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

866 projects
Ethiopia

238,169 people

962 projects
India

People: 28,375

Projects: 142
Malawi

23,252 people

80 projects
Mali

70,565 people

206 projects
Mozambique

27,140 people

62 projects
Nepal

54,123 people

288 projects
Rwanda

80,537 people

217 projects
Uganda

57,891 people

123 projects
$1.8 M in remote monitoring, maintenance, and repairs

9 Pipeline Programs | 8 countries

which kept water flowing for over 1.4 M people
In Case You Missed It

2015 HIGHLIGHTS
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.
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.
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.
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.
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.
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.
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.
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.
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*

$235.51 average donation size

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

$6.2 M raised from campaigns
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.
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.
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.
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.
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.
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.
Our Financials
2015 AT A GLANCE
$35.1 M total raised in 2015

$25.1 M water  $10 M operations
Water: our 100% promise means that every penny donated by the public goes straight to the field.
*We also invested $1.8M in remote monitoring, maintenance, and repairs for our water projects. An additional $947K was invested in relief efforts for the April 2015 Nepal earthquake.*
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).
Credit Card Fees: 3%
Travel and Meals: 5%
Office and Equipment Supplies: 6%
Rent and Utilities: 6%
Events: 4%
Professional Fees: 10%
Staff Salaries: 66%
As always, we kept charity: water running efficiently.

80% program services

9% development

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 brought clean water to more than 6 M people.
Here’s to 2016

AND TO CONTINUED SUCCESS
IN THE NEW YEAR