



CHARITY: WATER
ANNUAL REPORT



2022

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OUR MISSION



CHARITY: WATER IS A
NONPROFIT ORGANIZATION
**BRINGING CLEAN AND
SAFE WATER** TO PEOPLE
AROUND THE WORLD.

OUR MISSION

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

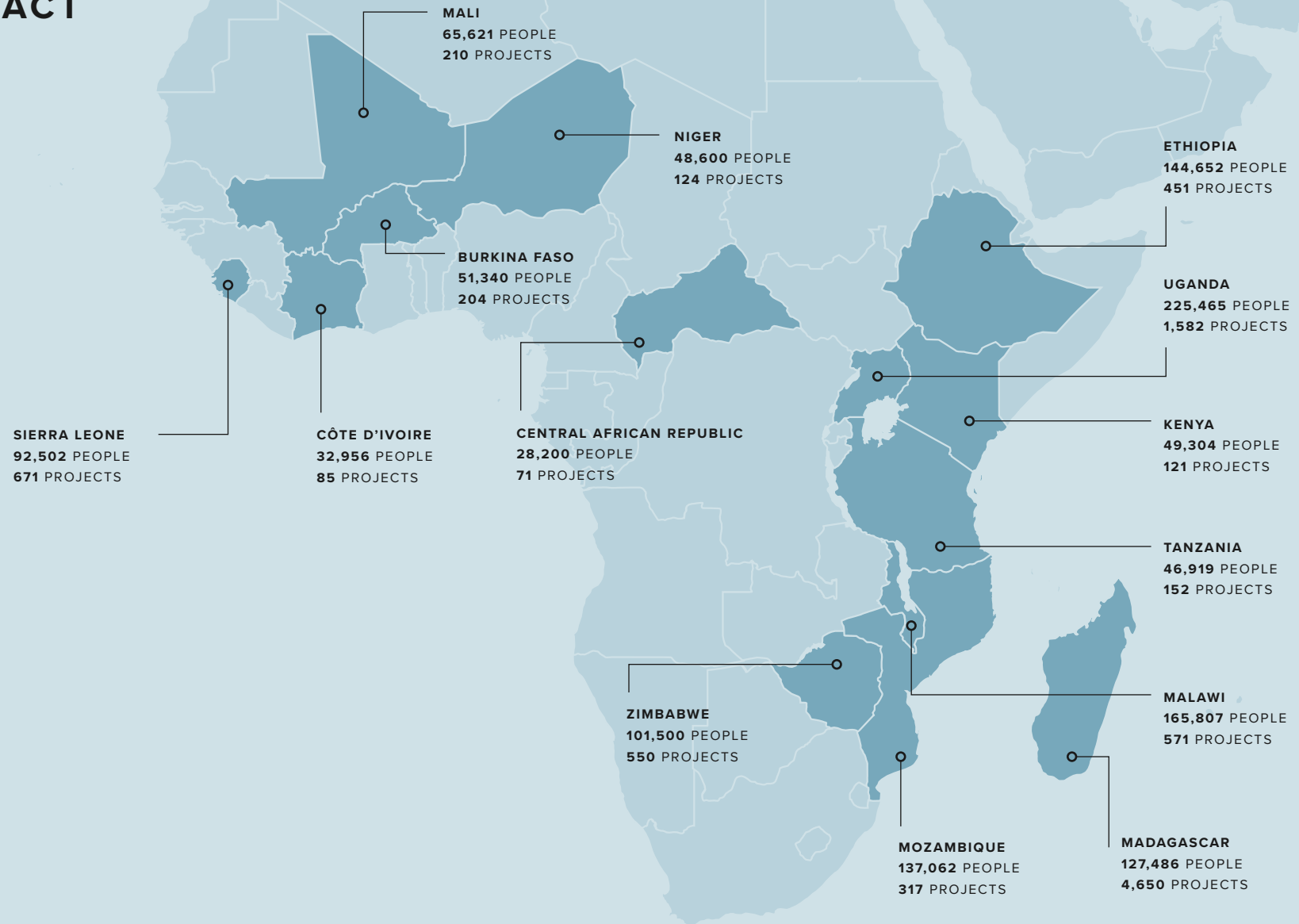
WATER PROJECTS
FUNDED

1,942,348

PEOPLE WILL HAVE
ACCESS TO CLEAN WATER

AFRICA

2022 GLOBAL IMPACT



ASIA

2022 GLOBAL IMPACT

PAKISTAN
56,750 PEOPLE
400 PROJECTS

INDIA
50,345 PEOPLE
7,835 PROJECTS

NEPAL
66,672 PEOPLE
9,262 PROJECTS

BANGLADESH
244,167 PEOPLE
450 PROJECTS

CAMBODIA
207,000 PEOPLE
736 PROJECTS

PROGRAMMATIC PILLARS

charity: water's programmatic strategy is guided by the following principles:



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.



Sanitation and hygiene activities are key components of our programs

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



We focus on rural communities

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 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.



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

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

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.

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.



Board of Directors



US BOARD OF DIRECTORS

Michael Wilkerson	Ryan Graves
Angela Ahrendts	Ije Nwokorie
Brant Cryder	Scott Harrison
Brook Hazelton	Shannon Sedgwick Davis
Chi-Hua Chien	Valerie Donati
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

FINANCIALS

TOTALS BY COUNTRY

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.

BANGLADESH

\$3.15M

BURKINA FASO

\$3.1M

CAMBODIA

\$3.65M

CENTRAL AFRICAN REPUBLIC

\$1.62M

CÔTE D'IVOIRE

\$2.1M

ETHIOPIA

\$4.3M

INDIA

\$2.72M

KENYA

\$3.1M

MADAGASCAR

\$8.84M

MALAWI

\$5.9M

MALI

\$4.2M

MOZAMBIQUE

\$4.64M

NEPAL

\$4.75M

NIGER

\$2.25M

PAKISTAN

\$1.5M

SIERRA LEONE

\$3.77M

TANZANIA

\$1.95M

UGANDA

\$10.2M

ZIMBABWE

\$4.5M

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**

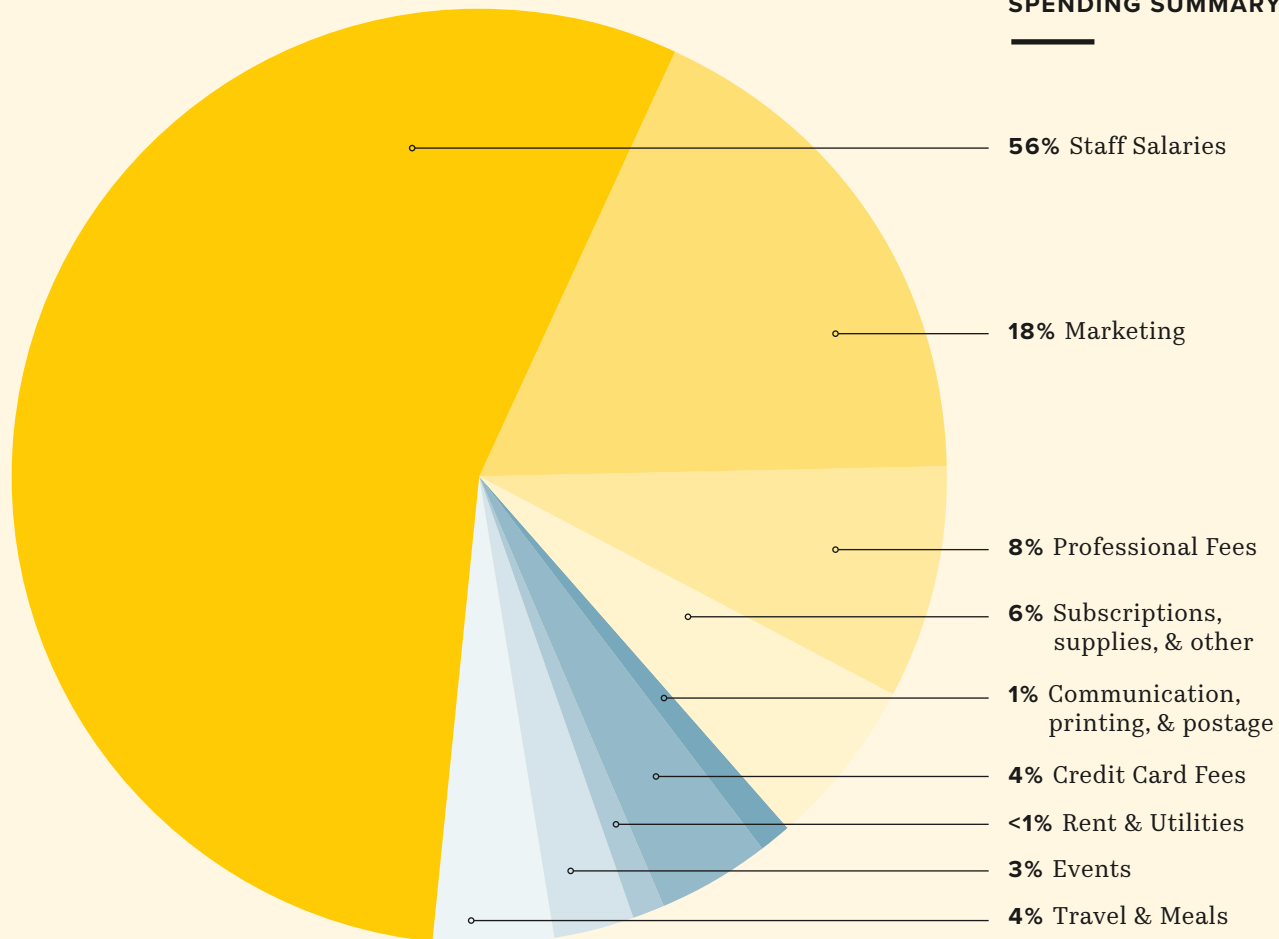
2021: **\$94.2M**

[Read our full financial report here.](#)

FINANCIALS

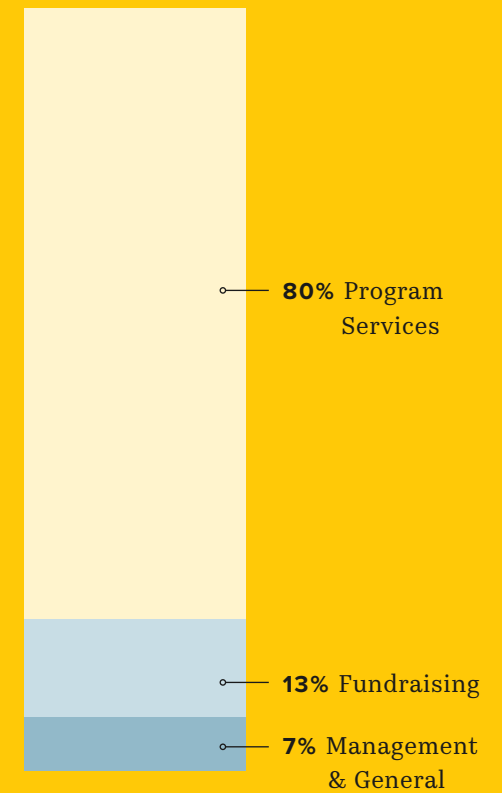
ALLOCATION OF EXPENSES

OPERATIONAL SPENDING SUMMARY*



*Total investment of \$23M

EXPENSES IN PROGRAM, FUNDRAISING, AND ADMINISTRATIVE CATEGORIES*



*Total investment of \$101M



WITH GRATITUDE

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.

2022

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.

¹ The World Health Organization and United Nations Children's Fund (WHO/UNICEF) Joint Monitoring Programme for Water Supply, Sanitation and Hygiene (JMP) has reported country, regional and global estimates of progress on drinking water, sanitation and hygiene (WASH) since 1990. Learn more [here](#).

2022