

charity: water | **annual report 2009**



01

PROGRESS

- 2009 RECAP 6
- MEASURING SUCCESS 7
- THE NUMBERS 8
- WHERE WE WORK 9
- WHY ETHIOPIA? 10
- EXPANSION 11
- CAMBODIA - BIOSAND FILTER 12
- SIERRA LEONE - THE LUCKY ONE 14

02

ON THE GROUND

- WHY WATER 16
- HELEN'S STORY 18
- PARTNERS 20
- PROVING IT 21

03

REINVENTING CHARITY

- MYCHARITY: WATER 23
- MOBILIZING & EMPOWERING 26
- COVERING OUR COSTS 27
- SPREADING THE CAUSE 28
- WATER FOR SCHOOLS 29

04

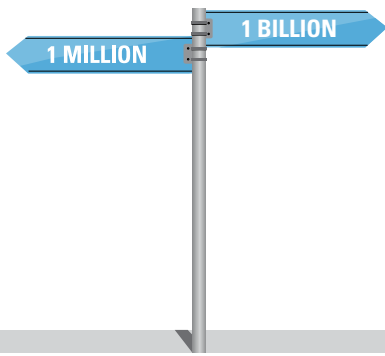
NEW YORK

- EVENTS 32
- PARTNERSHIPS 33
- STAFF 34
- BOARD MEMBERS 35
- SUITE 201 36

05

FINANCIALS

- RECAP 39
- CONSOLIDATED STATEMENTS 40
- 100% IN 2009 42



OUR STORY

Charity: Water is a non-profit organization bringing clean and safe drinking water to people in developing nations. 100% of public donations directly fund water projects.

We inspire giving and empower others to fundraise for sustainable water solutions. We use local partners on the ground to build and implement the projects. Then, we prove every single project funded, using GPS coordinates, photos and stories from the field.

We're solving the world water crisis, one project at a time.

3 YEARS
16 COUNTRIES
2,321 WATER PROJECTS
1,048,309 PEOPLE WITH CLEAN WATER

SO FAR, WE'VE HELPED ONE MILLION PEOPLE GAIN ACCESS TO CLEAN, SAFE DRINKING WATER. **YET, THERE ARE STILL ALMOST ONE BILLION PEOPLE IN THE WORLD WITHOUT IT. THAT'S ONE IN EIGHT OF US.**



One billion. That's a big scary number. Most of you probably have a pretty good handle on what a million looks like. When the "M" changes to a "B," the number becomes more abstract. Yet we talk almost every day about these billion people on earth without clean, safe drinking water. To understand just how big that problem is, we've found it helpful to break it down into seconds.

ONE MILLION SECONDS = 12 DAYS
ONE BILLION SECONDS = 32 YEARS

Those numbers are nowhere near each other. As you'll see in this year's recap, we've accomplished a lot in a short period of time. But if every person we've helped equates to a second, we're only 12 days along in our 32-year journey.

Epic scale is needed. And we're up for it. **We will not stop until every person on the planet has clean water.**



PROGRESS

2009 RECAP
MEASURING SUCCESS
THE NUMBERS
WHERE WE WORK
WHY ETHIOPIA?
EXPANSION
CAMBODIA
SIERRA LEONE

01 → 2009 RECAP



GREW. The economy was on the rocks and yet we grew by 37% and raised more than \$8.5 million for water projects and operations.

mycharitywater.org

LAUNCHED. Thousands of people around the world wanted to help by starting their own campaigns. So we gave them a website to do it. In just four months – and still in Beta – supporters raised more than \$1.2 million for clean water projects on mycharitywater.org.



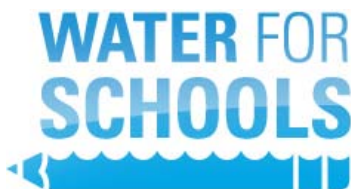
EXPANDED. A new BioSand filter program and a push for water in schools brought us to Cambodia and Sierra Leone. By 2009's end, we worked in 16 developing countries.

IN
2009

WE...



WERE NOTICED. We were featured in the media more than 100 times, from Nick Kristof's column in the New York Times to multiple stories on CNN.



EDUCATED. We started connecting schools with clean water to those without. Students and faculty all over the U.S. used our Water for Schools program to raise money for schools in the developing world.



TWEETED. @charitywater was the first non-profit Twitter account to reach more than one million followers.

01 MEASURING SUCCESS

What is success? Organizations use plenty of different metrics to figure that out. Since the beginning of charity: water, we've focused on helping one person at a time. Part of how we gauge our success is by the number of people we serve with clean and safe drinking water.

In 2009, we helped almost 415,000 people gain access to clean water. We work in 16 countries worldwide; in 2009, we funded new projects and rehabilitations in 11 of them. In each area, we choose water technologies that suit the terrain, the climate and the number of people in need.

NUMBER OF PEOPLE SERVED PER COUNTRY IN 2009



193,442 PEOPLE SERVED
IN ETHIOPIA



40,572 PEOPLE SERVED
IN BANGLADESH



35,500 PEOPLE SERVED
IN MALAWI



35,000 PEOPLE SERVED
IN UGANDA



31,875 PEOPLE SERVED
IN LIBERIA



21,800 PEOPLE SERVED
IN HAITI



16,000 PEOPLE SERVED
IN KENYA



14,500 PEOPLE SERVED
IN COTE D'IVOIRE



12,000 PEOPLE SERVED
IN CAMBODIA



10,500 PEOPLE SERVED
IN C.A.R.



3,750 PEOPLE SERVED
IN SIERRA LEONE

NUMBER OF PEOPLE SERVED BY WATER TECHNOLOGIES FUNDED IN 2009

*Numbers and technologies are subject to change depending on geology and water availability. Much of our data is based on averages per grant. Final data is updated regularly on our website.



156,067 PEOPLE SERVED
BY HAND-DUG WELLS

Hand-dug wells are possible in areas with a high water table. The opening takes 1-3 months to dig, and the entire community usually participates in the construction.



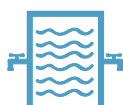
135,033 PEOPLE SERVED
BY DRILLED WELLS

A well is drilled when the water table is not reachable by hand-digging. A professional drill team typically takes 3-4 days to drill a well.



63,143 PEOPLE SERVED
BY REHABILITATIONS

Rehabilitations include the repair of previously abandoned or broken water projects so their communities can have clean and safe drinking water again.



43,687 PEOPLE SERVED
BY SPRING PROTECTIONS

Spring protections are systems that safely store and pipe clean water to communities. When fresh-water breaks the earth's surface, boxes are placed over the source of the spring to protect water from contamination.



12,000 PEOPLE SERVED
BY BIOSAND FILTERS

Water flows through a biological layer of microorganisms that eats its contaminants. It's then filtered through a layer of sand to remove impurities. Finally, it's dispensed into a clean bucket, providing clean and safe drinking water for an entire family.



3,418 PEOPLE SERVED
BY TAP STANDS

A tap stand is a concrete post with a pipe that discharges water from a water source. Tap stands are typically installed for communal use and contain a concrete slab for a bucket, an apron to collect spillage and a gutter for drainage.



1,591 PEOPLE SERVED
BY RAIN WATER CATCHMENTS

Rainwater collection tanks are utilized when groundwater is not available or is in short supply. Rain gutters are installed on the roofs of houses or buildings and direct the flow of rainfall through a series of pipes into a holding tank.

01 THE NUMBERS

We make it simple for our supporters: 100% of donations go straight to water project costs. We choose exemplary partners on the ground to build the projects and provide sanitation training to communities. They report back to us with GPS coordinates and photos of each completed water project, along with data and personal interviews with locals to track progress.

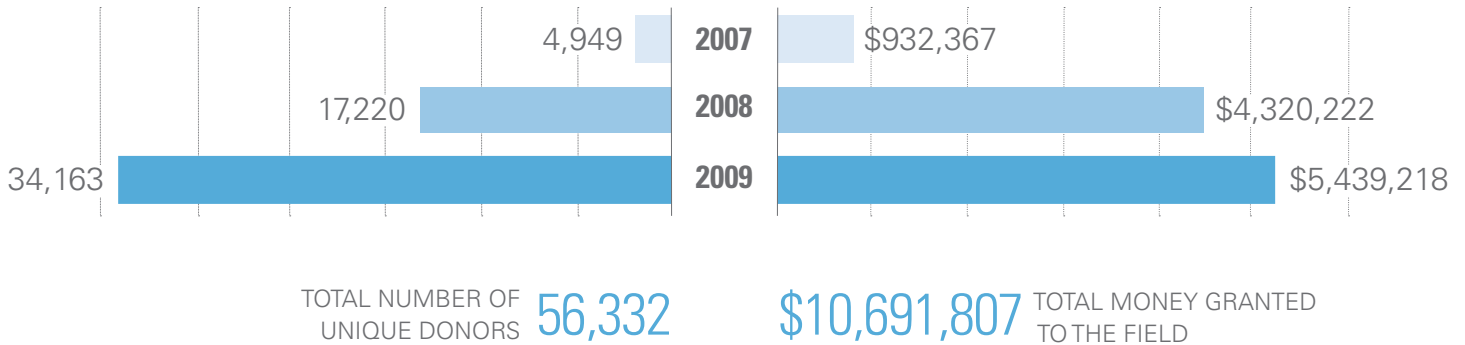
In just three years, we have used almost \$11 million to build clean water projects in developing nations. What's maybe even more exciting is that the money has come from more than 50,000 unique donors from all over the world. 2009 reminded us that we're building a dedicated, grassroots effort to fight the water crisis alongside our corporate partnerships and celebrity support.

NUMBER OF UNIQUE DONORS

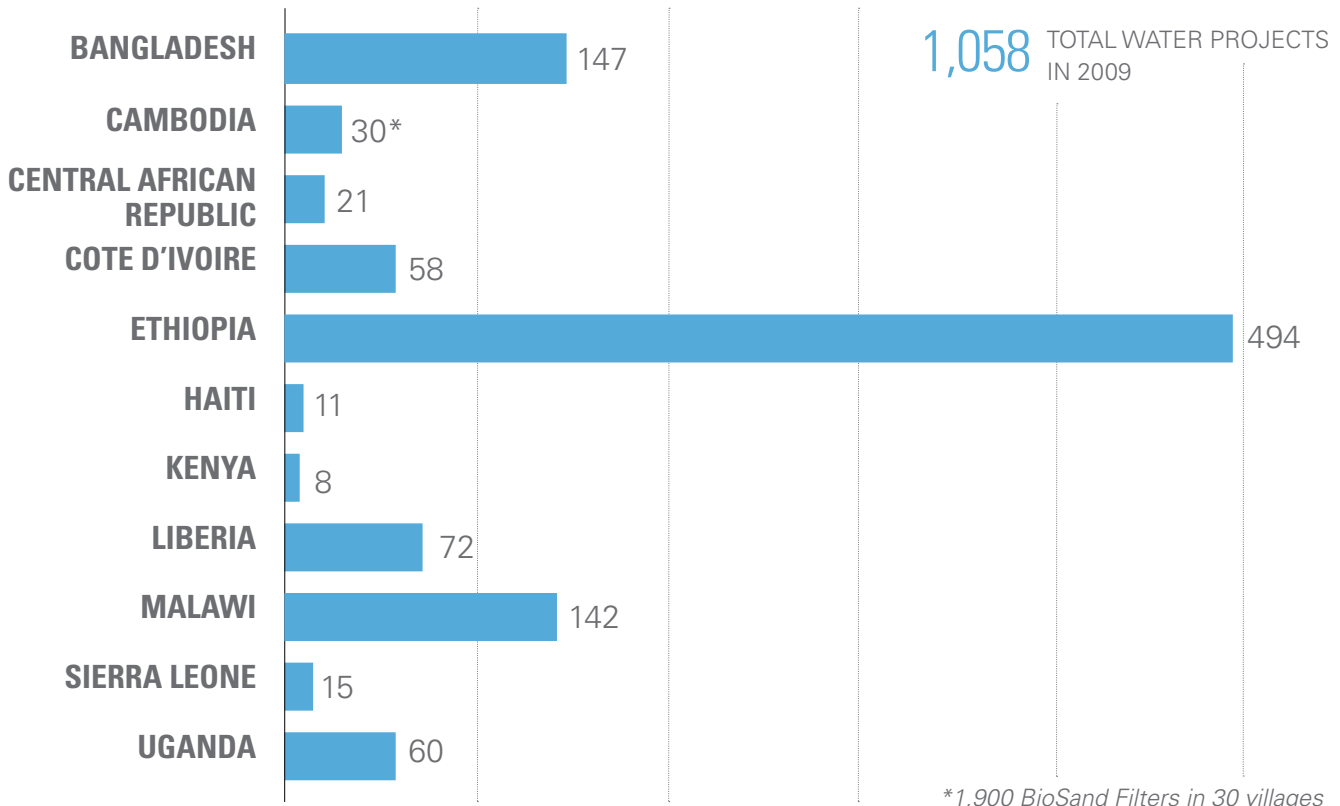
The recession should've held back support; instead, our donor base doubled.

MONEY GRANTED TO THE FIELD

In a weak economy, we still brought more than \$5 million to developing nations for water projects.

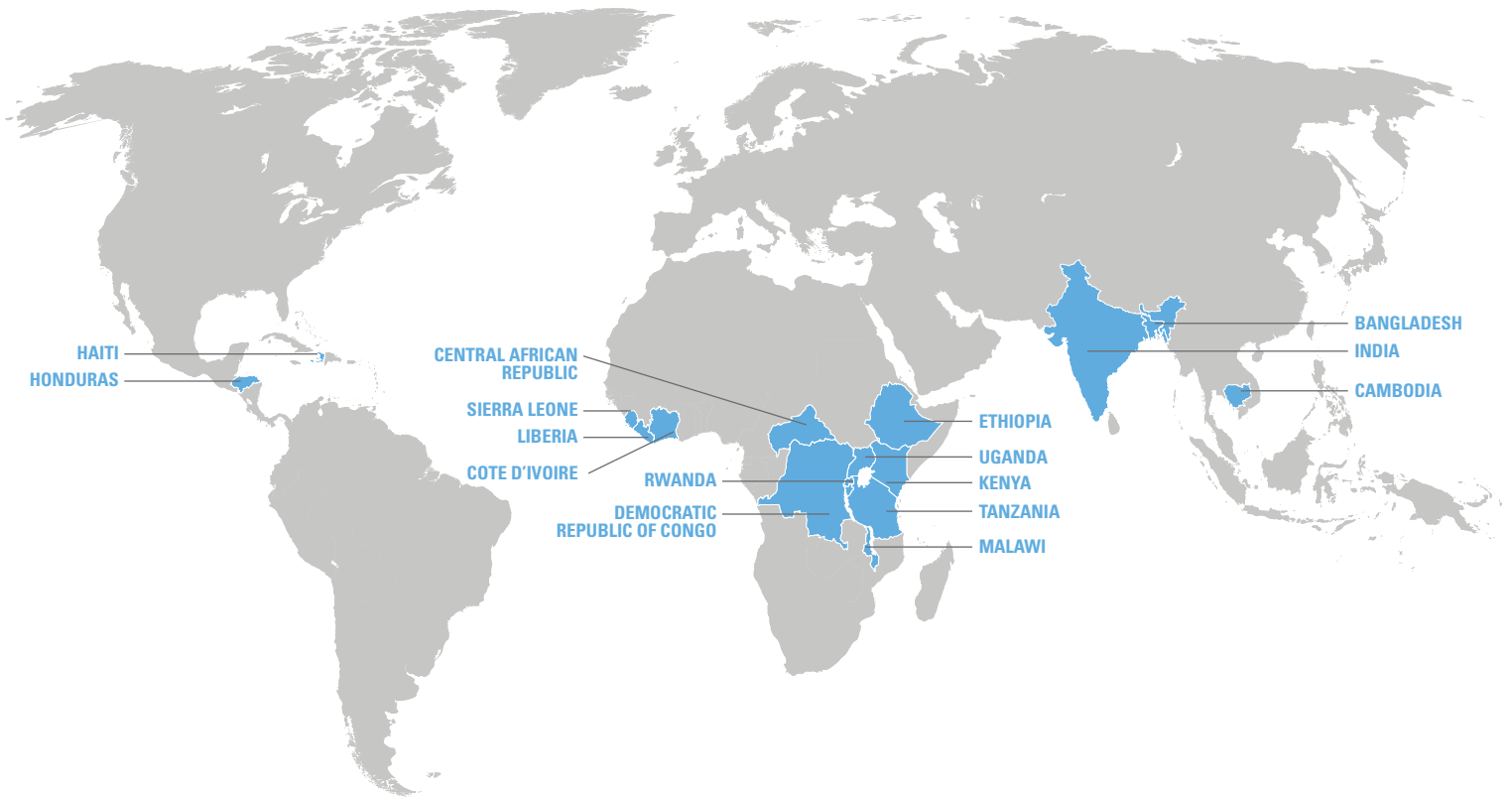
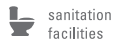
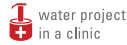
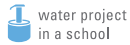


2009 CHARITY: WATER PROJECTS (PER COUNTRY)



01 → WHERE WE WORK

16 COUNTRIES 2,321 WATER PROJECTS 1,048,309 PEOPLE SERVED



COTE D'IVOIRE

🚰 91 🚰 30 👤 47,500

Technologies: rehabilitations
Partner: The International Rescue Committee

LIBERIA

🚰 170 🚰 1 🚰 256 👤 83,820

Technologies: tap stands, rehabilitations, drilled boreholes, spring protections, rainwater collection tanks
Partners: Concern Worldwide, EQUIP Liberia

ETHIOPIA

🚰 721 🚰 87 🚰 6 👤 338,799

Technologies: spring protections, hand-dug wells, drilled boreholes
Partners: A Glimmer of Hope Foundation, Healing Hands, Living Water International

UGANDA

🚰 94 👤 53,770

Technology: rehabilitations, drilled boreholes
Partners: Lifewater International, Restore International, Concern Worldwide, International Lifeline Fund

HONDURAS

🚰 34 🚰 11 👤 22,500

Technologies: rehabilitations, drilled boreholes
Partner: Living Water International

DEMOCRATIC REPUBLIC OF CONGO

🚰 19 🚰 2 🚰 1 👤 7,700

Technologies: rehabilitations, hand-dug wells
Partner: Action Against Hunger

BANGLADESH

🚰 180 🚰 147 👤 63,572

Technologies: pond sand filters, deep tube wells
Partner: Concern Worldwide

MALAWI

🚰 327 🚰 1 🚰 298 👤 70,000

Technologies: rehabilitations, drilled boreholes
Partners: Pump Aid, Water For People

HAITI

🚰 14 👤 31,530

Technology: spring protections
Partners: Partners In Health, Concern Worldwide

CENTRAL AFRICAN REPUBLIC

🚰 189 🚰 10 👤 216,489

Technologies: rehabilitations, drilled boreholes
Partner: Living Water International

CAMBODIA

🚰 30 👤 12,000 1,900 BIOSAND FILTERS

Technology: BioSand Filters
Partner: Samaritan's Purse

TANZANIA

🚰 34 🚰 7 🚰 1 👤 9,566

Technology: rainwater collection tanks
Partner: Global Partners for Development

SIERRA LEONE

🚰 14 🚰 15 👤 7,950

Technology: hand-dug wells
Partner: Concern Worldwide

RWANDA

🚰 11 👤 4,400

Technology: drilled boreholes
Partner: Living Water International

INDIA

🚰 38 🚰 200 👤 10,713

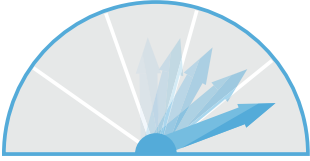
Technology: water towers
Partner: Gram Vikas

KENYA

🚰 11 🚰 25 👤 68,000

Technology: drilled boreholes
Partner: Living Water International

01 → WHY ETHIOPIA?



Ethiopia is by far our most concentrated investment. We direct most of our online and grassroots fundraising to our program in Ethiopia, including the \$1.2 million raised on *mycharity: water* in 2009. Since 2007, we've funded new projects and

rehabilitations here almost every quarter. Overall, 35% of all charity: water projects have been implemented here.

Why are we so dedicated to Ethiopia? For one, we want to see what it would look like to work toward total water coverage in one area. With more than 40 million people living without access to safe water, Ethiopia is in great need. We see this as an opportunity to show how

working district by district can effectively eradicate the water crisis.

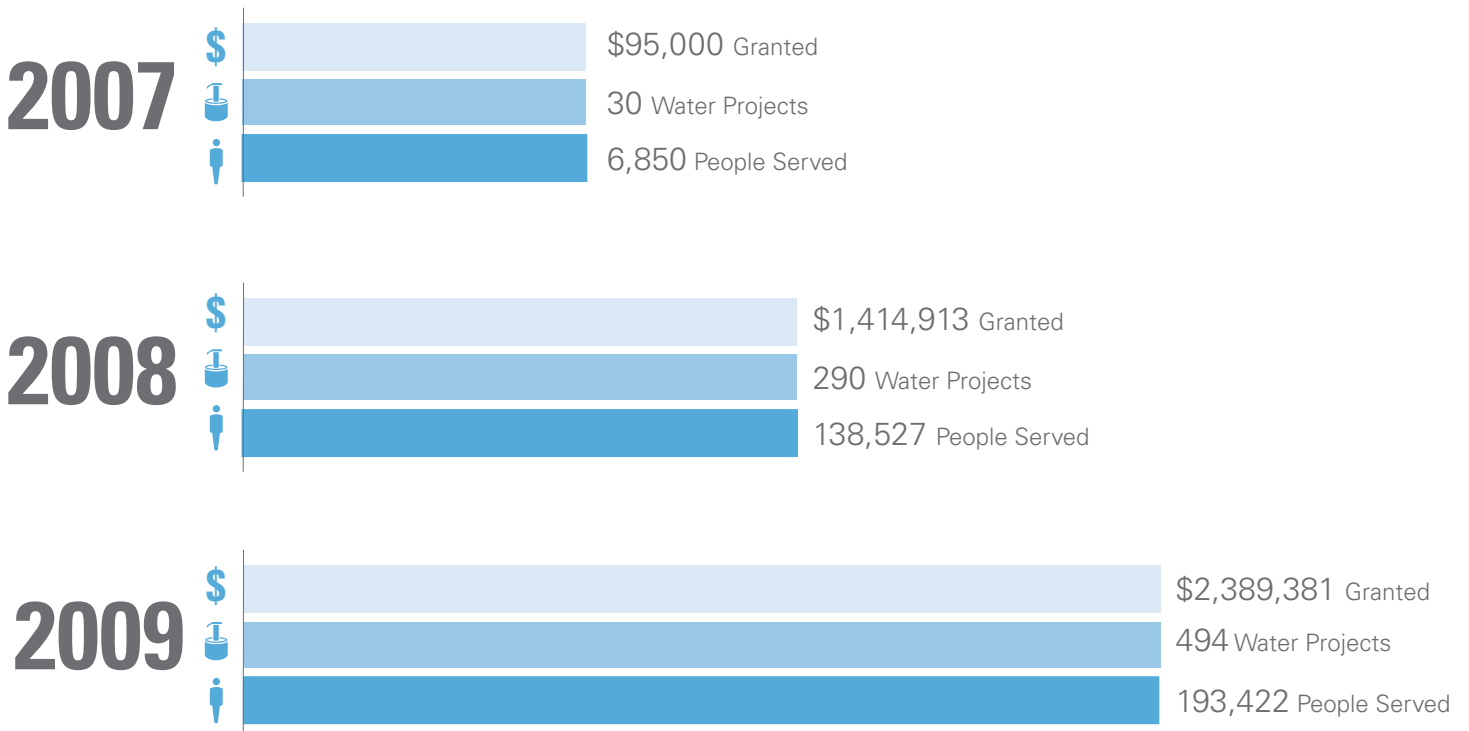
A Glimmer of Hope Foundation, our partner in Ethiopia, works through local implementing partner Relief Society of Tigray (REST). REST has 32 years of experience and 92 locally trained staff members in its water and sanitation department alone, and they've proven

to be exceptional in project reporting and sustainability. This is important because charity: water is focused on proving where the money goes, and this kind of detailed reporting is what we look for in exemplary partners.

In northern Ethiopia, we have already nudged the needle in the direction of total water access. And we plan to move it more.

OUR HISTORY WITH ETHIOPIA

Our work here started in 2007 and we're not stopping until it's done. Each year brings more dollars, more projects and more people served with clean water in Ethiopia.



01 → EXPANSION

NEW COUNTRIES + TECHNOLOGIES

A desperate need for water projects at schools. A centuries-old technology to supply families with clean water at their homes. These unique opportunities to serve thousands brought charity: water's work to two new countries this year.



SIERRA LEONE

POPULATION: **5.9 MILLION**
PEOPLE WITHOUT ACCESS TO SAFE WATER: **2.8 MILLION**

In Sierra Leone, almost half the population lacks adequate health care or sanitation. Almost a quarter of kids here die before their fifth birthday and an average of 231 die each week from diarrhea alone. This year, we teamed up with Concern Worldwide, an organization with more than 14 years of experience in the country, to bring water and sanitation to nearly 8,000 people in Sierra Leone. Almost all our projects funded here were for schools.

CAMBODIA

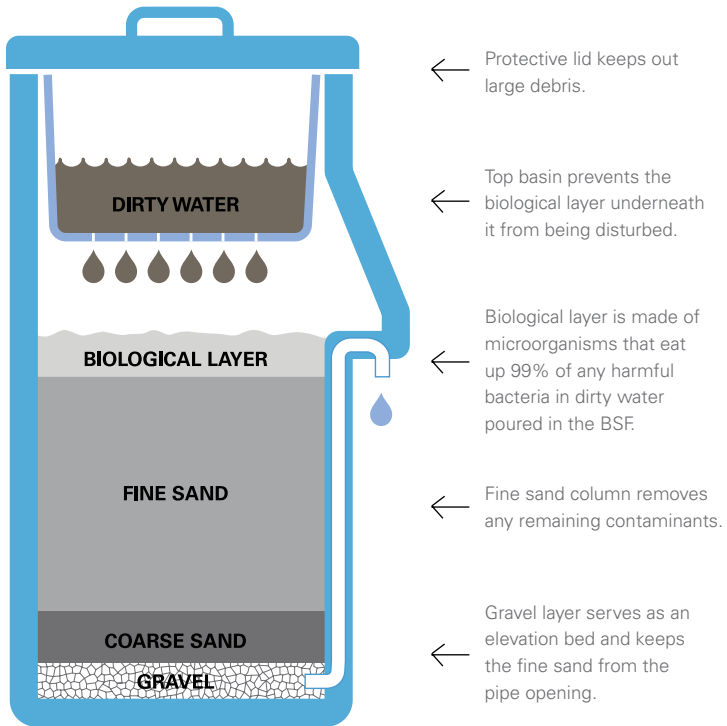
POPULATION: **14.4 MILLION**
PEOPLE WITHOUT ACCESS TO SAFE WATER: **5 MILLION**

Thirty years of oppressive government and widespread poverty have left Cambodia's people in a struggle for basic services. In the slums, water is hard to come by. In the countryside, water is contaminated and unfit to drink. The BioSand filter offers an ingenious and proven solution to both. In 2009, we served 12,000 people with clean water, using BioSand filters through our new local partner, Samaritan's Purse.

BIOSAND FILTER: USING THE GOOD BACTERIA TO GET RID OF THE BAD.

Families in rural Cambodia have no problem finding water, but not much of it is clean enough to drink. That's where the household BioSand filter (BSF) comes in. The BioSand filter uses a centuries-old technology to quickly and simply clean dirty water. The container

holds a series of layers: fine sand, gravel and rock, and finally a film of bacteria, which forms a biological filter to eat 99% of the contaminants in the water poured into it. If the BSF clogs up, all that's needed is to agitate the top of the biological layer by hand.



THE NUMBERS

175 pounds of concrete holds fine sand, gravel and rock

99% of contaminants are eaten away by a layer of bacteria

\$4 is what a family pays towards the cost of their BSF

\$60 is what charity: water pays to provide a family with a BSF

1,900 BSFs were funded by charity: water in 2009

12,000 people were served with clean safe drinking water

Our partner in Cambodia, Samaritan's Purse, runs one of the largest BSF programs in the world. They have installed BSFs for more than 104,000 families in 25 countries through their Household Water Program. This works just as it sounds, on an independent, per family basis: each family pays \$4 towards the cost of materials for their BSF, then constructs it themselves. The 175-pound concrete box can serve up to 10 people and usually sits right outside their home. The time and money investment gives the family a sense of ownership and responsibility for their project. And each BSF, requiring no fuel, electricity or moving parts, can last upwards of a decade without much maintenance. Studies have shown that BSFs reduce a family's chances of diarrheal diseases by up to 40%.

Each BSF costs charity: water \$60, which includes hygiene and sanitation training. This simple technology has formed the base of our Cambodia program. We're looking to grow our impact in 2010 by serving more than 5,000 Cambodian families.



PROGRESSION OF A BIOSAND FILTER





Gangly and smiling, the 11-year-old proudly told us his best subjects were math and science. Like almost all of his classmates, he wants to be a doctor.

“I am so lucky to go to a school that now has water and a bathroom,” Solomon told us. “I know this water’s safe so I won’t get sick.”

We asked if he knew the water before was unsafe. Without hesitation he replied, “Well, yeah. Bad water makes your stomach hurt. You can catch worms, diarrhea or cholera.”

One out of every four children in Sierra Leone dies before their fifth birthday. 90% of the 42,000 deaths that occur every week from unsafe water and unhygienic living conditions are to children under five years old.

Solomon knows this because his three-year old brother died of cholera. His mother used contaminated water from a tap near his house in the slum to serve dinner for her husband and three boys, like any other evening. Solomon’s youngest brother, Kenfala, started vomiting and got diarrhea. They waited for him to overcome; he didn’t. By the time his mother found a doctor, it was too late.

Every student we met wants to be a doctor or nurse – we soon learned why. Almost everyone has lost someone close to them, most likely a brother or sister, to diseases like cholera. Was that why Solomon wanted to be a doctor, we asked?

“Yes,” he said, his eyes darting to the ground. He prodded the dirt with his feet and watched the dust settle. “Then I can save sick children who are sick, like my brother. Because I am the lucky one.”

We want to help him and prevent deadly waterborne diseases in the first place.

This year, charity: water has funded clean drinking water for 15 schools in Sierra Leone to serve more than 7,900 people like Solomon.

THE LUCKY ONE



IN 2009 CHARITY: WATER TRAVELED TO 15 PRIMARY SCHOOLS IN SIERRA LEONE. THEN, WE FUNDED WATER PROJECTS FOR EACH ONE OF THEM.

Ten years of brutal civil war has made rebuilding in Sierra Leone an immense challenge. Nightmares of warlords, child soldiers and blood diamonds still haunt this beautiful country. Despite its picturesque beaches and mineral-rich soil, Sierra Leone is one of the poorest countries in the world.

We’re focusing intently on schools in Sierra Leone: give water to a school, and you help the whole village. Build latrines and handwashing stations, and you can actually increase attendance, especially for girls.

While monitoring projects in Graybush Slum, we met Solomon. His school just received a clean water tank and new latrines.



ON THE GROUND

WHY WATER?
HELEN'S STORY
PARTNERS
PROVING IT

02 → WHY WATER?

Of all the causes in the world, why should we invest in clean water sources? The reason: [we believe water changes everything.](#)

HEALTH AND SANITATION

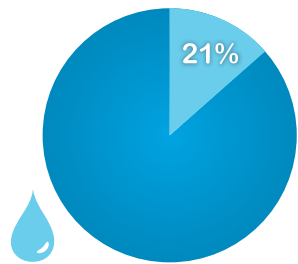
Unsafe water and lack of sanitation cause 80% of the world's diseases and kill more people every year than all forms of violence, including war. Children are especially vulnerable, as their bodies aren't strong enough to fight diarrhea, dysentery and other illnesses.

90% of the 42,000 deaths that occur every week from unsafe water and unhygienic living conditions are to children under five years old. Many of these diseases are preventable. The UN predicts that one tenth of diseases in the world can be prevented simply by improving water supply and sanitation.

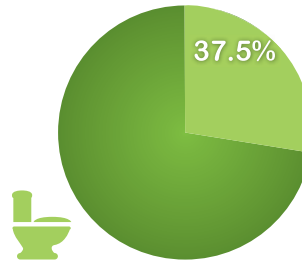


WATER AS A CATALYST: DISEASE PREVENTION

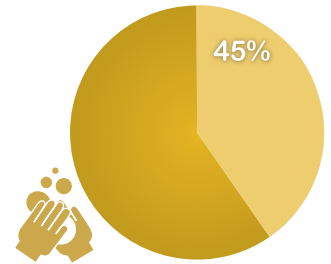
Areas that receive charity: water wells also receive sanitation training. Clean water can greatly alleviate the world's disease burden, but only with sanitation education and hygienic practice. charity: water is committed to using water as a first step to sanitary living.



clean water alone can reduce water-related deaths by 21%



sanitation alone can reduce water-related deaths by 37.5%



handwashing alone can reduce water-related deaths by 45%

SIMPLE SOLUTIONS: TIPPY-TAPS

In some communities, we build latrines; at the very least, we promote hand-washing stations made with readily-available materials. Sometimes the solutions are as simple as building a "tippy-tap," which is a hand-washing station made with a small water can, some string and a Y-shaped stick. Proper hand-washing reduces water-related deaths by almost 50%.



THE ECONOMICS

In Africa alone, the overall economic loss due to lack of safe water and sanitation is \$28 billion, or about 5% of GDP. In areas where gathering water is impossible, small-scale private water distributors charge full market prices, forcing the poorest households to spend up to 11% of their income on life's most basic need. Even this water is most likely contaminated if it has been collected from unprotected rivers or ponds.



5% of Africa's Gross Domestic Product is lost due to lack of clean water and sanitation.

TRANSFORMING COMMUNITIES

Water changes lifestyles, communities and the potential of future generations. To conceptualize the effect of a water project on a village, here's a likely scenario:



YOUR VILLAGE GETS A WATER PROJECT.



1 You and your neighbors used to walk up to three hours for water each day; now you walk 15 minutes. And the water is clean and safe to drink.



2 A hygiene worker teaches your village the importance of sanitation. Your community builds latrines and hand-washing stations.



3 You join the Water Committee to oversee your village's new water source. You collect minimal dues and repair or replace parts when needed.



4 You use the extra time you spent walking for water to start a vegetable garden. You feed your family and sell extra food at the market.



5 Your kids spend more time in school instead of at home sick or walking for water. They earn an education to become teachers or doctors.



6 A nearby village learns how water transformed your community. They petition for a well in their village and the cycle starts again.





WILL THE BEAUTIFUL WOMEN OF THE WORLD PLEASE STAND UP.

- a story by *Becky Straw, Water Programs Director*

Driving down a bumpy road in the middle of Northern Uganda, we kick up dust as we head into the rural countryside. I'm traveling with teams from two other nonprofit organizations to evaluate the work of our shared local partner, Joy Drilling, which drills wells and trains communities in sanitation and hygiene.

As charity: water's Water Project Manager, I travel to some of the most desperate places on Earth in search of clean water. And while the landscape changes, there's always one thing that remains the same: the women are always walking. Whether I'm trekking the mountains of Haiti, taking cover from a rainstorm in rural Liberia or tramping through the jungles of Central African Republic, the women are always carrying water.

We swerve off the road and pull up to a village in the middle of a huge celebration. We jump out of the truck and walk into a party. The women meet us with exuberant cheering and dancing. Pure and loud joy rocks the village. This is when I meet Helen Apio. While most women hang back politely, Helen jumps toward me and screams two inches from my face. Technically, it's singing.

She tells me about the new fresh water well in her village.

"I am happy now," she beams. "I have time to eat, my children can go to school. And I can even work in my garden, take a shower and then come back for more water if I want! I am bathing so well!"

A few of the men chuckle to hear a woman talk about bathing but all I notice is Helen's glowing face, the fresh flowers in her hair, and the lovely green dress she wears for special occasions. Touching her forearm, I reply, "Well, you look great."

"Yes," she pauses. Placing both hands on my shoulders and smiling, she says, "Now, I am beautiful."

That really hits me. My job is to focus on sustainable development, health, hygiene and sanitation. But nowhere on any of my surveys or evaluations is there a place to write, "Today we made someone feel beautiful."

How Helen became beautiful is the real story. Before she had clean water, she would wake up before dawn, clutch a five-gallon Jerry Can in each hand and walk almost a mile and a half to the nearest water source. Since there simply wasn't enough water for the area's population, she'd wait in line with hundreds of other women to get her day's water. Her only other option was to skip the wait and collect contaminated water from a pond.

Helen spent most of her day walking and waiting. She told me she'd say to herself every day, "How should I use this water today? Should I water my garden so we can grow food? Should I wash my children's uniforms? Should I use it to cook a meal? Should we drink this water?" With two children, one husband and 10 gallons, Helen had to make choices.

I see the shame in her eyes as she describes how she used to return from her long trek to find her two young children waiting for her. They were often sent home from school because their uniforms were dirty. Helen just never had enough water. I see now why she's so eager to scream out her joy and gratitude.

She wants me to understand that this gift from charity: water is real. With the new well, her life has been transformed. She now has time, options, freedom. Helen has also been appointed her community's Water Committee Treasurer; she collects nominal fees from 51 households to use for the maintenance of their well. Water Committees are often the first time women are ever elected to leadership positions in villages.

Last month, Helen was standing in line waiting for water. This month, she's standing up for her community. And now, she is beautiful.

02 PARTNERS

charity: water chooses exemplary partners in the field to build and implement water projects. Our partners have years of experience. They 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 in the projects; they help select Water Committee members, assist to manage dues for water use (if necessary) and provide comprehensive sanitation training. Here's an overview of our exceptional partners in 2009:

A GLIMMER OF HOPE FOUNDATION

494
WATER PROJECTS

PARTNERED IN: ETHIOPIA

A Glimmer of Hope formed in 2001 to finance and manage water project construction, sanitation training, microfinance programs, health care and education in Ethiopia. Their in-country staff works with other local partners (Restore Society of Tigray and Organization for Relief and Development in Amhara) to ensure quality and sustainability of water projects in even the most remote areas.

CONCERN WORLDWIDE

202
WATER PROJECTS

PARTNERED IN: BANGLADESH, HAITI, LIBERIA, SIERRA LEONE

Founded in Ireland in 1968, Concern Worldwide now works in 28 countries with a staff of more than 3,600 in the field. Through emergency relief and sustainable development programs, Concern has improved quality of life for more than 12.8 million people.

EQUIP LIBERIA

40
WATER PROJECTS

PARTNERED IN: LIBERIA

EQUIP Liberia formed in 1998 through Equip Inc., a faith-based relief and development organization working in 19 different countries. They concentrate on three of the nation's counties where they have, through 12 health clinics, reached more than 450,000 people.

INTEGRATED COMMUNITY DEVELOPMENT INTERNATIONAL

21
WATER PROJECTS

PARTNERED IN: CENTRAL AFRICAN REPUBLIC

ICDI provides orphan care, agricultural development, disease prevention and water programs to the people of C.A.R. Their team drills up to 60 wells every year while maintaining and repairing 400 wells. Their wells are on average 180 feet deep, although the drill rigs can reach lower than 450 feet.

INTERNATIONAL LIFELINE FUND

60
WATER PROJECTS

PARTNERED IN: UGANDA

International Lifeline Fund formed in 2003 and launched a clean water program in 2006, focusing on Sudan's Darfur region, Somalia and northern Uganda.

INTERNATIONAL RESCUE COMMITTEE

58
WATER PROJECTS

PARTNERED IN: COTE D'IVOIRE

Since 1933, the International Rescue Committee (IRC) has provided emergency response, advocacy and refugee assistance to countries of conflict around the globe. The IRC currently works on the ground in 42 countries and operates 22 regional offices around the world.

PARTNERS IN HEALTH

3
WATER PROJECTS

PARTNERED IN: HAITI

Dr. Paul Farmer started Partners In Health 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.

LIVING WATER INTERNATIONAL

8
WATER PROJECTS

PARTNERED IN: KENYA

Living Water drills freshwater wells in 25 nations in Asia, Africa, South and Central America and the Caribbean. Their more than 7,000 projects serve upwards of five million people.

SAMARITAN'S PURSE

30
WATER PROJECTS
**1,900 BIOSAND FILTERS*

PARTNERED IN: CAMBODIA

Samaritan's Purse has provided international relief and development for more than 35 years. The organization started their BioSand filter program in 1997 and has since served more than 800,000 people in 23 countries with clean water. Samaritan's Purse implements a portion of charity: water's BSF projects through Hagar International.

WATER FOR PEOPLE

14
WATER PROJECTS

PARTNERED IN: MALAWI

Leaders from the American Water Works Association and other organizations founded Water For People in 1991. They now partner on water project construction and sanitation programs in 11 nations; their most extensive work is in Bolivia, Guatemala, Honduras, India and Malawi.

PUMP AID

128
WATER PROJECTS

PARTNERED IN: MALAWI

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

02 → PROVING IT

We're serious about connecting donors to their projects. We use 100% of public donations to fund water solutions on the ground. Once complete, we prove the projects with GPS coordinates and photos in Google Maps. You can find every completed water project on our website.

1. Select a country.

2. Enter your GPS coordinate. (EX. 7.248805, 37.956147)

charity: water
charitywater.org
info@charitywater.org

Ouka, Uganda
747 consumers
GPS: 2.29195, 32.71016667
Before this rehabilitated well, Ouka villagers had to walk to another village. The residents of Ouka are ecstatic to have clean water for the first time.
Partner: Lifewater International
Sponsored by: Tony Braddock
Rehabilitated well, completed: August 2009
Donate a well at charitywater.org



REINVENTING CHARITY

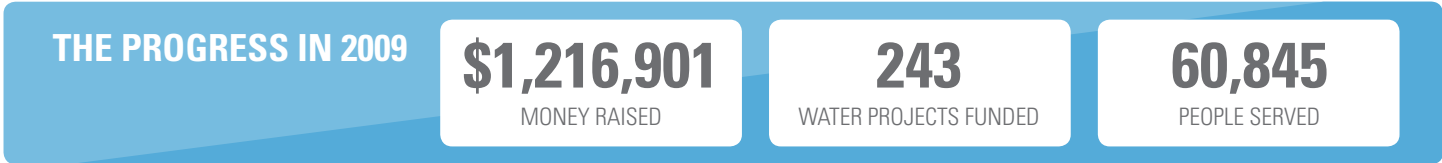
MYCHARITY: WATER
MOBILIZING + EMPOWERING
COVERING OUR COSTS
SPREADING THE CAUSE
WATER FOR SCHOOLS

03 MYCHARITY: WATER

mycharitywater.org

People ask us every day how they can help change the water crisis alongside us. Donating is one thing. Taking on our cause to raise funds is another. We wanted to make it possible – and easy – for anyone to join us. So in September 2009, we launched mycharitywater.org, a fundraising platform that empowers individuals to raise funds for water projects.

Anyone can sign up in a matter of minutes and start their own campaign. Their campaign page tracks every donation and 100% goes directly to fund water projects. In just four months and still in Beta, mycharity: water fundraisers have raised more than \$1.2 million to serve more than 60,000 people in developing nations with clean and safe drinking water.



CHRIS SACCA



Investor in Twitter and other startups



Biked across the United States of America



RAISED \$11,530



ALYSSA MILANO



American actress and former singer



Gave up her 37th birthday



RAISED \$92,568



RILEY GOODFELLOW



Eight-year-old girl from California



Ate rice and beans to save money on meals



RAISED \$5,500



CATHY ZIELSKE



Graphic designer, author and blogger

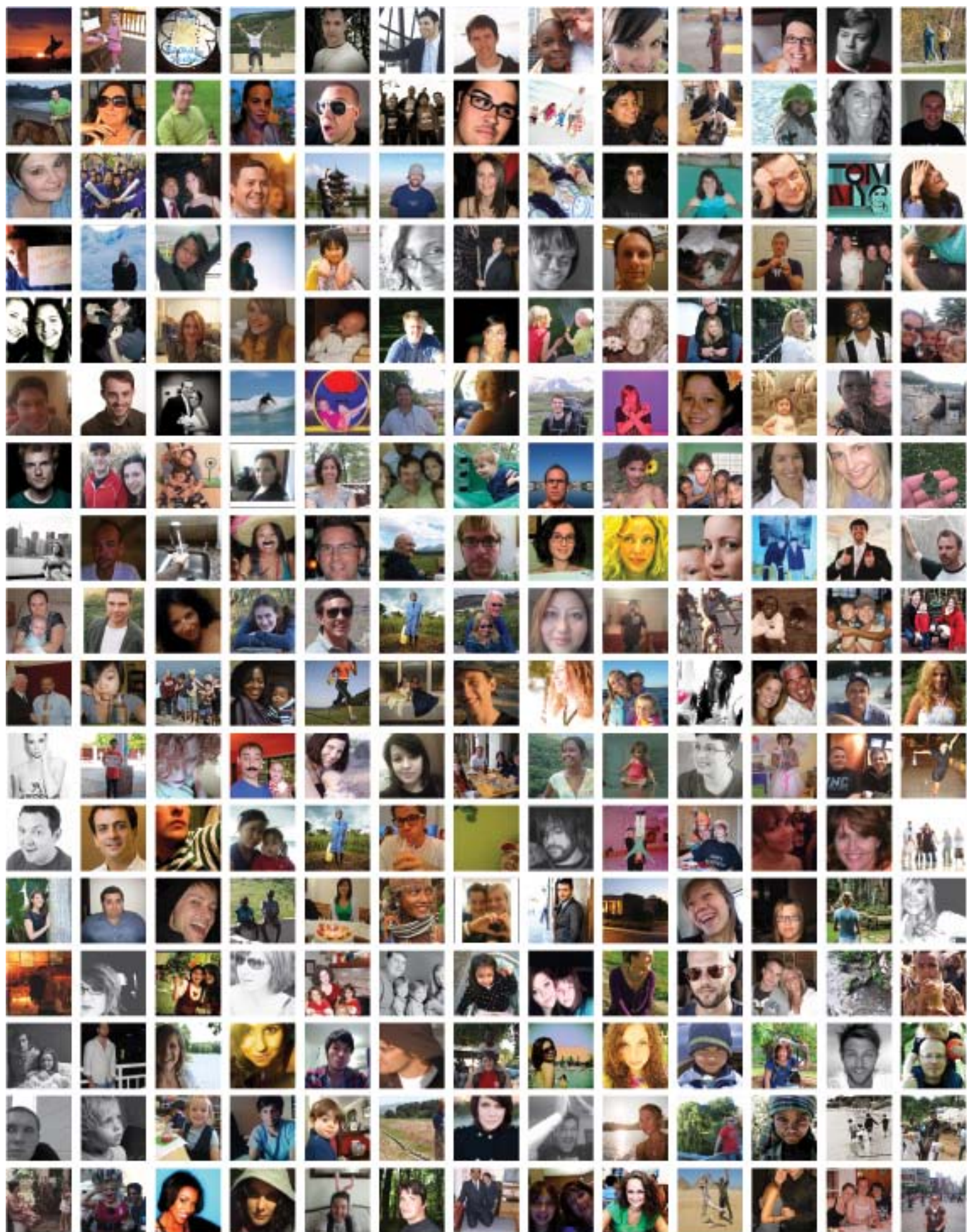


Asked followers to donate \$5 or \$10 each



RAISED \$8,746





IF EVERYONE GAVE UP THEIR BIRTHDAY...

charity: water started with a birthday party. Founder Scott Harrison was turning 31, so he asked all his friends and family to donate money to water projects instead of buying him gifts. 700 people donated and charity: water funded its first six wells in northern Uganda. Since *mycharity: water* launched, hundreds of people have also given up their birthdays for clean water.

The water crisis is vast – but if you break the solutions down in terms of individual birthdays, it's easy to see how we can make huge progress in the next ten years. On average, *mycharity: water* birthday campaigns each raised \$855 in 2009. Some birthday campaigns raise much more – all a birthday boy or girl has to do is ask.

Our goal in the next ten years is to solve 10% of the problem and give 100 million people clean water. That can come down to two million people giving up their birthdays. If you consider how many people we connect with online, that's really a small chunk. Facebook alone has 400 million users; all the water crisis needs is a little over two million birthdays.

mycharitywater.org



There are...

400 MILLION USERS

75 MILLION USERS

We need just...

2.5 MILLION BIRTHDAYS

(.6% of Facebook users / 3.3% of Twitter users)



$$\begin{aligned}
 &2.5 \text{ MILLION BIRTHDAYS} \\
 &\times \\
 &\$855 \text{ PER CAMPAIGN} \\
 &= \\
 &\mathbf{MORE \text{ THAN } 100 \text{ MILLION SERVED}}
 \end{aligned}$$

(10% of the problem)

FOR CLEAN WATER.

Our supporters come up with things we never dreamed of to raise money for water projects. Some bike, swim or run and collect pledges per mile. Others hold lemonade and bake sales, jump out of planes, climb mountains or promise to shave their heads if they raise enough. And some mobilize their entire school or church to give big, funding wells for other schools or villages.

We're constantly in awe of the new ways *mycharity: water* fundraisers call attention to the water crisis. Our grassroots supporters are an essential part of our goal to serve 100 million people with clean water in the next decade. Learn more about their incredible efforts on our blog: charitywater.org/blog.



03 → MOBILIZING + EMPOWERING



JODY LANDERS

MOTHER OF SIX IN
MUSCATINE, IOWA



TRAVELED TO SIERRA LEONE TO
ADOPT TWO CHILDREN; LEARNED
4,500 KIDS DIE EACH DAY FROM
WATERBORNE DISEASES.



LAUNCHED WATER FOR CHRISTMAS.
RAISED \$57,865 BY CHRISTMAS 2008.



VISITED SIERRA LEONE TO SEE
CHARITY: WATER PROJECTS
IN THE FIELD.



MOBILIZED HER COMMUNITY TO
GIVE MORE THAN \$225,000 BY
CHRISTMAS 2009.



CONTINUES FUNDRAISING.
EMPOWERS OTHERS ALL OVER THE
U.S. TO HOLD EVENTS OR FUNDRAISE
AT THEIR SCHOOLS AND CHURCHES.



**\$283,062 RAISED
SO FAR. ENOUGH
TO SERVE 14,153
PEOPLE WITH CLEAN
DRINKING WATER.**



When Jody Landers of Muscatine, Iowa, adopted twin children from Sierra Leone, she didn't know she was stepping into the direction of clean water advocate for families all over the Midwest U.S. Her husband Andrew and she brought their children home from the country in 2008 but couldn't forget the villages they left behind. First, they sent clothes and backpacks. Then, Jody started to learn about one main underlying cause for poverty and sickness in her children's original country – unsafe water.

In 2008, Jody launched Water for Christmas/H2Africa campaign. She asked friends and family to donate to water projects rather than stacking boxes of gifts under the tree that year. Jody made fundraising her full-time job. She sold baked goods and crafts. She spoke at her church. She raised \$100,000 in less than a year – including more than \$70,000 from one collection plate at her church. By the end of 2008, her Water for Christmas campaign raised more than \$57,800 to bring clean drinking water to 8,160 people in Liberia.

Jody's response: "If we raise \$60,000 every year with Water for Christmas... it will take us 300 years to give all of Liberia clean water. The thirsty cannot wait that long.

We simply will kick it up a notch... or 300." She launched another campaign called 300 Voices/Water for All Seasons to raise money year-round and encourage donors to give a set amount each month. Her campaign stretched beyond Muscatine. Schools, companies, church groups and other families jumped on. Supporters hosted events, from concerts to conferences to demonstrations all over the state. Donations flooded in from all over the US.

Jody's mission: "Stated simply, we see no reason for 4,500 mothers to bury children every day for lack of clean water." She's now a major force against this and an example of what happens when a mom from the Midwest has the tools to make a big difference.

03 COVERING OUR COSTS



100% OF CHARITY: WATER DONATIONS GO TO THE FIELD TO BUILD WATER PROJECTS. SO HOW DO WE KEEP THE LIGHTS ON?

charity: water has always operated on a 100% model – we use 100% of public donations to directly fund clean water projects in developing nations. We know our aspirations are high and we’re growing fast. We’ve realized the need for a dedicated group of supporters who share our ambitious vision and can invest in it from the ground up.

In mid-2009, we formed The Well, a membership program created to underwrite the operating costs of charity: water. From our paperclips to our flights to the field, the founding members of The Well have supported us so that we can continue doing what many said was impossible: scale our organization with the 100% model and give clean and safe drinking water to every single person on the planet.

Here are just a few examples of expenses that we pay for using operating funds instead of money for water projects:



STAFF SALARIES.

We never use water-designated funds to pay our people.



FLIGHTS TO THE FIELD.

Since our staff is traveling 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. So we “reimburse” all credit card processing fees from our budget costs.

WHEN WE SAY 100%, WE MEAN 100%.

FOUNDING MEMBERS IN 2009

\$60,000/year

Michael & Xochi Birch

\$24,000/year

Steve & Karin Sadove

\$12,000/year

- Alan Batkin
- Alan Boss & Shelly Taggar
- Alastair Cairns
- Allison Beer
- Anthony Meyer
- Billy Connolly
- Brant Cryder
- Brenda & Steve Koinis
- Bruce Nelson

- Chuck & Joan Harrison
- Courtney Nichols
- Craig Hagelin
- Geneva Goldsmith
- George Kollitides
- Gordon Guold
- James McGinnis
- Jason Flom
- Josh Imperatore

- Josh Peterson
- Ken & Teri Hertz
- Kuldeep Malkani
- Michelle Forrest
- Nancy Duarte
- Penni Hirtenstein
- Shawn Budde
- Valerie Donati
- Warren Share

03 → SPREADING THE CAUSE



charity: water



WHAT'S IN A TWEET?

charity: water joined Twitter in early 2009 to share our vision and engage others in our cause. Months later, we became the first non-profit to have more than a million followers. We've connected with thousands of new and veteran supporters, kept up with our partners and other organizations in the water sector, posted updates from the office and from the field and received plenty of mentions from famous Twitter users like skateboarder Tony Hawk, New York Times columnist Nick Kristof and actress Virginia Madsen.

We Tweet to connect with people, to meet people, to involve them in our mission and to form a global and viral community.



In early 2009, we helped prove Twitter users do more than just talk — they help enact change. We were the benefactors of the very first global Twestival, a fundraising campaign that brings together Twitter users to make a difference.

Led by organizer Amanda Rose, Twestival 2009 raised more than \$250,000 from Twitter communities in 202 cities around the world and brought public awareness to the global water crisis. Two months later, our team flew to Ethiopia to broadcast the drilling of the first Twestival well and connect the Twitter community with the people they served. Twestival funded 68 water projects in Ethiopia, Uganda and Cambodia to serve more than 29,000 people.

A TWITTER BUZZ BRINGS A \$50,000 DONATION.

On April 14, actor Hugh Jackman sent out this Tweet to his 120,000 followers:



RealHughJackman I will donate 100K to one individual's favorite non-profit organization. Of course, you must convince me why, by using 140 characters or less.

10:55 AM -Apr-14th via web

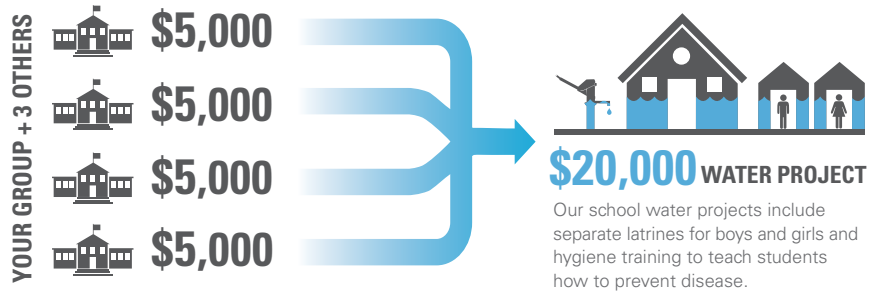
Thousands responded — and Hugh picked charity: water and Operation Hope as joint winners. Hugh's \$50,000 gift funded seven projects in Ethiopia, serving 3,749 people with clean and safe drinking water.



03 WATER FOR SCHOOLS



WATER FOR SCHOOLS IS A STUDENT-LED CAMPAIGN TO RAISE AWARENESS AND FUNDS FOR WATER PROJECTS AT SCHOOLS IN DEVELOPING NATIONS.



HOW EDUCATION IS AFFECTED BY LACK OF CLEAN WATER.

TIME



Children ages eight and older often help their parents collect water. Many spend about three hours a day walking. They may miss class and eventually drop out of school.

DISEASE



Dirty water is responsible for most cases of diarrhea and the spread of other diseases. Every year, 2 million children die from water-borne diseases.

GIRLS



Lack of sanitation is one of the main reasons girls drop out of school. 75% of schools in the world don't have bathrooms; girls at these schools are denied privacy or dignity.

THREE COMPONENTS OF A WATER FOR SCHOOLS PROJECT.

WATER



Our water projects can serve a school of up to 1,000 students as well as the surrounding community. Children can drink clean water during the school day and bring water home to their families after school.

HYGIENE



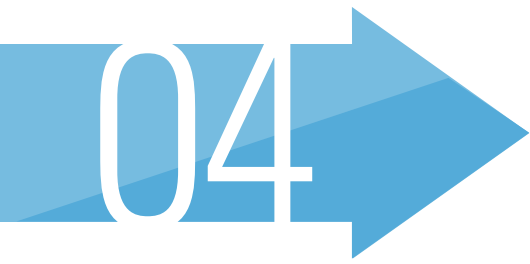
Washing hands can reduce water-related deaths by almost 50%. We fund handwashing stations and hygiene training in every school so students learn the importance of staying clean and healthy.


SANITATION



We fund latrines to contain waste and provide privacy and dignity for the students. Proper waste containment also protects the underground water from being polluted by runoff.





I  NY

EVENTS
PARTNERSHIPS
STAFF
BOARD MEMBERS
SUITE 201

charity: ball 2009

What can a night out on the town really accomplish? A lot. charity: ball 2009 proved this. More than 1,100 people attended, more than 120 volunteers helped pull it off and we raised more than \$1.8 million in one evening.

Guests slipped off their heels to lug two five-gallon Jerry cans across our Waterwalk platform. Bidders at our Live Auction gave

more than \$1.3 million total in a matter of hours. Live music, drinks and dancing kept the night going strong.

And the best part? During the night, we topped a major milestone. Funds raised at charity: ball 2009 made it possible for charity: water to serve our first million people with clean, safe drinking water.



OTHER EVENTS

CHelsea MARKET

NEW YORK, NY
03.10.2009

1,200 attendees at the opening event and \$30,000 was raised in one night. Our stories and photos from the field stayed up through May. A wishing well collected change for the rest of the year, raising another \$6,800 for water projects.

HUDSON HOTEL

NEW YORK, NY
05.12.2009

A photo exhibition of stories from the field, tons of Jerry cans and a performance by singer Jenelle Monae. The night raised enough to fund an entire well for a village serving more than 250 people with clean, safe drinking water.

SWAROVSKI CRYSTALLIZED

NEW YORK, NY
06.25.2009

A VIP-room photo exhibition, drinks and conversation with actresses Lucy Liu, Evan Rachel Wood and more. Blake Lively unveiled a special edition Swarovski CRYSTALLIZED necklace to benefit water projects.

PORTS 1961

NEW YORK, NY
09.10.2009

Fashion Week: photos and a water exhibition in the Ports 1961 meatpacking district store. Across town in Bryant Park, Ports raised \$10,000 for water projects in just one day at their fashion show.

04 PARTNERSHIPS

We're often told we're a non-profit operating like an innovative new business – that's because we're inspired by socially-conscious companies that aren't afraid to tackle big goals. It only makes sense to team up with these corporations committed to supporting our mission in the long-term. We don't use a one-size-fits-all for any of our corporate partnerships; instead, we form a strategy to use the best of what partners can offer in each relationship.

100% of the money raised through customer and employee engagement goes directly to fund water projects in the field. Our creative collateral, growing social media audience and profound branding bring credibility to businesses committed to humanitarian efforts. In turn, businesses raise funds for water projects, help us spread our message and engage their customers to make a long-lasting difference in the water crisis.

SAKS FIFTH AVENUE

PARTNER IN 2008 - 2009



THEY

- Displayed a charity: water multimedia exhibit in their NYC store windows.
- Hosted an event to benefit charity: water.
- Sold signature t-shirts and bracelets in stores and online to raise funds for water projects.
- Launched a Mother's Day and a Father's Day campaign in stores.
- Engaged employees in project fundraising.

WE

- Created a webpage with charity: water brand alignment; collected donations to fund water projects.
- Sold charity: water Saks t-shirts and bracelets online store.
- Implemented and reported on completed water projects for 130 communities in Honduras, India and Ethiopia.
- Shot and produced videos of communities with their completed projects.



TOGETHER WE:

- Funded clean, safe water for 42,180 people in Honduras, India and Ethiopia.
- Shared our mission and brand alignment in over a dozen major press publications.

THERMOS

PARTNER SINCE 2008

THEY:

Provided 5,000 Limited Edition Thermos Hydration bottles to sell on our online store.

WE:

- Created a webpage with charity: water brand alignment.
- Sold the charity: water Thermos Hydration bottle on our online store.
- Shared our mission and brand alignment in press mentions and through social media.

TOGETHER WE:

- Used 100% of \$40 Hydration bottle purchases to directly fund water projects in the field.

TOM'S OF MAINE

PARTNER IN 2009

THEY:

- Matched all \$5 donations received through a text-to-donate program.
- Engaged employees in project fundraising.

WE:

- Created a webpage with charity: water brand alignment; empowered donations to directly fund water projects.
- Implemented and reported on completed water projects.

TOGETHER WE:

- Fostered community among Tom's of Maine employees through fundraising.
- Funded clean water for 585 people in Ethiopia.

04 → CHARITY: WATER STAFF

2009 was a major growth year. Our programs expanded. Our areas of work expanded. Our partnerships expanded... and yet our staff stayed relatively small and efficient.

In 2009, charity: water ran on an operations budget of \$1.6 million - so for every dollar we spent on administrative costs, we generated \$4 for water projects. With plenty of ambition, to-do lists, late nights and coffee runs, we made the most of 2009 from our office in NYC.



SCOTT HARRISON
Founder and President



VIKTORIA ALEXEEVA
Director of Design and Branding



LANE WOOD
Water for Schools Director



ROBIN JONES
Accountant



ROD ARNOLD
Chief Operating Officer



CHRIS SCHOMAKER
Web Developer



ERICA BROOKS
Development and Corporate Partnerships



PAUL LEE
Accounting Associate



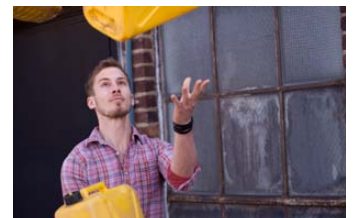
BECKY STRAW
Water Projects Director



GREG YAGODA
Designer



CHRISTY SCAZERO
Communications Assistant



PHILIP CROSBY
Events Coordinator



CARRIE SANDERS
Development and Corporate Partnerships



CRAIG ROGERS
Operations Manager



NICKY YATES
Communications Director



EVAN SLUSHER
Media

04 BOARD OF DIRECTORS

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

GIAN-CARLO OCHOA Ph.D.

Treasurer

Aslan Advisors, Analyst

GORDON PENNINGTON

Vice President

Burning Media Group,
Managing Director

BRANT CRYDER

Prada, Vice President

SCOTT HARRISON

charity: water, Founder/President

MICHAEL WILKERSON, Chair

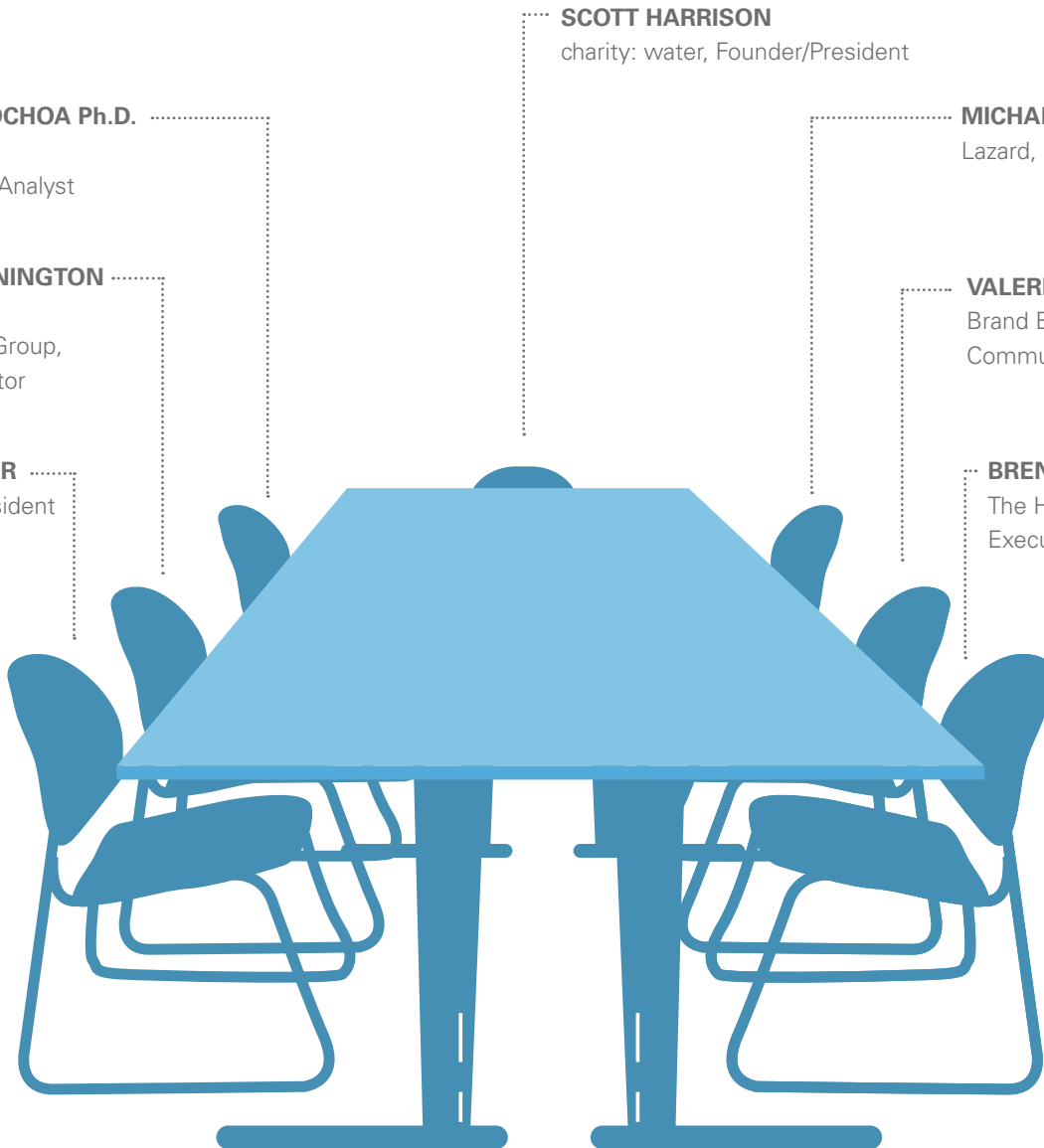
Lazard, Managing Director

VALERIE DONATI

Brand Building
Communications, Founder

BRENDA KOINIS

The H2O Project,
Executive Director



04 SUITE 201

MOVIN' ON UP...WHILE LOWERING THE RENT.

The first charity: water office wasn't an office at all – it was the living room of Scott Harrison's apartment in downtown NYC. By 2007, charity: water found a home on Varick Street, squeezing staff and volunteers into 1,560 square feet of windowless, Jerry can-packed space. The big step up came in late summer 2009 – and while we may have only moved a few blocks up the street, we made a huge leap up to 5,000 more square feet in space.

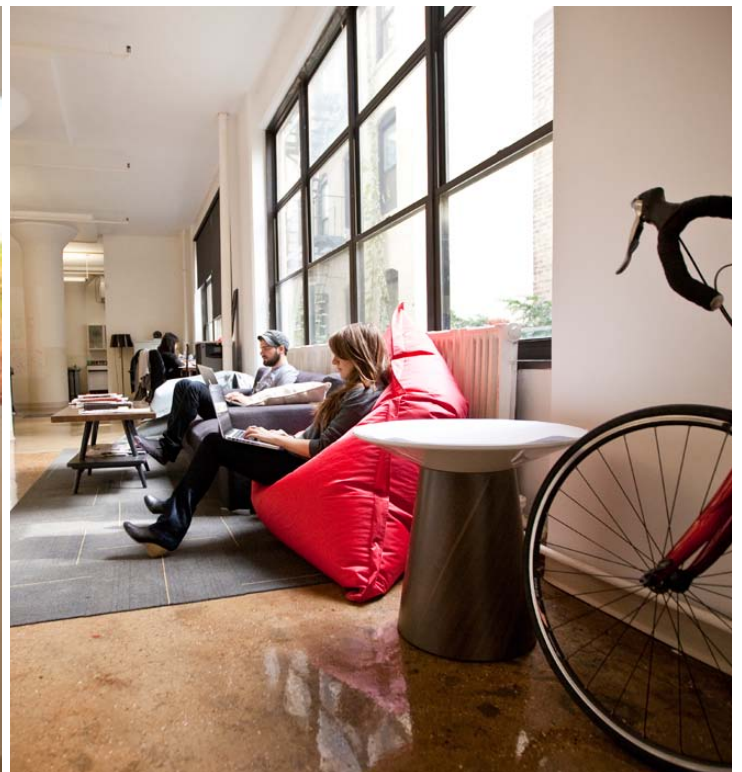
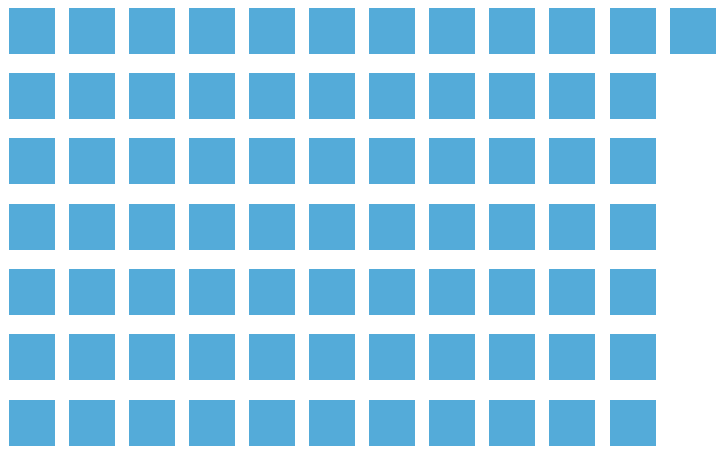
OLD OFFICE: 1,560 SQ. FT.



■ = 100 SQ. FT

Thanks to Newmark Knight Frank, our new, bright and brilliant office actually costs us less than our old space. With room to breathe, hang our photography, shoot videos and even host events, we're grateful to have our spot at Suite 201. Now our only office worries are convincing visitors we aren't a profitable SoHo fashion house.

NEW OFFICE: 7,800 SQ. FT.



OUR BEAUTIFUL (DISCOUNTED) OFFICE

How does a non-profit organization operating on the 100% model afford such a beautiful and fully equipped space? Well, the truth is... we don't.

We have an amazing office because our committed supporters want to chip in. Here's a look at some of the perks we get at reduced or no cost, thanks to our dedicated donors:

- 1 NEWMARK KNIGHT FRANK** gave us an incredible space we could never afford.
- 2 STEELCASE** filled our office with chairs to sit in and desks to work on.
- 3 INTERFACEFLOR** cut down the noise of our office by donating carpeting tiles.
- 4 CISCO** donated our office phone and communication system, keeping us connected.
- 5 RCN** gave us free internet so we could share our stories with the world.
- 6 CASTOR** hooked us up with fabulous office lighting.
- 7 THOMAS BEALE** built our very first conference table.
- 8 THE VALENTINE GROUP** helped design our space and gave us their best furniture.
- 9 GSG** and **PEEQ MEDIA** printed large scale photographs for our walls.
- 10 FATBOY** donated cozy beanbag chairs to keep us comfortable as we work long hours.



FINANCIALS

RECAP

CONSOLIDATED STATEMENTS

100% IN 2009



2009 Saying "we grew in 2009" is an understatement when it comes to the financial picture. How about an increase in total revenue of almost 40%, which allowed us to grant \$1.1 million more to the field than we did in 2008?

We are proud to recognize the fact that almost 60% of our support came from individual donors in 2009. These individuals not only help us fundraise, but continue to engage and educate others about the water crisis and our mission to tackle it head on.

As always, we held strong to our 100% model, even when the economy was struggling. We raised \$2.6 million in 2009 to support program development, trips to the field, special events, office operations and to provide our creative and dedicated staff members with competitive salaries and benefits. That way, we could use every public donation to help the ones who need it most — those living without clean and safe drinking water.

Here's the quick-list of our financial accomplishments in 2009:

- * Raised more than \$8.5 million
- * Raised \$5.9 million for water projects
- * Granted \$5.4 million to our partners in the field to implement 1,058 water projects in 11 developing countries
- * Received \$379,000 in donated goods and services
- * Maintained only a \$.10 cost to raise each \$1



IN JUST THREE YEARS, WE'VE FUNDED **2,321** WATER PROJECTS IN **16** DIFFERENT COUNTRIES PROVIDING CLEAN AND SAFE DRINKING WATER TO **1,048,309** PEOPLE. **AND WE'RE JUST GETTING STARTED.**

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

CHARITY GLOBAL, INC. AND AFFILIATE FOR THE YEAR ENDED DECEMBER 31, 2009
WITH COMPARATIVE FIGURES AT DECEMBER 31, 2008

| ASSETS | 2009 | 2008 |
|--|--------------------|--------------------|
| Cash and cash equivalents | \$6,297,744 | \$3,591,445 |
| Contributors and pledges receivable | \$1,232,190 | \$209,309 |
| Prepays and other current assets | \$108,051 | \$43,993 |
| Fixed assets (net of accumulated depreciation) | \$99,720 | \$149,552 |
| TOTAL ASSETS | \$7,737,705 | \$3,994,299 |

LIABILITIES & NET ASSETS

LIABILITIES

| | | |
|--------------------------|--------------------|--------------------|
| Grants Payable | \$4,277,094 | \$2,116,159 |
| Accounts Payable | \$58,967 | \$63,887 |
| Accrued Expenses | \$13,975 | \$21,691 |
| TOTAL LIABILITIES | \$4,350,036 | \$2,201,737 |

NET ASSETS

| | | |
|-------------------------|--------------------|--------------------|
| Unrestricted | \$1,902,779 | \$1,455,920 |
| Temporarily Restricted | \$1,484,890 | \$336,642 |
| TOTAL NET ASSETS | \$3,387,669 | \$1,792,562 |

| | | |
|-------------------------------------|--------------------|--------------------|
| LIABILITIES & NET ASSETS | \$7,737,705 | \$3,994,299 |
|-------------------------------------|--------------------|--------------------|

CONSOLIDATED STATEMENT OF ACTIVITIES

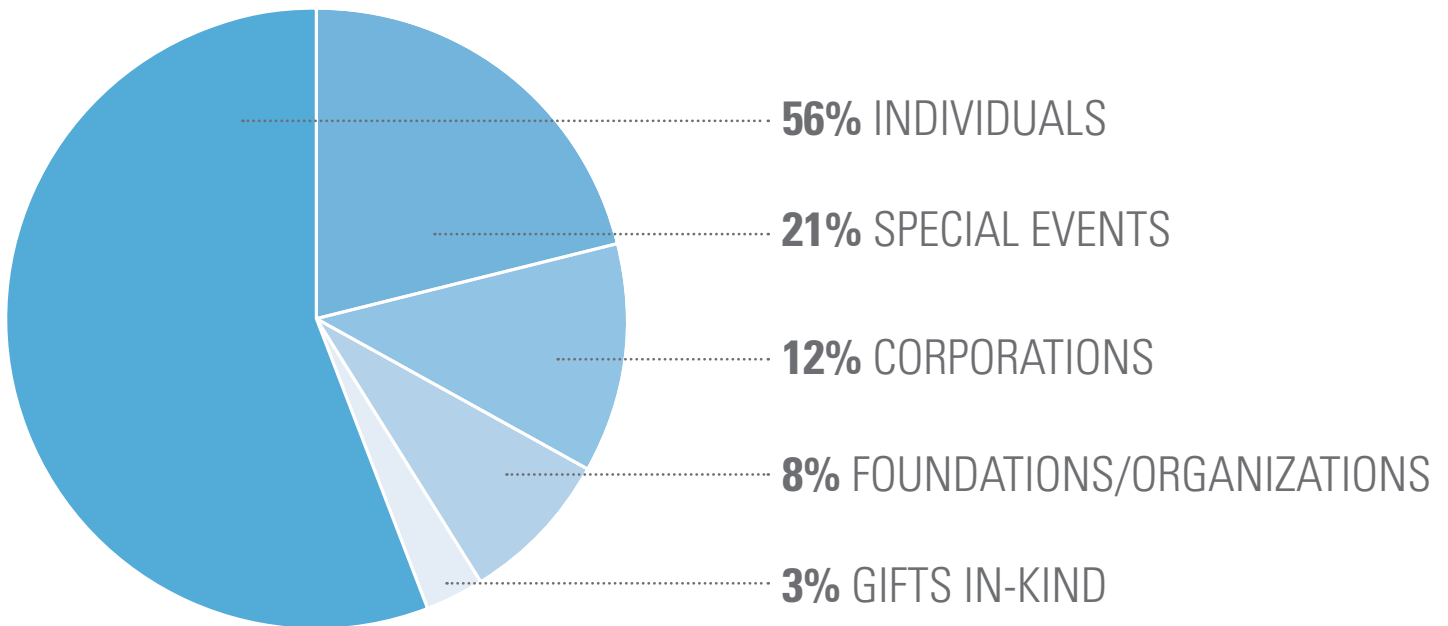
CHARITY GLOBAL, INC. AND AFFILIATE FOR THE YEAR ENDED DECEMBER 31, 2009
WITH SUMMARIZED COMPARATIVE FIGURES FOR THE YEAR ENDED DECEMBER 31, 2008

| PUBLIC SUPPORT & REVENUE | UNRESTRICTED | TEMPORARILY RESTRICTED | 2009 | 2008 |
|--|--------------------|---------------------------|--------------------|--------------------|
| PUBLIC SUPPORT | | | | |
| Individuals | \$1,387,351 | \$3,522,242 | \$4,909,593 | \$2,835,134 |
| Corporations | \$198,756 | \$865,317 | \$1,064,073 | \$1,692,479 |
| Foundations and other organizations | \$190,941 | \$514,369 | \$705,310 | \$991,424 |
| Special event revenue: | | | | |
| Contributions: \$1,839,879 | | | | |
| Ticket Sales: \$58,108 | | | | |
| Less: net direct benefit to donor: (\$64,226) | | | | |
| Net special event revenue | | \$1,833,761 | \$1,833,761 | \$706,026 |
| Gifts In-Kind | \$223,716 | - | \$223,716 | \$203,790 |
| REVENUE | | | | |
| Interest and other income | \$25,617 | - | \$25,617 | \$13,641 |
| Foreign currency remeasurement gain (loss) | \$1,307 | \$6,550 | \$7,857 | (\$27,219) |
| NET ASSETS RELEASED DUE TO SATISFACTION OF RESTRICTIONS | \$5,593,991 | (\$5,593,991) | - | - |
| TOTAL PUBLIC SUPPORT | \$7,621,679 | \$1,148,248 | \$8,769,927 | \$6,415,275 |
| REVENUE | | | | |
| EXPENSES | | | | |
| | | | | \$4,467,270 |
| Program services | \$5,851,668 | | \$5,851,668 | \$543,210 |
| Management and general | \$404,671 | | \$404,671 | \$369,743 |
| Development | \$875,407 | | \$875,407 | |
| TOTAL EXPENSES | \$7,131,746 | | \$7,131,746 | \$5,380,223 |
| CHANGE IN NET ASSETS BEFORE THE EFFECT OF IN-KIND DONATIONS AND OTHER ITEMS | \$489,933 | \$1,148,248 | \$1,638,181 | \$1,035,052 |
| Donated services and use of facilities-revenue | \$155,701 | | \$155,701 | \$41,657 |
| Donated services and use of facilities-expense | (\$155,701) | | (\$155,701) | (\$41,657) |
| Loss on disposal of equipment | (\$43,074) | | (\$43,074) | |
| CHANGE IN NET ASSETS | \$446,859 | \$1,148,248 | \$1,595,107 | \$1,035,052 |
| NET ASSETS - BEGINNING OF YEAR | \$1,455,920 | \$336,642 | \$1,792,562 | \$757,510 |
| NET ASSETS - END OF YEAR | \$1,902,779 | \$1,484,890 | \$3,387,669 | \$1,792,562 |

TOTAL SUPPORT

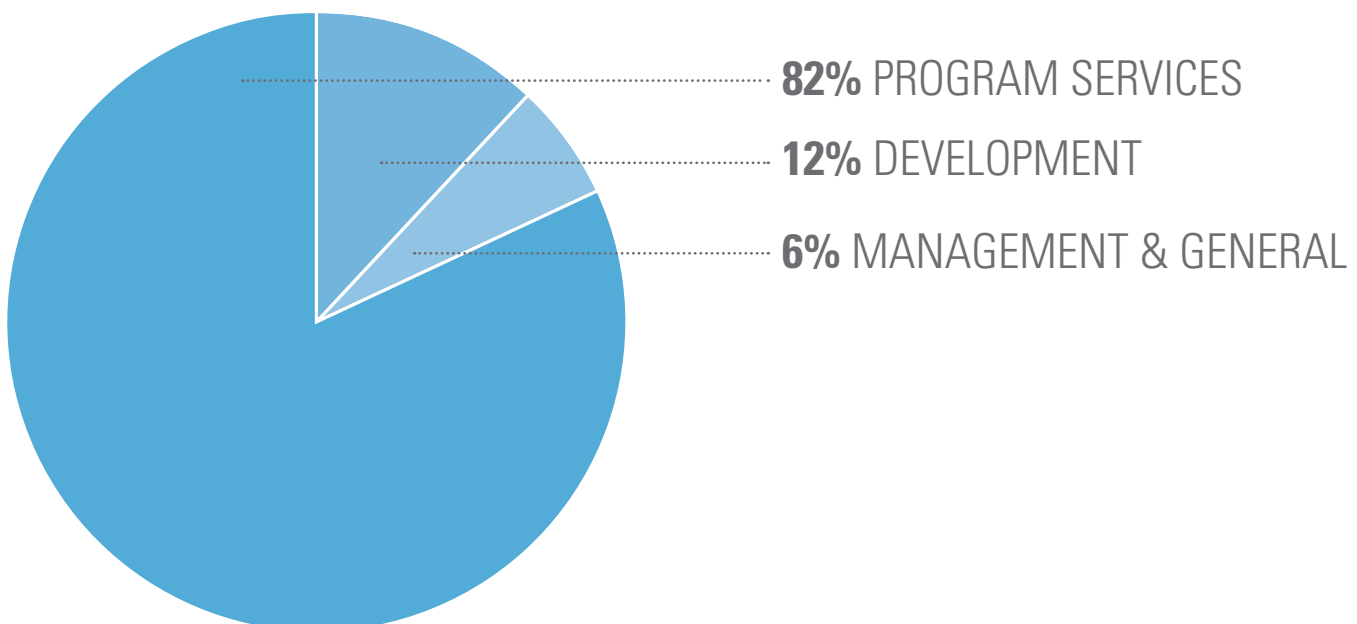
More than half of what we raised in 2009 came from individuals – and lots of them. Thousands joined our mission to fundraise online after we launched *mycharity: water* in September. And almost all

of our operational support (which we raise separately from funds for water projects) came from individuals. Here's the breakdown of where our total support came from in 2009:



ORGANIZATIONAL EFFICIENCY

Once again, we operated efficiently as an organization. Here's the breakdown of how we used donor funding to support our mission:



05 → 100% IN 2009

We started charity: water with essentially two bank accounts: one for public donations, one for operating support. A group of sponsors, private donors and board members dedicated to our mission invest in our operational costs.

100% of publicly raised funds go directly to water projects in the field. We trace the dollars to the projects and let donors know just where their money goes.

BOARD OF DIRECTORS
+
SPONSORS
+
PRIVATE DONORS



charity:



OPERATIONAL COSTS OF
CHARITY: WATER

100%
OF PUBLIC DONATIONS



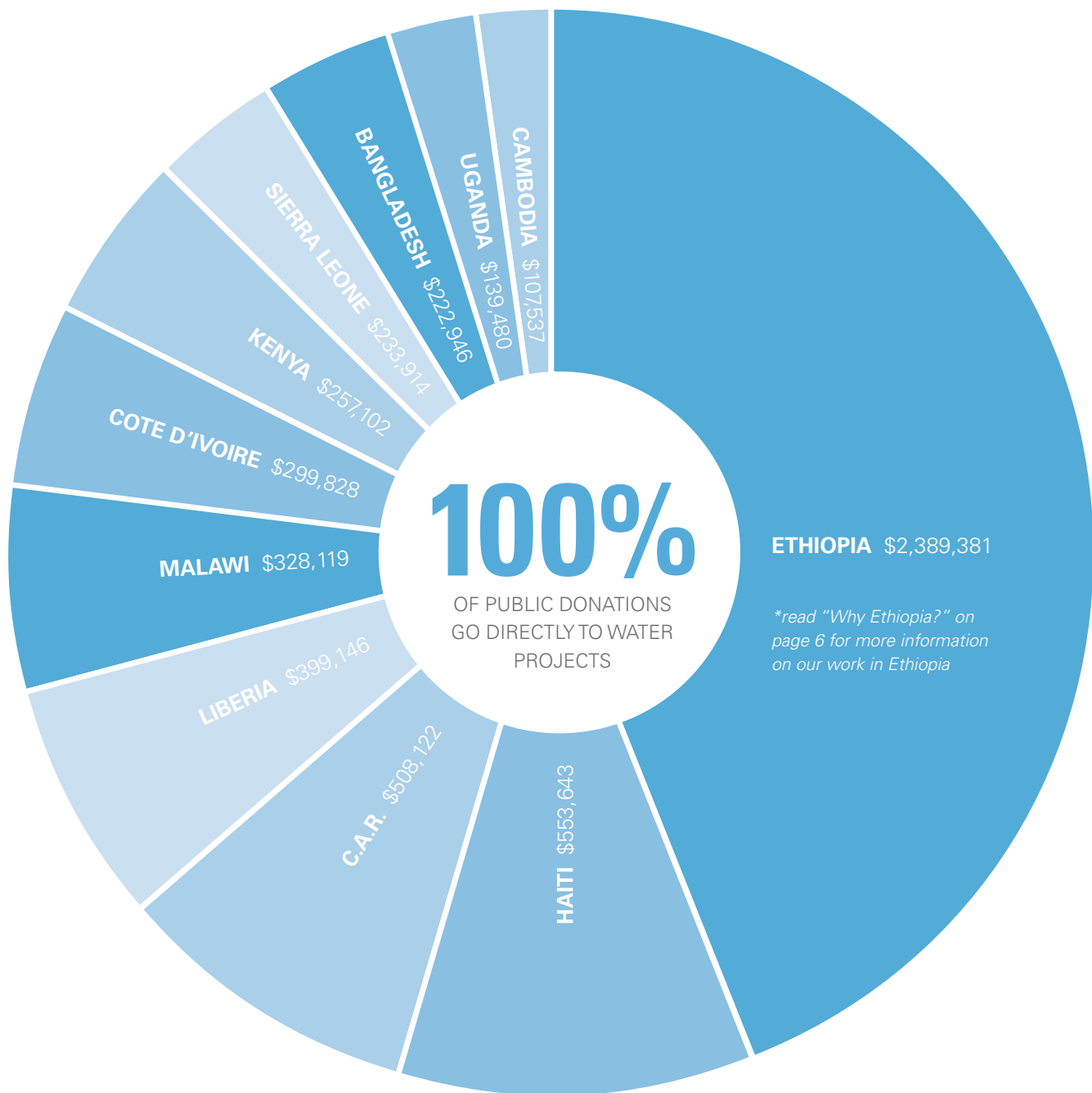
water



COST OF COMPREHENSIVE
WATER PROJECTS

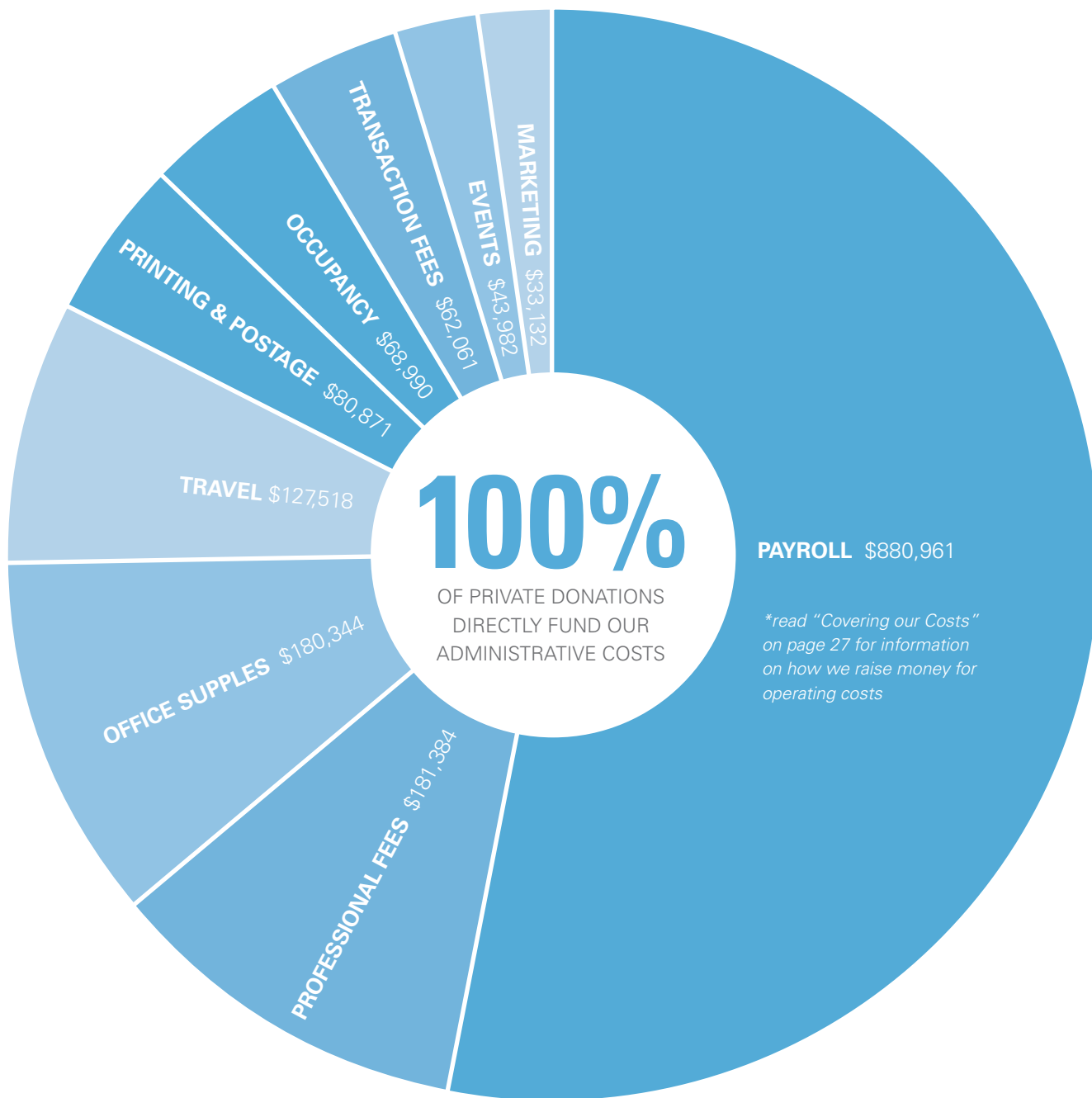
100% WATER

This year, we granted \$5,439,218 of publicly raised funds to our partners in the field to implement clean water projects. Here's a breakdown of where the money went:



100% OPERATIONS

This year, we used \$1,659,243 of private donations to fund our operating costs. Here's a breakdown of where the money went:



Almost a billion people on the planet don't have 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 nations. 100% of public donations directly fund water projects.

charitywater.org