



ANNUAL REPORT 2010



To us, “new” is actually nothing... new. But 2010 saw lots of the new at charity: water. New ideas, new water technologies, a new country of work, new staff. Early in the year, we sought a new way to approach an emergency situation — the earthquake in Haiti — with long-term solutions. In September, we explored new ways to share our birthday with people around the world while raising funds for water projects. charity: ball 2010 got a new look and new faces showed up on the red carpet to support our work.

While we respect many traditional ways of solving problems and raising awareness, we will always have our eyes on new ways to fight the water crisis. It’s just what we do.

Four years in, we’ve seen how being open to new approaches can pay off. And as we scale our impact, we know this will be key to making progress each year in the future.

— Scott Harrison, *charity: water Founder & CEO*

Photography by: Mo Scarpelli, Esther Havens, Eric Stowe, Natalie Hebert and Nadav Havakook



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OUR STORY

ALMOST A **BILLION PEOPLE** LIVE
WITHOUT ACCESS TO CLEAN DRINKING WATER.
THAT'S **ONE IN EIGHT OF US.**

CHARITY: WATER IS A NON-PROFIT ORGANIZATION
BRINGING CLEAN AND SAFE DRINKING WATER TO
PEOPLE IN DEVELOPING COUNTRIES.

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.

IN 4 YEARS...

17 COUNTRIES

3,811 WATER PROJECTS

1,742,331 PEOPLE WITH CLEAN
DRINKING WATER

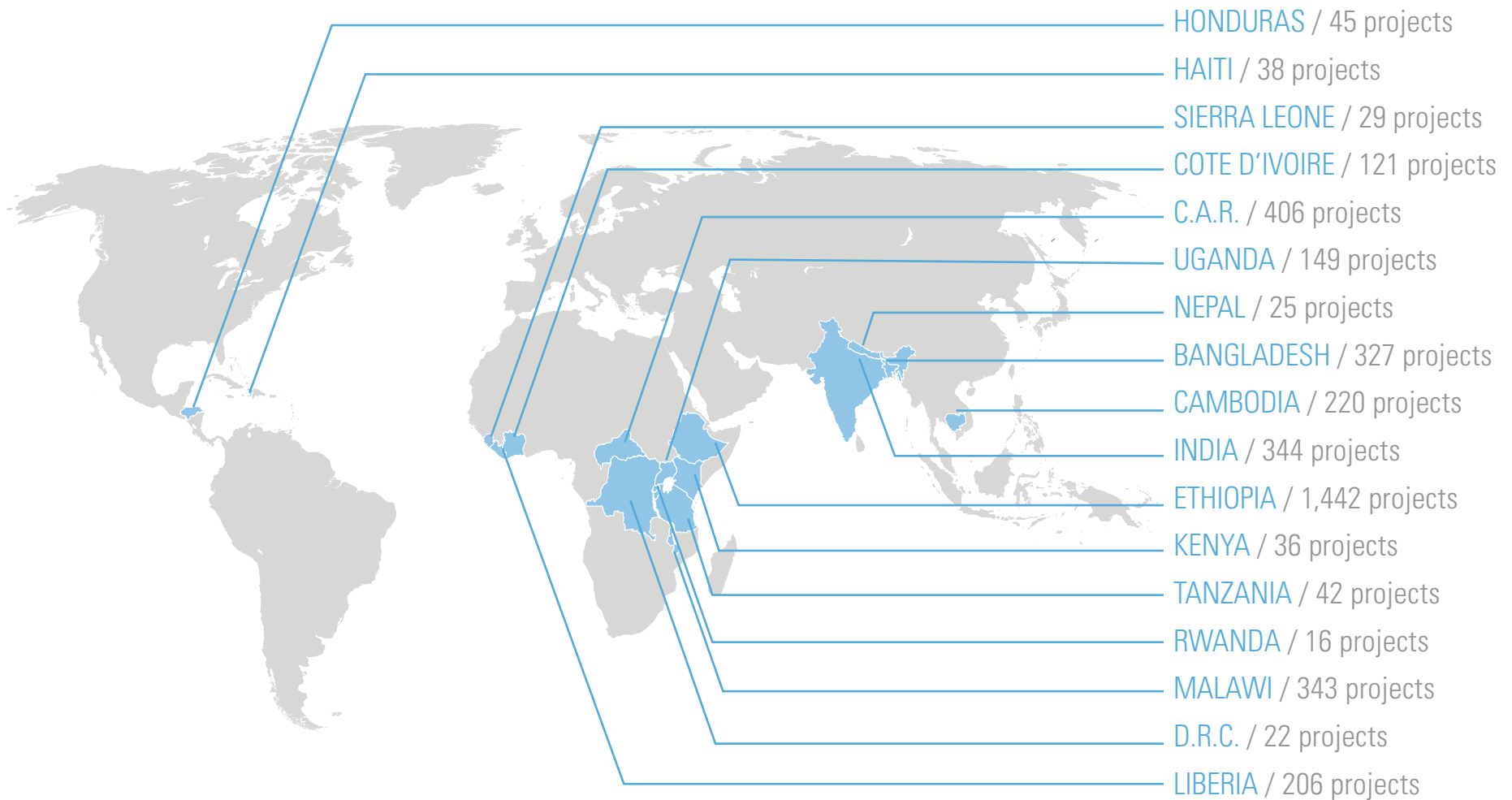
...AND WE'RE JUST GETTING STARTED.





OUR WORK TO DATE

17 COUNTRIES * **3,811 WATER PROJECTS** * **1,742,331 PEOPLE SERVED**





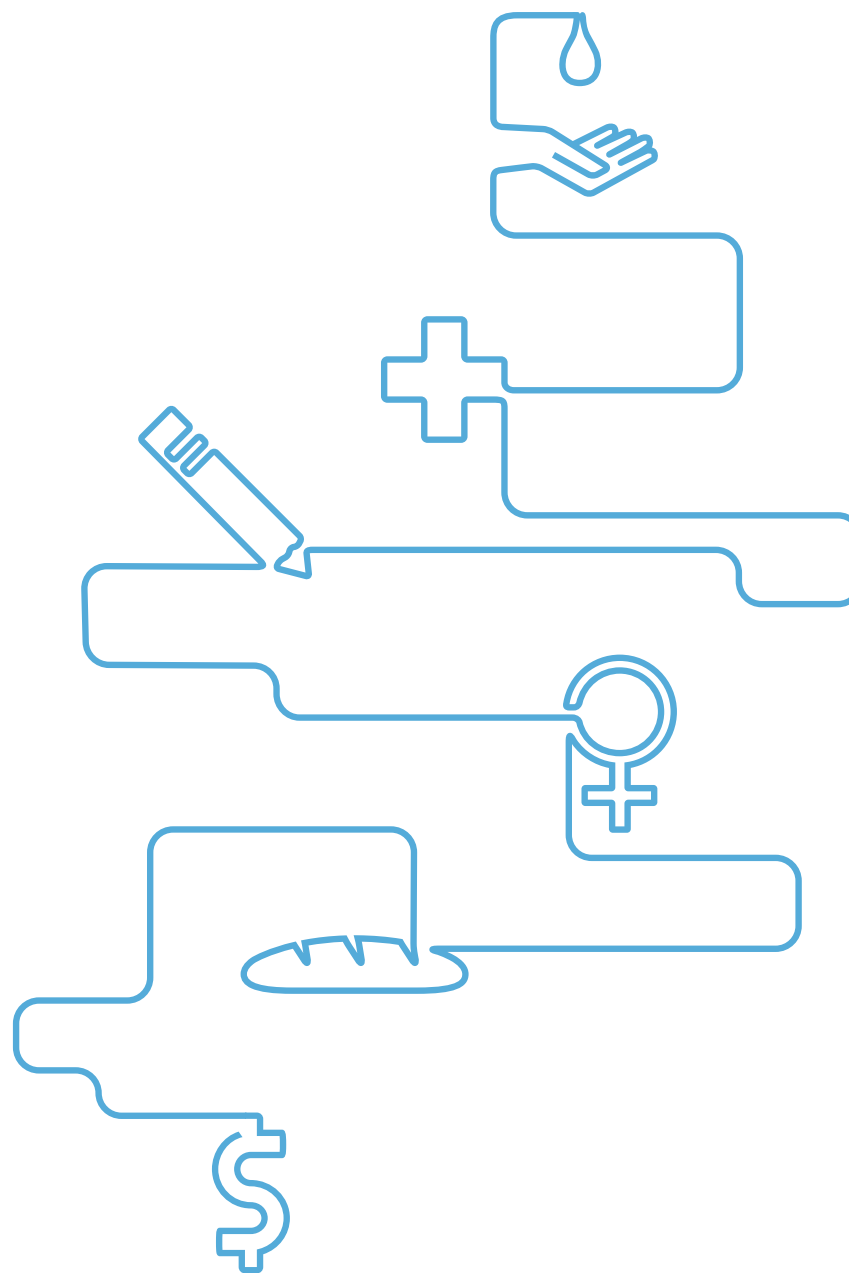
WHY WATER?

WATER CHANGES EVERYTHING.

Safe drinking water alone can reduce water-related deaths by 21%.*

Water projects built near a home can restore hours to each day. Instead of walking for water, adults can use this time to earn an income and children can use it to get an education. Families can have enough clean water to drink, bathe and grow their own food. They can become self-sufficient households, less affected by external conflict, famine or inadequate government services.

* WHO's "Water, Sanitation and Hygiene Links to Health," 2004





SANITATION & HYGIENE.

Clean water along with safe hygiene practice and improved sanitation (toilets) can reduce diseases by up to 45%.* Sanitation and hygiene have been shown to be some of the most cost-effective ways to improve health.



HEALTH.

Water is the body's most basic human need; but when it's contaminated, it quickly becomes a body's worst enemy in the form of deadly diseases. The UN predicts that one tenth of the global disease burden can be prevented simply by improving water supply and sanitation.**



EDUCATION.

Instead of going to school, millions of children around the world spend their days collecting water for their families or staying home, sick with a water-related illness. With safe water and improved sanitation nearby, they can get an education and build the future of their communities.



EMPOWERMENT OF WOMEN.

Women are twice as likely to walk for water than men.*** The hours spent walking and the diseases that result from contaminated sources keep them from getting an education, earning a much-needed extra income and taking care of their family.



FOOD SECURITY.

Half of malnutrition in the world is directly related to unclean water or lack of sanitation.** Clean water access not only gives people the ability to retain essential vitamins and minerals from their food, but some families also use the water to grow small gardens near home and secure their own food supply.



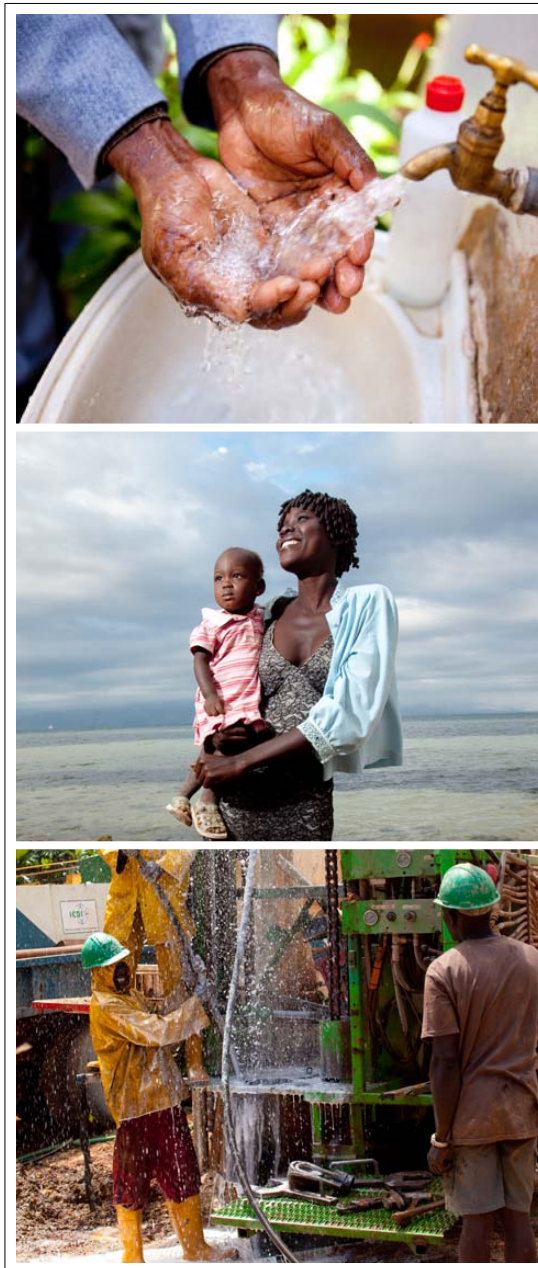
ECONOMIC DEVELOPMENT.

In Africa alone, the overall economic loss due to lack of safe water and sanitation is about \$28 billion. Every \$1 invested in improved water access and sanitation can yield an average of up to \$12 in economic returns, depending on the project.**

* WHO's "Water, Sanitation and Hygiene Links to Health," 2004

** UN's "World Water Development Report," 2009

***UN's "The World's Women 2010"





CHAPTER

1

NEW PROGRESS

1

2010 RECAP

IN 2010 WE...

mycharitywater.org

\$5,722,804

MOBILIZED.

More than 5,000 new fundraisers joined our mission by starting new campaigns on *mycharity: water*. Their efforts — giving up birthday gifts, biking, swimming, skydiving, selling lemonade — brought *mycharity: water*'s total raised to nearly \$6 million by the end of 2010.

UNSHAKEN

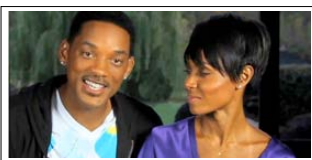
RESPONDED.

We responded to the earthquake in Haiti by launching Unshaken, a campaign to fund sustainable water projects in Haiti's countryside. Unshaken raised enough to help more than 30,000 people get clean drinking water.



EXPANDED.

We extended our work to Nepal with filtration systems for urban schools, spring protections in rural areas and hygiene education for communities in need.



CELEBRATED.

More people gave up their birthdays to help *charity: water* this year than any other. Will and Jada Smith joined us, asking their fans to fundraise alongside them.



PARTNERED.

We partnered with The Macallan, who sent their oldest bottle of whisky on a tour around the world to raise \$600,000 total for water projects. The decanter of 64-year-old whisky broke auction records at Sotheby's when it sold for \$460,000.



VENTURED.

We ventured into the jungle of Central African Republic to share the story of the Bayaka people during our annual September Campaign. By year's end, we reached our goal of funding \$1.7 million in water projects for C.A.R.



CHARITY:
WATERLOG

BLOGGED.

We revamped our blog to share all the stories that surround *charity: water*, from our fundraisers to our staff to the partners and people we meet in the field.

BUY TICKETS

SOLD OUT

SOLD OUT.

No, it's not what you think. We sold out the *charity: ball* gala six days in advance (a first for *charity: water*) and raised more than \$1 million in a night to support our work.

...HELPED 660,000 MORE PEOPLE GET CLEAN AND SAFE DRINKING WATER.





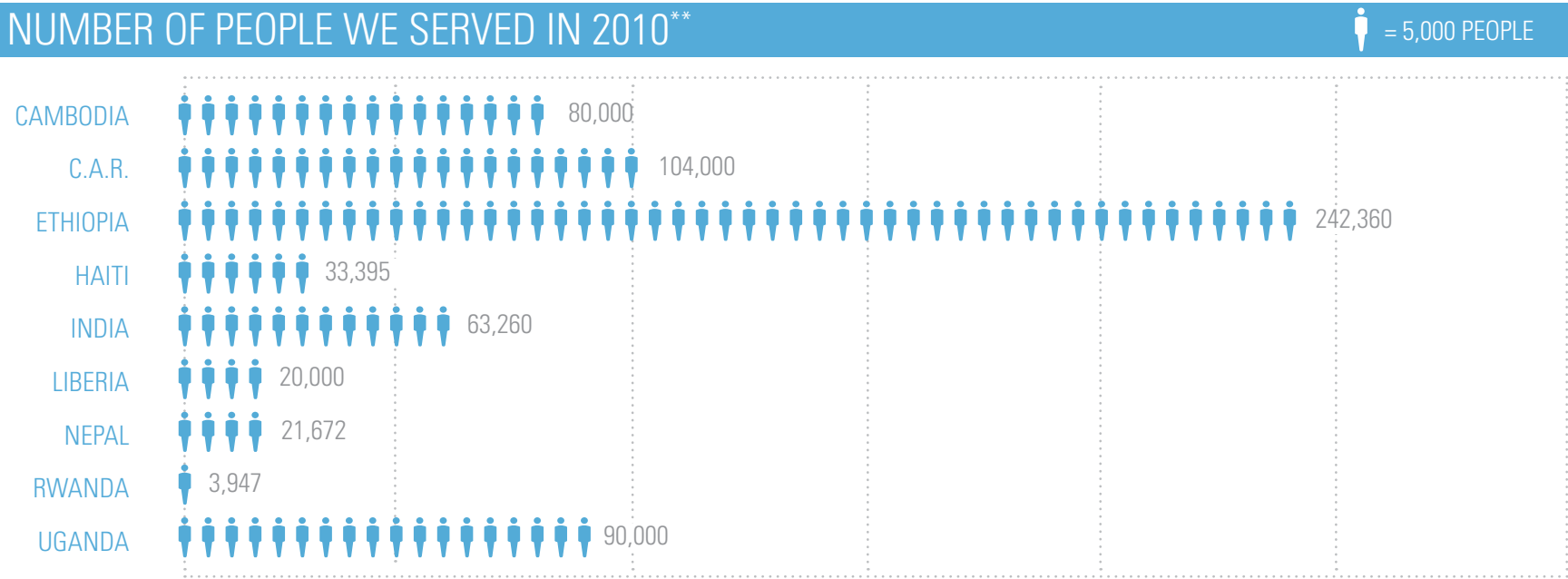
NEW NUMBERS

Some non-profits start out by applying for grants. We started by asking our friends to help. Since then, we've spurred an ongoing word-of-mouth campaign to end the water crisis. In fact, more than 70% of our donations come from individuals all over the world. And every year, due in large part to our online

fundraising platform mycharitywater.org, this number of unique donors grows. We're proud that thousands have joined our mission by giving \$1 or raising \$5,000. The continuous growth in the number of individual gifts we receive each year is a testament to our grassroots support to fight the water crisis.

WHO WE SERVE & HOW.

The number of people we serve is not our *only* proof of success; instead, we see it as just one marker of progress. In 2010, we moved that marker forward by nearly 660,000 people by funding programs in 10 of the 17 countries where we work.*



* 2010 funding also included support for a previously-funded program in Sierra Leone; the number served there did not increase.

** These numbers are based on program proposals submitted by our partners in the field.

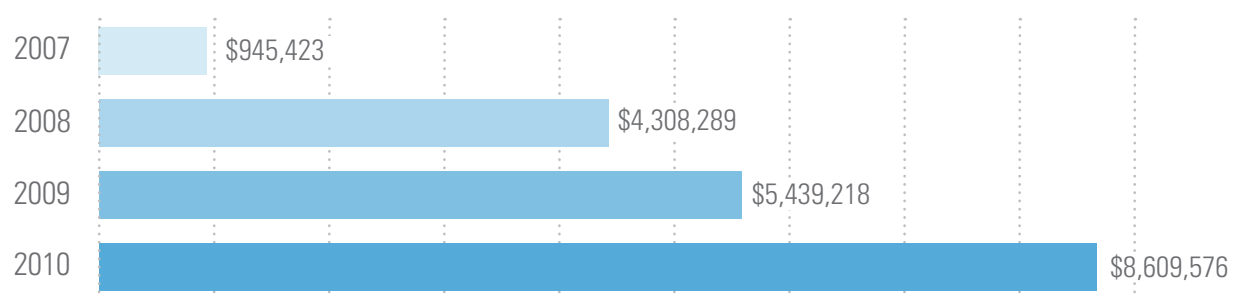
1 NEW NUMBERS

We launched new campaigns, produced new media and spearheaded new online marketing campaigns. All the while, our fundraisers used new and creative campaign ideas to raise funds online.

The result of our joined efforts? Ongoing word-of-mouth influence across the globe all year long. During 2010, we invested more than \$8.6 million in water projects. That's a 58% increase from last year.

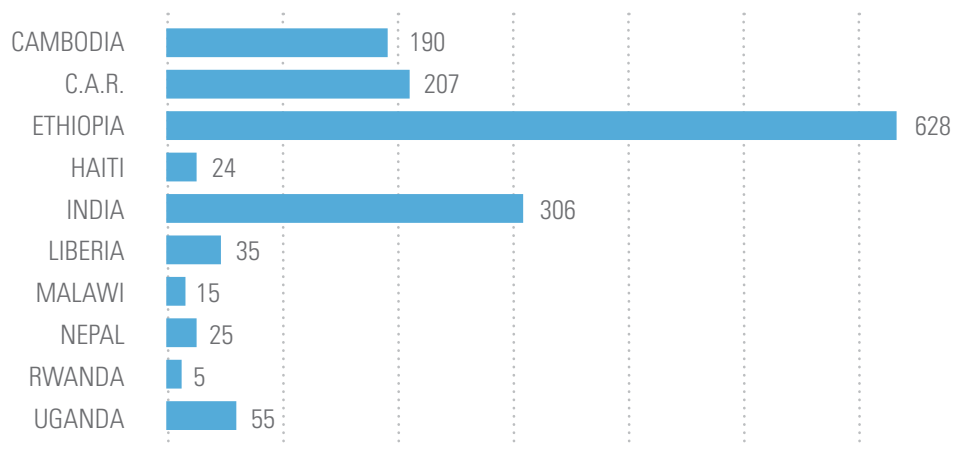
MONEY IN THE FIELD:

\$19,302,506 TOTAL MONEY IN THE FIELD



2010 CHARITY: WATER PROJECTS (PER COUNTRY*):

1,490 TOTAL WATER PROJECTS IN 2010



* We also supported existing projects in Sierra Leone; the number of projects here did not increase.

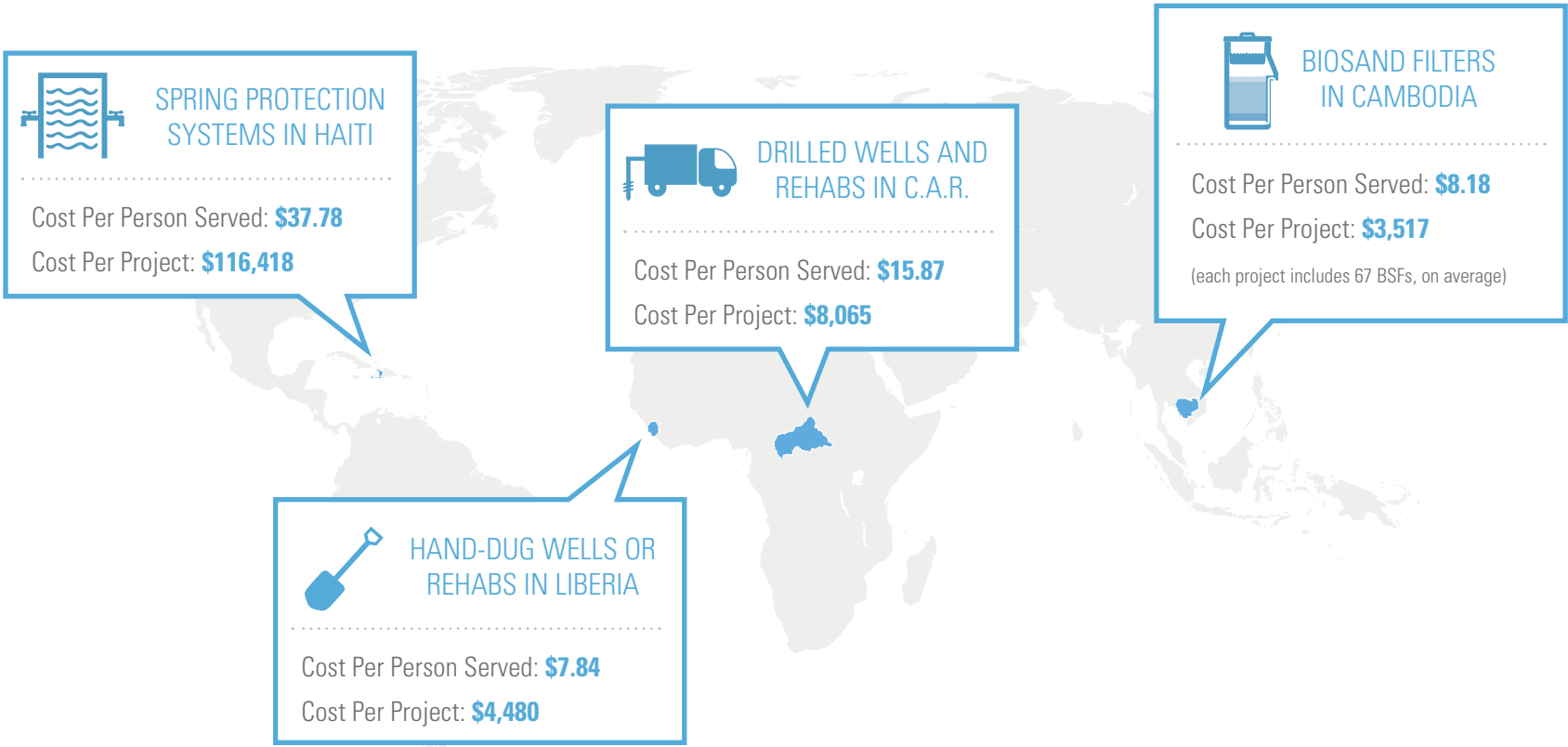


1

WHAT'S IN AN AVERAGE?

The average cost of a charity: water project is \$5,000 — that's about \$20 per person using the project. We use this average all the time to explain our programs — but individual project costs actually vary greatly, depending on location, water availability, technology and other factors.

A water project includes hardware materials, sanitation and hygiene promotion, monitoring, evaluation and many more components, both tangible and intangible. To show how water project costs differ around the world, here's a sample of technologies we funded through select partners in 2010:





CHAPTER

2

NEW TERRITORY IN THE FIELD



UNSHAKEN



2

HAITI RESPONSE

THE QUAKE.

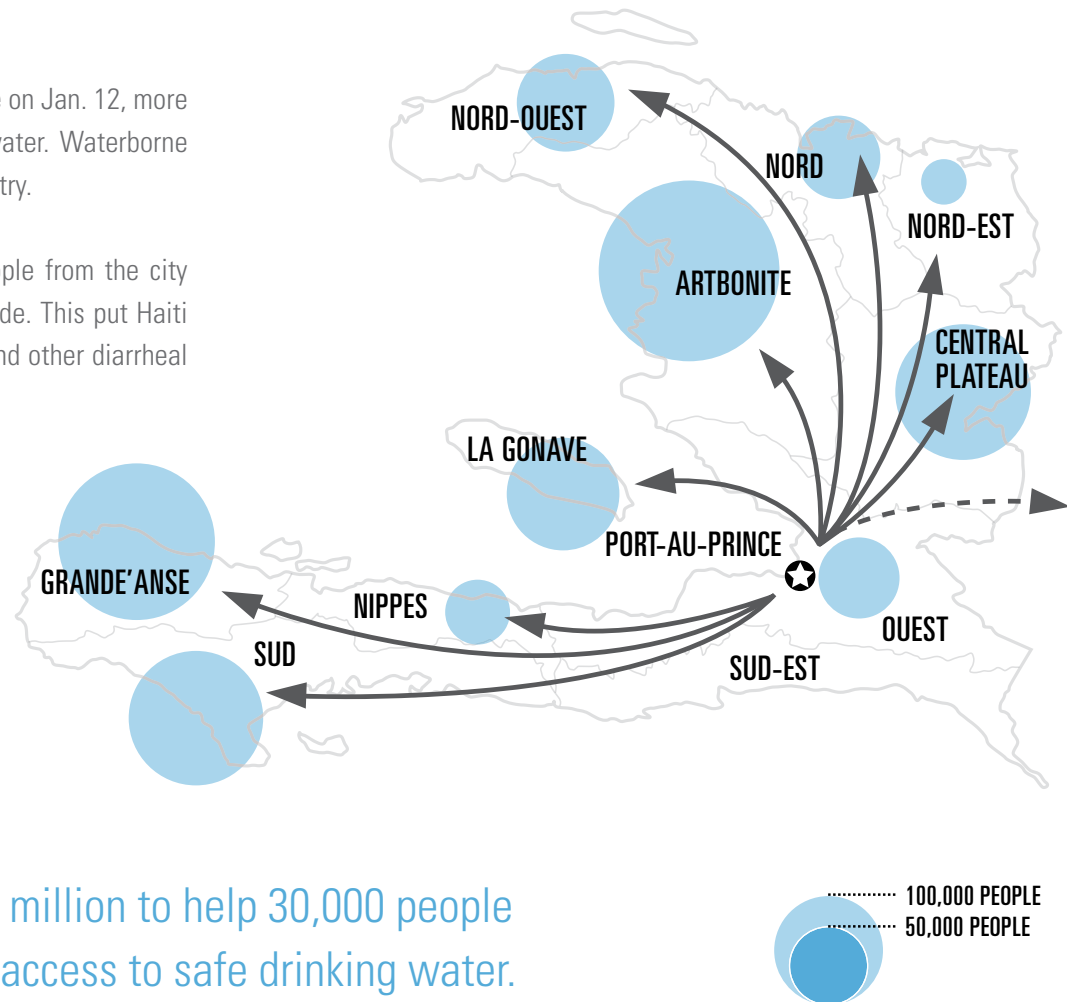
Even before the devastating earthquake struck Port-Au-Prince on Jan. 12, more than a third of the nation lacked access to safe drinking water. Waterborne diseases were the second-leading cause of death in the country.

Within weeks, the quake displaced more than 600,000 people from the city to temporary camps or to live with relatives in the countryside. This put Haiti at an even greater risk for outbreaks of cholera, dysentery and other diarrheal diseases.

OUR RESPONSE.

We had already been working in Haiti for two years when the earthquake hit. In March, we responded by launching Unshaken, a campaign to provide water projects that would last long after the emergency aid and media attention left Haiti.

By the year's end, we raised nearly \$1 million to help 30,000 people in Haiti's countryside who didn't have access to safe drinking water.

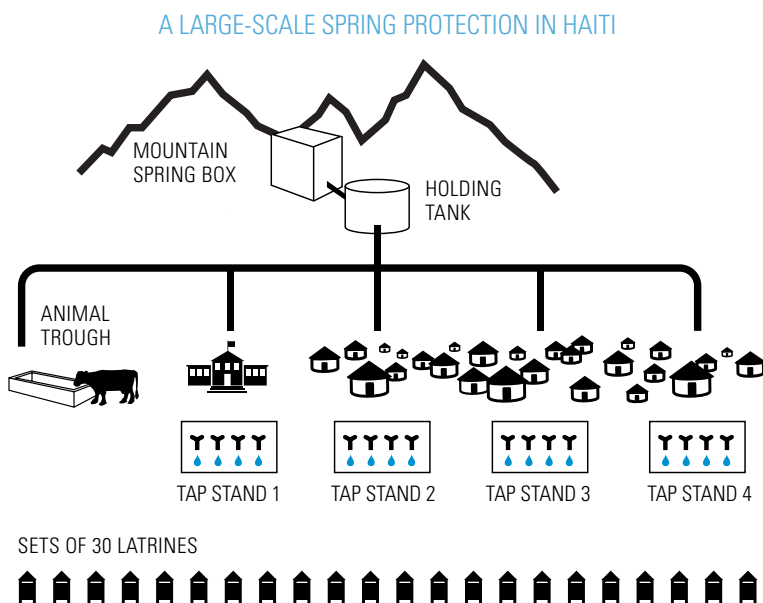


HOW WE'RE HELPING.

The mountains of Haiti are generous with natural springs. We're protecting this pure water with large-scale spring protection systems and piping it down to serve multiple communities in need.

HERE'S HOW IT'S DONE:

- 1 Our local partners build a concrete box around the spring's source, shielding the freshwater from germs or debris.
- 2 They use gravity to pipe the water to a holding tank, then down to community tap stands below.



While assessing areas in need, we talked to community members about how they could contribute to their new water projects. One man confessed to us, "We don't have money to contribute. But we are ready to give you our courage."

He wasn't kidding; his community and the others receiving safe water access each committed the time and labor to build household latrines, BioSand filters, laundry stations, handwashing stations and animal troughs to maximize the use of their new water sources.







2

SEPTEMBER CAMPAIGN

BIRTHDAYS CAN CHANGE THE WORLD.

The birthday idea isn't new: every year on our anniversary, we've launched a campaign enlisting September babies around the world to give up their birthday gifts and ask for donations. But in 2010, we had a slew of new supporters rallying

behind a new cause to bring clean water to a remote area of Central African Republic. More than 2,000 people joined our mission and helped us raise more than \$1 million.

JUST A HANDFUL OF SEPTEMBER BABIES WHO GAVE UP THEIR BIRTHDAYS...



WILL & JADA SMITH

Raised: \$109,128



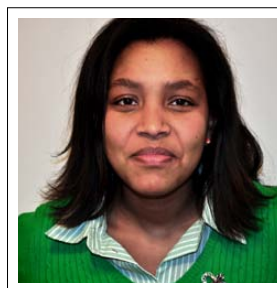
TARIKU SAVAGE

Raised: \$5,295



DAVID ROESKE

Raised: \$13,103



WAYNA HOWARD

Raised: \$5,574



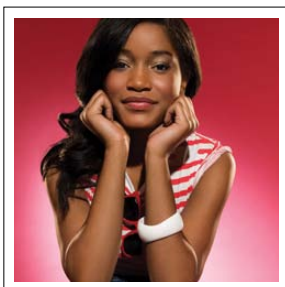
DAVE STEWART

Raised: \$20,096



ETHOS CHURCH

Raised: \$20,040



KEKE PALMER

Raised: \$6,486



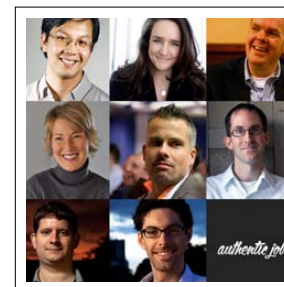
KEN HERTZ

Raised: \$39,093



PHIL & JULIE

Raised: \$5,000



AUTHENTIC JOBS

Raised: \$21,386



2

CENTRAL AFRICAN REPUBLIC



4,422,000

estimated population



33%

without clean water



64%

live on less than \$1/day

HELPING THE FORGOTTEN.

It's a country few know exists and even fewer have taken the leap to help. Ongoing civil war in the last decade has left 40% of Central African Republic's already sparse wells unusable. Right now, at least 197,000 people are displaced by conflict and have little or no clean water or sanitation. The nation's infant mortality rate of more than 20% is largely due to water-related illnesses.



*All stats from the World Health Organization.



THE BAYAKA

C.A.R. is already ranked near the bottom of most human development indices. But within C.A.R., an African Pygmy tribe called the Bayaka lives in some of the most substandard conditions. This year, the goal for our annual September Campaign was to bring clean water and sanitation to 16,000 Bayaka and 74,000 additional Central Africans.



THE 2010 SEPTEMBER CAMPAIGN

\$1,400,000 RAISED * **2,176** CAMPAIGNS LAUNCHED * **104,000** PEOPLE SERVED

September Campaign brought a spike of unique visitors to charitywater.org and each of our social media platforms. More people than ever before visited our website, watched our videos, shared our content and started campaigns on our fundraising platform, *mycharity: water*. A resulting increase in donations meant we could provide thousands more people with clean and safe drinking water.

IN SEPTEMBER, CHARITY: WATER SAW...

23%

increase in the number of Facebook fans

160%

increase in visitors to the charity: water homepage

400%

increase in visitors to the September Campaign page

277,770

views of our videos on Vimeo and YouTube

2,000+

individual campaigns started on *mycharity: water*

\$1.3 MILLION

raised by individuals

50%

increase in donations from prior to campaign launch



10 MILLION

people watched the ABC 20/20 series premier of "Be the Change: Save a Life," which featured our work in C.A.R. on national television. Viewers responded with donations to further support our mission.

26 MILLION MEDIA IMPRESSIONS FROM OUTLETS INCLUDING:

USA
TODAY

WALL STREET JOURNAL

FAST COMPANY

THE
HUFFINGTON
POST



2 NEPAL

29,331,000
estimated population

12%
without clean water

55%
live on less than \$1/day

While the familiar charity: water story comes from the middle of nowhere — the jungle of Central African Republic or the dry, dusty hills of Ethiopia — we're also aware that the need for water in urban areas is dire.

About 10 million kids in Nepal suffer from diarrheal diseases each year. Finding safe water in the Kathmandu Valley is a major challenge; the city is clogged with pollution, trash, industrial runoff and any number of biological matter that contaminates the groundwater. Municipal water systems here reach most of the population, but the water that flows from the taps is rarely fit to drink. We're changing that with filtration systems that kill deadly bacteria in the water piped to hundreds of people each day.



BEFORE



AFTER



CHARITY: WATER + A CHILD'S RIGHT.

 **20**
water projects

 **18,710**
people served

This year, we started working with A Child's Right to fund clean water for more than 18,700 kids in urban Nepal. ACR's projects are more technical than any other we've funded to date: they use UV (ultraviolet), carbon, UF (ultrafiltration) and other water purification systems to clean available groundwater.

The program is unique too, as it's entirely focused on children. More than 3 million people die from waterborne illness each year; 80% of these are children under five. ACR serves children by installing water systems at schools, orphanages, street shelters, clinics and rescue shelters. Most of our projects are at schools.

FILTRATION.

ACR's systems can filter up to 6.5 gallons of water per minute. Most filters are installed with a tap and drainage system so children can easily fill their glass with water or wash their hands.

But to make sure the filters keep working, ACR builds 10 years of parts and maintenance into the cost of each system they install. Their three-tiered oversight — national staff, local partners and also trained onsite staff — test, maintain and, if necessary, fix filters right away.

We funded 20 projects in 2010 through ACR, all in Kathmandu Valley. Our hope is to combat the forces of poverty that kids face here, using clean drinking water to give them a chance for better health and education.



2 OUR PARTNERS ON THE GROUND IN 2010

charity: water chooses experienced partners in the field to build and implement our water projects. Our partners know the land, the people, the culture and the most appropriate water technology for each area of work. They report data from the field and provide proof of our projects with photos and GPS coordinates. They also engage communities by forming Water Committees to oversee the projects and they educate people about safe hygiene practices.

In 2010, we funded water projects through these partners in the following areas:



A CHILD'S RIGHT

in Nepal

20

Water Projects

A Child's Right is the only water relief organization solely focused on children in urban centers. They install water filtration systems to turn contaminated municipal water into safe, potable water for orphanages, street shelters, rescue homes, schools and kids' hospitals.

A GLIMMER OF HOPE

in Ethiopia

628

Water Projects

A Glimmer of Hope formed in 2001 to fund and manage water project construction, sanitation training, microfinance programs, health care and education in Ethiopia. Their in-country staff works with other local partners to build and oversee water projects in some of the most water-starved areas of the country.

CONCERN WORLDWIDE

in Haiti

16

Water Projects

Founded in Ireland in 1968, Concern Worldwide now works in 28 countries with a 3,200-person staff representing 50 nationalities. Through emergency relief and sustainable development programs to date, Concern has improved quality of life for more than 10 million people.

EQUIP LIBERIA

in Liberia

35

Water Projects

EQUIP's founders have improved health and education in rural Liberia for 25 years, through two major civil wars. The organization trains communities to use clean water sources as a stepping stone for overall health improvement.



ICDI

in Central African Republic

207

Water Projects

Founder and CEO Jim Hocking has lived in C.A.R. since 1957. He formed ICDI to provide food, shelter and medical care for people in need, but quickly learned that water was at the root of most health problems. ICDI's team drills up to 60 wells every year in C.A.R. while maintaining and repairing more than 400 wells.

PUMPAID

in Malawi

15

Water Projects

In 1999, three teachers adopted an ancient Chinese design for a water pump to serve rural Zimbabwe. Their organization, Pump Aid, has since used this technology to bring clean water to more than a million people in Zimbabwe and Malawi through over 4,000 water projects.

INTERNATIONAL LIFELINE FUND

in Uganda

55

Water Projects

International Lifeline Fund formed in 2003 and launched a clean water program in 2006, focusing on Sudan's Darfur region, Somalia and northern Uganda. In Uganda alone, they've built freshwater wells to help more than 100,000 people.

SAMARITAN'S PURSE

in Cambodia

190

Water Projects

Samaritan's Purse has provided international relief and development for more than 35 years. Their BioSand filter program — now the largest in the world — started up in 1997 and has since served more than 800,000 people in 23 countries with clean water.

NEWAH

in Nepal

5

Water Projects

For more than a decade, Nepal Water for Health has worked to bring clean water and hygiene practices to rural Nepal. NEWAH works in 51 districts, helping upwards of a million people in the country.

WATER FOR PEOPLE

in India, Rwanda

111

Water Projects

Leaders from the American Water Works Association and other organizations founded Water For People in 1991. They now oversee water project construction and sanitation programs in 11 countries, while piloting new programs to track and evaluate the global water sector's progress.

PARTNERS IN HEALTH

in Haiti

8

Water Projects

Dr. Paul Farmer started Partners In Health (PIH) in 1987, forming a community health care model in rural Haiti that would eventually become a prototype for other health NGOs. PIH now works in nine countries, providing health services for the rural poor and also building water projects.

WATERAID

in India

200

Water Projects

WaterAid is a 20-year-old international NGO overseeing water programs in 26 developing countries. Through water project construction, hygiene education, project maintenance teams, sanitation and advocacy, they've reached more than 13 million people around the world.



“Sustainability.” It’s become quite a buzz word.

But the longevity of charity: water projects is not a trend. It’s the proof of our impact and the focus of our future. We want to make sure the people we’re serving have safe water access years down the road. Otherwise, what have we really accomplished?

At the first assessment for a water project, communities develop a plan for what will happen to the source over time. Who will maintain it? What will happen when repairs are needed? Who will pay for those repairs?

Different technologies, climates, geographies and cultures all impact the life and continued maintenance of a water project. We don’t believe there is a catch-all answer to sustainability. We invest in the maintenance model that suits our water projects in that area the best. Here are some of the maintenance models we’ve invested in to date:



IT TAKES A COMMITTEE.

CHA’S IN LIBERIA.

Villages receiving a water project elect Community Health Ambassadors (CHAs) and pump caretakers. The CHAs teach their own village practical hygiene tips while pump caretakers collect maintenance fees from water users, handle minor repairs and hire well mechanics to take care of big repairs.



TEAMING UP WITH THE GOVERNMENT.

LOCAL GOVERNMENT COMPONENTS IN NEPAL.

NEWAH (Nepal Water for Health) registers each water project and helps set expectations for government financial contributions and long-term monitoring and evaluation. They work closely with local representatives to identify, record and share experiences in best practices. This kind of collaboration is vital to giving “hand-ups” — instead of “hand-outs” — to developing countries.



MECHANICS ON THE MOVE.

PUBLIC-PRIVATE PARTNERSHIPS IN INDIA.

A team of four mechanics operates their own well repair business, offering competitive prices and a guarantee that they’ll attend to requests within 24 hours. charity: water funds the start-up costs; within three years, the PPP shops will sustain themselves, repairing 200+ wells per year.

WATER COMMITTEES IN MALAWI.

Six to ten members serve on each committee; at least half of them are women. The committee oversees the everyday cleanliness and order of their water project.



HOUSEHOLD-LEVEL OWNERSHIP.

BSF TRAINING IN CAMBODIA.

A BioSand filter uses sand, stone and a bacterial layer to clean dirty water poured into it. They require little maintenance; families who build their own BSF’s also receive on-site training to keep their filter working for years to come.







CHAPTER

3

NEW CONNECTIONS AT HOME



3

MYCHARITY: WATER

THE PROGRESS IN 2010.

\$4,648,894

MONEY RAISED

929

WATER PROJECTS FUNDED

232,445

PEOPLE CAN GET CLEAN WATER

We believe we can end the water crisis in our lifetime. But we're not the only ones. Since September 2009, thousands of people around the world have joined our mission by fundraising alongside us on mycharitywater.org.

mycharity: water is a online community raising money for water projects. Anyone can sign up to start a fundraising campaign. All donations are tracked online in real time and 100% of what each campaigner raises goes directly to water projects in developing countries.

In just over one year, *mycharity: water* campaigners have raised more than \$5.8 million for water projects. \$4.6 million of that was raised in 2010.

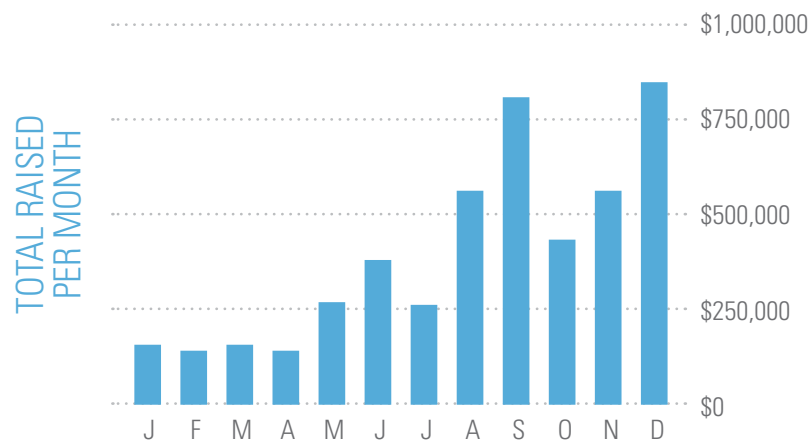
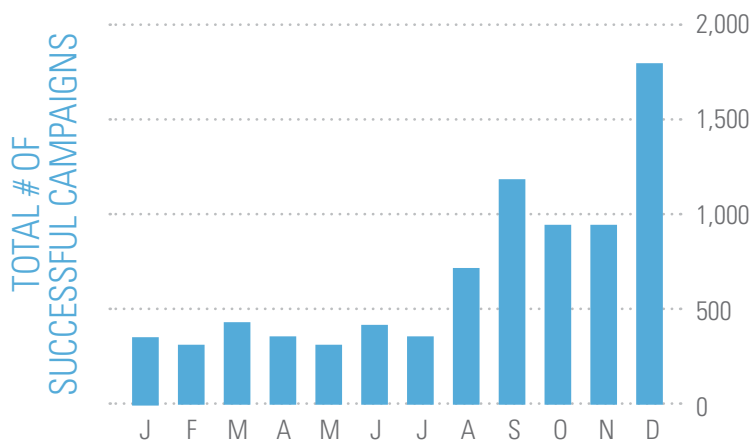
350%

increase in traffic to mycharitywater.org

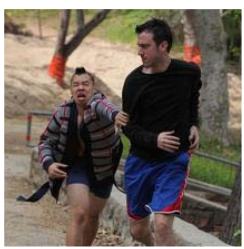
7,689

new *mycharity: water* fundraisers

MYCW GROWTH IN 2010



SOME INCREDIBLE 2010 MYCHARITY: WATER CAMPAIGNS



DJ ARISTOCAT + SLEEPER



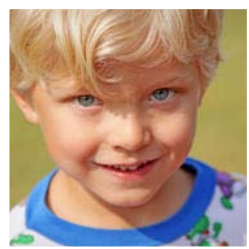
four-day, 100-mile run to
Coachella music festival



raised
\$13,320



666
people can get access
to clean water



BRIDGER ANDERSON



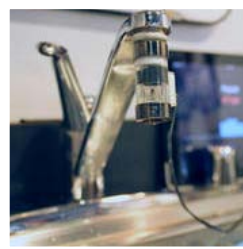
gave up Christmas
presents for donations



raised
\$5,622



281
people can get access
to clean water



TEAGUE DESIGN TEAM



invented an iPad water
meter for their office



raised
\$10,000



500
people can get access
to clean water



HAVERFORD'S 2ND GRADE



held a Waterwalk and
other fundraising events



raised
\$7,526



376
people can get access
to clean water



JESSIE STANBROOK



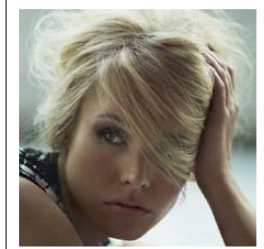
jumped out of an
airplane



raised
\$1,040



52
people can get access
to clean water



KRISTEN BELL



gave up her
30th Birthday



raised
\$79,934



3,997
people can get access
to clean water



3 SOCIAL MEDIA

We use social media to connect with millions of people around the world. Our online community is global, viral, active and engaged.

TOP 10 COUNTRIES WE CONNECT WITH.

	UNITED STATES
	CANADA
	UNITED KINGDOM
	INDIA
	FRANCE
	GERMANY
	AUSTRALIA
	ITALY
	PHILIPPINES
	BRAZIL

CHARITY: WATER ON FACEBOOK.

In 2010, we realized that Facebook was an ideal place to engage our community more personally than ever. We stepped up our Facebook presence in a big way during the September Campaign, sharing behind-the-scenes videos, posting trivia and connecting new friends on our page.



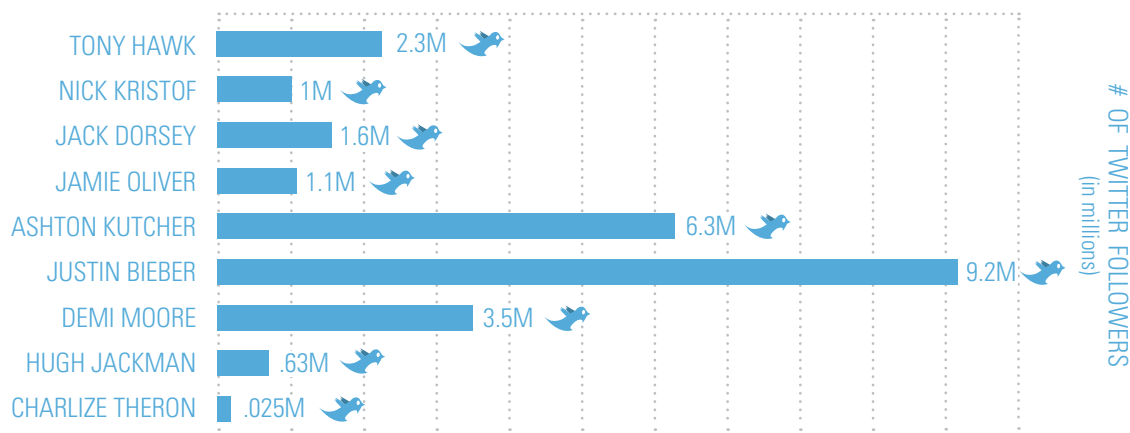
171,000 people like us on Facebook

@CHARITYWATER ON TWITTER.

charity: water was the first non-profit to gain a million followers on Twitter. We use Twitter to connect with thousands of new and veteran supporters, keep up with our partners and other organizations in the water sector and post updates from the office and from the field. We've received direct support from:



1.2 MILLION people follow us on Twitter





total raised
\$109,128

birthdays pledged
2,382

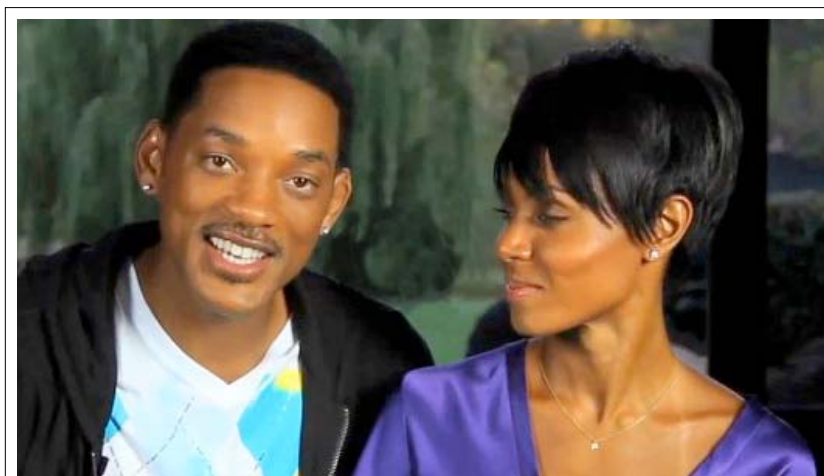
NEW SUPPORTERS: WILL & JADA SMITH.

Will and Jada Smith gave up their September 2010 birthdays and raised \$109,000 to fund clean water projects. In addition, they launched a contest to enlist others to start their own campaigns, too. The top three fundraisers by September 2011 will join the Smith family on a trip to visit the completed charity: water projects in Africa.

WILL & JADA'S MISSION:

We view contribution and service as a celebration of one's gifts. We celebrate the grace that has been bestowed upon us as we honor our gifts through sharing them. There are men, women and children who, right now, do not have clean water to drink – we celebrate the fact that we are able to help quench their thirst.

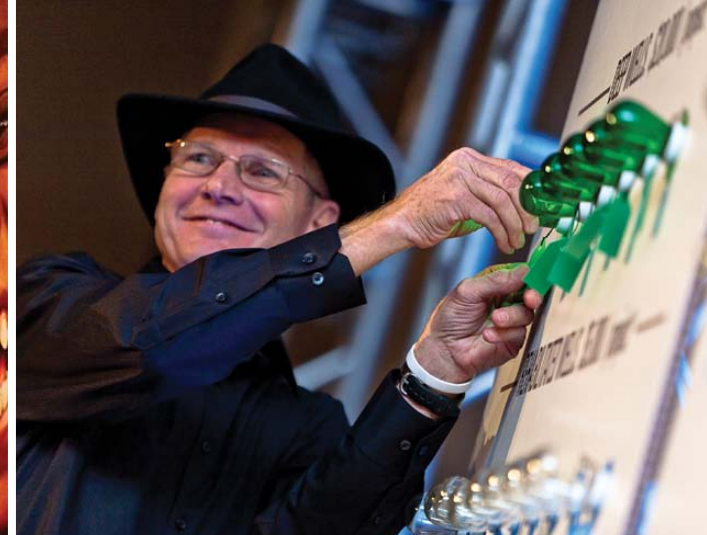
We believe every person on the planet should have access to clean and safe drinking water.



16 MILLION Will Smith's Facebook Fans

1 MILLION Jada Smith's Facebook Fans







It's our biggest night of the year. We toast the year's progress, share our stories from the field and inspire guests to join our mission to bring clean, safe drinking water to every person on the planet.

SUPPORT.

We sold out the Metropolitan Pavilion with more than 1,500 supporters, influential New Yorkers and celebrities. Adrian Grenier of HBO's *Entourage* hosted, and was joined on the red carpet by guests including John Slattery, Jessica Stam and Soledad O'Brien.

THE EXPERIENCE.

Guests slipped off their heels and lugged two five-gallon Jerry cans across our Waterwalk platform. They watched video footage of well-drilling on iPads, posed for photos in a digital photobooth and wrote notes to be hand-delivered to a community in rural Africa. Then, they took to the stage during the



Live Auction to fund water projects for schools, health clinics and villages in Central Africa, Haiti and Ethiopia.

THE RESULT.

By the end of the evening, we raised more than \$1 million to support our work. Profits from ticket sales went toward our operations costs, while live auction proceeds and all donations made during the evening directly supported projects in the field.



3

PARTNERSHIPS

We team up with socially-conscious companies that think big. We don't have a one-size-fits-all approach for any of our corporate partnerships. Instead, we form a strategy that best supports our mission to bring clean water to people in need.

THE MACALLAN.

In 2010, The Macallan sent its oldest and rarest single malt whisky ever released on a global tour to benefit charity: water. The 12-city tour around the world raised \$600,000 to give 30,000 people clean and safe drinking water. At the final stop at Sotheby's in New York, The Macallan and Lalique decanter shattered records for auctioned whisky, raising more than \$460,000 in one night.

1 BOTTLE OF WHISKY. 12 CITIES.

\$600,000 RAISED.

30,000 PEOPLE WITH CLEAN WATER.



GILT GROUPE.

The members-only shopping site donated \$1 for each unique purchaser during a prime holiday shopping week in December. They also joined us as a sponsor for our biggest event of the year, charity: ball 2010, and sold VIP tickets to the event on their blog.

GILT
G R O U P E

TOMS SHOES.

In Spring 2010, charity: water released two limited-edition water shoes with TOMS — and they all sold out within weeks. \$5 from each shoe went toward a water project for 540 people in Sekura Village, Ethiopia. In the fall, we did it again, launching another new exclusive shoe design which funded three additional projects to serve many more with safe water.



3 PRESS



In 2010, more than 150 media outlets covered charity: water, including ABC, New York Magazine, Bloomberg, CNN Money, Fast Company, Glamour and the Huffington Post.

The ABC *20/20* series “Be the Change: Save a Life,” which is supported by the Gates Foundation, featured our 2010 September Campaign. The show aired to more than 10 million viewers on December 17.



IN 2010, CHARITY: WATER RECEIVED:

150+

press mentions

63%

increase in traffic to our blog

333%

increase in views of our videos on Vimeo and YouTube

300%

increase in the overall visitors to charitywater.org

63%

increase in the number of Facebook fans

“The real stroke of genius was a fundraising tactic... in four years, the idea has spread around the world. Kids, grandmothers and Hollywood celebrities have donated their birthdays and other occasions to fund more than 3,000 water projects all over the map.” — ABC *20/20*





CHAPTER

4

NEW SUPPORT BEHIND THE SCENES

4

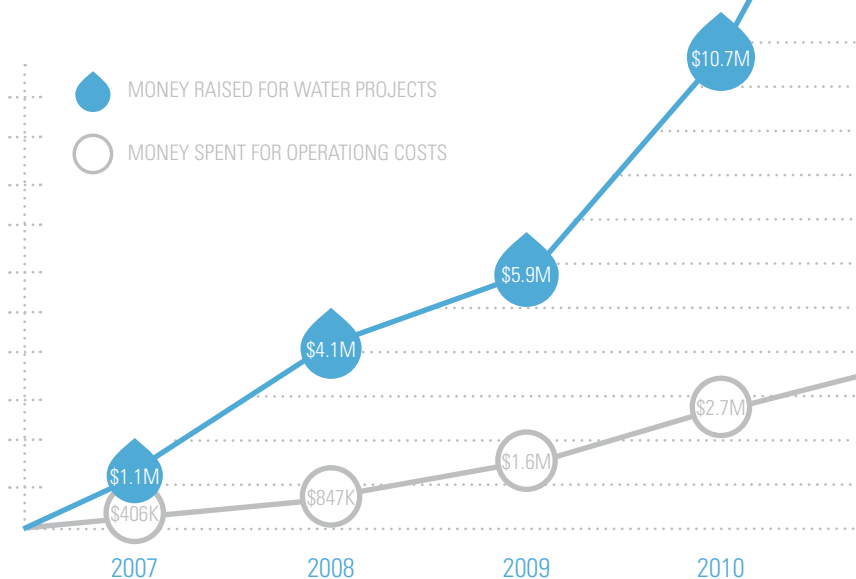
100% MODEL

A BOLD IDEA.

When we started charity: water, we made a promise to the general public: 100% of their donations would go directly to the field to fund water projects. We'd find private donors, foundations and sponsors to take care of our operating costs.

PUTTING THE MONEY TO WORK.

In 2010, we focused on building the right team and infrastructure we'll need to scale our aggressive business model. We invested in better systems to report back to our donors on the impact of their funds. And of course, we expanded our water programs by strengthening new and old relationships with our local partners on the ground.



100% MEANS 100%.



STAFF SALARIES.

We're hiring world-class people to help tackle one of the world's toughest problems. Still, **we never** use water-designated funds to pay our staff.



FLIGHTS TO THE FIELD.

Since our staff travels around the world to manage water projects, we could easily make a case for covering their flights with water-designated funds. But **we don't**.



CREDIT CARD PROCESSING FEES.

When a donor gives \$1,000 toward a water project, the credit card company takes 2-4% as a processing fee. The donor meant to give \$1,000, not \$980. **We cover** all credit card processing fees from our operating costs, so that whether \$20 or \$20,000 is donated, **100%** of the contribution goes straight to water project costs.

ANGEL INVESTORS.

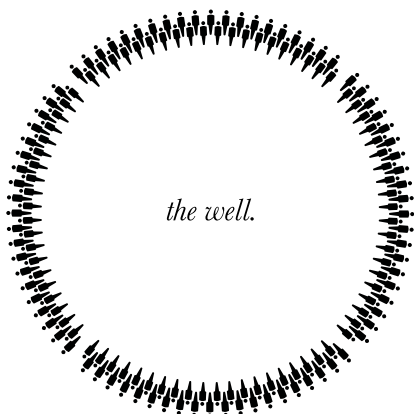
Our Angel Investors are donors who recognize the impact of a major gift to our operations.

Our largest operations gifts have come from entrepreneur and family man Michael Birch. To date, Michael and his wife Xochi have invested more than \$3 million towards charity: water's infrastructure. We're grateful for their belief in our work.





4 THE WELL



THE WELL MEMBERSHIP PROGRAM SUPPORTS THE STAFF AND OPERATING COSTS OF CHARITY: WATER.

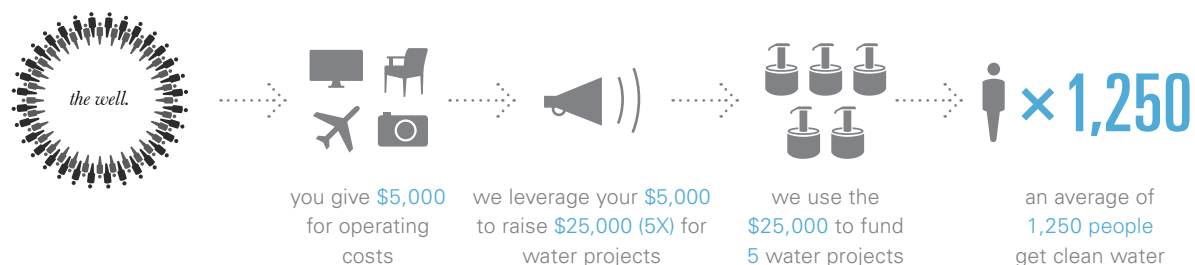
The Well is a group of dedicated supporters who join our ambitious vision by investing in it from the ground up. These donors help cover everything from staff salaries to basic office systems. Their support paves the way for us to continue doing what many said was impossible: scale the organization using our 100% model and give clean water to every single person on the planet.

RETURN ON INVESTMENT.

The 100% model works. To date, more than 200,000 people have donated to charity: water. Many of them gave because they know all their money would go straight to water projects.



To scale our impact, we need people who understand the value of investing in the operating costs of charity: water. We use operating dollars to launch awareness campaigns, design exhibitions and create fundraising platforms that empower individuals. In 2011, we plan to use every \$1 invested in the operating costs of charity: water to produce a return of \$5 for water projects.



FOUNDING MEMBERS OF THE WELL IN 2010

\$120,000+/YEAR

Nelson Saiers
Philip & Donna Berber
Sean Parker

\$60,000+/YEAR

David Kaplan
Matt Mullenweg
Michael & Xochi Birch

\$24,000+/YEAR

Craig Hagelin
Fred Waldman
Jonathan and Lizzie Tisch
Gary Vaynerchuk
Kristin & Stephen Mugford
The Kwiat Family
Lawrence & Jennifer Clark
Matthew & Sarah Hasselbeck
Michael & Kimberly Wilkerson
Mitch Lowe & April Gargiulo
Shakil Khan*
Steve & Karin Sadove
Warren Share

\$12,000+/YEAR

Alan & Jane Batkin
Alan Ginsberg
Alastair Cairns
Allison & Jonathan Beer
Andrea Piana
Anna Oetker
Ben Goldhirsch*
Billy Connolly
Blake Mycoskie
Brant Cryder
Brenda & Steve Koinis
Bruce Nelson
Chuck & Joan Harrison
Courtney Nichols
Courtney & Carter Reum
Dan Schulman
Dick Hillenbrand
Edward Norton*
Erwin McManus
Gordon Gould
Jack Dorsey
James McGinnis
Jason Flom

Jason Fried
Jessica Stroup
JR Kerr*
Ken & Teri Hertz
Kuldeep Malkani
Mark & Jane Wilf
Meyrick & Janita Douglas
Michelle Bach & Gene Lewis
Michelle Forrest
Mike Walsh
Nancy Duarte
Nav Sooch & Whitney Casey
Pankaj Shah
Penni Hirtenstein
Peter Barsoom
Ross & Laurie Garber
Shawn & Eileen Budde
Timm Oberwelland
Tyson Ritter
Victor Oviedo
Virginia Clay
William Hyler

**Membership begins Jan. 2011*



4 CHARITY: WATER STAFF



SCOTT HARRISON
Founder & CEO



ROD ARNOLD
Chief Operating Officer



STEVE MANWEILER
Chief Systems Architect



BECKY STRAW
Water Programs Director



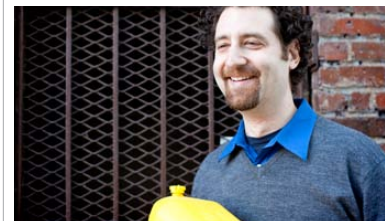
MICHAEL LETTA
Controller



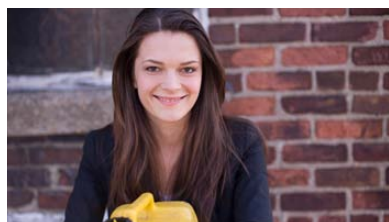
ROBIN JONES
Senior Accountant



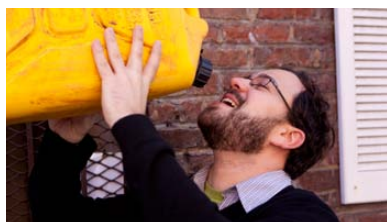
PAUL LEE
Accountant



JOSH IRVING
Financial Analyst



VIKTORIA HARRISON
Director of Creative



GREG YAGODA
Designer



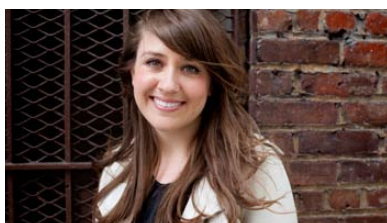
MO SCARPELLI
Multimedia Producer



PAUL YOUNG
Director of Digital Engagement



4 CHARITY: WATER STAFF



JONNA DAVIS
Water Programs Manager



CHRISTY SCAZZERO
Water Programs Reporting



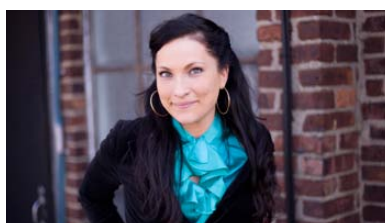
SARAH COHEN
Communications & Development Manager



AMANDA ZISKIN
Executive Assistant



CHRISTINA MARSHALL
Accounting Clerk



ERICA BROOKS
Development Officer



EMILY MATOS
Development Coordinator



LANE WOOD
Development Officer



MERRY MCCARRON
Online Community Manager



CHRIS SCHOMAKER
Web Developer



P.J. HERRING
Web Developer



MICHAEL SOMOYA
Office & IT Systems Manager



4 INTERNS & VOLUNTEERS

They spend nights stuffing thousands of donation receipts into envelopes. They show up early and stay late at our events and build exhibitions out of hundreds of Jerry cans. Even when they're off the clock, they wear charity: water gear to spark conversations and recruit friends to fundraise. We're grateful for our volunteers and our interns — some of our most dedicated friends and supporters.

1,759 new volunteers signed up in 2010

250 volunteers at charity: ball 2010

2010 INTERNS

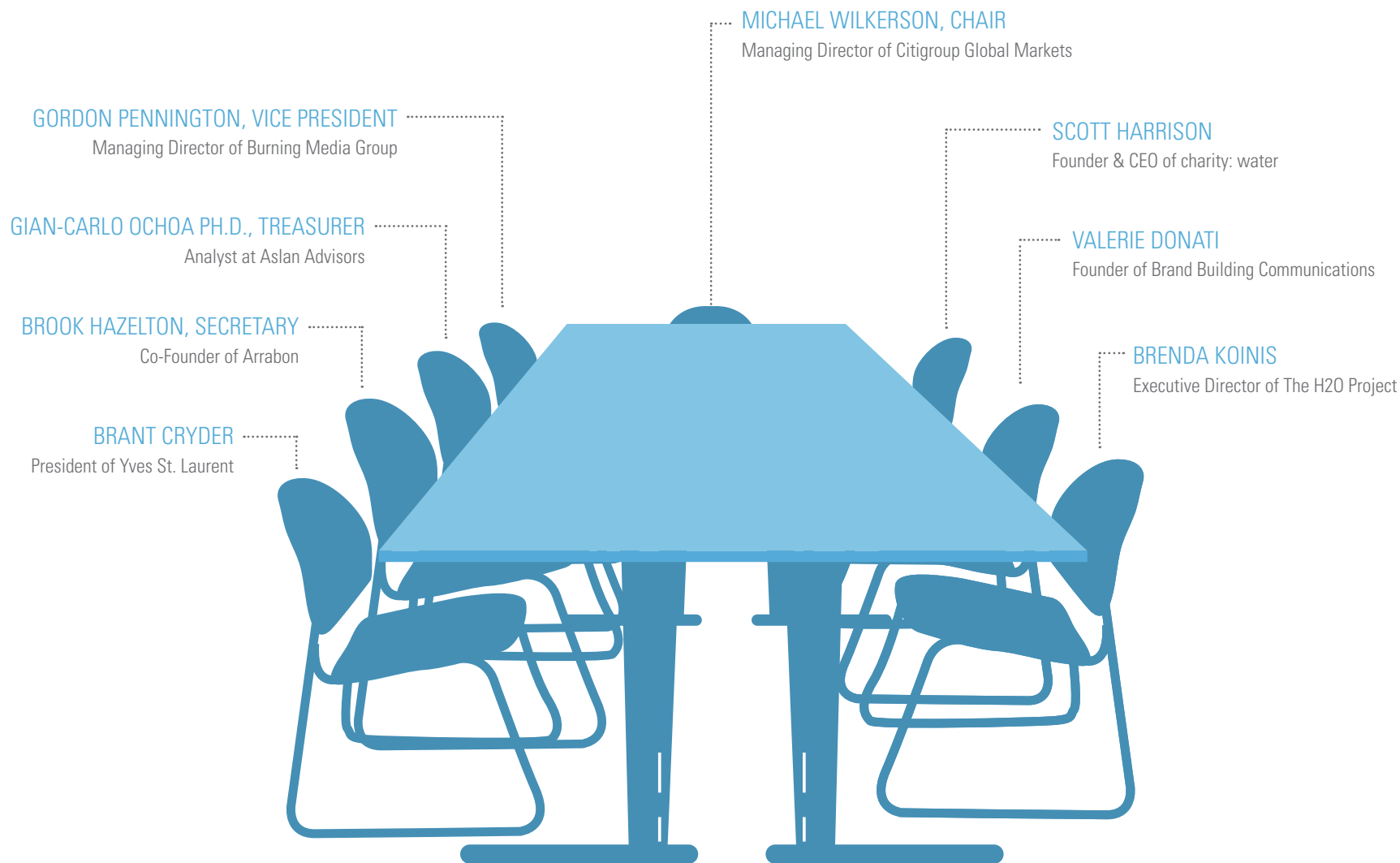
Carolyn Nuesch
 Ginny Carey
 Halley Parry
 Heather Cox
 Josh Smith
 Scheller Hinkle

Ella Crivello
 Jen Hustwitt
 Maddy McCarthy
 Talya Levi
 Trisha Dalal
 Nick Michael



4 BOARD OF DIRECTORS

charity: water is overseen by a board of talent and influence. Our board governs major charity: water decisions, approves all water programs and offers input and guidance for organizational decisions.





CHAPTER

5

NEW NUMBERS: THE FINANCIALS



5 RECAP

2010 brought new support from around the globe and 70% of all contributions came from individual donors. As a result, we were able to remain efficient while growing the organization by 85%, nearly doubling our ability to impact the water crisis.

We sent \$3.2 million more directly to the field than we did in 2009. That means that in 2010 alone, we served almost 700,000 people with clean, safe drinking water.



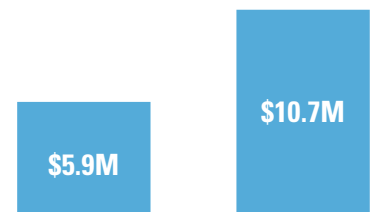
68%

of donations for water were raised online



It costs us just 7¢ to raise \$1.

2009 | **2010**



\$ RAISED FOR WATER PROJECTS



\$ INVESTED IN WATER PROJECTS



\$ RAISED FOR OPERATING SUPPORT



\$ RECEIVED IN DONATED GOODS, SERVICES AND CONSUMABLES

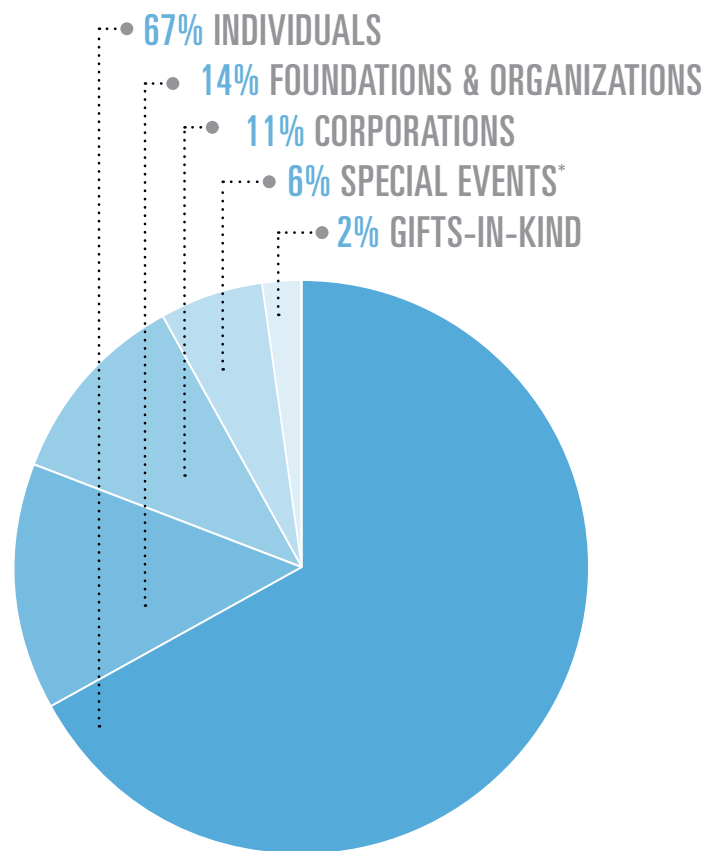


5

FINANCIAL RESOURCES

TOTAL SUPPORT.

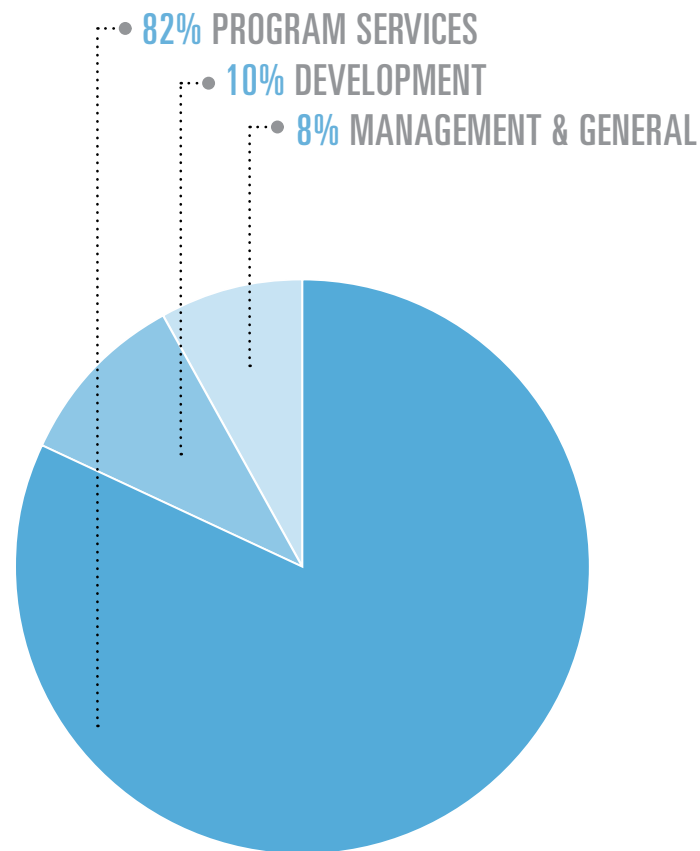
Thousands joined our mission to fundraise. Here's the breakdown of where our total support came from in 2010:



*Includes individual contributions

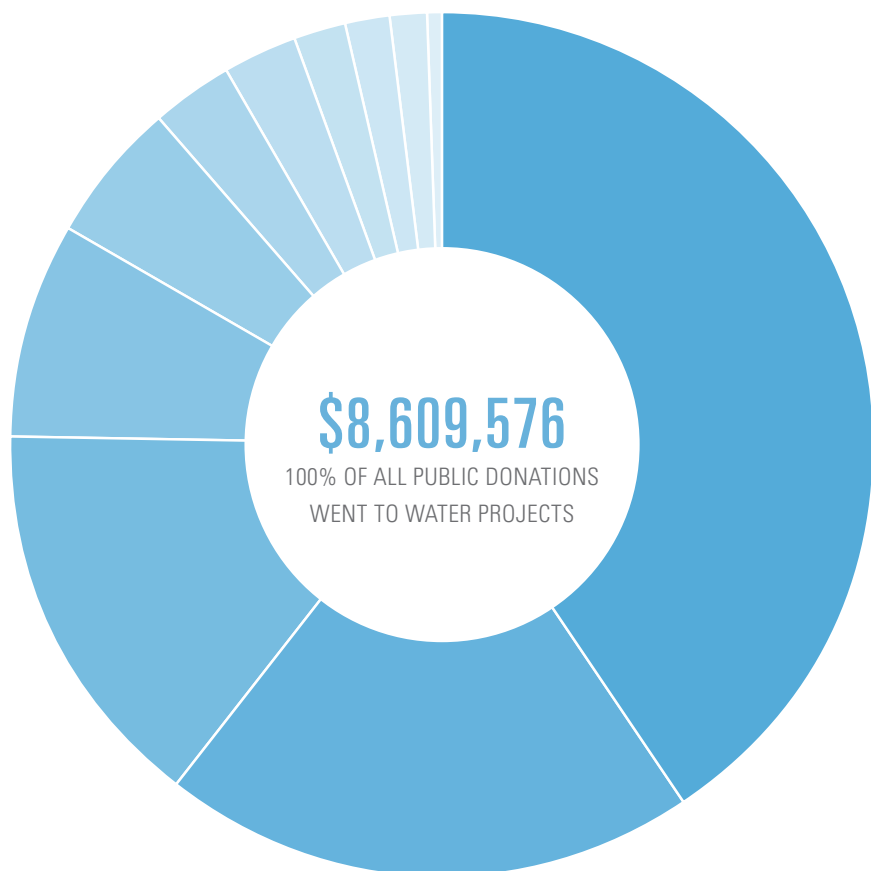
ORGANIZATIONAL EFFICIENCY.












Once again, we kept charity: water running efficiently. Here's the breakdown of how we used donor dollars to support our mission:



5 100% WATER

In 2010, we invested **\$8,609,576** of publicly raised funds in 1,490 water projects in 11 developing countries. Here's where the money went:

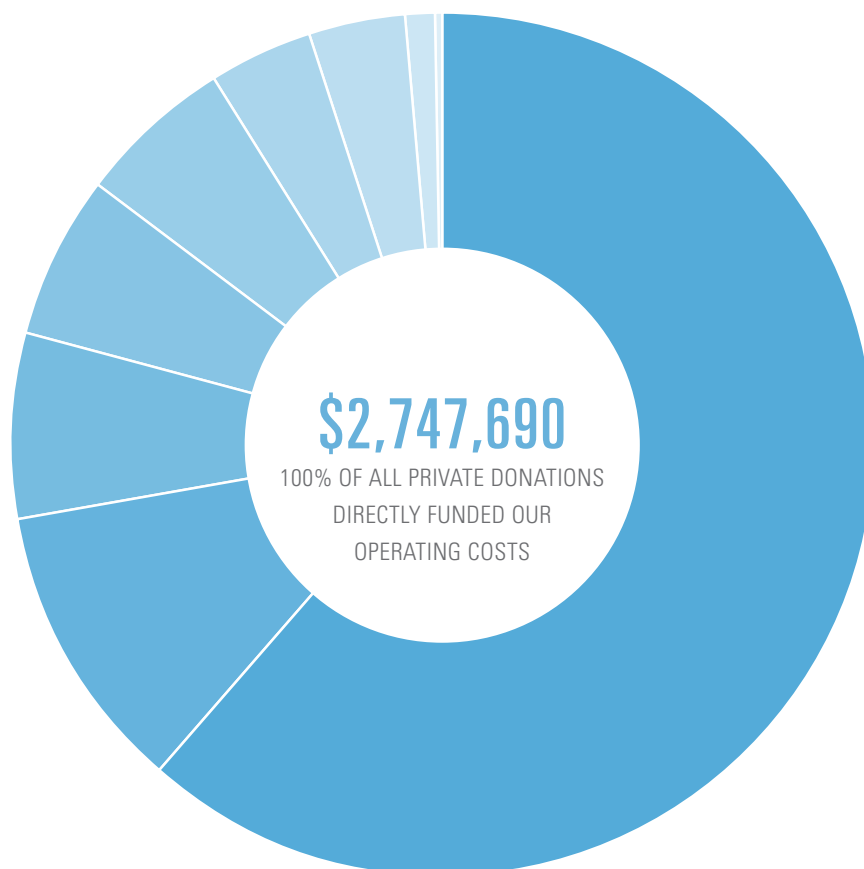











	ETHIOPIA (41%) \$3,499,794
	CENTRAL AFRICAN REPUBLIC (20%) \$1,715,277
	HAITI (15%) \$1,281,356
	CAMBODIA (8%) \$691,392
	INDIA (5%) \$464,960
	UGANDA (3%) \$262,368
	NEPAL (3%) \$235,943
	MALAWI (2%) \$157,253
	LIBERIA (2%) \$156,794
	RWANDA (<1%) \$100,004
	SIERRA LEONE (<1%) \$44,435



5 100% OPERATIONS

In 2010, we invested **\$2,747,690** of private donations in our own infrastructure, including competitive staff salaries and benefits, technologies, water program development, trips to the field, special events and office operations. Here's where the money went:



-  **PAYROLL (62%)**
\$1,690,196
-  **PROFESSIONAL FEES* (11%)**
\$296,874
-  **OFFICE EQUIPMENT & SUPPLIES (7%)**
\$191,420
-  **TRAVEL (6%)**
\$168,476
-  **CREDIT CARD FEES (6%)**
\$157,806
-  **RENT & UTILITIES (4%)**
\$107,372
-  **SHIPPING, PRINTING & POSTAGE (4%)**
\$101,545
-  **EVENTS (<1%)**
\$30,218
-  **MARKETING (<1%)**
\$3,783

* Includes contracted legal, accounting, recruiting and special projects



5

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

Charity Global, Inc. and Affiliate for the year ended December 31, 2010, with comparative figures at December 31, 2009.

ASSETS	UNRESTRICTED	TEMPORARILY RESTRICTED	2010	2009
Cash and cash equivalents	\$2,075,769	\$8,020,197	\$10,095,966	\$6,297,744
Contributions and pledges receivable (net of discount)	\$124,238	\$3,029,214	\$3,153,452	\$1,232,190
Prepays and other current assets	\$109,729	-	\$109,729	\$108,051
Fixed assets (net of accumulated depreciation)	\$166,893	-	\$166,893	\$99,720
Total assets	\$2,476,629	\$11,049,411	\$13,526,040	\$7,737,705
LIABILITIES AND NET ASSETS				
Liabilities:				
Due to water programs	-	\$5,535,190	\$5,535,190	\$4,277,094
Accounts payable	\$82,574	-	\$82,574	\$58,967
Accrued expenses	\$63,562	-	\$63,562	\$13,975
Total liabilities	\$146,136	\$5,535,190	\$5,681,326	\$4,350,036
Net assets:				
Unrestricted	\$2,330,493	-	\$2,330,493	\$1,902,779
Temporarily restricted	-	\$5,514,221	\$5,514,221	\$1,484,890
Total net assets	\$2,330,493	\$5,514,221	\$7,844,714	\$3,387,669
Total liabilities and net assets	\$2,476,629	\$11,049,411	\$13,526,040	\$7,737,705



5

CONSOLIDATED STATEMENT OF ACTIVITIES

Charity Global, Inc. and Affiliate for the year ended December 31, 2010, with summarized comparative figures for the year ended December 31, 2009.

PUBLIC SUPPORT AND REVENUE	UNRESTRICTED	TEMPORARILY RESTRICTED	2010	2009
<i>Public Support:</i>				
Individuals	\$2,385,739	\$8,433,001	\$10,818,740	\$4,909,593
Corporations	\$183,441	\$1,568,519	\$1,751,960	\$1,064,073
Foundations and other organizations	\$216,128	\$1,995,817	\$2,211,945	\$705,310
Special event revenue:	-	-	-	-
Contributions	\$421,799	\$641,570	\$1,063,369	\$1,839,879
Ticket sales	\$76,640	-	\$76,640	\$58,108
Net direct benefit to donor	(\$139,817)	-	(\$139,817)	(\$64,226)
Gifts in-kind	\$269,608	-	\$269,608	\$223,716
<i>Revenue:</i>				
Interest and other income	\$33,486	-	\$33,486	\$25,617
Foreign currency remeasurement (loss) gain	(\$2,012)	-	(\$2,012)	\$7,857
Net assets released due to satisfaction of restrictions	\$8,609,576	(\$8,609,576)	-	-
Total public support and revenue	\$12,054,588	\$4,029,331	\$16,083,919	\$8,769,927
EXPENSES				
Program services	\$9,478,973	-	\$9,478,973	\$5,851,668
Management and general	\$972,439	-	\$972,439	\$404,671
Development	\$1,175,462	-	\$1,175,462	\$875,407
Total expenses	\$11,626,874	-	\$11,626,874	\$7,131,746
CHANGE IN NET ASSETS BEFORE THE EFFECT OF IN-KIND DONATIONS AND OTHER ITEMS	\$427,714	\$4,029,331	\$4,457,045	\$1,638,181
Donated services and use of facilities-revenue	\$208,942	-	\$208,942	\$155,701
Donated services and use of facilities-expense	(\$208,942)	-	(\$208,942)	(\$155,701)
Loss on disposal of equipment	-	-	-	(\$43,074)
CHANGE IN NET ASSETS	\$427,714	\$4,029,331	\$4,457,045	\$1,595,107
NET ASSETS AT BEGINNING OF YEAR	\$1,902,779	\$1,484,890	\$3,387,669	\$1,792,562
NET ASSETS AT END OF YEAR	\$2,330,493	\$5,514,221	\$7,844,714	\$3,387,669



