



Accelerating Progress

Annual Report 2011



Ensuring that every human being has access to **safe drinking water** and the dignity of a toilet is one of the **most urgent & pressing** causes in the world today. The **good news** is that there are solutions that work.

In my lifetime, I want to _____.

In your lifetime, what do you want to do?

At Water.org, in our lifetime, we want all people to have access to clean water and sanitation. By ensuring that every individual can have these two fundamental needs met, we will help break the cycles of disease, lost productivity, and poverty more effectively. Water and sanitation are simply the best investments that the world can make to reduce disease, increase family income, keep girls in school, and enhance human dignity.

This year, we made great strides toward achieving our vision. Thanks to our generous supporters, we empowered nearly 140,000 individuals with access to clean water and sanitation; giving women hope, children health, and communities a future.

Yet, as we write this letter, 2.6 billion people still lack access to improved sanitation and 884 million people do not have access to clean water. We cannot close this gap alone. It will require courage to innovate, new thinking, breakthrough solutions, and the participation of individuals across the world.

Changing the world does not stop with one organization; it demands the voices of millions, the philanthropic generosity of thousands, and the tenacity of the nearly one billion in need that work in partnership to overcome their water and sanitation challenges.

Join us. Help us fill in the blank and end the water and sanitation crisis – in our lifetime.

Sincerely,



Gary White
CEO & Co-Founder



Matt and Gary meet the kids of Krebapye in Haiti.

A young child, wearing a light-colored patterned long-sleeved shirt and blue shorts, is walking barefoot on a steep, rocky path. The child is carrying two large, clear plastic water jugs, one in each hand. The path is made of reddish-brown rocks and is surrounded by lush green vegetation. The child is looking towards the camera with a serious expression.

The Challenge

“Of all the things that keep people in the death spiral of extreme poverty, water is so huge. And it doesn’t have to be this way.”

—Matt Damon, Water.org Co-Founder



We Believe

The fact that nearly one billion people lack affordable access to clean water and 2.6 billion people lack adequate sanitation is unacceptable. Mothers and children walk miles, wait hours, and pay extortion prices to meet these fundamental needs.

For us, this is not about making incremental impact. It is about solving the underlying causes of the crisis. Our approach starts with seeing people in need differently. We view those who are without water access as customers with financial power, rights, responsibilities, and energy to design their own futures.

We view ourselves as a catalyst to deliver programs, develop solutions, and drive awareness, bringing new thinking to the challenge. For the absolute poor, we continue to deliver proven water and sanitation solutions, funded by philanthropy. For others, we are scaling proven innovations and finding new approaches, pursuing innovative financing models, creating greater transparency, and forging authentic partnerships that create sustainable change. We are actively engaging diverse constituents in both the developed and developing world.

Solutions exist. We need to deliver them faster and more efficiently while innovating to develop game-changing approaches.



“We were looking for something that would scale, and [Water.org] was it.”

–David Rothschild,
Skoll Foundation
(FastCompany, Jul/Aug 2011)

Our Approach

The Most Basic Needs: Direct Impact

Where it is most needed, we extend grants to local partners to drill wells or build toilets. We carefully select our partners and invest in training and monitoring to ensure these solutions endure. This important work helps self-selecting communities who participate in the grant-based programs in order to solve their needs for water and sanitation.

Learn more about [this approach here](#).

Proven Innovations: Small Loans, Big Effect

Pioneered in 2003, WaterCredit allows individuals to access loans for water connections or toilets. By assisting those who do not have access to traditional credit, WaterCredit empowers them to immediately address their own water and sanitation needs. As the loans are repaid, WaterCredit “recycles” that capital to make still more loans with that same initial investment. A WaterCredit loan can reach five to ten times as many people as a traditional grant over a ten-year period.

Learn more about [WaterCredit](#).

New Ventures: Innovate to Eliminate the Crisis

Launched in 2011, the New Ventures Initiative is accelerating the pace of progress against the water crisis by supporting a portfolio of innovative solutions to the water crisis. Through this Initiative and Fund, we are piloting, scaling, and disseminating solutions that address the underlying causes of the water crisis – lack of adequate capital, accountability and participation.

Explore [New Ventures](#).

Participation

We are committed to being a global voice for those in need. We recognize social media and technology as powerful tools to engage supporters to participate in the solution by sharing knowledge, influence, and resources.

In 2011, we developed several ground-breaking online tools intended to create a strong connection to our work and goals and to create awareness and participation among a growing community of supporters.



Follow Our Work: Linked to field data, this site lets supporters see, from start to finish, how a water project is accomplished, as told by the local community members who are making it happen.



Donate Your Voice: This app allows Water.org to automatically post water facts to a user's news feed in Twitter or Facebook every few weeks.



Start a Fundraiser: A personal fundraising tool for individuals to raise money online to bring people clean water.

We actively participate in national and international convenings, both public and private, to influence new thinking, solutions, and action in the worldwide water and sanitation movement. We offer strategic counsel to organizations including the Clinton Global Initiative, Michael & Susan Dell Foundation, and PepsiCo Foundation.

We are committed to share sustainable solutions so that others may replicate them. Launched in 2011, WaterCredit.org serves as a learning platform that is helping other organizations apply this cutting-edge approach.

In addition to engaging our audiences directly, we were joined by innovative partners who connected their audiences to the cause, amplified awareness, and drove participation through:

- [Buying merchandise](#)
- [Learning about the crisis](#) through interviews, articles, and videos
- [Playing games](#) for impact

In 2011



The first entire project on my.Water.org was completed from start to finish.

Helping people get safe water
Join me at <http://bit.ly/gEygIH>
#water2011

On World Water Day, more than 4,200 people 'Donated Their Voice' with technology developed by Water.org for the sector-wide effort.



The "[Damon Claus for a Cause](#)" video was watched by more than 1 million people.

Our Partners

We believe people in developing countries know best how to solve their own problems. That is why we forge partnerships with carefully screened, local partner organizations. At every stage of the program, we engage these partners, from project planning, construction and financing to ongoing project maintenance. The result: a solution tailored to the needs of each community, instead of a technological fix the community has no way of maintaining.

Find more information on [our approach and solutions](#).

“Our partnership with Water.org is very strategic. It has helped ESAF to develop water loans for the most disadvantaged people.”

—Mr. Paul Thomas
Founder/Chief Executive Officer
ESAF, Kerala, India



In addition to providing people access to clean water, we work to provide proper sanitation solutions. Adoption of good hygiene practices and access to sanitation facilities are also critical to achieving sustainable improvements to community health.

All of our programs include ongoing training and community seminars on the link between good hygiene and good health.

- | | |
|---|---|
| Adventist Development and Relief Agency - Kenya | Kenya Water for Health Organisation |
| Afram Plains Development Organisation | Kenya Women Finance Trust Ltd. DTM |
| Asomi | Lambi Fund of Haiti |
| ASSODLO | Mimo Finance |
| Bharat Integrated Social Welfare Agency | Mythri Sarva Seva Samithi |
| Bhartiya Samruddhi Investments and Consulting Services Limited | Organization for Rehabilitation and Development in Amhara |
| Bullock-Cart Workers Development Association (BWDA) Finance Limited | Organization for the Development of People |
| Cashpor Micro Credit | Pamoja Trust |
| COCEPRADIL | PRODEVA |
| Community Integrated Development Initiatives | Relief Society of Tigray |
| Deena Seva Sangha | Rural Aid |
| Dustha Shasthya Kendra | Sanghamithra Rural Finance Service |
| ECLOF Kenya | SMEP DTM Ltd. |
| Equity Bank | Society for Community Organization and People's Education |
| Evangelical Social Action Forum | Society for Integrated Development in Urban and Rural areas |
| Gramalaya | Sri Kshetra Dharmasthala Rural Development Project |
| Gramalaya Urban and Rural Development Initiatives and Network | Village Education Resource Center |
| Grameen Koota | Voluntary Action for Development |
| Haiti Outreach | Water Action |
| Hand in Hand | |

Community Impact

Community chairwoman in front of a new latrine built for Mbeme Primary School, Kisumu, Kenya.

The new facilities improve student attendance and health, while the women of the community committee gain leadership experience through the project.



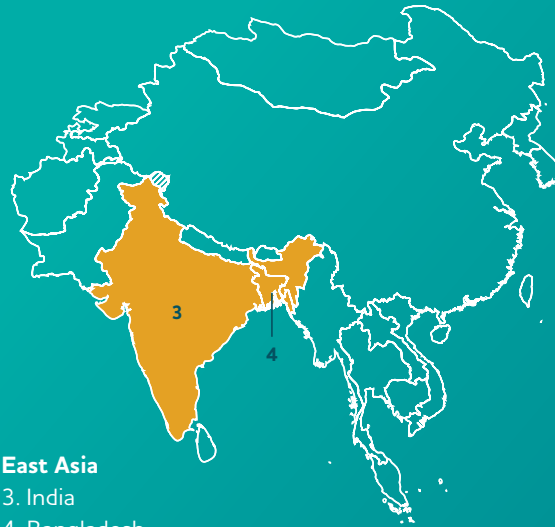
Global Impact

**in one
YEAR**



Latin America & the Caribbean

- 1. Honduras
- 2. Haiti



East Asia

- 3. India
- 4. Bangladesh



Africa

- 5. Ghana
- 6. Uganda
- 7. Ethiopia
- 8. Kenya

Water.org is empowering millions of individuals around the world with access to clean water and sanitation, ensuring a better life for generations ahead.

- Active partners & programs in FY11
- Active partners in FY11

13 new partner organizations certified

138,992 people served with clean water and sanitation

89 community-based water projects completed

8,526 household water connections established

7,609 toilets constructed

\$11.4 M pledged for new WaterCredit programs

13,330 WaterCredit loans made

97% repayment rate of WaterCredit loans

Financials

Statement of Activities

| | Years ending Sept 30, | |
|---|-----------------------|--------------------|
| | 2011 | 2010 |
| REVENUE, GAINS, AND OTHER SUPPORT: | | |
| Contributions and Grants | \$8,943,496 | \$4,023,638 |
| Investment income and other | 7,638 | 40,933 |
| Total Revenue, gains, and other support | <u>\$8,951,134</u> | <u>\$4,064,571</u> |
| EXPENSES: | | |
| Water and sanitation programs | | |
| Grant program | \$1,062,880 | 2,191,099 |
| WaterCredit | 2,596,108 | 1,008,270 |
| Partner development | - | 48,624 |
| Advocacy | 930,439 | - |
| Outreach | 399,935 | 622,401 |
| Total program | <u>\$4,989,362</u> | <u>\$3,870,394</u> |
| Supportive services: | | |
| Administration | \$821,990 | 666,655 |
| Fundraising | 729,173 | 491,376 |
| Total supportive services | <u>\$1,551,163</u> | <u>\$1,158,031</u> |
| Total Expenses | <u>\$6,540,525</u> | <u>\$5,028,425</u> |
| Change in Net Assets | \$2,410,609 | (\$963,854) |
| Net Assets, Beginning of Year | \$2,828,535 | \$3,792,389 |
| Net Assets, End of Year | <u>\$5,239,144</u> | <u>\$2,828,535</u> |

Statement of Financial Position

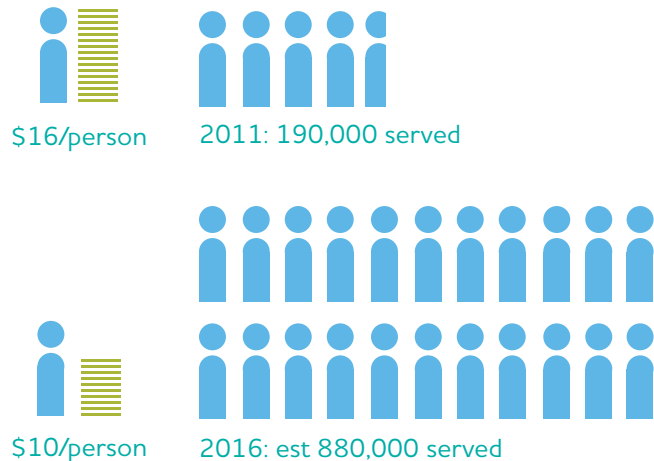
| | Years ending Sept 30, | |
|---|---------------------------|---------------------------|
| | 2011 | 2010 |
| ASSETS | | |
| Cash and cash equivalents | \$6,467,848 | \$2,235,781 |
| Accounts receivable | 17,543 | 476,986 |
| Prepaid expenses | 46,219 | 44,426 |
| Investments | 85,562 | 83,615 |
| WaterCredit loans receivable, net | - | 229,239 |
| Property and equipment, net | 110,976 | 168,002 |
| TOTAL ASSETS | <u>\$6,728,148</u> | <u>\$3,238,049</u> |
| LIABILITIES & NET ASSETS | | |
| Accounts payable | \$130,467 | \$56,917 |
| Accrued expenses | 129,783 | 101,627 |
| Refundable advances | 1,145,298 | 152,676 |
| Grants payable | 80,405 | 80,139 |
| Notes payable | 3,051 | 18,155 |
| Total Liabilities | <u>\$1,489,004</u> | <u>\$409,514</u> |
| COMMITMENTS AND CONTINGENCIES | | |
| Unrestricted net assets | \$3,435,054 | \$1,337,735 |
| Temporarily restricted net assets | \$1,804,090 | \$1,490,800 |
| Total Net Assets | <u>\$5,239,144</u> | <u>\$2,828,535</u> |
| TOTAL LIABILITIES & NET ASSETS | <u>\$6,728,148</u> | <u>\$3,238,049</u> |

[Financials available online.](#)

Accountability

Quality assurance is built into the design of the programs that Water.org operates. We listen to the needs of each community and work hand in hand with our carefully selected partners to design solutions that are demand-driven and community-owned. By integrating rigorous monitoring and evaluation into the program design, we ensure that the solutions deliver lasting and sustainable access to water and sanitation.

We also carefully steward each dollar given and utilize all donations as efficiently as possible, continually refining our approach in order to reduce our cost per person reached. In India, our expanded WaterCredit programs that ended in 2011 reached approximately 190,000 people at a cost of \$16 per person. Our current initiative in India is on track to reach more than 880,000 people at a philanthropic cost of \$10 per person.



Water.org has consistently attained a 4-star rating from Charity Navigator, the highest honor that agency bestows. Charity Navigator is America's largest independent charity evaluator, conducting in-depth assessments of financial efficiency and effectiveness.



Looking Forward

In the year ahead, we will:

- Continue our direct impact programs to deliver water and sanitation in Bangladesh, Ethiopia, Haiti, India, and Uganda.
- Explore and conduct market assessments to determine the viability of additional financial innovation for water, sanitation, and hygiene in new geographies.
- Expand our WaterCredit programs within the countries of Bangladesh, India, Kenya, and Uganda.
- Harness the ability for individuals to tap into new financial platforms to promote WaterCredit in the field.
- Identify and pilot new ideas that address the underlying causes of the crisis.



Together, we can solve the global water and sanitation crisis – in our lifetime.

Pursuing known, proven solutions will allow us to make an impact.

But doing so won't solve this challenge. Eliminating this crisis requires new thinking, new sources of capital, new solutions.

We invite you to share your knowledge, influence, and resources.

Only then will we solve this human crisis.

Join Us.

On behalf of the people who received access to safe water and sanitation in 2011, thank you. Your generous support will help end this crisis— in our lifetime.

\$1 million and above

The Caterpillar Foundation
PepsiCo Foundation

\$250K–\$999,999

Michael and Xochi Birch
Luciana and Matt Damon
Levi Strauss & Co.
The MasterCard Foundation

\$100K–\$249,999

Anonymous (2)
AOL Inc.
Bank of America Foundation
The EKTA Foundation, USA
The Halliburton Charity Golf Tournament
Lowe's
Orrick, Herrington & Sutcliffe, LLP.
Swiss Re
Zynga Inc.

\$50K–\$99,999

Anonymous (3)
Belasco Family Foundation
May & Stanley Smith Charitable Trust
Richard P. Ross

\$25K–\$49,999

Anonymous (6)
The Anonymous Fund
Mary E. Andrecovich
Broadcast Film Critics Association
CamelBak Products, LLC.
Combined Federal Campaign
Frank Giustra
Ron And Cheryl Howard Family Foundation
Legg Family Foundation Fund
National Christian Foundation
Warmenhoven Family Foundation

\$10K–\$24,999

Anonymous (4)
The Apatow Family Foundation, Inc.
Aqwa-Life
Bruce Campbell
The Ellen Show
Emerald Foundation Fund
In Memory of Nelda J. Falk
George & Patricia Ann Fisher Foundation
Google Matching Gifts Program
Homestead Charitable Trust
Hope Through Healing Hands
Jeremy and Deborah Howard
The Knox Family Fund





\$10K–\$24,999 continued

Danny Letner
Henry and Jackie Massman
Media Analytics, Ltd.
Rainbow World Fund
Jill Richter
David Ruggles
Socketlabs, Inc.
Tony Stayner and Beth Cross
The Sullivan Family Fund
Woods Chapel United Methodist Church

\$5,000–\$9,999

Anonymous (4)
Accelrys Software, Inc.
Becky and Gary Anderson
Apple Matching Gifts Program
John and Mary Bellanti
Joseph Boyle
Barbara Callaghan
Cava Licious
Kurt and Margaret Cellar
Ari Chaney and Sharon Lake
Clearwater Capital Partners
The Scott and Beverly Craig Family Fund
Dayna De Simone
Dollar a Week, Ltd.

Fernando and Diane Esparza
First Presbyterian Church of Flint
Vincent Gillooley
Heartland Community Church
Bill Holmes
HP Alliance
David Jonathan Jackson Family Fund
Randall Kempner
Carl E. Kessler Family Foundation
Koonce Family Foundation
Jordan Laughlin
Ju Lee
Patti and John Neer
Mark and Donna Owen
Phoenix International
R&S Family Foundation, Inc.
SCE Foundation
Pratik and Nika Shah
Charles Smith and Paula Riggi
Sony Music
Russell Speed
Stifel Nicolaus Company, Inc.
Daniel and Julie Tappendorf
Rosemary R. Trout
Barbara Van Alstine

\$2,500–\$4,999

Anonymous (5)
AKC Fund, Inc.
Lee S. Alter
American Endowment Foundation
Kris Beaulieu
David Belasco
Melinda Brown
Dwight Burnham

Grace Burns
Min Chong
Clear Water Filtration, Inc.
Naomi Covino
Jan and Susan Creidenberg
Cummins/Pohlsen Productions
David and Ellen De Simone
First Chicago Insurance Company
Richard Fulcher
Josh Greenbaum
Halliburton Giving Choices
William Hoffman
Integra Chemical Company (Vita-D-Chlor Company)
Jill Kirshner
Mariel Foundation
Meredith Corporation Foundation
Microsoft Matching Gifts Program
MO BIO Laboratories, Inc.
Richard Nathanson
Nobu 57 LLC.
Nobu Associates L.P.
Omaha Community Foundation
Ross Pasquale
Kevin Platz
Norberto and Ana Maria Priu
Bethany Reams
Kristen Richards
Kathleen and Omar Saeed
The Ethel & Armin Schaper Charitable Foundation, Inc.
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