



2010 ANNUAL REPORT

www.blueplanetnetwork.org



OUR VISION

Empower people of the world with health, education and prosperity through safe drinking water.

OUR MISSION

Set the quality standard for safe drinking water projects in rural communities around the world, maximizing donor investment, implementer effectiveness, & community impact to *transform lives*.

OUR GOAL

Create and grow a network and peer-review community enabling sustainable safe drinking water for 200 million people.

Blue Planet Network allows every donor – large and small – to maximize their investment and community impact and transform lives by driving breakthrough improvements in water and sanitation project selection, management, monitoring and analysis.

Blue Planet Network enables implementing organizations to improve their effectiveness through a unique, collaborative learning community, providing cradle-to-grave project management and analysis tools not available in the nonprofit sector.



THE PROBLEM ... AND THE OPPORTUNITY

We believe that the lack of access to safe drinking water for one billion people is the largest and most pressing problem facing humanity today. It is the world's largest cause of sickness and death, filling half of the hospital beds on the planet.

Beyond health, accessing clean water is the critical first step for communities to rise out of poverty, to gain education, and economic and political stability. The burden falls especially hard on women and girls, who waste millions of hours a year fetching water instead of going to school or living up to their potential.



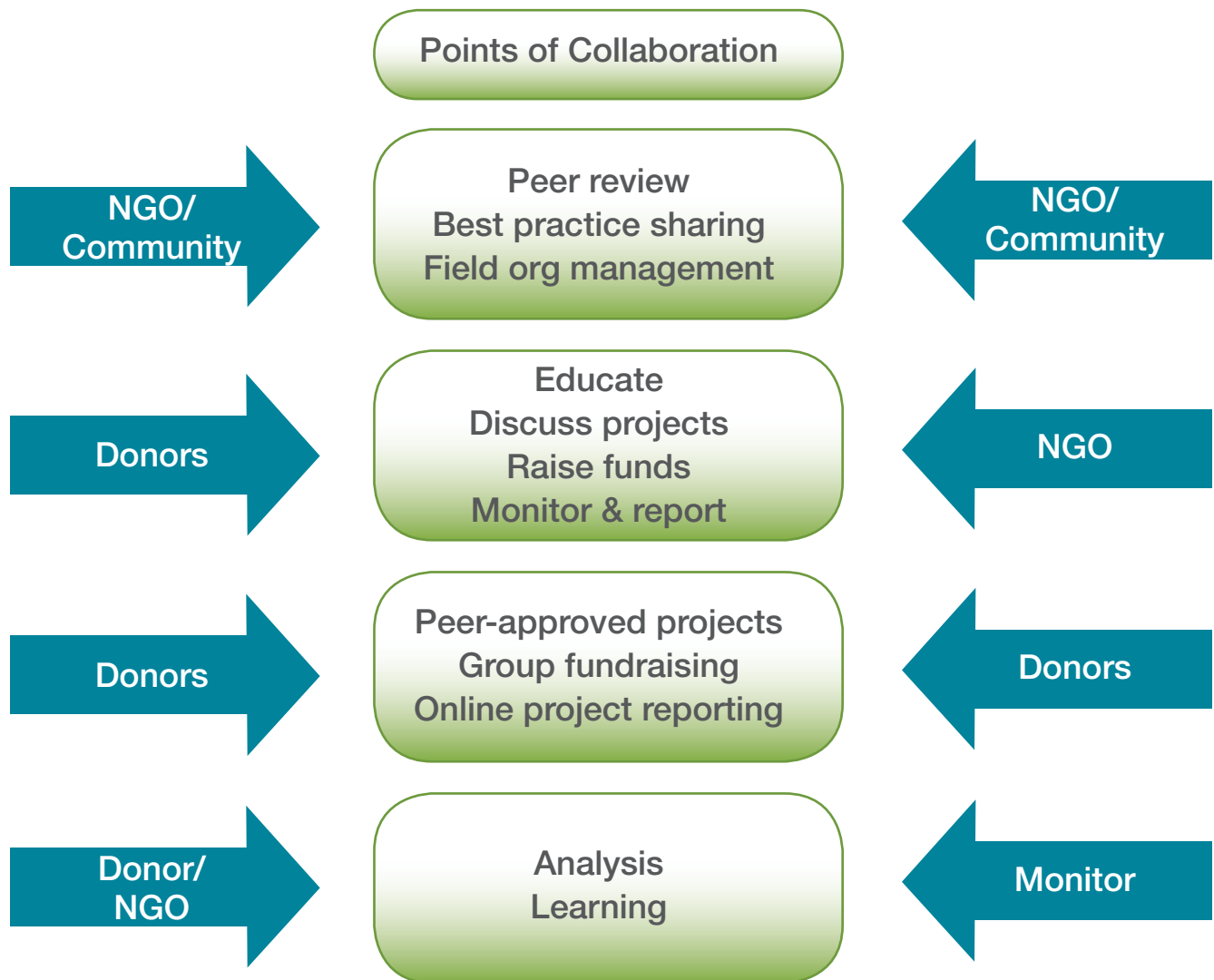
Yet, unlike other major crises, this is a crisis the global community **can solve** if we unlock the capacity and creativity of individuals, philanthropies, businesses and water organizations. Collaborative action is needed that applies best practices customized to local needs while analyzing impacts to drive improved results.

That is why Blue Planet Network has chosen to harness the knowledge and abilities of a worldwide “human network” of expert water organizations powered by our award-winning online technology platform. Our approach delivers and sustains high quality, cost-efficient water and sanitation projects, while building the capabilities of all participants and solving the scale issue of managing the implementation of thousands of projects worldwide.

The most important result of our work is that ***more people get more sustainable safe drinking water and the chance to lead more productive lives.***



BLUE PLANET NETWORK IN ACTION



Most importantly, working together across the global water community, everyone can have a stronger impact where it really matters...*bringing life-transforming safe drinking water to those in need.*



BLUE PLANET NETWORK IMPACT 2010

- Nearly 700,000 people to date have been enabled with safe drinking water and/or improved sanitation via our members' projects managed on Blue Planet Network's platform.
- 13 new projects were launched in 9 countries in 2010, bringing the total number of projects to 253 and the number of communities assisted to nearly 900.
- 7 new organizations joined our network, for a total of 70 members working in 23 countries.
- Nearly \$27 million of member project data was shared on our network so others could learn, an increase from \$25 million in 2009.
- We launched a set of business intelligence tools to help members better manage large numbers of projects and donors improve the impact of their support.



ADDITIONAL 2010 ACCOMPLISHMENTS

We changed our name from *Blue Planet Run Foundation* to *Blue Planet Network* to underline how we connect and empower organizations and individuals dedicated to safe drinking water. We expanded our partnerships to spread the word about the water crisis and Blue Planet Network.

One of our exciting partnerships is with PhotoPhilanthropy. We have connected with 10 talented photojournalists via PhotoPhilanthropy who have photographed Blue Planet Network projects in Nicaragua, Guatemala, India, Vietnam and Cambodia. Please visit our photo blog, *Every Picture Tells A Story*, blueplanetnetwork.org/stories to view the moving personal stories they have captured that show how safe drinking water transforms lives.



photo by Jon Polka

We also relied on our community of passionate individuals to spread the word about the global water crisis and how it can be solved. From Katie Spotz rowing solo across the Atlantic to the students of Rosa Parks Elementary School in Sioux Falls, South Dakota putting on an H2O Carnival, we are continually humbled by the creativity and commitment of our individual supporters. Check out what they did for water, blueplanetnetwork.org/events/past.



We ended 2010 being awarded the prestigious Intel Environment Tech Award, presented by Applied Materials in conjunction with Santa Clara University and The Tech Museum blueplanetnetwork.org/news/tech-awards. We were one of five category winners, recognized for “using innovative technology to benefit

humanity.” We were thrilled to be in the company of so many talented social entrepreneurs and inspired to do even more.



2010 BLUE PLANET NETWORK FUNDED PROJECT SUMMARIES

For links to the detailed reports on these projects, including status, photos, and visitor reports, please see blueplanetnetwork.org/projects/projects10

COUNTRY	MEMBER	# PEOPLE ENABLED
Cambodia	East Meets West Foundation	4,179 (water)
Safe Drinking Water at the Soramarith Secondary School This project took advantage of an existing piping system at the school in Kampong Chhnang Province, east of Phnom Penh. It added a series of gravity fed tanks and filters, increasing the volume to supply clean water to 4,179 students, teachers and surrounding community. Hygiene education also was included in the school curriculum. This is the first time since the civil war the community has had a sufficient and stable source of safe drinking water. This was Blue Planet Network's and East Meets West's first project partnership in Cambodia.		
Guatemala	Aqua Para la Salud	1,541 (water)
Fountain Keeper Schools Project This project included construction of latrine and hand washing facilities and hygiene education for six schools. Teachers and local communities were trained in the maintenance of these facilities. The students are the primary beneficiary of the project. Each hand washing station provides water for overall hygiene, meal preparation, school maintenance, and community meetings at the school. The tanks on the lavamanos (hand washing stations) were connected to the roof to collect rainwater and increase the sustainability of the water source.		
Honduras	Pure Water for the World	1,041 (water & sanitation)
Clean Water, Hygiene Education, and Sanitation for 5 Communities Clean water, sanitation and hygiene education were the end product of this project in the region of Trojes, Honduras. The communities of Buena Esperanza, Germania, Los Angeles, Buenos Aires de Zepeda and Brisas de Poteca each worked with Pure Water for the World to install bio sand filters and build pour-and-flush latrines. Hygiene and sanitation education was conducted via home and school visits.		



2010 BLUE PLANET NETWORK FUNDED PROJECT SUMMARIES

COUNTRY	MEMBER	# PEOPLE ENABLED
India	Ekoventure	420 (water)
Construction of ECOSAN Toilets in 2 Tamil Nadu Districts This project continued the success of 20 ECOSAN toilets built in 2009-2010 in nearby villages. This year, 84 ECOSAN toilets were constructed in the surrounding villages and district. Women in the community worked together to lead the project. Local masons were trained to maintain the toilets.		
India	Humana	500 (water) 250 (sanitation)
Environment Approach To Water and Sanitation Provision in Mangalam, Villianur Panchayat Pondicherry District, Tamil Nadu This project created access to safe water using rope pumps, tube recharge and siphon filters in Pondicherry, one of the areas hardest hit by the tsunami. ECOSAN toilets were constructed in the area, dramatically improving sanitation, water quality, and health in the villages. Rope pumps were installed where services provided by the department were not sufficient even if there was water. A demonstration ECOSAN toilet was constructed for each community. Each family then worked with Humana to construct their own toilet. Siphon filters were distributed to each family to augment the rope pump wells.		
India	Project Well	1,440 (water)
Arsenic Safe Drinking Water Using Shallow Dugwells 55 modified bore wells and bore-dug wells were constructed to provide arsenic-free drinking water. Public education was conducted on water-related health effects and proper personal hygiene. Project Well regularly conducted community education on arsenic and other health issues. These wells were requested by the community based on the success of Project Well programs in other villages. Residents were trained in maintaining the wells and administering regular doses of chlorine to the wells to disinfect any residual contaminants. Yearly arsenic analysis is conducted to ensure proper water quality is maintained.		



2010 BLUE PLANET NETWORK FUNDED PROJECT SUMMARIES

COUNTRY	MEMBER	# PEOPLE ENABLED
Kenya	Aqua Clara International	3,700 (water)
ACI Center for WASH Training Aqua Clara International established a training center for water and sanitation-related training activities & oversight. ACI trained 10 new water-filter social businesses and subsidized the construction of their first 500 filters. The social businesses operate on a rolling loan basis whereby sale of the filters provides capital sufficient for the next order of materials. Each filter-producing social business will be located at a school to serve the surrounding community. The school provides secure storage for the construction materials and part of their reward is that for every 40 filters sold to their community, the school will get one free filter from ACI.		
Kenya	The Samburu Project	3,000 (water)
Nagoroworu Wells The Samburu Project brings wells to communities which otherwise suffer the health and livelihood consequences of being without water. Wells were drilled in two rural communities in the Great Rift Valley, one of the driest areas in Kenya. Hygiene education and well maintenance training expanded the project's impact. Initial site selection had to be moved to nearby locations to produce the required volume of water for the communities. There is a marked increase in the number of women engaged in micro-business and girls attending school since the implementation of this project.		
Mali	Protos	7,500 (water) 1,700 (sanitation)
Water and Sanitation in the Inner Delta of the Niger (IDN) This project created sustainable access to water and sanitation for the disadvantaged populations of the IDN and peripheral areas in Mali, an area recovering from civil war with little opportunity for government support. This project includes participatory, innovative, appropriate methods, in a context of Integrated Water Resources Management by the local community. The project involved rehabilitation of existing borewells and shallow dug wells, as well as building new ones; construction of new cesspits, private ECOSAN and improved Pit latrines; building new public latrines and hand-washing stations; and creating drinking devices for cattle.		



2010 BLUE PLANET NETWORK FUNDED PROJECT SUMMARIES

COUNTRY

MEMBER

PEOPLE ENABLED

Nicaragua

Agua Para La Vida

248 water & 113 sanitation

Rooftop Rainwater Harvesting

In the mountainous community of Palan Buena Vista, a gravity rainwater system was constructed to deliver 70 liters of clean water per day per resident. In addition, latrines have been built for individual home use. Education was conducted on system maintenance, as well as long-term hygiene and sanitation practices. To prevent rainwater run off, the project also included preservation and reforestation of the local watershed. Workshops on land management practices that promote an ecological approach also were conducted for the community.

Nicaragua

El Porvenir

421 water & 343 sanitation

Solar-powered Water System, Latrines, Stoves, and Health/Hygiene Education: San Juan de Pablo & Trinidad

In order to help the community establish stable economic conditions, a solar electric-powered pump gravity distribution water system was created. Reforestation of the nearby watershed also contributed to improved water resources. 93 latrines were installed, along with 10 fuel-efficient stoves. The community was trained in hygiene practices and sustainable environmental practices.

Tanzania

PADI

1,653

Construction of two bore holes at Maposeni and Zimanimoto Secondary Schools in Songea, Tanzania

Two boreholes were constructed to provide sustainable safe drinking water for the students and teachers of the Maposeni and Zimanimoto Secondary Schools and their surrounding communities. Extensive water analysis was conducted to ensure the high quality of the new water source. Students are able to spend more time on their studies, their attendance rates have increased, and there are fewer diarrhea patients at the local hospital.



2010 BLUE PLANET NETWORK FUNDED PROJECT SUMMARIES

COUNTRY

MEMBER

PEOPLE ENABLED

Uganda

Lifewater International

1,590

Water & Hygiene training for Amononeno Primary School

A 55-meter deep well was drilled to provide safe drinking water for the students and teachers at Amononeno Primary School in northern Uganda. The school set up a Water Source and Sanitation Committee to maintain and protect the new water source. Sanitation and hygiene education was incorporated into the school's curriculum. Topics included latrine use, latrine construction and maintenance, why it is important to use latrines, hand-washing, and safe water transportation and storage.

For links to detailed reports on these projects, including status, photos, and visitor reports, please see

blueplanetnetwork.org/projects/projects10



MEMBERS OF OUR GLOBAL NETWORK



As of January 2011, our membership consisted of

- 70 organizations
- from 23 countries



OUR DONORS & SPONSORS



May & Stanley Smith Charitable Trust
 Arntz Family Foundation
 Bill & Melinda Gates Foundation
 Cordingley Family Foundation
 Fred Gellert Family Foundation
 ITW Foundation
 Joyce & Irving Goldman Family Foundation
 Kwyjibo Charitable Foundation
 Lumpkin Family Foundation
 Marin Community Foundation
 Tabacco Schmidt Charitable Trust
 Threshold Foundation

Silicon Valley Community Foundation
 Jewish Community Teen Foundation
 Donahue Family Foundation
 Rockefeller Philanthropy Advisors
 The Philanthropic Collaborative
 Los Altos Community Foundation
 Lawrence Weissberg Foundation
 Musca Charitable Fund
 Charles Schwab Foundation
 Rotary International District 6630
 Rotary Club of Solon, Ohio



BLUE PLANET NETWORK KEY STAFF

Lisa Nash, CEO

Lisa was recruited in 2008 to reposition Blue Planet Network from a consumer awareness-raising organization to one focused on driving impact through its unique global online Network. She has diversified and increased its major donor base and supported the rapid expansion of its technology platform, with the goal of enabling more safe drinking water to those in need.

Lisa has 25+ years of senior domestic and international experience building brands and growing loyal customer communities at companies that include start-ups, Yahoo!, E*TRADE, Charles Schwab, VISA and American Express.

Lisa lives in the San Francisco Bay Area with her husband and two college-aged daughters. She loves the arts, travel, hiking and looking for the best dim sum wherever she is. Lisa holds a B.A. with Honors from Swarthmore College and a Graduate Certificate in Mandarin Chinese from National Taiwan Normal University.

Rajesh Shah, Head of Water Programs & Peer Water Exchange

Rajesh is the head of Blue Planet Network's water programs and is the inventor and manager of our technology platform, the Peer Water Exchange. Rajesh has over 25 years of experience in strategy and technology consulting, finance and operations in non-profits, startups, and for-profits.

Rajesh lives in Bangalore, India with his wife and two boys. He writes on sustainability, especially regarding water issues, and the need for change. Rajesh is a regular guest lecturer at schools and colleges.



Mark Steele, Creative Director

Mark is a musician, artist, wilderness athlete, and entrepreneur. He has spent 20 years in print and digital media. For the past twelve years, Mark has been the principal of New Moon Multimedia, a design company specializing in interactive digital technology. Previously, he was the art director and production manager for MountainFreak Magazine, an international environmental and adventure culture journal. He also has served as virtual art director for several companies and non-profit organizations. This includes the Valley Floor Preservation Partners, for whom he designed the identity system and web site that were instrumental in raising \$25 million in just three months to preserve the open space entrance to Telluride, Colorado.

Mark lives in Boulder, CO with his wife and young daughter. When not on the computer, he can be found playing, writing and recording music, painting, digging in the garden, or playing tag. He is usually *it*.

David Overmyer, CFO

As the former Senior Vice President of Finance and Administration for CNET Networks, David brings more than 25 years of financial management experience to his role. David joined CNET in its start-up phase and led the growth and development of its financial and accounting operations as it became a publicly-held internet media company, with revenues of \$380 million, world-wide operations and more than 2,500 employees.

Currently, in addition to his role with Blue Planet Network, David provides financial services to emerging businesses and serves on the board of a non-profit organization. David's previous experience includes financial roles in two start-up companies and a publicly-held company. He also worked as an auditor for KPMG LLP and is a CPA.



BLUE PLANET NETWORK BOARD OF DIRECTORS

Jin Zidell, Founder & Chairman

An industrialist, philanthropist and environmentalist, Jin has been a principal in a number of businesses including scrap metal processing, steel forging/fabrication, film and television production, fish farming, real estate development, software development and marketing. In 1991, Jin and his wife, Linda, established a donor advised philanthropic fund at Marin Community Foundation that focuses on environmental issues. Jin served on the board and staff of numerous non-profits over the past 35 years. Along with being a board member of The Natural Step, US, Jin serves on the board of the Predator Conservation Alliance and the Earth Trust Foundation. Since 1979, Jin has been affiliated with Dia Rosatsu Zendo Kongo-II, a Zen Buddhist Monastery. Jin Zidell received a BS from the University of Colorado School of Business in 1960.

Matt Kursh, Vice Chairman

Matt was the Chief Executive Officer of Blue Planet Run during 2007, overseeing strategy and operations, and the successful execution of Blue Planet Run 2007, the organization's global relay run to raise awareness and funds for safe drinking water. Matt's career in high-tech companies includes starting and selling companies to Apple and Microsoft; running MSN.com and other businesses at Microsoft; and serving on the Board of Directors of public and private companies. He currently serves on the Boards of several non-profits.

Matt lives in the San Francisco Bay Area with his wife and two children. He and his family recently returned from living in Rome, Italy for six months.



Stuart Rudick, Treasurer

Stuart Rudick has been a practitioner, leader and investor in the health and sustainability-focused community for over 30 years. He is the Founding and Managing Partner at Mindful Investors, LLC, a leading U.S. Private Equity fund focused on investments in healthy and sustainable consumer facing companies.

Stuart's prior investment experience includes founding in 2005 a private family office focused on investments in health and wellness. In 1993, he founded Mindful Partners, a top performing public and private market hedge fund. In the 1980's, he served as Associate Director at Bear Stearns Inc, facilitating funding of private environmental companies through the Global Environment Fund.

Stuarts's sustainable industry Board involvement includes: founding Board member and past Chairman of Waterkeepers (Baykeeper) of Northern California. Affiliations he is actively involved with include: B Corporation, Environmental Entrepreneurs (E2), Investor's Circle, NRDC, Rainforest Action Network, Greenpeace, Freedom to Roam and Friends of the Earth.

Stuart earned a BS in Business Administration from the University of Colorado and attended the University of Lancaster, UK and MBA program at Golden Gate University.



Peter Atkins, Director

Peter is the managing director of Permian Partners, an investment fund he founded in 2001 amidst the Internet bust. Permian approaches buying stock the same way it would evaluate the purchase of an entire business, using a long term outlook and a focus on buying high quality companies for reasonable prices.

Prior to Permian, Peter was a General Manager at Microsoft, where, over the course of six years, he helped to start, manage and, later, invest in various early consumer Internet businesses, including Sidewalk.com.

Peter has a BA degree from Skidmore College, an MBA degree from Cornell University and did graduate work at Harvard University.

Andrew Popell, Director

Andrew is an entrepreneur with 20+ years of business and non-profit experience. He has been involved in most aspects of business, including: product conception and development, marketing, sales, business development, finance and operations; with an emphasis on strategy, people management, problem solving, fund raising, deal making, business models and marketing.

Andrew is currently a Partner at Olive Hill Investment Partners. Prior to that, he founded several companies, including OQO, creator of the world's smallest full powered computer, where he was the Chairman; Keynote Systems (KEYN), where he was the VP of Marketing; and Harvest Technology, a financial software company, where he was the COO. Andrew also founded two education-related non-profits: Passion for Learning and The Athena Project. He has done a great deal of pro-bono strategic and marketing consulting to Bay Area non-profits through the HBS Alumni Community Partners (where he was on the steering committee for several years) .

Andrew holds an A.B. degree from Harvard College and an M.B.A. from Harvard Business School. Andrew lives in the Bay Area with his wife and two children and enjoys playing soccer, travel and the arts.



Peggy Dulany, Director Emeritus

Peggy Dulany is Chair of The Synergos Institute, an independent nonprofit organization dedicated to creating effective, sustainable and locally based solutions to poverty. Drawing from her experience living and working in Rio de Janeiro as a young woman, she realized that the people most affected by adverse living conditions also have the greatest energy and motivation to solve their problems. The resources they lack are the connections to the economic and political realms where necessary changes can affect whole communities.

Dr. Dulany founded Synergos in 1986 to facilitate relationships between grass-roots leaders and political or business leaders, people who otherwise would not have access to each other, so that they can develop long-term relationships and forge new paths in overcoming poverty.

Her career has included heading a Boston-area public high school program for drop-outs for six years and consulting with the United Nations and the Ford Foundation on health care and family planning in Brazil, the United States and Portugal, and with the National Endowment for the Arts on nonprofit management and planning. She was Senior Vice President of the New York City Partnership for five years, where she headed the Youth Employment and Education programs.

Dr. Dulany is an honors graduate of Radcliffe College and holds a Doctorate in Education from Harvard University. She has sat on over thirty nonprofit and corporate boards including Stone Barns Center for Food and Agriculture, the Rockefeller Brothers Fund and the Africa-America Institute, among others. She loves to ride, hike and cross-country ski in the Rocky Mountains.



TESTIMONIALS

"I've seen nothing else like this network, and think it offers serious potential for improving transparency, information available to users, and the ability to understand what really works in the real world. This is a break-through technology useful for solving one of our most fundamental human issues."

– Dr. Peter Gleick, President, Pacific Institute, author/editor of "The World's Water"

"Blue Planet Network has created a real breakthrough approach, providing the coordination, information & evaluation so critical for the success of water improvement projects. This community also provides easy access to best practices, helping water groups grow stronger & more effective through collaboration & peer review."

–U.S. Congressman Earl Blumenauer, 3rd District, Oregon. Co-Sponsor of the Paul Simon 2005 Water For The Poor Act and 2009 Water For The World Act

"My strong hope is that other organizations see the potential of this network to shine a light on what is working in the water sector and put all their projects on this platform so that we all can do a better job while getting a fuller picture of the water sector and what is working long-term."

- Joe Madiath, founder, and recipient of the Kyoto Water Prize and member of PWX

"This concept is powerful in its simplicity and reach. It is one of the few programs I know of which aims to:

1. reduce the overheads in grant funding
2. create an ability to support numerous projects at low funding levels leading to
3. increasing availability of expert resources
4. much higher levels of experimentation and innovation at the local level
5. create an ecosystem of mutual review and information sharing and
6. Increase local empowerment.

These issues are critical, and there are painfully few approaches I am aware of that have both the appeal and effectiveness of Blue Planet Network."

- Michael Kleeman, University of California, San Diego, Institute on Global Conflict and Cooperation; former Global Technology Partner, Boston Consulting Company



AWARDS

- 2010 Tech Award laureate – Intel Environment Award
- 2009 California Association of Non-Profits Innovation Award
- 2009 South Asian Manthan Award For Science and /Environment
- 2008 Independent Publishers Award – “Most Likely To Save The Planet”
- 2007 Excellence In Information Integrity Award – Finalist
- 2007 ComputerWorld Honors Program laureate
- 2007 Global PR Campaign of the Year – PR Week
- 2007 Runners World Heroes of Running – “The Environmentalists”



STATEMENT OF ACTIVITY

For the Year Ended December 31, 2010 (With Comparative Totals for 2009)

	Unrestricted	Temporarily Restricted	2010 Total	2009 Total
SUPPORT AND REVENUE				
Corporate grants	\$ 81,965	\$ 2,440	\$ 84,405	\$ 16,000
Foundation grants	184,625	180,100	364,725	422,808
Donated services	213,444	--	213,444	244,306
Individual contributions	96,266	128,718	224,984	212,596
Book sales, rent & other	4,202	--	4,202	7,042
Interest income	1,117	--	1,117	1,768
	581,619	311,258	892,877	904,520
Net assets released by the passage of time or satisfaction of restrictions	395,393	(395,393)	--	--
Total public support & revenue	977,012	(84,135)	892,877	
FUNCTIONAL EXPENSES				
Program services:				
Run & other events	145,762	--	145,762	66,706
Public education	154,504	--	154,504	195,635
Water projects & PWX	417,737	--	417,737	462,850
	718,003	--	718,003	725,191
Supporting services:				
Management & general	69,039	--	69,039	127,328
Resource development	88,507	--	88,507	136,537
	157,546	--	157,546	263,865
Total functional expenses	875,549	--	875,549	989,056
CHANGE IN NET ASSETS	101,463	(84,135)	17,328	(84,536)
Net assets, beginning of year*	(3,003,474)	191,737	(2,811,737)	(3,005,015)
Prior period restatement (Note 2)	--	--	--	277,814
Net assets, beginning, as restated	(3,003,474)	191,737	(2,811,737)	(2,727,201)
Net assets, end of year	\$(2,902,011)	\$107,602	\$(2,794,409)	\$(2,811,737)

* Loans from Founder/Prior Period Restatement

During 2007 the Organization's Founder and Chairman advanced \$3,000,000 to the Organization for the publication of the "Blue Planet Run" book for worldwide public education about the safe water crisis and other working capital needs. The loans were due on demand and carried a 5% interest rate through the end of 2008. During 2009 the loans were retroactively adjusted to be interest free, resulting in a \$277,814 positive restatement of net assets at December 31, 2009.

Please visit www.guidestar.org for prior audited financial statements & 990 documentation.



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