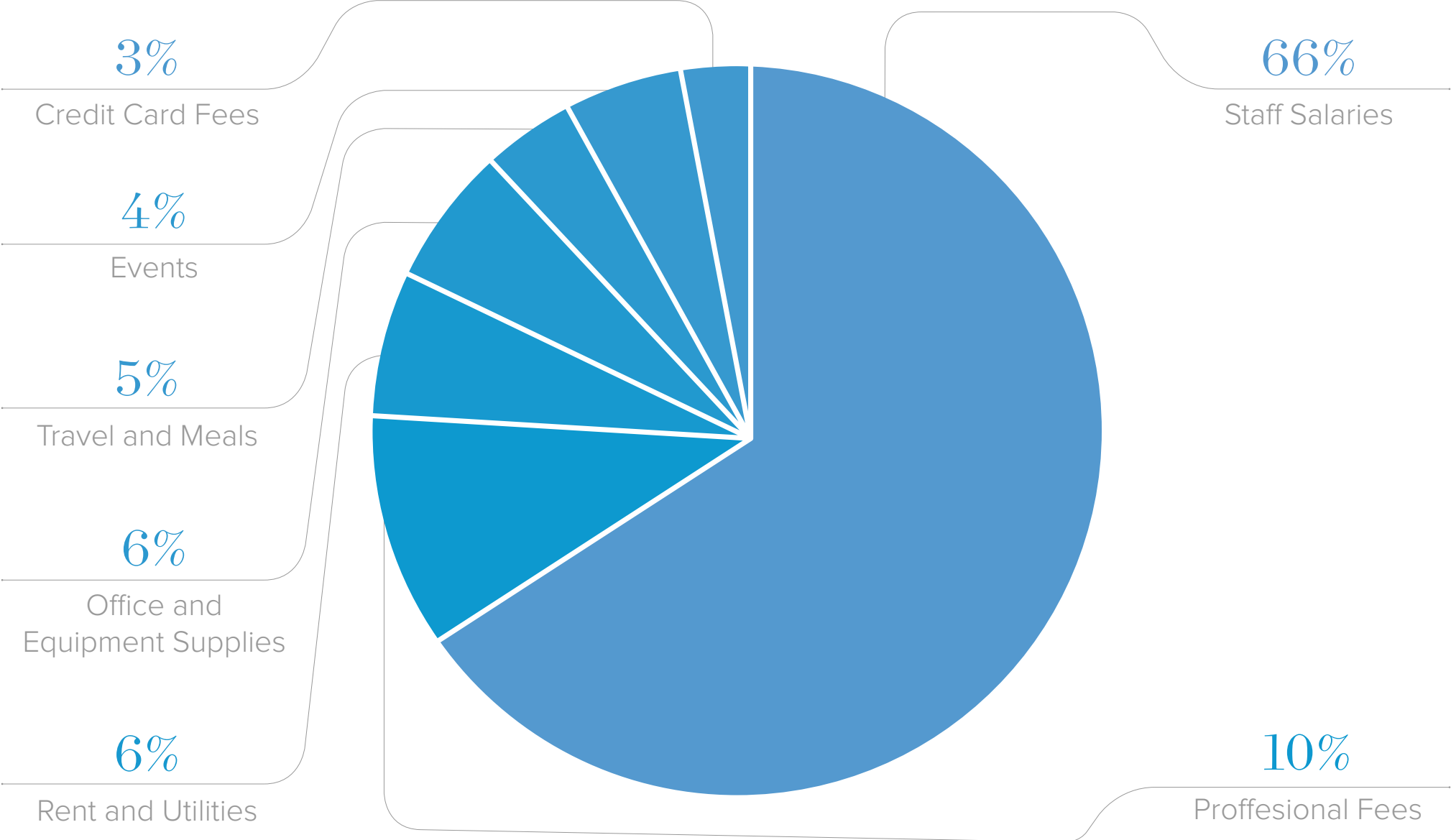


**Operations:** Our staff and operational costs are covered by 115 families who make up a private giving program called The Well.

Their support makes our 100% promise possible (we even pay back credit card fees).







As always, we kept charity: water running efficiently.

80% program  
services

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9% development

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11% management  
and general

[See the full financial report.](#)



**With the support of our board of directors:**

**Michael Wilkerson**, Chairman

**Scott Harrison**, charity: water founder and CEO

**Brook Hazelton**, Secretary

**Gian-Carlo Ochoa, Ph.D.**, Treasurer

**Brant Cryder**

**Chi-Hua Chien**

**Shannon Sedgwick Davis**

**Valerie Donati**

All together, we've now cumulatively raised more than

**\$210 M** for operations and  
water combined,

funded more than

**19,000** water  
projects

and brough clean water to more than

**6 M** people.



# Here's to 2016

AND TO CONTINUED SUCCESS  
IN THE NEW YEAR

