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

- HONDURAS / 45 projects
- HAITI / 38 projects
- SIERRA LEONE / 29 projects
- COTE D’IVOIRE / 121 projects
- C.A.R. / 406 projects
- UGANDA / 149 projects
- NEPAL / 25 projects
- BANGLADESH / 327 projects
- CAMBODIA / 220 projects
- INDIA / 344 projects
- ETHIOPIA / 1,442 projects
- KENYA / 36 projects
- TANZANIA / 42 projects
- RWANDA / 16 projects
- MALAWI / 343 projects
- D.R.C. / 22 projects
- LIBERIA / 206 projects
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
2010 RECAP

IN 2010 WE...

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.

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.

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.

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.
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.*

**NUMBER OF PEOPLE WE SERVED IN 2010**

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of People Served</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambodia</td>
<td>80,000</td>
</tr>
<tr>
<td>C.A.R.</td>
<td>104,000</td>
</tr>
<tr>
<td>Ethiopia</td>
<td>242,360</td>
</tr>
<tr>
<td>Haiti</td>
<td>33,395</td>
</tr>
<tr>
<td>India</td>
<td>63,260</td>
</tr>
<tr>
<td>Liberia</td>
<td>20,000</td>
</tr>
<tr>
<td>Nepal</td>
<td>21,672</td>
</tr>
<tr>
<td>Rwanda</td>
<td>3,947</td>
</tr>
<tr>
<td>Uganda</td>
<td>90,000</td>
</tr>
</tbody>
</table>

* 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.
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:**

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Money in the Field</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>$945,423</td>
</tr>
<tr>
<td>2008</td>
<td>$4,308,289</td>
</tr>
<tr>
<td>2009</td>
<td>$5,439,218</td>
</tr>
<tr>
<td>2010</td>
<td>$8,609,576</td>
</tr>
</tbody>
</table>

**TOTAL MONEY IN THE FIELD:** $19,302,506

**2010 CHARITY: WATER PROJECTS (PER COUNTRY):**

- **CAMBODIA:** 190
- **C.A.R.:** 207
- **ETHIOPIA:** 628
- **HAITI:** 24
- **INDIA:** 306
- **LIBERIA:** 35
- **MALAWI:** 15
- **NEPAL:** 25
- **RWANDA:** 5
- **UGANDA:** 55

**TOTAL WATER PROJECTS IN 2010:** 1,490

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

- **SPRING PROTECTION SYSTEMS IN HAITI**
  - Cost Per Person Served: **$37.78**
  - Cost Per Project: **$116,418**

- **DRILLED WELLS AND REHABS IN C.A.R.**
  - Cost Per Person Served: **$15.87**
  - Cost Per Project: **$8,065**

- **HAND-DUG WELLS OR REHABS IN LIBERIA**
  - Cost Per Person Served: **$7.84**
  - Cost Per Project: **$4,480**

- **BIOSAND FILTERS IN CAMBODIA**
  - Cost Per Person Served: **$8.18**
  - Cost Per Project: **$3,517**
  (each project includes 67 BSFs, on average)
CHAPTER 2

NEW TERRITORY IN THE FIELD
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.
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 HANDBFUL 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
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.

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.

*All stats from the World Health Organization.
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 fundarising 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

FASTCOMPANY

THE HUFFINGTON POST
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.
CHARITY: WATER + A CHILD’S RIGHT.

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.
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.
<table>
<thead>
<tr>
<th>Organization</th>
<th>Country</th>
<th>Water Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners In Health</td>
<td>Haiti</td>
<td>8</td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ICDI</strong></td>
<td>in Central African Republic</td>
<td>207</td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>INTERNATIONAL LIFELINE FUND</strong></td>
<td>in Uganda</td>
<td>55</td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>NEWAH</strong></td>
<td>in Nepal</td>
<td>5</td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PUMPAID</strong></td>
<td>in Malawi</td>
<td>15</td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SAMARITAN’S PURSE</strong></td>
<td>in Cambodia</td>
<td>190</td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WATER FOR PEOPLE</strong></td>
<td>in India, Rwanda</td>
<td>111</td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>WATER AID</strong></td>
<td>in India</td>
<td>200</td>
</tr>
<tr>
<td>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.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
“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:

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**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.

**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.

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**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.

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**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.

**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
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.
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
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:

- Tony Hawk: 2.3M followers
- Nick Kristof: 1M followers
- Jack Dorsey: 1.6M followers
- Jamie Oliver: 1.1M followers
- Ashton Kutcher: 6.3M followers
- Justin Bieber: 9.2M followers
- Demi Moore: 0.63M followers
- Hugh Jackman: 3.5M followers
- Charlize Theron: 0.025M followers

1.2 million people follow us on Twitter
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.
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.
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.

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**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.
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.

“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
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.
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 Ryder
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
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.

**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

1,759 new volunteers signed up in 2010
250 volunteers at charity: ball 2010
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
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 $5.9M $10.7M
$ INVESTED IN WATER PROJECTS $5.4M $8.6M
$ RAISED FOR OPERATING SUPPORT $2.6M $5.1M
$ RECEIVED IN DONATED GOODS, SERVICES AND CONSUMABLES $379K $552K
TOTAL SUPPORT.
Thousands joined our mission to fundraise. Here’s the breakdown of where our total support came from in 2010:

- **67% INDIVIDUALS**
- **14% FOUNDATIONS & ORGANIZATIONS**
- **11% CORPORATIONS**
- **6% SPECIAL EVENTS**
- **2% GIFTS-IN-KIND**

*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:

- **82% PROGRAM SERVICES**
- **10% DEVELOPMENT**
- **8% MANAGEMENT & GENERAL**

*Includes individual contributions*
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

100% of all public donations went to water projects.
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
## CONSOLIDATED STATEMENT OF FINANCIAL POSITION


<table>
<thead>
<tr>
<th>ASSETS</th>
<th>UNRESTRICTED</th>
<th>TEMPORARILY RESTRICTED</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$2,075,769</td>
<td>$8,020,197</td>
<td>$10,095,966</td>
<td>$6,297,744</td>
</tr>
<tr>
<td>Contributions and pledges receivable (net of discount)</td>
<td>$124,238</td>
<td>$3,029,214</td>
<td>$3,153,452</td>
<td>$1,232,190</td>
</tr>
<tr>
<td>Prepaids and other current assets</td>
<td>$109,729</td>
<td>-</td>
<td>$109,729</td>
<td>$108,051</td>
</tr>
<tr>
<td>Fixed assets (net of accumulated depreciation)</td>
<td>$166,893</td>
<td>-</td>
<td>$166,893</td>
<td>$99,720</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$2,476,629</strong></td>
<td><strong>$11,049,411</strong></td>
<td><strong>$13,526,040</strong></td>
<td><strong>$7,737,705</strong></td>
</tr>
</tbody>
</table>

| 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** |
### PUBLIC SUPPORT AND REVENUE

<table>
<thead>
<tr>
<th></th>
<th>UNRESTRICTED</th>
<th>TEMPORARILY RESTRICTED</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Support:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individuals</td>
<td>$2,365,739</td>
<td>$8,433,001</td>
<td>$10,818,740</td>
<td>$4,909,593</td>
</tr>
<tr>
<td>Corporations</td>
<td>$183,441</td>
<td>$1,568,519</td>
<td>$1,751,960</td>
<td>$1,064,073</td>
</tr>
<tr>
<td>Foundations and other organizations</td>
<td>$216,128</td>
<td>$1,995,817</td>
<td>$2,211,945</td>
<td>$705,310</td>
</tr>
<tr>
<td>Special event revenue:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$421,799</td>
<td>$641,570</td>
<td>$1,063,369</td>
<td>$1,839,879</td>
</tr>
<tr>
<td>Ticket sales</td>
<td>$76,640</td>
<td></td>
<td>$76,640</td>
<td>$58,108</td>
</tr>
<tr>
<td>Net direct benefit to donor</td>
<td>($139,817)</td>
<td></td>
<td>($139,817)</td>
<td>($64,226)</td>
</tr>
<tr>
<td>Gifts in-kind</td>
<td>$269,608</td>
<td></td>
<td>$269,608</td>
<td>$223,716</td>
</tr>
<tr>
<td>Revenue:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interest and other income</td>
<td>$33,486</td>
<td></td>
<td>$33,486</td>
<td>$25,617</td>
</tr>
<tr>
<td>Foreign currency remeasurement (loss) gain</td>
<td>($2,012)</td>
<td></td>
<td>($2,012)</td>
<td>$7,857</td>
</tr>
<tr>
<td>Net assets released due to satisfaction of restrictions</td>
<td>$8,609,576</td>
<td>($8,609,576)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total public support and revenue</td>
<td>$12,054,588</td>
<td>$4,029,331</td>
<td>$16,083,919</td>
<td>$8,769,927</td>
</tr>
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</table>

### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program services</td>
<td>$9,478,973</td>
<td>$5,851,668</td>
</tr>
<tr>
<td>Management and general</td>
<td>$972,439</td>
<td>$404,671</td>
</tr>
<tr>
<td>Development</td>
<td>$1,175,462</td>
<td>$875,407</td>
</tr>
<tr>
<td>Total expenses</td>
<td>$11,626,874</td>
<td>$7,131,746</td>
</tr>
</tbody>
</table>

### CHANGE IN NET ASSETS BEFORE THE EFFECT OF IN-KIND DONATIONS AND OTHER ITEMS

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donation services and use of facilities-revenue</td>
<td>$208,942</td>
<td>$155,701</td>
</tr>
<tr>
<td>Donation services and use of facilities-expense</td>
<td>($208,942)</td>
<td>($155,701)</td>
</tr>
<tr>
<td>Loss on disposal of equipment</td>
<td>-</td>
<td>($43,074)</td>
</tr>
</tbody>
</table>

### CHANGE IN NET ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$427,714</td>
<td>$1,595,107</td>
</tr>
</tbody>
</table>

### NET ASSETS AT BEGINNING OF YEAR

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,902,779</td>
<td>$1,792,562</td>
</tr>
</tbody>
</table>

### NET ASSETS AT END OF YEAR

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$2,330,493</td>
<td>$3,387,669</td>
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