

# REFLECTIONS

ANNUAL REPORT 2012



# REFLECTIONS on Innovation and Impact



Watch [A Day in the Life](#) of Gary White. [Learn more](#) about how we can solve the crisis in our lifetime.

Dear Friends and Supporters,

For more than two decades, Water.org has been at the forefront of discovering and delivering solutions to the water and sanitation crisis. As we reflect on our progress, we can confidently say that we will ensure safe water and the dignity of a toilet for all – in our lifetime.

This past year, through your generous support, we transformed 270,000 lives with access to safe water and sanitation. This represents nearly twice as many individuals as 2011 – evidence that our investment in innovative solutions is paying off.

We are now reaching more people, faster and at a lower philanthropic cost than ever before. Through a commitment to innovation and a disciplined investment in research and development, we are now poised to expand our work into new geographies and with a broader, efficient network of local partners. We enter this upcoming year armed with both foundational insight and momentum to accelerate our impact worldwide.

Our optimism is reinforced by the global water and sanitation community's recent successes. In early 2012, the United Nations announced that one of the Millennium Development Goals for water was met ahead of schedule. Additionally,

since 1990, two billion people have gained first time access to safe water. These milestones speak to gathering momentum to end this global crisis.

Collectively, these achievements are inspiring. Yet, nearly a billion people still lack access to safe water. Providing the means for these men, women and children to transform their lives is our reason for being, and why we must continue to:

- Deliver programs that accelerate the pace of progress against this enormous, but solvable, crisis to ensure a better life for generations ahead.
- Apply the best thinking from the private sector, the public sector and the financial markets – wherever breakthrough ideas exist.
- Be a global voice, raising awareness of the need for access to safe water and sanitation.

Together, with your continued support, we will see the day when everyone in the world can take a safe drink of water and experience the dignity of a toilet.

Sincerely,

Gary White, CEO and Co-Founder

# A UNIQUE PERSPECTIVE

**We see people in need differently.** Water.org views the nearly one billion people who are living and dying for water access as customers with rights, responsibilities, financial power and the energy to design their own futures. We see ourselves as a catalyst, creating solutions with and through these individuals. We do so by developing solutions, delivering results and driving awareness and action.





## Developing Solutions: OUR PORTFOLIO APPROACH

We are committed to developing solutions that most effectively and efficiently respond to the specific needs of each community. Recognizing that charity alone cannot solve the crisis, we implement a portfolio of demand-driven solutions to finance and deliver access to safe water and sanitation. [Watch Water.org: Unleashing the Power.](#)

### 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 build quality assurance into the design of each program. To ensure these solutions endure, we invest in rigorous partner training and monitoring. Communities share in the cost and lead in the effort.

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

### Small Loans, Big Effect: WaterCredit

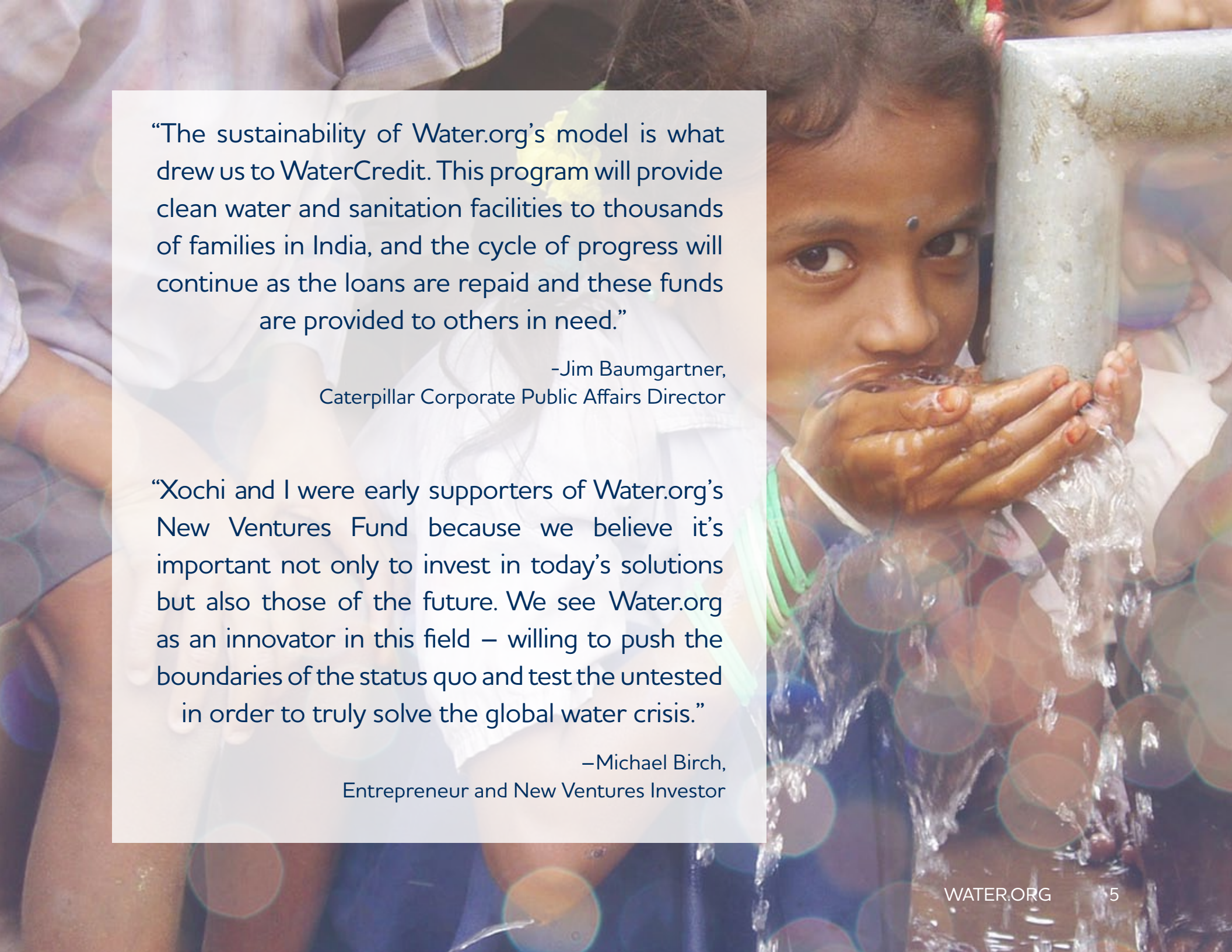
Pioneered in 2003, WaterCredit allows individuals to access loans for water connections or toilets. By assisting those who lack the financial resources to pay upfront for new water and sanitation facilities, WaterCredit empowers people to address their own water and sanitation needs with affordable financing. As the loans are repaid, WaterCredit “recycles” the capital to make more loans with that same initial investment. An investment in WaterCredit can reach five to ten times as many people as a traditional grant over a ten-year period.

Learn more about [WaterCredit](#).

### Innovate to Eliminate: New Ventures

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

Explore [New Ventures](#).

A young girl with a bindi on her forehead is drinking water from a public tap. She is holding her hands under the running water. The background shows other children in a school setting.

“The sustainability of Water.org’s model is what drew us to WaterCredit. This program will provide clean water and sanitation facilities to thousands of families in India, and the cycle of progress will continue as the loans are repaid and these funds are provided to others in need.”

–Jim Baumgartner,  
Caterpillar Corporate Public Affairs Director

“Xochi and I were early supporters of Water.org’s New Ventures Fund because we believe it’s important not only to invest in today’s solutions but also those of the future. We see Water.org as an innovator in this field – willing to push the boundaries of the status quo and test the untested in order to truly solve the global water crisis.”

–Michael Birch,  
Entrepreneur and New Ventures Investor



## Developing Solutions: OUR PARTNERS

We deliver our portfolio of demand-driven solutions through carefully-screened, certified local partner organizations who best understand the unique needs of communities. From project planning to construction and financing, our local partners are completely engaged. The result is sustainable solutions tailored to the needs of each community.

### 2012 CERTIFIED PARTNER ORGANIZATIONS

Adhikar	Bharat Integrated Social Welfare Agency	Development of Humane Action	Hand in Hand	Association Haitienne pour la Promotion d'un Developpement Autonome	Sri Kshetra Dharmasthala Rural Development Project
Adventist Development and Relief Agency-Kenya	Bullock-Cart Workers Development Association: Finance Limited	Dustha Shasthya Kendra	Kenya Water for Health Organization	Rashtriya Gramin Vikas Nidhi	Small & Medium Enterprise Programme DTM Ltd.
Afram Plains Development Organisation	Caja Rural de Ahorro y Crédito Nuestra Gente	Ecumenical Church Loan Fund of Kenya	Kenya Women Finance Trust DTM	Relief Society of Tigray	Voluntary Action for Development
Asomi	Caja Municipal de Ahorro y Crédito Arequipa	Financiera EDYFICAR	Mahila Housing SEWA Trust	Rural Aid	Village Education Resource Center
Association Haïtienne pour la Maîtrise des Eaux et des Sols	Community Integrated Development Initiatives	Equity Bank	Mythri Sarva Seva Samithi	Sanghamithra Rural Finance Service	
Bandhan Financial Services Private Limited	Comité Central de Proyectos de Agua y Desarrollo Integral de Lempira	Evangelical Social Action Forum	Organization for the Development of People	Society for Community Organization and People's Education	
Bhartiya Samruddhi Investments and Consulting Services Limited		Gramalaya	Organization for Rehabilitation and Development in Amhara	Society for Integrated Development in Urban and Rural areas	
		Grameen Koota			
		Gramalaya Urban and Rural Development Initiatives and Network			
		Haiti Outreach			

# Delivering Results: GLOBAL IMPACT



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

## Africa

1. Ghana
2. Uganda
3. Kenya
4. Ethiopia

## Latin America & Caribbean

5. Honduras
6. Haiti
7. Peru

## South Asia

8. India
9. Bangladesh

■ Active partners & programs in FY12

■ Active partners in FY12

**5**  
new partner organizations certified

**270,614**  
people served with clean water & sanitation

**142**  
community-based water projects completed

**14,280**  
household water connections established

**32,226**  
toilets constructed

**\$8.7 M**  
in WaterCredit loans disbursed

**42,307**  
WaterCredit loans made

**99%**  
repayment rate of WaterCredit loans

Delivering Results:

# POTENTIAL UNTAPPED

KOMANGALAM, INDIA

Selvi and her fellow villagers now have their own household taps, thanks to Water.org and our local partner, Society for Community Organization and People's Education (SCOPE). The 45-year-old mother of three young sons and wife of an agricultural laborer, Selvi spent time collecting water each day from a public tap. This took time and the tap never provided enough water for her family's needs. At a Water.org/SCOPE meeting in her village, Selvi learned about the importance of safe drinking water and how to obtain a WaterCredit loan to install a household tap. Selvi recruited four other women in her village to form a Joint Liability Group and take out loans in accountability to one another. Together they were able to purchase piping, and the SCOPE coordinator, health educator along with a local plumber helped construct the water points. She and her neighbors are no longer dependent on unreliable sources for their family water needs and have started to repay their loans.





Delivering Results:

# BOOMING BUSINESS

KOIMBI TOWN, KENYA

Beth now has a thriving farm, thanks to Water.org. A 60-year-old widow, mother of six grown children and primary school graduate, Beth applied for a WaterCredit loan to install a water storage tank on her 3.5-acre property where she grows coffee and macadamia nuts as cash crops, and maize, beans, potatoes and bananas as food crops. With the help of Water.org's partner Ecumenical Church Loan Fund of Kenya, the tank was installed within a month. Beth no longer has to walk half a kilometer to the river to fetch water each day, and now has more time to till her land and do other farm chores. She is the envy of all her peers and neighbors.



Delivering Results:

# SAFETY & SECURITY

BANGALORE, INDIA

Rajamma was able to fulfill her dream of a safe, healthy life and a good education for her children, thanks to Water.org. Without water or a toilet nearby, their long walks to the fields took up a great deal of their day, and their journeys at night were dangerous. The young mother of three wanted better for her family, so she joined a self-help group sponsored by a local Water.org partner to bring water and toilets to their community. Rajamma now has time for a sewing business so she can put her daughters through school. Her eldest daughter Batti, who will soon graduate college with a bachelor's degree, is excited to get a job of her own.

Watch Rajamma's [video interview](#) here.



# Driving Awareness & Action: EDUCATION

Water.org is committed to being a global voice, driving awareness of the need for access to safe water and sanitation. By educating the public about the existing barriers to safe water and sanitation delivery, we empower people to be part of the solution by sharing their knowledge, influence and resources.

## SHARING KNOWLEDGE & RESOURCES

As part of our commitment, we participate in national and international conferences to engage the broader public in the worldwide water and sanitation movement. This past year afforded us the opportunity to speak at several key forums, including Stockholm International Water Week, the Aspen Ideas Festival, Skoll World Forum and the World Policy Institute.

Our commitment to empowerment also speaks to sharing solutions so that others may replicate them. A key example of this is the open source release of our power.Water software so more non-profits can engage others in their cause. This software allows supporters to donate their voice by authorizing the organization to post information through their Facebook and Twitter accounts, thus driving greater awareness of their cause.

## AWARDS & RECOGNITION

This past year, we were humbled to receive several key honors that allow opportunities for engagement with other social entrepreneurs as well as with leaders in business, government, civil society and the media.

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## MAKING HEADLINES

Top news programs and leading publications continue to highlight our life-saving work. Through these key media channels, we've educated and engaged millions of people to join the worldwide water and sanitation movement.



## Driving Awareness & Action:

# EMPOWERMENT

Recognizing the power of technology to serve as a forum for individuals to share their knowledge, influence and resources, we provide several vehicles for online engagement. From creating a fundraiser to donating one's online presence to following our work in real-time, we view ourselves as a catalyst for individuals to make a meaningful impact against the water and sanitation crisis.

### PARTNERSHIPS & AWARENESS

Throughout 2012 we partnered with forward-thinking organizations such as Zynga, Levi's, ONE, Bill and Melinda Gates Foundation, AOL, Yahoo! and others. Our collective efforts help tell the water crisis story to even more people, more affordably and more efficiently than ever before.



FarmVille  
in-game products  
benefited Water.org

“We are thrilled to partner with Water.org to continue raising awareness and funds for this global crisis through social games.”



—Ken Weber, Executive Director Zynga.org

### GROWING A COMMUNITY

We strive to be a “best of class” partner on platforms such as Facebook, Twitter, YouTube, Instagram and Pinterest.

**>60,000**

people have donated their voice

**1 million**

views of Water.org videos on YouTube

**+35%**

2012 Facebook audience growth

**+15%**

2012 Twitter follower growth

# FINANCIALS

## Statement of Financial Position

	Years ending Sept 30,	
	2012	2011
<b>ASSETS</b>		
Cash and cash equivalents	\$8,436,447	\$6,467,848
Contributions and grants receivable	2,233	17,543
Prepaid expenses	54,691	46,219
Investments	600,473	85,562
Property and equipment, net	100,816	110,976
<b>TOTAL ASSETS</b>	<b>\$9,194,660</b>	<b>\$6,728,148</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable	\$121,321	\$130,467
Accrued expenses	236,569	129,783
Note payable	-	3,051
Grants payable	-	80,405
Refundable advances	899,194	1,145,298
<b>Total Liabilities</b>	<b>\$1,257,084</b>	<b>\$1,489,004</b>
<b>NET ASSETS</b>		
Unrestricted	\$4,765,717	\$3,435,054
Temporarily restricted	3,171,859	1,804,090
<b>Total Net Assets</b>	<b>\$7,937,576</b>	<b>\$5,239,144</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$9,194,660</b>	<b>\$6,728,148</b>

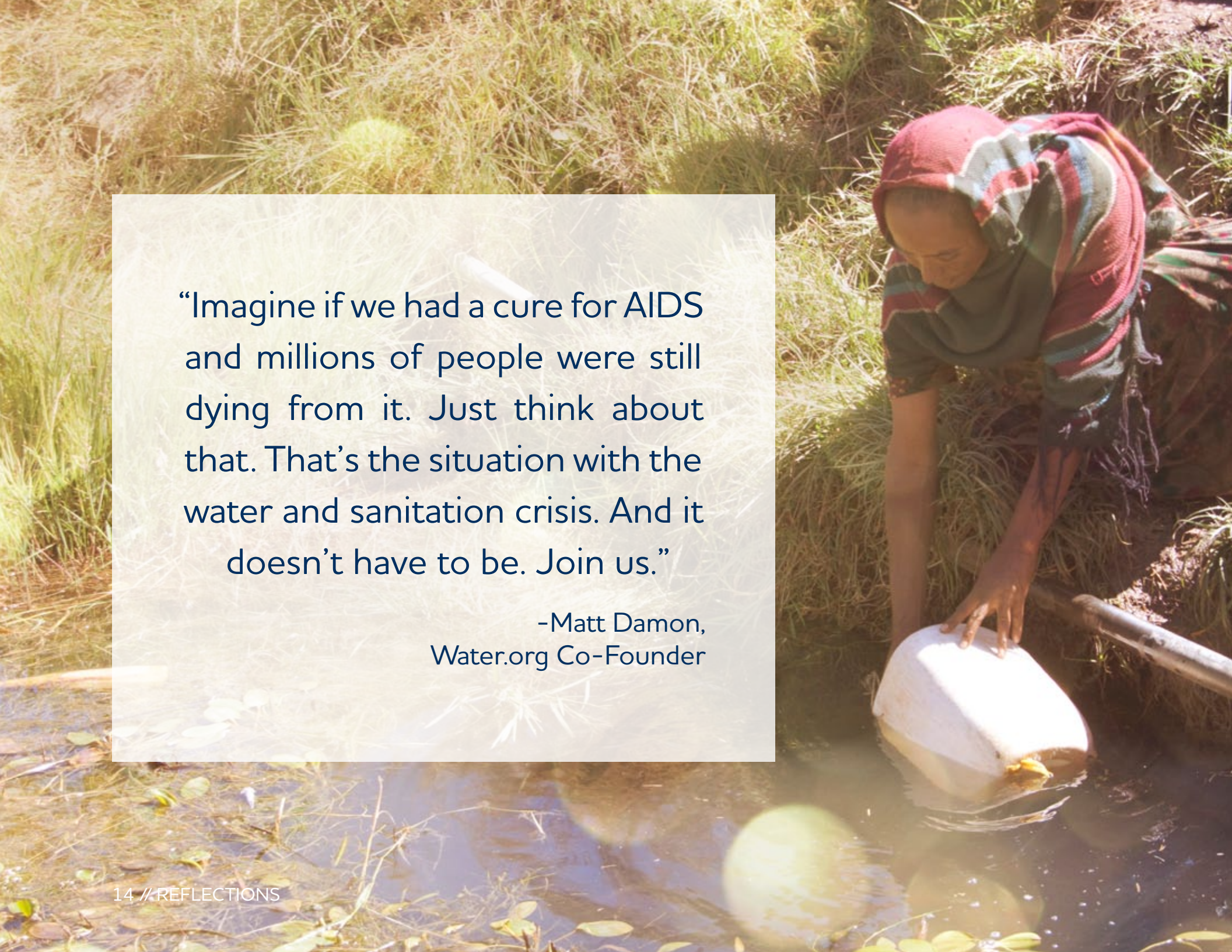
Financials available online.

## Statement of Activities

	Unrestricted	Temporarily Restricted	Total
<b>REVENUES, GAINS, AND OTHER SUPPORT</b>			
Contributions and grants			
Foundations	\$473,930	\$4,129,919	\$4,603,849
Corporations and other organizations	692,098	829,256	1,521,354
Individuals	2,195,758	753,133	2,948,891
Federated/workplace campaigns	80,041	127	80,168
In-kind contributions	166,834	203,792	370,626
Product sales, net	5,869		5,869
Investment return	19,185		19,185
Net assets released from restrictions	4,548,458	(4,548,458)	-
<b>TOTAL REVENUES, GAINS AND OTHER SUPPORT</b>	<b>\$8,182,173</b>	<b>\$1,367,769</b>	<b>\$9,549,942</b>
<b>EXPENSES</b>			
Program services			
Sustainable water projects			
Water programs	\$3,143,403		\$3,143,403
Advocacy	291,179		291,179
Outreach	900,730		900,730
New Ventures	634,883		634,883
Total program services	\$4,970,195		\$4,970,195
Management and general	\$936,236		\$936,236
Fundraising	945,079		945,079
<b>TOTAL EXPENSES</b>	<b>\$6,851,510</b>		<b>\$6,851,510</b>
<b>Change in Net Assets</b>	<b>\$1,330,663</b>	<b>\$1,367,769</b>	<b>\$2,698,432</b>
Net Assets, Beginning of Year	3,435,054	1,804,090	5,239,144
<b>Net Assets, End of Year</b>	<b>\$4,765,717</b>	<b>\$3,171,859</b>	<b>\$7,937,576</b>

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



A woman wearing a red and blue striped headscarf is crouching by a shallow stream, filling a white plastic jerrycan. The background is a lush, green, grassy area. The scene is brightly lit, suggesting a sunny day.

“Imagine if we had a cure for AIDS and millions of people were still dying from it. Just think about that. That’s the situation with the water and sanitation crisis. And it doesn’t have to be. Join us.”

-Matt Damon,  
Water.org Co-Founder

# THANK YOU

On behalf of the 270,000 people whose lives were transformed with water and sanitation in 2012, thank you for your generous support.

## **\$1 Million and Above**

The Caterpillar Foundation  
PepsiCo Foundation

## **\$250,000-999,999**

Michael and Xochi Birch  
Matt and Luciana Damon  
Levi Strauss & Co.  
The MasterCard Foundation  
Swiss Re Foundation  
Zynga.org

## **\$100,000-249,999**

AOL, Inc.  
CamelBak Products, LLC.  
Deutsche Bank Americas Foundation  
The EKTA Foundation  
MacFarlane Foundation  
Passports with Purpose  
Vitol Charitable Foundation

## **\$50,000-99,999**

Anonymous  
Independent Charities of America  
Johnson & Johnson

May and Stanley Smith Charitable Trust  
Project RightChoice  
W. K. Kellogg Foundation

## **\$25,000-49,999**

Mary Andreovich  
Fidelity Charitable Gift Fund  
Allan Karp and Lisa Keith  
Laura Byrnes – Pin Up Girl, Inc.  
Orrick, Herrington & Sutcliffe LLP New York

## **\$10,000-24,999**

Amazon Associate Program  
Anonymous (2)  
The Apatow Family Foundation, Inc.  
Aqwalife Foundation  
Cavalicious  
Charlotte Latin Upper School  
Alison Cherry  
Cole Birches Foundation  
Drink Water  
Estate of John D. Work

Facebook  
George and Patricia Ann Fisher Foundation  
Greater Kansas City Community Foundation  
Hotel Bloom  
Jeremy and Deborah Howard  
Just Give  
King of the Web  
Media Analytics, Ltd.  
Metabolic Studio  
Microsoft Matching Gifts Program  
MissionFish  
The Nathan & Gretchen Day Fund of The Dallas Foundation  
National Philanthropic Trust  
Daniel Olenik  
Rosetta  
Socketlabs, Inc.  
U.S. Charitable Gift Trust  
Vanguard Charitable Endowment Program  
Warmenhoven Family Foundation

## **\$5,000-9,999**

Gary and Becky Anderson  
Anonymous (2)  
Anthony Gregg  
Jill Belasco  
Carl E. Kessler Family Foundation  
Kurt and Margaret Cellar  
Chevron Humankind  
Clearwater Capital Partners  
Steven and Becky Collins  
Community Foundation of Western Massachusetts  
Jan and Susan Creidenberg  
Foundation to Decrease World Suck  
Philip Franchina  
Shaun Germain  
Google Matching Gifts Program  
Great Getaways Travel  
John Green  
James Perse Enterprises Inc.  
John P. Kavooras Charitable Trust  
The Kaphan Foundation  
Miami Country Day School  
John Neer

**\$5,000-9,999 cont'd**

Northern Trust, N.A.  
OneXOne  
Mark and Donna Owen  
PNC Institutional  
Investments  
Rockinghorse Trail  
Foundation  
Smith Family Legacy  
Foundation  
Christopher Suozzo  
Daniel and Julie  
Tappendorf  
Tosa Foundation  
Kathryn Yirilli

**\$2,500-4,999**

AKC Fund, Inc.  
American Endowment  
Foundation  
Anonymous (6)  
ASK Staffing  
Vikram Baskaran  
Mary Bellanti  
Nathaniel Berman  
Joseph Boyle  
Dwight Burnham  
Vincent Checchi  
The Congregational  
Church of Middlebury, Inc.  
Julia Cronin  
Delmonico's Restaurant  
Group

David and Ellen  
DeSimone  
In honor of Trevor  
Docter  
Todd and Michele  
Dominick  
Nathan Dooley  
Charles and Elizabeth  
Flood  
Give With Liberty  
In honor of Jonathan  
Glassman  
Chris and Shane Hanes  
Elizabeth Hauptert  
The Hershey Company  
William Hoffman  
Bruce Hulbert  
Johnson & Johnson  
Matching Gift Program  
Larry Huch Ministries  
Jordan Laughlin  
Paul Leksen  
Sonja Llamanna  
Mariel Foundation  
Shannon McDowell  
Wendy McDowell  
MO BIO Laboratories, Inc.  
The Montoya Family  
Foundation, Inc  
The Moriah School  
Association of Parents  
Pactimo

PandO Gift Fund,  
administered by  
the North Carolina  
Community Foundation  
Kemp Peterson  
Neal Pfister  
Riverview School  
Sacred Heart Parish  
William and Sandra  
Schneider  
Schwab Fund for  
Charitable Giving  
Scottsdale Unified  
School District No 48  
Sheffield's, Inc.  
Clarke and Beth Smith  
Keith Klein and Anne  
Spiesman  
St. Raphael Church  
Janek Talwalkar  
Gary and Becky White

*Additional thanks to  
ViewPoint! and C. O'Hara  
for their ongoing support.*

...and thousands of others  
whose generous support has  
transformed lives.

# THANK YOU





# WATER.ORG TEAM

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Immediate Past Chair

Vinod Dasari

Dan Hoskins  
Secretary

Jodi Kahn

Keith Quinn

Andy Sareyan  
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Adam Schechter

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Vice Chair

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Terry Trayvick  
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Gary White

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*Senior Manager of Information, Evaluation, and New Ventures*

Jenn Beard  
*Digital Marketing Programs Manager*

Vince Carney  
*Software Developer*

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*Manager, International Programs*

Stacy Davis  
*Office Manager*

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Rob Gradoville  
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Rosemary Gudelj  
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John Moyer  
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Laura Ralston  
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*Director, Strategic Initiatives, Office of the CEO*

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Rich Thorsten, PhD  
*Director, International Programs*

Tascha Alvarez  
von Gustedt  
*Project Manager, Development and Strategic Alliances*

Gary White  
*CEO and Co-Founder*

Nicole Wickenhauser  
*Senior Development Manager*

Teresa Woods  
*Donor Care Specialist*

Kyle Zenner  
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## AFRICA TEAM

Patrick Alubbe  
*East Africa Regional Director*

Anthony Githinji  
*WaterCredit Officer*

Alice Maina  
*Financial Auditor/Accountant*

Caleb Otieno Metoh  
*Office Assistant*

Elizabeth Were  
*Program Officer*

## ASIA TEAM

Pon Aananth  
*WaterCredit Officer*

Jaya Balakrishnan  
*Administrative Officer*

Jayanti Karki Chhetri  
*Communication for Development Officer*

P. M. Jose  
*Microfinance Institution Advisor*

S. Avudai Nayakam  
*Senior Water & Sanitation Officer*

P. Rajeswari  
*Office Assistant*

Uday Shankar  
*South Asia Regional Director*

Team and board member bios:

[Water.org/about/staff-partners](http://Water.org/about/staff-partners)

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