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.
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.
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 Lack clean water
285,000 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:

<table>
<thead>
<tr>
<th>90,057</th>
<th>$187.90</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donated to clean water</td>
<td>Average donation</td>
</tr>
</tbody>
</table>

**MOST DONATIONS BY COUNTRY**
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.

**FUNDRAISERS**

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

BIRTHDAYS DONATED BY MONTH

Most popular birthday campaigner names

Sarah
51 birthdays

Michael
38 birthdays

BIRTHDAY CAMPAIGNERS YOU MIGHT RECOGNIZE
SOME OF OUR FAVORITE 2012 MYCHARITY: WATER CAMPAIGNS

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

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

$3 million+ raised
80,000 people will drink clean water
More than 1,800 people joined us as we hosted our 7th annual charity: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:

![Brands Logos]

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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.

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
WHERE OUR TEAM IS FROM

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

4 staff from
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

56% Individuals
10% Foundations
12% Corporations
12% Special Events

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:

<table>
<thead>
<tr>
<th>Country</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethiopia</td>
<td>$6,843,764</td>
</tr>
<tr>
<td>Rwanda</td>
<td>$1,780,037</td>
</tr>
<tr>
<td>India</td>
<td>$1,588,906</td>
</tr>
<tr>
<td>Malawi</td>
<td>$1,400,000</td>
</tr>
<tr>
<td>Cambodia</td>
<td>$1,353,811</td>
</tr>
<tr>
<td>D.R.C.</td>
<td>$1,008,357</td>
</tr>
<tr>
<td>Tanzania</td>
<td>$807,211</td>
</tr>
<tr>
<td>Kenya</td>
<td>$695,339</td>
</tr>
<tr>
<td>C.A.R.</td>
<td>$635,150</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>$502,071</td>
</tr>
<tr>
<td>Nepal</td>
<td>$490,854</td>
</tr>
<tr>
<td>Bangladesh</td>
<td>$405,283</td>
</tr>
<tr>
<td>Cote d’Ivoire</td>
<td>$454,258</td>
</tr>
<tr>
<td>Liberia</td>
<td>$327,078</td>
</tr>
</tbody>
</table>

OUR IMPACT IN THE FIELD

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

Payroll (68%) $3,237,189
Professional Fees (13%) $607,101
Travel (7%) $326,665
Office Equipment & Supplies (4%) $205,322
Shipping, Printing, & Postage (3%) $121,167
Events (2%) $90,201
Rent & Utilities (2%) $110,584
Credit Card Fees (1%) $57,394
Marketing (0%) $8,920
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