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CHARITY: WATER IS A NONPROFIT ORGANIZATION BRINGING CLEAN AND SAFE WATER TO PEOPLE AROUND THE WORLD.
2022
—A YEAR OF COMMUNITY

In 2022, charity: water celebrated 16 years since our founding in a small New York City apartment. In those 16 years, our generous supporters helped us raise more than $740 million, enough to bring clean water to more than 16.8 million people.

Throughout the year, for the first time since 2020, we were able to routinely gather in person as an organization, with local partners, and with supporters. Each reunion reminded us that our mission is people-powered — carried forward by the generosity of our community.

In 2022, our community’s commitment to clean water once again gave us reasons to celebrate. Together, we achieved milestones that brought us closer to our goal of ending the water crisis.

Clean Water for Nearly Two Million More People
In 2022, our supporters put on an incredible show of generosity, raising a cumulative $100.9 million for water and operations. As a result, 1,942,348 more people will gain access to clean water.
Supporters We Love

• Ten new supporters joined The Well. Our generous community of Well members helps fund charity: water’s operating expenses.

• In 2022, 314 first-time Water Project Sponsors joined our mission, funding clean water for entire communities.

• 70 people became a part of The Tributary by making clean water part of their legacy.

• Last but most certainly not least, more than 14,000 people joined The Spring, our monthly giving community.

Brand Partnerships

Our Brand Partners continued to step up, with Aveda raising over $1 million for Earth Month, Swedish Match returning with another $1 million gift, and Smile Generation breaking a seven-year campaign record by raising $722,000.

The Colors of Dirty Water

Our 2022 World Water Day campaign pulled out all the stops. We launched “The Colors of Dirty Water” alongside brand-name partners like Pantone, filled social feeds with heartbreakingly beautiful images, and got our message in front of millions.

Increasing Awareness in the UK

Our UK team launched a variety of brand awareness engagements in 2022, like sending a giant Jerry Can cruising through the streets of London, power-washing our mission onto pavements, and lighting up landmarks with videos of women walking for water. The result? Millions of media impressions, double the website traffic, and a 583% increase in email subscribers compared to 2021.

Keeping Clean Water Flowing

Water sensors allow us to monitor in real time the health of hand pumps in remote locations, so technicians can be deployed quickly if a pump is failing and clean water can flow uninterrupted for the communities we serve. We’re excited to share that the manufacturing of 1,500 India Mark II water sensors began in 2022. In 2023, they will be installed on hand pumps in Uganda and a few other countries.

New Local Partners

charity: water works with local partners who have deep expertise in a variety of water technologies. In 2022, our Water Programs team vetted and onboarded nine new implementing partners, bringing us to a total of 55 active partnerships in 22 countries around the world.
2022

Our Impact

28,442 WATER PROJECTS FUNDED

1,942,348 PEOPLE WILL HAVE ACCESS TO CLEAN WATER
Our primary objective is to provide safe drinking water

Helping as many people as possible gain reliable and lasting access to clean and safe drinking water is our number one goal.

Our partners enhance the health benefits of clean water through community training and behavior change messaging.

We expect that our funded projects will function for many years. When communities or local governments have difficulty maintaining functionality, we support post-implementation programs to keep water flowing.

We target areas of high need and low income where we can work in a concentrated geography for multiple years.

We believe the best solutions are designed locally, so we work through implementing partners.

Our partners have a track record of providing scaled, sustainable access to drinking water in rural settings. We work with both international and local NGOs.

Sanitation and hygiene activities are key components of our programs.

Eight out of 10 people without access to improved water sources live in rural areas. From the start, that’s where we’ve focused our efforts.

We aim for the long-term sustainability of our water projects.

To increase our potential impact, we typically focus on politically stable countries and encourage our partners to implement programming that will lead to full water coverage.

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OUR COMMITMENT

Sixteen years in, our commitment to our founding principles is stronger than ever.

100% Model
As always, 100% of all public donations fund clean water.

Transparency and Proof
We prove every project by publishing photos and GPS coordinates, and we continue to receive the highest grades available for accountability and transparency.

Local Partners
We partner with experienced local organizations who build sustainable, community-owned water projects around the world.
US BOARD OF DIRECTORS
Michael Wilkerson
Angela Ahrendts
Brant Cryder
Brook Hazelton
Chi-Hua Chien
Chidi Achara

US OFFICERS OF THE BOARD
Michael Wilkerson, Chair
Ryan Graves, Chair of Audit/Finance Committee, Treasurer
Chris Barton, Secretary

UK BOARD MEMBERS
Ije Nwokorie
Scott Harrison
Eniola Aluko
Luke Beauchamp
Valerie Donati
Sam Lawson Johnston
Rachel Manktelow (appointed in 2022)
Dr. Mara Klemich

UK OFFICERS OF THE BOARD
Ije Nwokorie, Chair
Chris Barton, Secretary
Luke Beauchamp, Treasurer
In 2022, we funded **28,442 new water projects** that will bring clean water to **1,942,348 people** in **19 countries**. Here’s a look at the amount invested per country.

**FINANCIALS**

**TOTALS BY COUNTRY**

<table>
<thead>
<tr>
<th>Country</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>BANGLADESH</td>
<td>$3.15M</td>
</tr>
<tr>
<td>BURKINA FASO</td>
<td>$3.1M</td>
</tr>
<tr>
<td>CAMBODIA</td>
<td>$3.65M</td>
</tr>
<tr>
<td>CENTRAL AFRICAN REPUBLIC</td>
<td>$1.62M</td>
</tr>
<tr>
<td>CÔTE D’IVOIRE</td>
<td>$2.1M</td>
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<tr>
<td>ETHIOPIA</td>
<td>$4.3M</td>
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<tr>
<td>INDIA</td>
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<tr>
<td>KENYA</td>
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<tr>
<td>MADAGASCAR</td>
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<td>UGANDA</td>
<td>$10.2M</td>
</tr>
<tr>
<td>ZIMBABWE</td>
<td>$4.5M</td>
</tr>
</tbody>
</table>
US FINANCIALS

TOTAL RAISED
$100.9M
Adjustments for US GAAP* ($3.3M)
Net Contribution Revenue $97.6M

*Adjustments for US GAAP include the impact relating to the discount for time value of multiyear pledges and allowance for uncollectible funds

IN 2022, WE RAISED
$73.9M for clean water projects
$23.7M for operating expenses*
*Includes contributed goods and services

IN 2022, WE INVESTED
$75M to fund clean water projects
$3M in sustainability, funding remote monitoring, repairs, and maintenance of water projects
$23M to fund operating expenses

NET ASSETS
2022: $85.5M
2021: $94.2M

Read our full financial report here.
FINANCIALS

ALLOCATION OF EXPENSES

OPERATIONAL SPENDING SUMMARY*

- 56% Staff Salaries
- 18% Marketing
- 8% Professional Fees
- 6% Subscriptions, supplies, & other
- 1% Communication, printing, & postage
- 4% Credit Card Fees
- <1% Rent & Utilities
- 3% Events
- 4% Travel & Meals

EXPENSES IN PROGRAM, FUNDRAISING, AND ADMINISTRATIVE CATEGORIES*

- 80% Program Services
- 13% Fundraising
- 7% Management & General

*Total investment of $23M

*Total investment of $101M
Looking back on 2022, we see our generous supporters and talented partners behind each and every moment of impact and reason to celebrate. We are deeply grateful to everyone who made, and continues to make, our mission possible. Throughout the past 16 years, our global community has helped us fund clean water for more than 16 million people.

Thank you for making our work — and this impact — possible, for being by our side, and for helping us finish 2022 strong. We have only the highest of hopes for 2023.
THE STORY CONTINUES

From the beginning, it’s been our mission to end the water crisis in our lifetime. When we set out on this journey 16 years ago, more than a billion people lacked access to clean water. Today, thanks to the global water sector and our incredible community of generous donors, that number is now 771 million.¹

Since 2006, the charity: water community has brought clean and safe water to more than 16.8 million people. It’s both a massive achievement and a too-small dent in the global water crisis. There is a clear need to continue the hard work of executing our proven model of collaborating with local partners to implement clean water solutions for rural communities — and to do so at a faster and more efficient pace.

This work is far too important to give it anything less than everything we have, and we cannot do it alone. Join us as we turn the page into a new year — with greater impact and more milestones to celebrate. Together, we can end the water crisis in our lifetime.