

 charity: water

**4,100 CHILDREN DIE EACH DAY FROM
WATER-RELATED DISEASES.**



WHO WE ARE

charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations. We raise awareness about the 800 million people living without life's most basic need and invite others to join our mission. Then, we use 100% of public donations to fund clean water solutions in areas of greatest need.

100%

OUR MODEL.

Our operating costs are covered separately, so 100% of the public's money can go directly to clean water projects in developing countries.



PROOF.

When each water project is complete, we prove it with photos and GPS coordinates so you see where your money has had a direct impact.



BUILDING CAPACITY.

We invest in local partners on the ground to build the water projects. Their programs use clean water to change the future of communities.



THE WATER CRISIS

Unsafe water and lack of basic sanitation cause more deaths each year than all forms of violence, including war. Diarrheal disease is the most common illness on the planet and most cases are a direct result of contaminated drinking water or poor sanitation. Kids are especially vulnerable; their bodies can't handle the intense dehydration and loss of nutrients. About every 19 seconds, a child dies from a water-related illness.

90%

of deaths caused by diarrheal diseases are children under five years old.

2.2 MILLION

deaths can be prevented each year by simply improving access to water and sanitation.

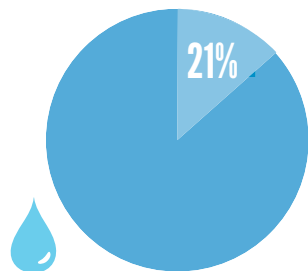
\$28 BILLION

is lost in Africa each year because people don't have access to safe water and sanitation.

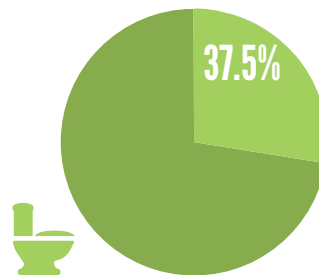


WHY WATER?

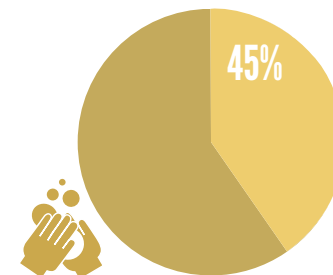
Water projects built near a community can restore hours to a person's day. Instead of walking for water, adults can use this time to work and children can use it to get an education. Families with enough clean water to drink, bathe and grow their own food can become self-sufficient households, less affected by external conflict, famine or inadequate government services. Clean water can change everything.



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



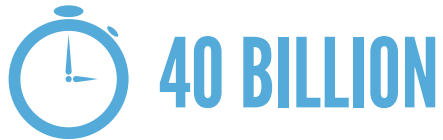
sanitation alone can reduce water-related deaths by 37.5%



handwashing alone can reduce water-related deaths by 45%

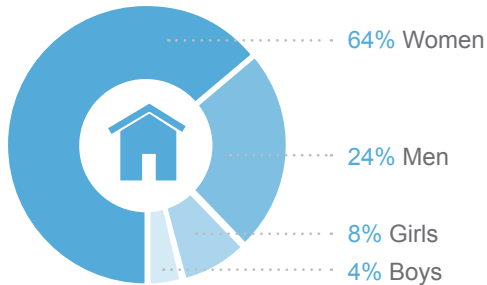
800 MILLION DON'T HAVE CLEAN DRINKING WATER.

WALKING & WATER



In Africa alone, people collectively spend 40 billion hours every year walking for water.

WHO USUALLY COLLECTS WATER IN THE HOUSE?



Women are **twice** as likely to walk for water than men. The hours spent walking and the resulting diseases from contaminated sources keep them from getting an education, earning a much-needed extra income and taking care of their families.



HEALTH & SANITATION

Diseases from unsafe water and lack of basic sanitation kill more people each year than all forms of violence, including war.

Most of these illnesses are preventable. The United Nations predicts that we can prevent one tenth of the world's entire disease burden simply by improving water supply and sanitation.

SCHOOLS & WATER



Half of all schools in the world don't have ready access to clean drinking water.

HOW DOES WATER AFFECT EDUCATION?



TIME. Kids in developing countries spend 3+ hours each day collecting water instead of going to school.



GIRLS. Without latrines or water for washing, many girls drop out of school when they hit puberty.



DISEASE. Water-related diseases are debilitating and keep children and teachers from coming to class at all.

OUR WORK

We believe everyone has the right to clean, safe drinking water. Since 2006, charity: water has funded water projects around the world to help more than 3 million people get access to water, hygiene education and improved sanitation.

as of 1/1/2014



20

COUNTRIES



9,458

WATER PROJECTS

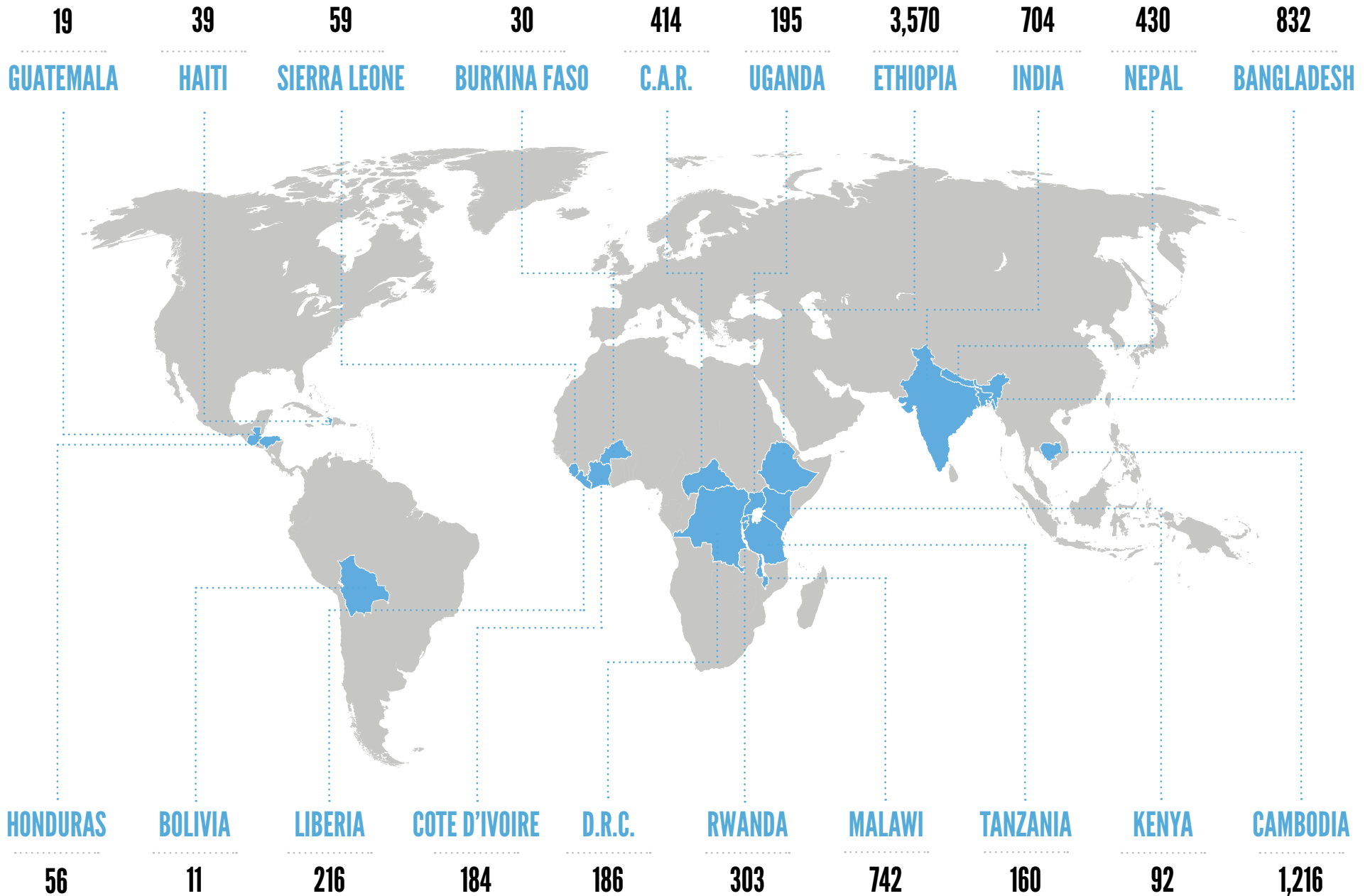


3,500,000

PEOPLE SERVED

WATER PROJECTS BY COUNTRY

as of 1/1/2014



WHERE WE WORK

Bangladesh
Bolivia
Burkina Faso
Cambodia
Cote D'Ivoire
Central African Republic
The Democratic Republic of Congo
Ethiopia
Guatemala
Honduras
Haiti
Nepal
India
Kenya
Tanzania
Rwanda
Malawi
Liberia
Sierra Leone
Uganda

Across Africa, Asia, Latin America and the Caribbean, we work with organizations in the field to build and implement water projects for communities, schools and health clinics.

Our local partners have years of experience and acquired knowledge. Their field teams drill through some of the deepest bedrock to find freshwater aquifers, scale mountains in search of natural springs, survey arid land for new piping systems and drive drilling rigs into remote villages in the jungle -- all to bring clean water to some of the poorest communities in the world.



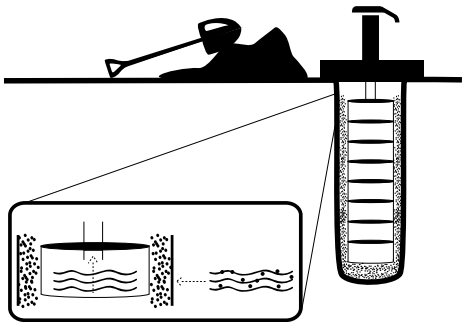
SOLUTIONS WE INVEST IN

We work with our local partners to survey, analyze and test solutions in the field that can have real impact on the communities they serve. Our partners carefully choose each water solution based on the area's water availability, culture, economy and geography.

Whenever possible, our partners involve the community in the construction process. They implement sanitation solutions, provide hygiene training and form committees to handle project maintenance. We don't consider our projects "complete" until there is *local ownership* -- we want to make sure that the community is engaged and empowered to care for their own water project for years to come.

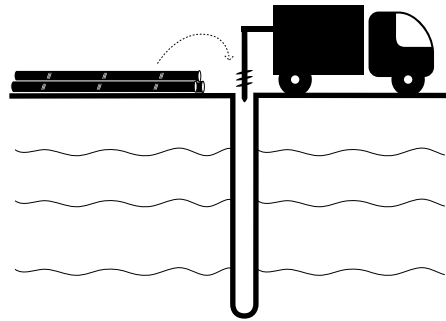
HAND-DUG WELL.

Hand-dug wells are possible in areas with a high water table. The community usually contributes time and labor, sometimes digging up to three months to reach clean water deep underground.



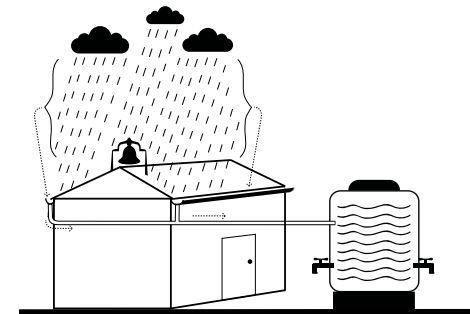
DRILLED WELL.

A professional team uses a drilling rig to tap into an underground aquifer, then caps the well with a hand or foot pump. Deep wells supply more water than hand-dug wells, but they're more expensive and labor-intensive.



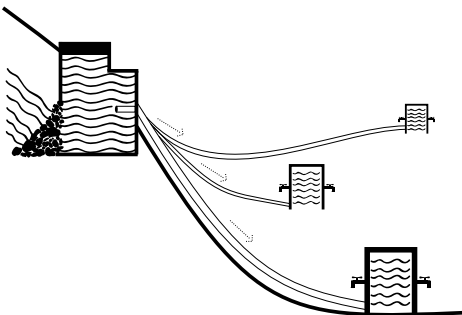
RAINWATER CATCHMENT.

In areas with heavy seasonal rain, we can harness and store the natural rainwater. Gutters installed on roofs direct the flow of rainfall through a series of pipes into a sanitary holding tank.



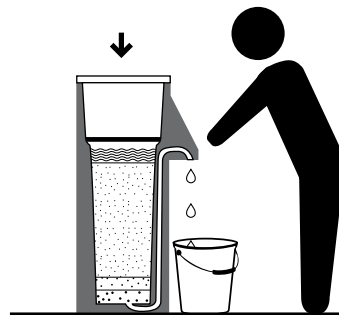
SPRING PROTECTION.

Spring protection systems safely store and pipe clean water to communities from natural springs. Their reach depends on the water yield; some provide water for a couple hundred people, others can be piped down to thousands of people in several villages.



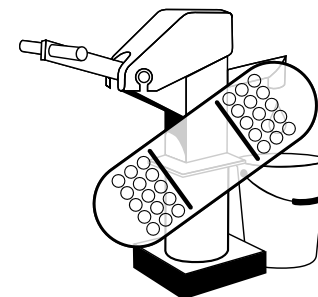
BIOSAND FILTER.

Layers of sand, stone and a bacterial film remove 99% of contaminants from water poured into them. BioSand filters require little maintenance and can serve up to 15 people. Families usually build their own and keep it at their house for daily use.



REHABILITATION.

When communities have broken or abandoned non-charity: water projects nearby, our partners find it cost-effective to repair and improve these existing projects. They also train communities on maintenance to prevent future breakdowns.









from the field

SPOTLIGHT ON ETHIOPIA

STORY FROM THE FIELD: DESTA'S DREAM.

MAI NAI, ETHIOPIA. Desta is waiting.

Every day, she and hundreds of other women in her village spend three or four hours walking -- searching -- for water to bring home to their families. If she's lucky, she'll find an open source with enough groundwater to fill her Jerry can. Those are the good days -- others, she comes home empty-handed. Helpless.

"I cannot do anything," she tells us. "Even when I go through all the trouble to go home with one Jerry can of water... one can for a family of six people is not enough."

A Jerry can is about five gallons when full; that's a heavy burden to carry for miles, but it's not much when it has to cover an entire family's needs for drinking, bathing, and cleaning clothes or dishes. For Desta, that's one stress -- she lacks enough water.

"Without water, what can you do?" she asks us. "Our kids -- with what water can we wash them? We cannot wash them. If we do, what water then can we drink?"

The little water she can drink is contaminated. She knows it, her community knows it, but they don't have a choice. Nor do they have the equipment to dig for new wells; in this part of northern Ethiopia, you can only get so far down with a shovel. Thick bedrock prevents people living on the earth's rocky surface from tapping



into freshwater aquifers below them. So it's dirty water -- or nothing. And it's praying the next bout of sickness doesn't kill you or your family.

A year ago, a rumor spread through Mai Nai -- the government was coming to build a well.

"We have heard of other places that have new wells," she says, smiling. "In the cities -- we have heard of wells being built there. We are happy for them. We get happy when we hear of wells built for other areas."

She pauses. "For us, we haven't seen it yet."

So Desta waits. Her kids wait, her village waits. About 74% of people living in rural Ethiopia don't have access to clean water -- many of them are just like Desta, and they're waiting.

Our mission is to bring clean water to families like Desta's. To restore their time, to let kids go back to school instead of collecting water with their moms, to break the cycle of sickness and to give these families a chance.

"It's like a dream, the thought of having a well," she tells us. "It's a dream for our kids to have clean water. It's a dream for our kids to go to school healthy. It's a dream for us to be illness-free. This well... we see it like a dream."

We at charity: water, work every day in order to make this dream real for communities and people like Desta.

MYCHARITY: WATER

mycharity: water is an online fundraising platform where anyone can start a campaign to raise money for clean water projects. Every day, people around the world join our mission by coming up with their own fundraising ideas. They bike, swim, host concerts, run marathons, give up birthday or wedding gifts and ask for donations instead... all to help us bring clean water to people in need.

70%

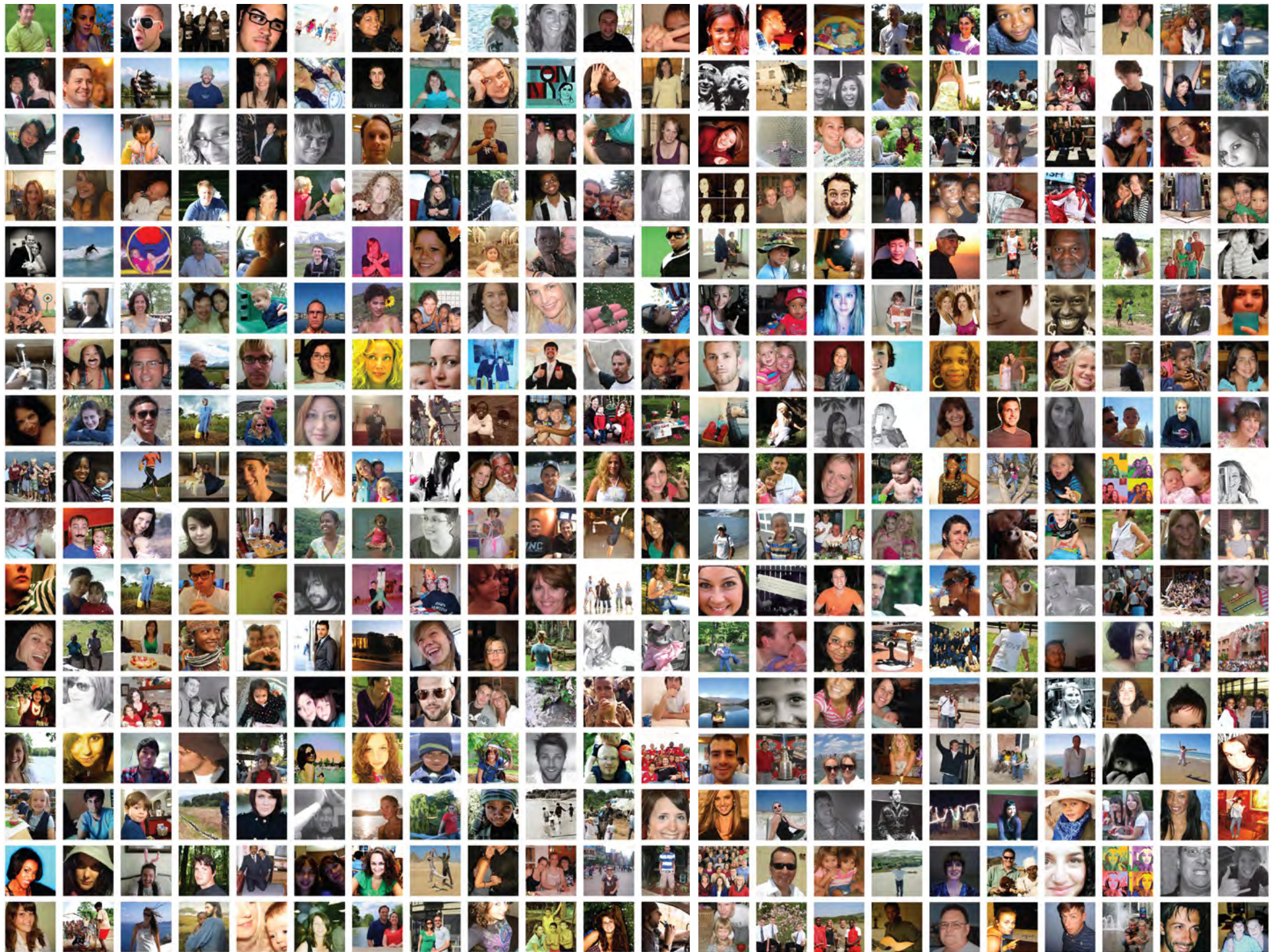
of our total donations are raised or given online.

\$30 MILLION

has been raised on *mycharity: water*

181,000

people have joined *mycharity: water* to help us.



DOLLARS TO PROJECTS

We're serious about connecting those who give to the people they help. Dollars to Projects ties every donation made on our online fundraising platform *mycharity*: water to a completed water project in a developing country.

Whether you give \$1 or \$5,000, we'll show you exactly how your money makes a difference.



YOU FUNDRAISE
OR DONATE ON
MYCHARITY: WATER.



WE SEND 100%
OF YOUR MONEY TO
THE FIELD.



WHEN THE PROJECTS
ARE COMPLETE, WE
PROVE THEM.

1 YOU FUNDRAISE OR DONATE.

You start an online fundraising campaign. Or you donate to a friend's *mycharity: water* campaign.



2 WE SEND YOUR MONEY TO THE FIELD.

We work closely with our local partners to find communities in great need. Then, we pool your funds with other money raised on *mycharity: water* and send 100% of it to our partners on the ground.



3 OUR PARTNERS START THE WORK.

Our partners determine the best water technology for that community depending on the water availability, culture and economic conditions. The construction starts at the village-level. The community elects a Water Committee, which is trained on how to manage and maintain the project over time.



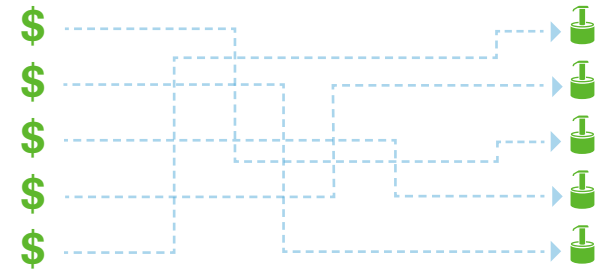
4 OUR PARTNERS COLLECT DATA.



Once the water project has been completed, our partners' field teams gather the final GPS coordinates and photos of each community. Then, they send all the data straight to us.

5 WE ASSIGN YOUR DOLLARS TO PROJECTS.

We use a custom-built Assignment Tool to match the money you raised with the projects you helped fund.



6 YOU GET A REPORT OF YOUR PROJECT.

About 18 months after your funds are sent to the field, we show you proof using GPS coordinates, photos and other details about the community you helped. We publish this info on your *mycharity: water* profile so you can easily show everyone the proof of your campaign's impact.



PARTNERSHIPS

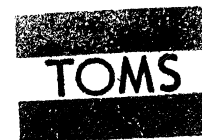
We team up with socially-conscious companies that aren't afraid to tackle big goals. We don't have a one-size-fits-all approach for any of our corporate partnerships. Instead, we form a strategy that best supports our mission to bring clean water to people in need.



Saks Fifth Avenue funded clean water projects for over 130 communities in Latin America, Asia and Africa.



The Macallan auctioned its oldest whisky on a tour around the world to bring 30,000 people clean water.



TOMS sold two limited-edition shoes to raise funds for water projects in Ethiopia.

PRESS

In the past five years, charity: water has received media coverage and free ad space in more than 750 news outlets. Here are some highlights:

The New York Times

CNN

CBS

abc

People

WWD

DAILY NEWS

4 NBC

ELLE

USA TODAY

hulu

FOX NEWS channel

ALJAZEERA

NEW YORK

FAST COMPANY

ABC.

The ABC 20/20 series, “Be the Change: Save a Life,” supported by the Gates Foundation, featured our September Campaign in 2010. The show aired to more than 10 million viewers and as a result, raised over \$100,000 for water projects.

NEW YORK TIMES.

New York Times columnist Nicholas Kristof wrote two full-length articles about Founder Scott Harrison and charity: water’s mission. His column has 100,000+ regular readers.



GET INVOLVED

From monthly Volunteer Nights in our NYC office to holding a lemonade stand in your front yard to getting your workplace behind sponsoring an entire water project -- there are a lot of opportunities to join our mission.

FUNDRAISE.

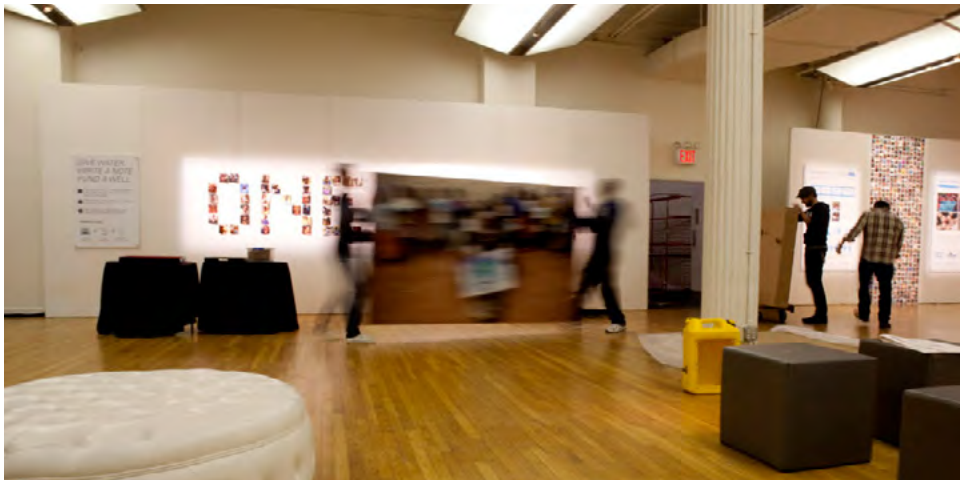
Give up your birthday, run a race, sell muffins... on [mycharity: water](#) you can do *anything* to fundraise for water. We'll show you the impact of every dollar you raise. Learn more at [mycharitywater.org](#).

DONATE.

100% of your donation will go straight to water project costs in developing countries. Just \$20 can provide one person with clean water. See all the ways you can donate at [charitywater.org/donate](#).

VOLUNTEER.

We're always looking for help in the office. Lend a hand, meet other supporters, assist at our events -- and learn more about the water crisis. Sign up for our volunteer email list at [charitywater.org/getinvolved](#).



CONTACT US

FOLLOW US.



facebook.com/charitywater



@charitywater

Contact mediarequests@charitywater.org
for media and partnership inquiries

[charity: water](#)

200 Varick Street, Suite 201

New York, NY 10014

t: 1.646.688.2323

f: 1.888.707.6466

Photography by Scott Harrison, Esther Havens and Mo Scarpelli.

Statistics gathered from the United Nations, UNICEF, World Health Organization and US Geological Survey.

