Laying New Groundwork

ANNUAL REPORT 2013
Laying New Groundwork

We’re on a mission to bring clean water to every single person on the planet. In 2013, we laid some important groundwork to prepare for the challenge. We strengthened our partnerships in the field. We made key hires in engineering, creative, and water programs. We thought strategically about how to help exponentially more people in years to come.

We also kept right on bringing clean water to people all over the world. This year, we passed the $100,000,000 milestone in dollars raised (for water projects and operations combined). We brought clean water to nearly a million people in 2013 alone. We helped our four millionth person and funded our eleven thousandth water project. This was a good year.
charity: water is a non-profit organization bringing clean and safe drinking water to people in developing nations.

We inspire giving and empower others to fundraise for sustainable water solutions. We send 100% of public donations to our local partners on the ground, who build and implement the water projects. Then, when the projects are complete, we prove each one of them using GPS coordinates, photos, and details of the community they've helped.
PEOPLE SERVED IN 2013:

999,867

PEOPLE SERVED

2,739

PER DAY

114

PER HOUR
TOTAL RAISED IN 2013:

$35,944,104

TOTAL RAISED PER DAY:

$98,477

TOTAL RAISED PER HOUR:

$4,103
In The Field
2013 at a Glance

In 2013, we funded 3,085 water projects and sent $25,627,285 to the field. We completed projects in 15 countries, doubled our impact in Ethiopia, invested in lasting partnerships, and worked in two new countries: Pakistan and Mozambique.
Ethiopia

We've done more work in Ethiopia than anywhere else in the world. In 2013, we doubled our impact in the country, to reach a total of 3,877 water projects funded and 1,380,681 people served. We also launched our first maintenance program in Tigray to make sure our projects continue to serve communities over time. We believe that once clean water starts flowing, it shouldn't stop.
ETHIOPIA THROUGH 2013:

3,877
NUMBER OF PROJECTS

1,380,681
PEOPLE SERVED
In 2013, we began working in our fifth country in Asia: Pakistan. In this—the sixth most populated country in the world—more than 19 million people don’t have access to clean water. But in just one short year, we funded 320 water projects that will bring clean water to 48,000 people.
Mozambique

We expanded our presence in Southern Africa in 2013, working in a new country: Mozambique. Here, 65% of the rural population doesn’t have access to clean water, and 89% doesn’t have access to sanitation. But we’ve already funded 60 water projects that will bring clean water to 20,652 people.
REPORTING BY THE NUMBERS:

15 
COUNTRIES REPORTED ON

151,991 
COMPLETION REPORTS SENT

288,144 
DONOR UPDATE REPORTS SENT

We sent 151,991 donor completion reports in 2013, showing our supporters exactly where their money went. That's five times more reports than we sent in 2012!
In 2013, we piloted a new field volunteer program. Our first field volunteer, Rob, spent three weeks monitoring charity:water projects in Liberia. He visited 50 of our oldest projects (including some of our oldest). He collected valuable information and reported back to us.
The Future of Water Projects

One of our favorite accomplishments of the year was launching our project to develop a remote sensor that tells us how much water is flowing every day in the communities we’re serving. Thanks to a grant from the Google Global Impact Awards, we started developing a high-tech piece of technology that will be placed in our water projects to monitor water flow and send updates back to us.
We Wouldn’t Exist Without You

Everything we do is made possible by our generous, enthusiastic, dedicated supporters. We received donations from 128,653 people in 2013. Our fundraisers raised $9,154,975 for clean water through mycharitywater.org. Our volunteers helped us write 2,124 thank you notes. And with the help of more than 250 volunteers and hundreds of generous donors, we hosted our largest charity: ball to date.
OUR AMAZING SUPPORTERS:

$35,944,104
SUPPORT BY THE NUMBERS:
TOTAL RAISED IN 2013

$219.64
AVERAGE DONATION

$219.64
PEOPLE DONATED TO CLEAN WATER
In 2013, a fundraiser broke the record for the second-largest fundraising campaign in our history. Our incredible fundraisers gave up 7,942 birthdays for clean water, starting campaigns around everything from playing golf to getting a tattoo.
PewDiePie
$446,462 Raised

PewDiePie is an awesome charity: water supporter. In honor of hitting 10,000,000 subscribers on YouTube, he launched a fundraising campaign for clean water. It quickly broke the charity: water record for second-largest campaign of all time, bringing in 15,776 donations and raising $446,462 (almost double his original goal).
Shiam Nawalrai
Youngest Birthday Campaigner

At the young, young age of one year old, Shiam was our youngest campaigner of 2013.

Tim Ferriss
Most Raised for Water

Tim ran our most successful birthday campaign of 2013. With the support of 1,098 donors, he raised $107,292 for clean water.

Eldon Reynolds
Oldest Birthday Campaigner

At 79-years-young, Eldon was our oldest birthday campaigner this past year.
Nathan Fillion  
**Cause for Fame**

The star of *Firefly* and ABC's *Castle*, Nathan Fillion, pledged his birthday for clean water in 2013. The campaign was tremendously successful: 3,162 people donated a total of $100,219 dollars.

Brooke Hammerling  
**Inked for Water**

For Brooke’s 2013 birthday campaign, she offered to get the word “water” tattooed somewhere on her body if she raised enough money for clean water. All told, her campaign raised $76,967.

Craig Johns  
**52 Rounds**

In honor of his 52nd birthday, Craig pledged to play 52 holes of golf consecutively. The idea resonated with his friends, and they helped him raise $11,104 for clean water projects.
The Smile Generation

$1,314,355 Raised

The Smile Generation set out to fund 100 wells in Ethiopia. They did it through a coordinated series of campaigns run by staff and patients throughout the country. When the initiative wrapped up, they'd raised a total of $1,314,355 through 264 campaigns—enough to fund even more than their original goal of 100 wells and to bring clean water to more than 30,000 people.
Our 2013 charity ball was our biggest yet. Over 250 volunteers helped us pull off an event for more than 2,000 guests at Duggal Greenhouse at the Brooklyn Navy Yard. Thanks to many generous donors, including our Waterwalk partner CATERPILLAR, we raised a total of $3,902,541—enough to bring clean water to 66,000 people in Malawi.
CHARITY: BALL BY THE NUMBERS:

1,000
PEOPLE DONATED TO CLEAN WATER

66,000
PROVIDED WITH CLEAN WATER
Our 2013 September Campaign focused on bringing clean water to people in Orissa, India. We wanted to help families in 100 villages. And thanks to thousands of incredible campaigners and donors, we raised $1,656,094 for clean water before the close of the year. Now, those dollars are being put to use bringing clean water to thousands of people.
The 100% Model

Operations: $9,468,915
Water: $26,475,189

Total Raised in 2013: $35,944,104

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. Years later, we’re still keeping that promise.
Donations Invested In Water*

In 2013, we sent $25,627,285 to the field. That's 100% of every dollar raised by the public. We funded 3,085 water projects in 11 developing countries.

*We also invested $1,118,629 in remote monitoring, repairs and maintenance.
Organizational Efficiency

As always, we keep charity: water running efficiently.
Donations Invested In Operations

Our operational costs are covered entirely by the generous private donors of our membership program, The Well, as well as a handful of corporate partners. Our largest operational investment is our talented team. In 2013, we brought on 24 new staff members, ending the year with 67 employees. But even while we grow, we continue to keep our 100% promise, and we never use public donations to cover operational expenses.
### Statement of Financial Position

December 31, 2013 (with summarized comparative financial information as of December 31, 2012)

<table>
<thead>
<tr>
<th></th>
<th>Unrestricted</th>
<th>Temporarily Restricted</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td>Three-Year Promises To Give</td>
</tr>
<tr>
<td>Cash and Cash Equivalents</td>
<td>$6,080,710</td>
<td></td>
</tr>
<tr>
<td>Short-Term Investments</td>
<td>$4,460,237</td>
<td>$494,108</td>
</tr>
<tr>
<td>Prepaids and Other Current Assets</td>
<td>$229,353</td>
<td>$1,466</td>
</tr>
<tr>
<td>Long-Term Investments</td>
<td>$54,720</td>
<td>$2,227,092</td>
</tr>
<tr>
<td>Contributions Receivable, Net</td>
<td>$107,316</td>
<td>$1,629,646</td>
</tr>
<tr>
<td>Fixed Assets, Net</td>
<td>$535,492</td>
<td></td>
</tr>
<tr>
<td>Other Assets</td>
<td>$80,954</td>
<td>$50,000</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$11,548,782</td>
<td>$7,556,608</td>
</tr>
</tbody>
</table>

| **Liabilities and Net Assets** |              |                         |
| Liabilities:              |              |                         |
| Committed to Water Projects |              | $17,349,485             | $12,655,796  |
| Accounts Payable and Accrued Expenses | $492,520   | $284,253                | $231,413     |
| **Total Liabilities**     | $492,520     | $17,352,846             | $18,129,619  |

| Net Assets:               |              |                         |
| Unrestricted              | $11,056,262  |                         | $10,875,782  |
| Temporarily Restricted    | $7,556,608   | $3,151,414              | $12,049,138  |
| **Total Net Assets**      | $11,056,262  | $3,151,414              | $22,924,920  |

| Total Liabilities and Net Assets | $11,548,782  | $7,556,608              | $43,057,471  |
| **Total Liabilities and Net Assets** | $11,548,782  | $7,556,608              | $35,812,129  |
## Statement of Activities

Year ended December 31, 2013 (with summarized comparative financial information as of December 31, 2012)

<table>
<thead>
<tr>
<th>Revenue and other support:</th>
<th>Operations</th>
<th>Water Projects</th>
<th>Total</th>
<th>Three-Year Promises To Give</th>
<th>Special Award</th>
<th>Temporarily Restricted</th>
<th>2013 Totals</th>
<th>2012 Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Support</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individuals</td>
<td>$405,233</td>
<td></td>
<td>$405,233</td>
<td>$6,089,428</td>
<td></td>
<td></td>
<td>$8,912,264</td>
<td>$18,922,937</td>
</tr>
<tr>
<td>Corporations</td>
<td>$789,700</td>
<td></td>
<td>$789,700</td>
<td>$7,630,549</td>
<td></td>
<td></td>
<td>$8,497,247</td>
<td>$2,686,257</td>
</tr>
<tr>
<td>Foundations and Other Organizations</td>
<td>$154,804</td>
<td></td>
<td>$154,804</td>
<td>$2,545,704</td>
<td></td>
<td></td>
<td>$4,689,813</td>
<td>$8,697,277</td>
</tr>
<tr>
<td><strong>Special Event Revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributions</td>
<td>$104,747</td>
<td></td>
<td>$104,747</td>
<td>$2,671,593</td>
<td></td>
<td></td>
<td>$3,896,540</td>
<td>$3,870,062</td>
</tr>
<tr>
<td>Travel Sales</td>
<td>$159,974</td>
<td></td>
<td>$159,974</td>
<td></td>
<td></td>
<td></td>
<td>$325,975</td>
<td>$333,910</td>
</tr>
<tr>
<td>Net Direct Benefit to Donor</td>
<td>($159,544)</td>
<td></td>
<td>($159,544)</td>
<td></td>
<td></td>
<td></td>
<td>($319,088)</td>
<td>($386,924)</td>
</tr>
<tr>
<td>Net Investment and Other Income</td>
<td>$103,671</td>
<td></td>
<td>$103,671</td>
<td>$3,934,523</td>
<td></td>
<td></td>
<td>$5,656,893</td>
<td>$3,426,760</td>
</tr>
<tr>
<td>Net Assets Released Due To Satisfaction of Restrictions</td>
<td>$5,459,412</td>
<td>$26,745,914</td>
<td>$32,206,026</td>
<td>($6,459,412)</td>
<td>($24,850,068)</td>
<td>($303,065)</td>
<td>($522,205,326)</td>
<td>$32,527,897</td>
</tr>
<tr>
<td><strong>Total Public Support, Revenue, and Releases</strong></td>
<td>$7,537,999</td>
<td>$26,745,914</td>
<td>$34,283,313</td>
<td>$630,009</td>
<td>$2,008,147</td>
<td>($157,004)</td>
<td>$1,822,452</td>
<td>$38,505,765</td>
</tr>
<tr>
<td><strong>Expenses:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Services</td>
<td>$174,401</td>
<td></td>
<td>$174,401</td>
<td></td>
<td></td>
<td></td>
<td>$294,915</td>
<td>$195,767</td>
</tr>
<tr>
<td>Management and General</td>
<td>$2,570,990</td>
<td></td>
<td>$2,570,990</td>
<td></td>
<td></td>
<td></td>
<td>$2,570,990</td>
<td>$1,643,918</td>
</tr>
<tr>
<td>Development</td>
<td>$1,098,518</td>
<td></td>
<td>$1,098,518</td>
<td></td>
<td></td>
<td></td>
<td>$1,098,518</td>
<td>$1,220,541</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$7,412,728</td>
<td>$26,745,914</td>
<td>$34,158,642</td>
<td></td>
<td></td>
<td></td>
<td>$34,458,642</td>
<td>$23,143,899</td>
</tr>
<tr>
<td><strong>Change in Net Assets Before the Effect of Internal Donations and Other Terms</strong></td>
<td>$174,671</td>
<td></td>
<td>$174,671</td>
<td>$300,009</td>
<td>$2,008,147</td>
<td>($157,004)</td>
<td>$1,822,452</td>
<td>$38,505,765</td>
</tr>
<tr>
<td><strong>Donated Goods, Services and Use of Facilities- Revenue</strong></td>
<td>$1,891,492</td>
<td>$50,391</td>
<td>$1,941,883</td>
<td></td>
<td></td>
<td></td>
<td>$191,993</td>
<td>$1,450,271</td>
</tr>
<tr>
<td><strong>Donated Goods, Services and Use of Facilities-Expense</strong></td>
<td>($1,805,183)</td>
<td>($50,391)</td>
<td>($1,855,574)</td>
<td></td>
<td></td>
<td></td>
<td>($180,183)</td>
<td>($1,440,299)</td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td>$180,480</td>
<td></td>
<td>$180,480</td>
<td>$630,009</td>
<td>$2,008,147</td>
<td>($157,004)</td>
<td>$1,822,452</td>
<td>$2,002,332</td>
</tr>
<tr>
<td>Net Assets at Beginning of Year</td>
<td>$10,875,782</td>
<td></td>
<td>$10,875,782</td>
<td>$6,926,599</td>
<td>$3,143,267</td>
<td>$3,979,272</td>
<td>$12,049,838</td>
<td>$22,924,920</td>
</tr>
<tr>
<td>Net Assets at End of Year</td>
<td>$11,056,262</td>
<td></td>
<td>$11,056,262</td>
<td>$7,556,608</td>
<td>$3,151,414</td>
<td>$3,936,568</td>
<td>$13,675,590</td>
<td>$24,927,852</td>
</tr>
</tbody>
</table>
MICHAEL WILKERSON

CHAIRMAN

Michael Wilkerson is Managing Partner and co-founder of AgriGroupe, sponsor of the $500 million take-private acquisition of AFGRI Limited. AFGRI is a leader in South Africa’s agricultural and diversified foods group, and it’s also the largest non-bank lender to the agricultural sector in South Africa. Mr. Wilkerson serves as Chairman of the Board of Directors of AFGRI, and he is responsible for leading the company’s strategic transactions.

Mr. Wilkerson is also Founder of Ancêtre Group, a merchant-banking firm focused on private equity investment and financial advisory services. Ancêtre Group invests as principal and on behalf of third-parties. The group provides advice to shareholders, management teams, and boards on many financial and strategic matters including mergers, acquisitions, divestitures, capital policy, and valuation.

Previously, Mr. Wilkerson served as Global Co-Head of the Consumer, Food & Retail Group and as Managing Director in the Financial Institutions Group at Lazard Frères & Co., one of the world’s preeminent financial advisory and asset management firms. Mr. Wilkerson was also a Managing Director at Citigroup, where he led the Financial Institutions M&A effort out of New York.

Mr. Wilkerson has been named one of the "40 under 40" in investment banking and private equity by Dealmaker magazine. Mr. Wilkerson previously served as Chairman of the Board of Trustees of the Geneva School of Manhattan, and was a Corporate Term Member of the Council on Foreign Relations. Mr. Wilkerson holds an MBA from Harvard Business School, a MA from Yale University and a BS summa cum laude from Oral Roberts University.
**BRANT CRYDER**

Brant Cryder is the President of Yves Saint Laurent North America. Before rejoining the Gucci Group in his current role, Brant spent the past 12 years with the Prada Group following his time at both Saks Fifth Avenue and Armani. He has four wonderful children: Ellie, Baylor, Hudson and Beckett with his lovely wife Mary. He studied Business and Communications at Miami University in Oxford, Ohio. Brant is also a distinguished DJ who has played at major parties, events and fashion shows in Bali, Italy, LA and NYC. He has appeared at numerous speaking engagements in relation to the fashion industry including CCC Manhattan and Paradox. Cryder has a very strong heart to encourage, motivate and lead people into an increased understanding of their call, identity and destiny.

**BROOK HAZELTON**

**SECRETARY**

Brook Hazelton is a private investor and co-founder of St James Partners, a corporate advisory and investment business. From 2004 to 2008, he was the managing partner and minority owner of Phillips de Pury & Company, a high-growth contemporary art auction house. Previously, he spent five years working internationally with Goldman Sachs and The Carlyle Group. He began his career with James D. Wolfensohn Inc. Mr. Hazelton is married with two young children. He is an honors graduate of Princeton University and Harvard Business School.
CHI-HUA CHIEN

Chi-Hua Chien is a Co-Founder and Managing Partner of Goodwater Capital. Before co-founding Goodwater, Chi-Hua was a General Partner at Kleiner Perkins Caufield & Byers, where he focused on investments in consumer technology. Chi-Hua serves on the Board of Directors of Path, Lithium (aka Klout), Zaarly, Chill, Level Money and Zumper. He's also a venture capitalist who invested in Chegg, Inspirato, Karma Science (acquired by FB), Spotify and Twitter. Chi-Hua fell in love with startups at Stanford University, where he earned a BS in Industrial Engineering, a BA in Economics, an MS in Industrial Engineering and an MBA.

GIAN-CARLO OCHOA, PH.D.

TREASURER

Dr. Ochoa is private investor and financial advisor with over ten years investment advisory experience in public and private investments. He most recently worked with Fortress Investment Group advising them on distressed debt investments. Prior he was a senior analyst and assistant portfolio manager for Aslan Advisors a global investment firm that invested in long and short-term investments in public and private debt and equities. He has also acts as a consultant for Andre Meyer Ventures (AMV) a venture capital group, helping them develop their web based online trading platform. Prior to joining Aslan he was a senior healthcare analyst at P.S.D Capital Advisors and an analyst at S.A.C. Capital. Dr. Ochoa started his investment advisory career as a associate biotech analyst at UBS. He received a Ph.D. in Cell Biology from Yale University, a M.S. in Biochemistry from University California at San Francisco and his B.A. in Psychobiology from New York University. His scientific findings are published in a number of top health care journals including twice in...
the prestigious Science Magazine. Gian-Carlo and his wife Grazia Sorice Ochoa live in Bronxville, New York with their son Alessandro Elia Ochoa and daughter Carolina Emmanuelle Ochoa.

**SHANNON SEDGWICK DAVIS**

Shannon Sedgwick Davis is CEO of the Bridgeway Foundation, the charitable giving arm of Bridgeway Capital Management, Inc. An attorney, Shannon is a passionate advocate for social justice and International human rights. She is a well-known strategist engaged in promoting peace and ending human atrocities across our globe.

Shannon is a recipient of The Spirit of McMurry Award, given annually to one outstanding alumni, as well as Baylor Law School’s 2011 Young Lawyer of the Year award. Shannon’s work has been featured a number of times on radio, television and through print media.

Shannon previously served as Vice-President of Geneva Global and Director of Public Affairs at International Justice Mission. She is currently a board member of several organizations within the US and abroad including The Elders, Humanity United and Toms Shoes.

**SCOTT HARRISON**

Harrison graduated from New York University in 1998 with a B.A. in Communications. After a 10-year foray into special event planning and promotions, he began a small upscale event planning and nightclub consultancy. His clients included MTV, VH1, ABC, Cosmopolitan, ELLE, Xbox (Microsoft), Universal Records, RCA, Island Records, Dunkin Donuts,
Bacardi USA, Nike, Anheuser-Busch and more. In August 2004, he left the event business to serve for a year as a volunteer photojournalist onboard the Mercy Ship Anastasis in impoverished Liberia, West Africa. In September 2005, returning home to NYC, he tested the idea behind charity: water by producing a large exhibition of his photographs and videos called Mercy. Despite opening in the midst of the Hurricane Katrina disaster, Harrison's Mercy show was a success. Visitors contributed more than $96,000 towards providing medical procedures and freshwater wells in West Africa. Harrison returned to West Africa for another 6 month journey in October 2005, before returning to Manhattan in the spring of 2006 to found charity: water.

VALERIE DONATI

Donati founded Brand Building Communications in January 2007 in New York City and launched her Los Angeles arm in 2008. In addition to pioneering an award winning digital WOM practice, Donati created a community-based online lifestyle news platform, 24/Savvy, in 2010. She is married to Simon McIntyre and serves with him as a Global Executive team member of C3 International, the overseer of the C3 European regional churches and the co-pastor of C3 London, a local church based in Fulham.
THE CRAZIEST THING WE CAN DO IS NOTHING.