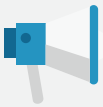


IN THE FIELD



SUPPORTERS



TEAM



FINANCIALS

OUR PROGRESS THROUGH 2012

For years, we referred to ourselves as a startup organization. But in 2012 we realized that wasn't entirely true. In 2012 alone, we raised **\$33 million** and funded more than **2,000 water projects**. We were able to give more than **700,000 people** clean water around the world. And for the first time in our history, we began to feel like we weren't a startup anymore.



\$93 million

Total raised



8,208

Water projects funded



3,223,000

People with clean water

WATCH THE 2012 RECAP



OUR WORK IN THE FIELD

Every year, we set ambitious goals for ourselves. We know that the long hours spent working, and the money we raise translates into clean drinking water for thousands of people in need.

TOTAL PROGRESS IN 2012



\$33 million

Total raised



2,043

Water projects funded



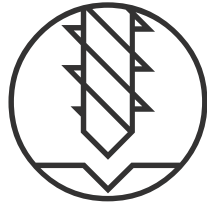
711,380

People with clean water

WATER SOLUTIONS

Bringing clean water to people looks different in each country. We fund

a variety of water solutions depending on water sources, terrain and population. Here are some of the water solutions we funded in 2012:



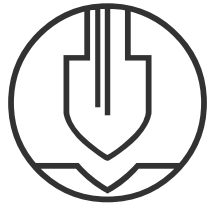
Drilled Wells

A drilling team drills deep into the earth to reach fresh aquifers.



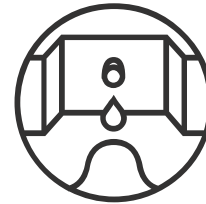
Rainwater Catchments

Gutters on rooftops direct the flow of rainfall into a sanitary holding tank.



Hand Dug Wells

Skilled laborers dig up to 15 meters by hand to reach aquifers below.



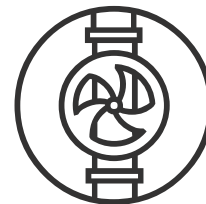
Spring Protections

A system captures and safely stores pure water from a natural spring.



BioSand Filters

Layers of sand and microbacterial film filter out contaminants.



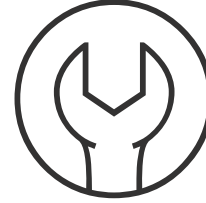
Piped Systems

Networks of pipes supply water to different community tap stands.



Latrines

Covered shelters provide safety and privacy for bathroom users.



Rehabilitations

A team repairs broken projects to restore clean water to a community.

REMOTE SENSORS

In December, we announced a \$5 million pilot project with Google to develop remote sensor technology that will tell us exactly how much water is flowing through our water points at any given time, anywhere in the world. Over the next few years, we'll develop and install 4,000 low-cost remote sensors in our existing and new water projects in several different countries.

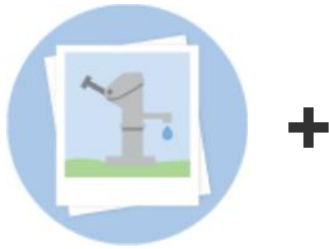
This will ensure that our water projects are being maintained and repaired when necessary, and that clean water keeps flowing.



PROJECT REPORTING

Since day one, we've always believed in proving our work to our supporters. We track every dollar a campaigner raises and once the project they funded

is finished, we send them a completion report with photos and GPS coordinates of their project.



RACHEL'S STORY: SEEING HER IMPACT

In July, 2011, a nine-year old girl named Rachel Beckwith died from a tragic car accident. Thousands of people around the world heard her story and began to donate to her 9th birthday wish campaign.



\$1,265,823

Money raised



143

Water projects funded



37,770

People with clean water

Once the projects were complete, we took Rachel's mom, Samantha, to Ethiopia with us to see a few of the wells her daughter helped build. Take a look at the video:



OUR VISION FOR ETHIOPIA AND RWANDA

We want to bring clean water to 100 million people by 2022. As part of that goal, we plan to serve 3 million people in 2015 and bring 100% coverage to massive communities in both Ethiopia and Rwanda.





TIGRAY, ETHIOPIA

In the last four years, with the help of our implementing partners REST and A Glimmer of Hope, we've funded over 2,100 water projects and served more than 830,000 people with clean water in Tigray. But there are still more than 3 million people without clean water here, and we're not stopping until we've served every one of them.



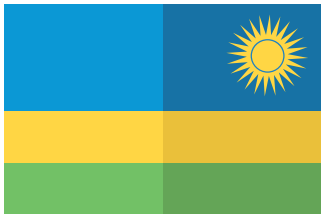
People in Tigray

4.8M



Lack clean water

67%



RULINDO, RWANDA

Our 2012 September Campaign funded seven large scale water systems in Rwanda. With the help of our implementing partner, Water for People, we will bring clean, safe water to everyone in Shyorongi and Ngoma sectors of Rulindo District. But Rulindo District is massive,

and we're going to keep going until every sector has access to life's most basic need.



People in Rulindo

285,000



Lack clean water

70%

OUR AMAZING SUPPORTERS

Our supporters donate online and mail in checks, volunteer at events, contribute to our staff salaries and operating costs, and even give up their birthdays to help us do what we do. charity: water wouldn't exist without them.

DONORS

As we grow, our donor base continues to grow, too. We receive donations from people all around the world generously supporting our cause and making our work possible. Here's some information about our 2012 donors:

90,057

Donated to clean water

\$187.90

Average donation

MOST DONATIONS BY COUNTRY



UNITED STATES

94,300 donations



CANADA

4,400 donations



AUSTRALIA

3,000 donations



U.K.

2,100 donations



SINGAPORE

700 donations

FUNDRAISERS

In 2012, our online fundraising platform, mycharity: water, hit a huge milestone. In just over 3 years, it raised \$20 million — 100% of the money going to clean water.

11,313

Campaigns started

83,247

Total donations

\$8,198,783

Total raised

BIRTHDAY CAMPAIGNERS

charity: water began with a birthday party, and since then, the idea of giving up your birthday for clean water has grown into a movement. Over half of campaigns on mycharity: water are birthday campaigns.



6,262

Birthdays donated in 2012



\$2,925,890

Raised through birthdays




MOST RAISED

\$84,101




ADAM LAMBERT


GAVE UP HIS 30TH BIRTHDAY



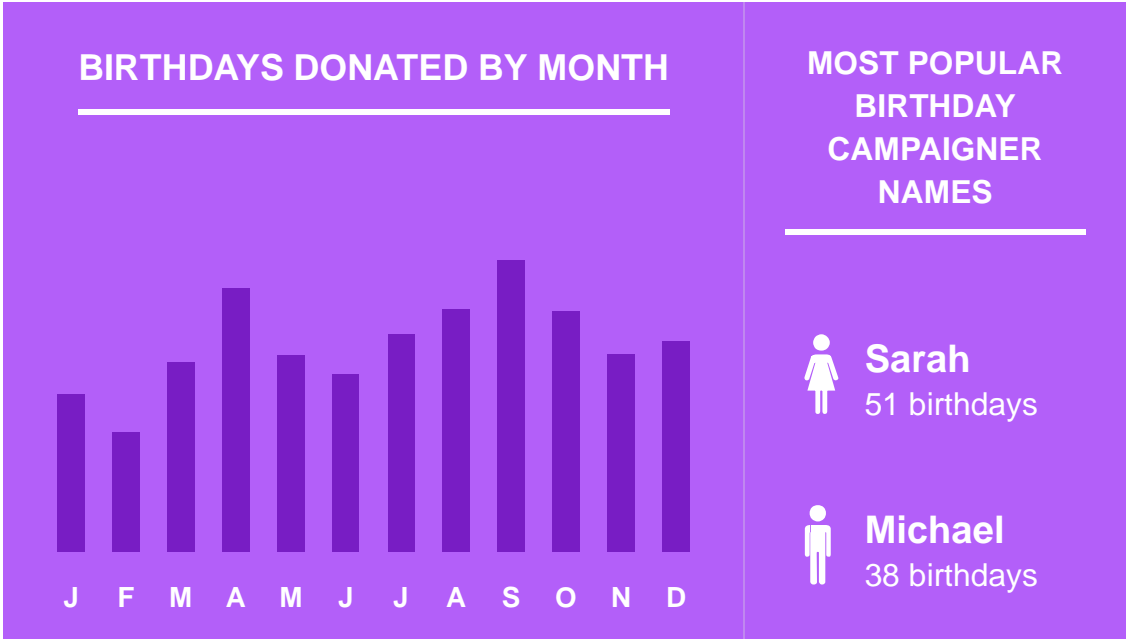
Most donations
Nathan Fillion
2,521 donations



Youngest
Heather Solomon
1st birthday



Oldest
Anjali Desai
90th birthday



BIRTHDAY CAMPAIGNERS YOU MIGHT RECOGNIZE



Tony Hawk
44th birthday
\$20,664 raised



Justin Bieber
18th birthday
\$19,591 raised



Amanda Seyfried
27th birthday
\$28,055 raised



Greyson Chance
15th birthday
\$8,796 raised



Seth Meyers
39th birthday
\$8,866 raised



Michael Kors
53rd birthday
\$8,019 raised



Dr. Oz
52nd birthday
\$7,335 raised



Brandi Carlile
31th birthday
\$6,425 raised



Soledad O'Brien
46th birthday
\$2,641 raised

















CJ Wilson
32nd birthday
\$2,639 raised

PLEDGE YOUR BIRTHDAY

SOME OF OUR FAVORITE 2012 MYCHARITY: WATER CAMPAIGNS

Our supporters didn't stop at just birthdays. They came up with some very creative ways to fundraise for clean water.

MOST UNIQUE	MOST RAISED
 <p>Sarah Peck Naked swim in SF bay Raised \$32,399</p>	 <p>Drinks for Drinks Eastlake Church Raised \$835,407</p>
 <p>Cubby Graham Grew a huge beard Raised \$5,896</p>	 <p>Karma Koin Karma Koin for Rwanda Raised \$250,001</p>
 <p>William & Tori Got Married! Raised \$9,339</p>	 <p>Water for Nepal Everest, Water Life Raised \$107,900</p>
 <p>Noah Barclay Weaved for water Raised \$960</p>	 <p>Zendesk Zendesk for water Raised \$105,380</p>
 <p>John & Andrew Climbed Mt. Rainier Raised \$5,096</p>	 <p>PandoDaily Sarah Lacy Raised \$90,000</p>
 <p>GameToAid Gaming marathon Raised \$6,640</p>	 <p>Adam Lambert Adam's 30th birthday Raised \$84,101</p>
 <p>William Markuske Sailed 40,000 miles Raised \$1,042</p>	 <p>OWC 25th Anniversary Other World Computing</p>



Angie Beermann

Sold hot chocolate
Raised \$1,630

Raised \$79,775



Bridger Anderson

Gave up Xmas gifts
Raised \$5,184



Q Ideas

Rwanda clean water
Raised \$76,224



NiceKicks

Auctioned sneakers
Raised \$14,804



The Smile Generation

CAD/CAM = water
Raised \$69,919



WeWork Labs

Matthew Shampine
Raised \$64,258

[START A CAMPAIGN](#)

CHARITY: BALL





More than 1,800 people joined us as we hosted our 7th annual charity: water ball gala at the 69th Regiment Armory in NYC. Seth Meyers of Saturday Night Live hosted the evening as we raised over \$3 million in one night.

A sincere thank you to all of you who made it out to NYC and celebrated with us.

MEMBERS OF THE WELL

The Well is a group of donors who support the operating costs of charity: water. They cover everything from staff salaries and supplies, to office rent and flights to the field. Without their support, we couldn't raise money for water projects or run the organization.

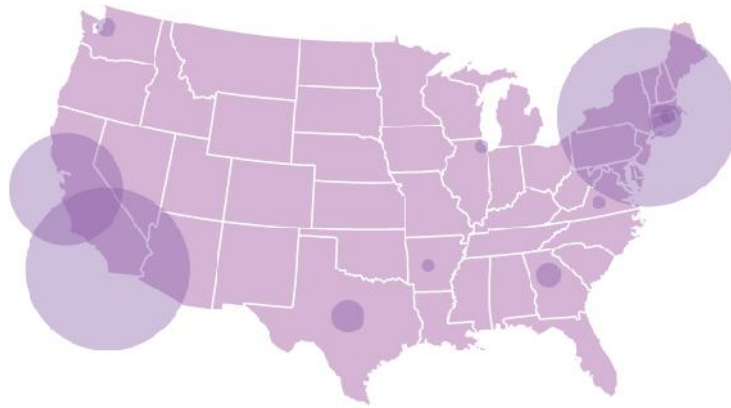


89 Well members cover more than **75%** of our staff & operating costs



52% of all Well members have traveled to the field with charity: water

WHERE OUR WELL MEMBERS ARE FROM



28%: NEW YORK
25%: LOS ANGELES
16%: SAN FRANCISCO
6%: TEXAS
4%: NEW JERSEY

5 Well members live in Europe

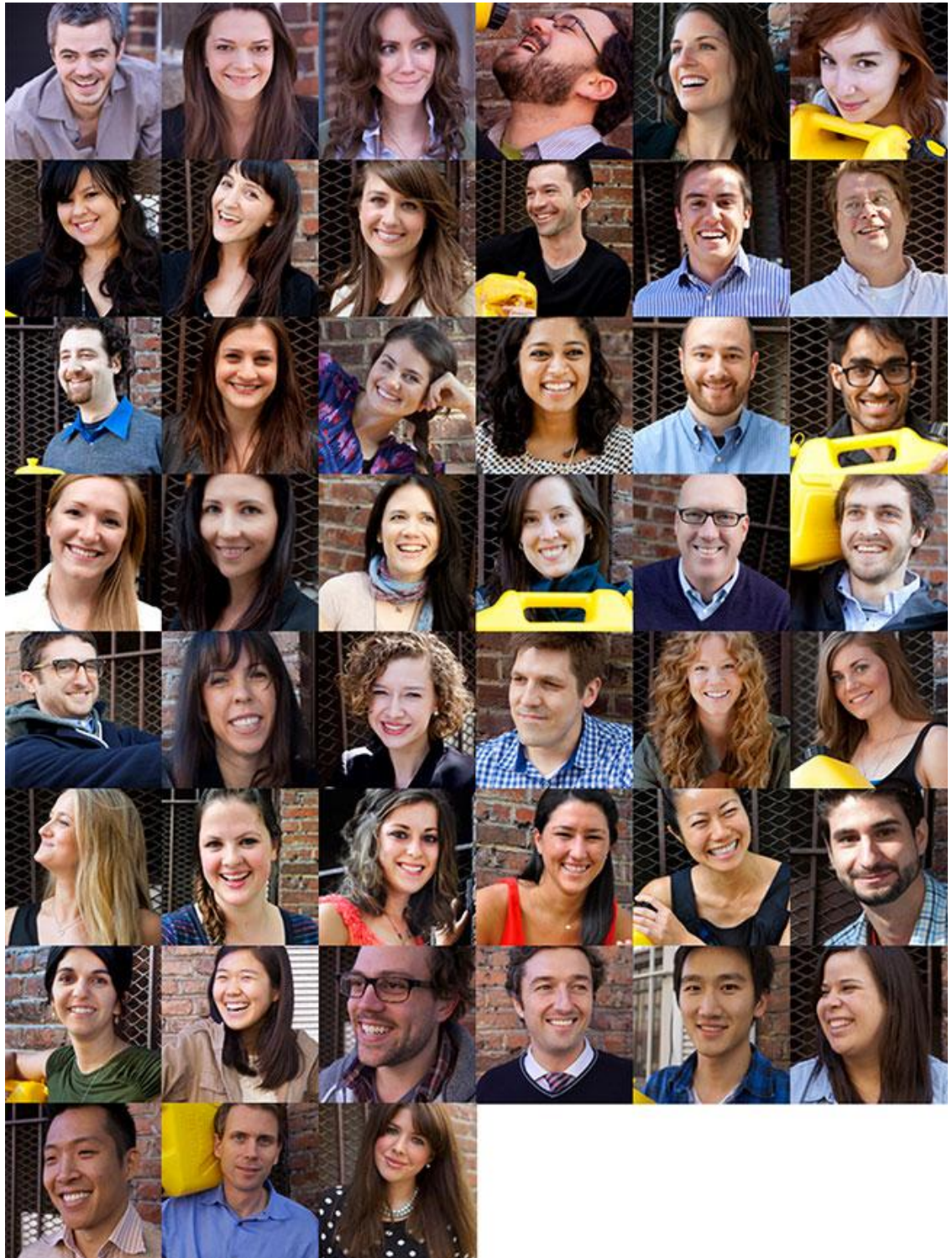
Our Well Members also happen to be some of the most creative, inspiring and successful people we know. Take a look at some of the brands they lead:



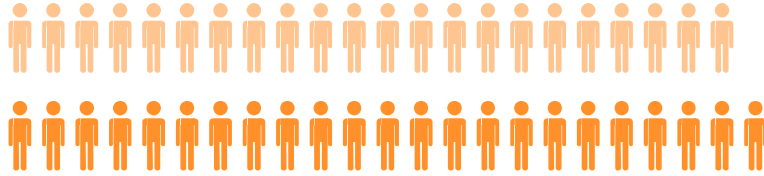
OUR TEAM IN NYC

Our team consists of incredibly talented and passionate people who

are proud to make a difference in the world by doing work that they love every day.



2X In 2012, our staff more than doubled in size!



23 New staff hires in 2012

45 total employees (We're still hiring!)

Key hires of 2012

★ **President**

📊 **VP of Growth**

⚙️ **3 Software Engineers**

★ **Director of Special Programs**

★ **Director of Key Relationships**

📊 **Strategy & Growth Manager**

📊 **Director of Program Finance**

✂️ **Web Designer**

\$ **Controller**

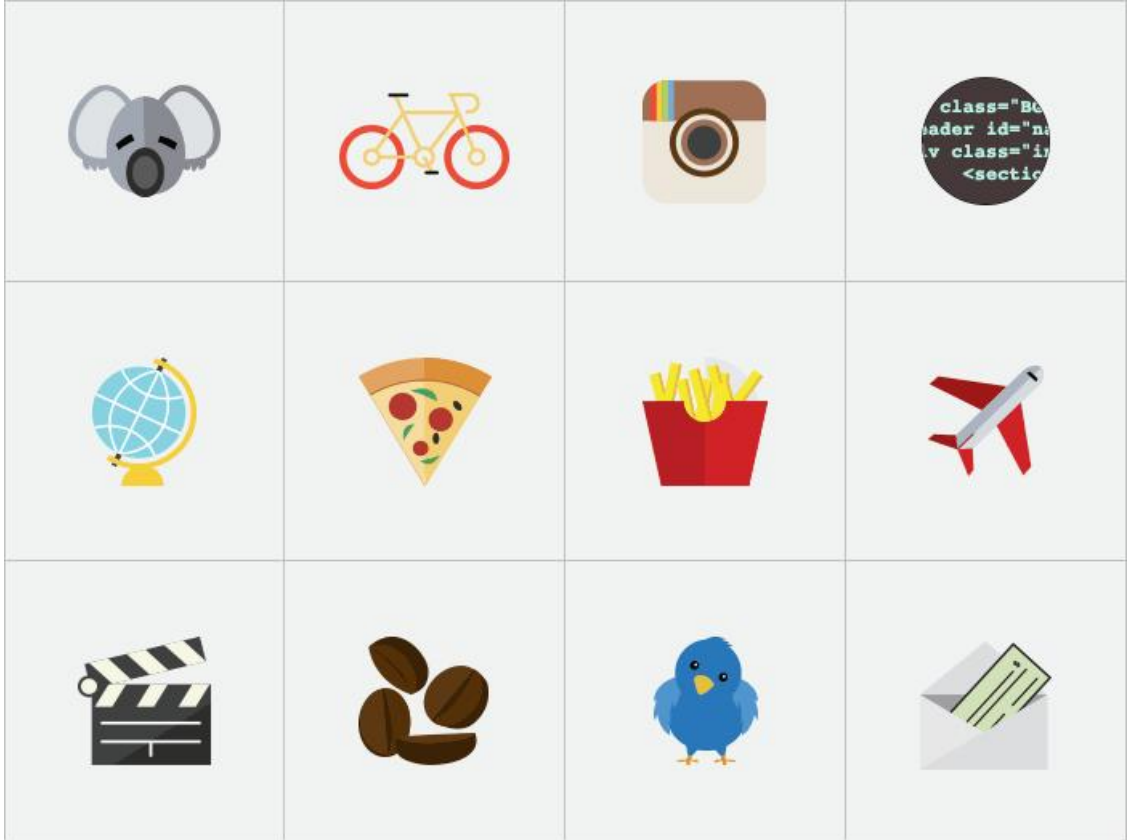
✉️ **Digital Marketing Manager**

🎥 **Videographer**

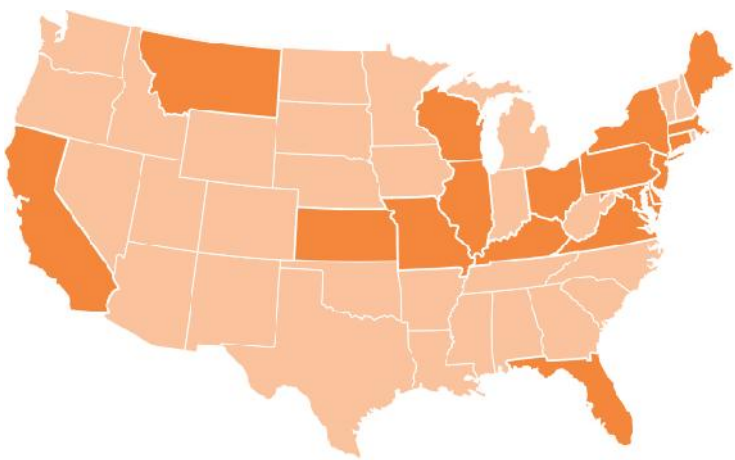
✅ **2 Project Managers**

ABOUT OUR STAFF





WHERE OUR TEAM IS FROM



- 24%:** NEW YORK
- 11%:** PENNSYLVANIA
- 8%:** CALIFORNIA
- 5%:** OHIO
- 4%:** NEW JERSEY
- 4%:** MAINE

4 staff from

Australia, 1 from Central African Republic, 1 from Kenya, 1 from China, and 1 from Russia

We might be from all over, but we're all proud to be New Yorkers.

OUR VOLUNTEERS

They show up early and stay late, parade down the streets of New York City holding Jerry Cans, post photos to Instagram and Facebook, and write thousands of thank you cards. Our volunteers are our most dedicated supporters.



3,125

Tax receipts folded



2,679

Thank yous written



451

Happy birthday calls



250

Jerry Cans shipped

BOARD OF DIRECTORS

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

Michael Wilkerson (Chairman), Brant Cryder, Brook Hazelton (Secretary), Gian-Carlo Ochoa, Ph.D. (Treasurer), Gordon Pennington, Scott Harrison, Valerie Donati

2012 FINANCIALS

We began the year in our strongest financial position to date. As a result, we were able to invest in the most talented people, some of the best technology, as well as inspire new funding for innovative solutions like remote monitoring. We continued to build on that strength throughout 2012.

TOTAL DONATIONS



\$33 million

Total money raised in 2012

100% Model.

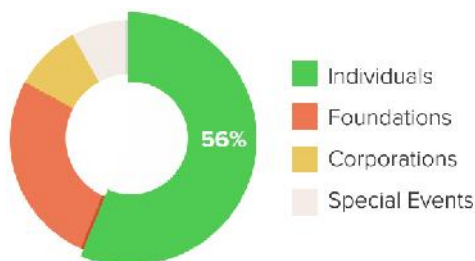
When we started charity: water, we made a bold promise — 100% of public donations would go directly to the field to fund water projects. We'd depend on private donors to cover our staff and operating costs. Six years in, we're still keeping that promise!



\$22M raised for water



\$11M raised for operations

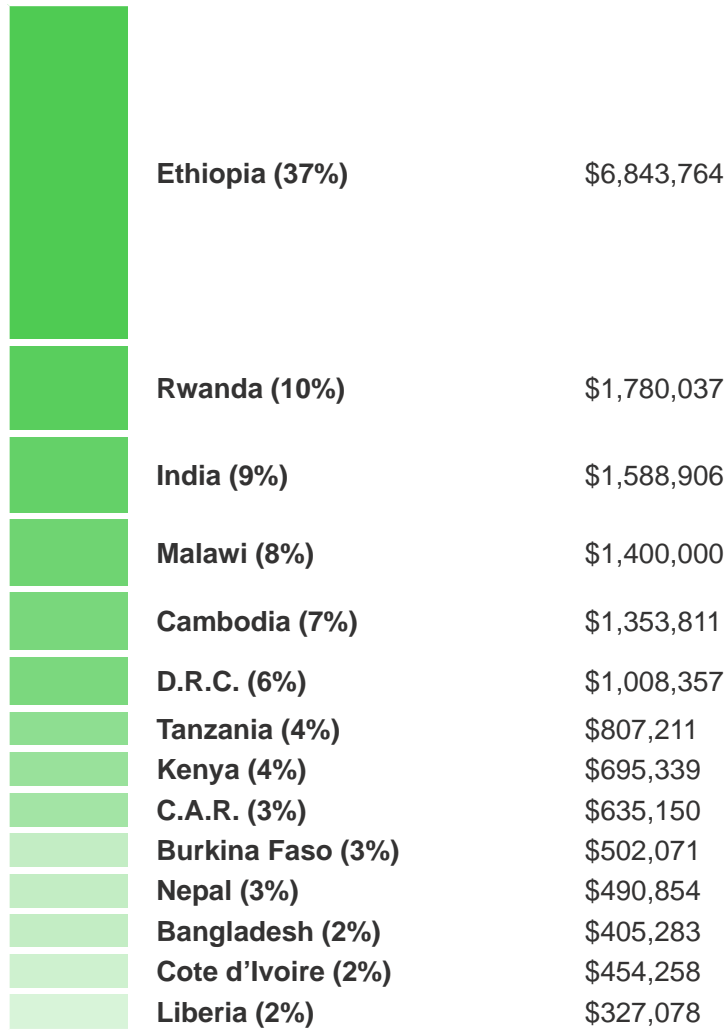


Donated goods & services

\$1.5 million

DONATIONS INVESTED IN WATER

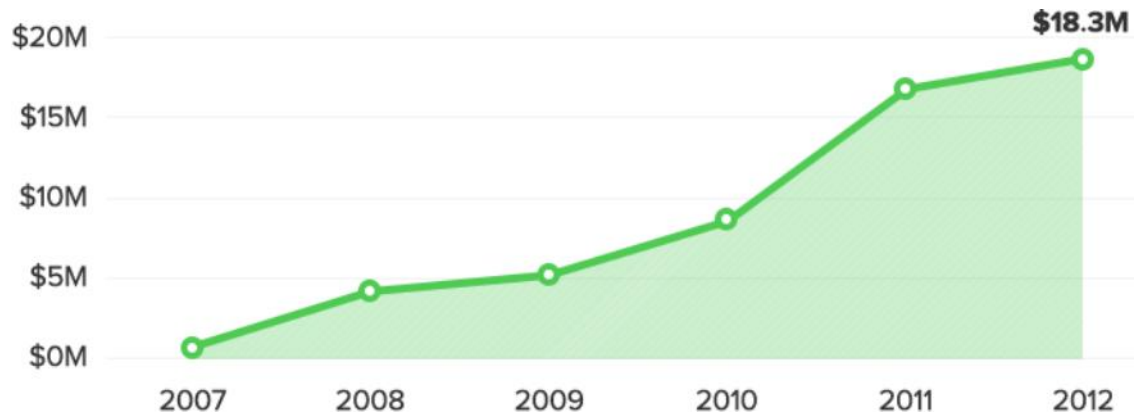
In 2012, we sent \$18,292,119 to the field to fund 2,034 water projects in 14 developing countries. That's 100% of every dollar raised by the public. Here's where the money went:



OUR IMPACT IN THE FIELD

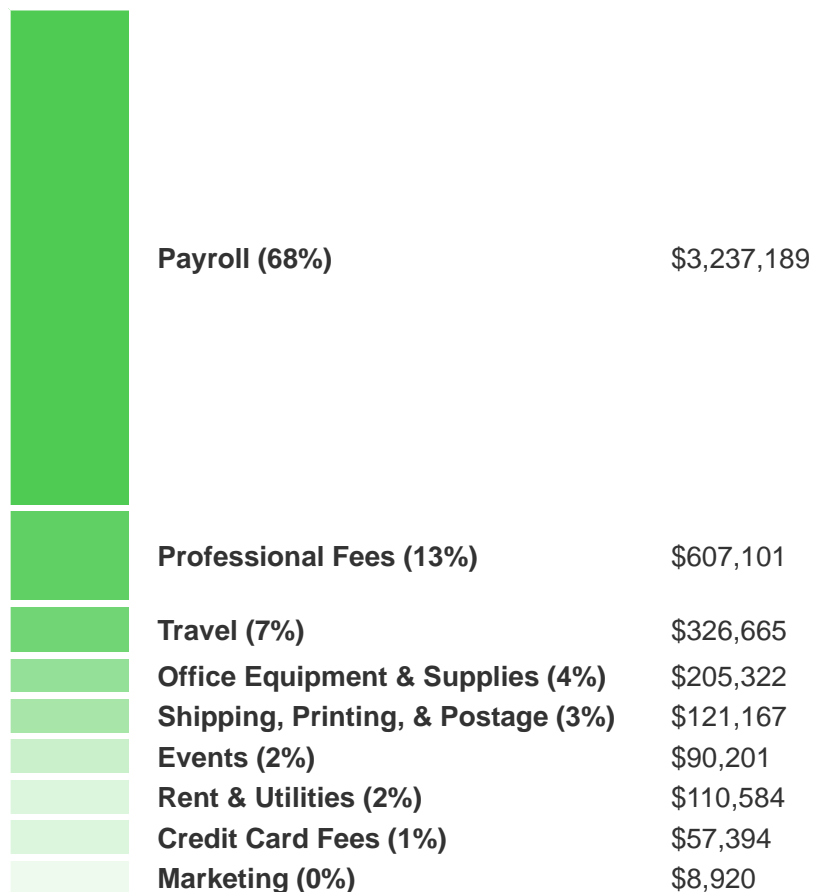
In just six years, we've invested more than \$55 million in water projects.





DONATIONS INVESTED IN OPERATIONS

In 2012, we invested \$4,764,543 of private donations in our own infrastructure, including competitive staff salaries and benefits, water program development, technologies, trips to the field, special events and office operations. Here's where the money went:



ORGANIZATIONAL EFFICIENCY



It costs charity: water just **5¢** to raise **\$1**.

OTHER THINGS TO KNOW



KPMG. We moved to a Big 4 Accounting Firm, where we're now working with global leaders in audit and tax services.



Charity Navigator. We received another 4-star rating for financial accountability and transparency.



401K. We established our first employee savings plan, where charity: water matches staff contributions up to 4%.

Thank you for another unbelievable year. We appreciate your support, the faith you put in our staff and partners around the world,

and the passion you have for helping bring clean water to people in need. And most importantly, we appreciate that you made it through our entire Annual Report. Here's to another great year!

— the charity: water team


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we're hiring!