



ANNUAL REPORT 2014

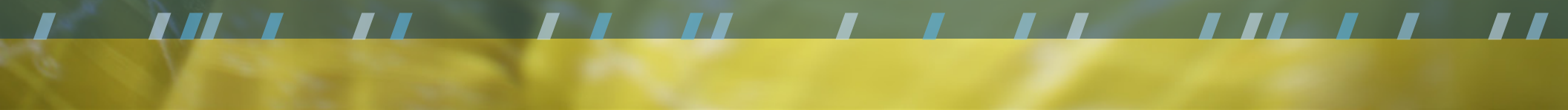
/// // // ACCELERATION // //

toward the day when everyone in the world can take a safe drink of water and experience the dignity of a toilet.

 water.org™



Thanks to you, in 2014, more than one million people are celebrating around the world. Their cause for celebration? Access to safe water and sanitation.





Safe water brings joy and celebration. It transforms lives and saves them.

Water is at the heart of a network of interconnected crises impacting our world. For a society to thrive, it must have reliable access to safe water. At [Water.org](https://www.water.org), this knowledge drives us to accelerate an end to the water crisis for billions around the world.





Dear Friends and Supporters,

This year, because of you, we brought an end to the water crisis for more than one million people – a 68 percent increase from last year. Your generosity not only afforded us the opportunity to reach more people, it also allowed us to expand our geographic reach by 33 percent with new programs in the Philippines, Cambodia, Ethiopia, Ghana and Honduras.

Our vision: The day when everyone in the world can take a safe drink of water and experience the dignity of a toilet.

Thanks to you, 2014 was a year of dramatic acceleration – both externally in the impact we made toward ensuring safe water and sanitation for all, and internally. We expanded the number of programs we offer by 60 percent and established two new offices. In order to achieve this elevated global impact, we increased our team by more than 40 percent.

At Water.org, we believe that enhancing financial inclusion at the Base of the Economic Pyramid (BOP) for water and sanitation needs presents the strongest opportunity to accelerate an end to the water crisis. Our belief is grounded in our decade of experience operating WaterCredit—our microfinance solution that provides small loans for people to address their water and sanitation needs.

This year, we increased the number of people reached with WaterCredit by 74 percent. And this is just the beginning. We believe financial inclusion has the potential to reach 100 million people by 2020. For hundreds of thousands of families worldwide, access to safe water and sanitation makes a life-changing and often life-saving difference. It's the catalyst that empowers young girls to go to school, women to become more economically productive, and children to live healthier, longer lives.

The accelerated impact and exponential promise of WaterCredit drove us to determine its key elements of success. This year we launched two new initiatives to ensure WaterCredit's viability—WaterCredit Advisory Services and the WaterCredit Investment Fund. Both efforts break down barriers to the successful adoption and expansion of water and sanitation lending for the BOP. And, while strategies and programs may change over time, the vision that guides us endures.

In more than 25 years working to end the water crisis, one fact remains remarkably clear – safe water connects people to possibility. On behalf of the more than a million people we served this year, thank you for opening doors to new futures.

Sincerely,

Gary White, CEO and Co-founder






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of empowerment through safe
water and sanitation

In just one year, your support accelerated an end to the
water crisis for more than one million people.

We invite you to meet three of them.

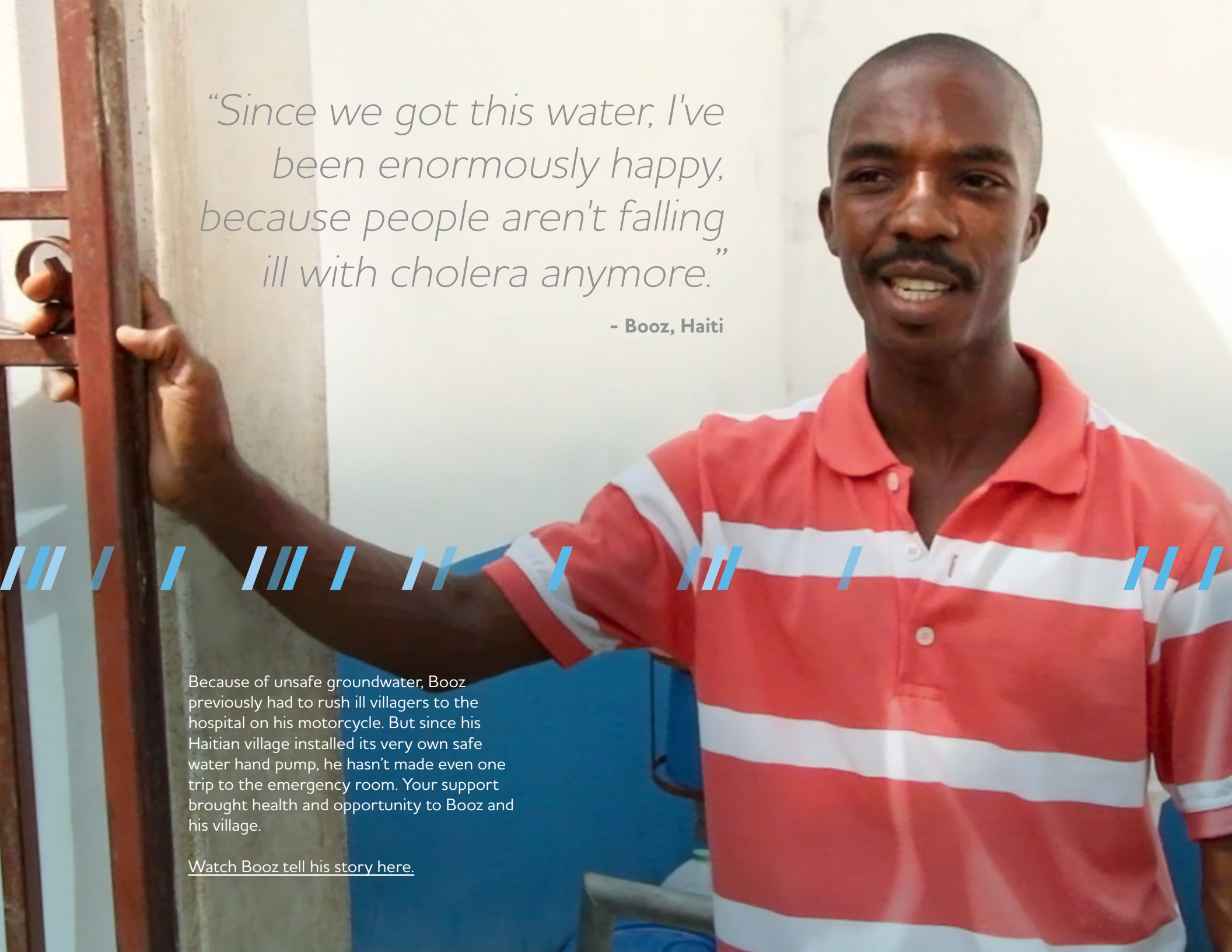
A woman with a bindi and nose ring, wearing a yellow and brown patterned sari, is smiling broadly. She is holding a yellow document with text in Tamil. In front of her is a large, silver metal pot filled with water. A white plastic pipe with a tap is connected to the pot. The background shows a rustic setting with a thatched roof and some foliage.

*“It was a wonderful feeling
to see clean water flow
from our tap... we have
what we need.”*

-Vimala, South India

Before, Vimala and her family had to spend three hours a day carrying water from a communal source. Now, thanks to a WaterCredit loan, the family has easy access to safe water at home, creating more time and energy for a better life.

[Learn more about Vimala's story here.](#)




*“Since we got this water, I've
been enormously happy,
because people aren't falling
ill with cholera anymore.”*

- Booz, Haiti

Because of unsafe groundwater, Booz previously had to rush ill villagers to the hospital on his motorcycle. But since his Haitian village installed its very own safe water hand pump, he hasn't made even one trip to the emergency room. Your support brought health and opportunity to Booz and his village.

[Watch Booz tell his story here.](#)

A woman with a blue knitted headwrap and a white sweater is looking directly at the camera. She is holding a large blue plastic water bucket. The background shows a rustic wooden structure and some greenery.

“My life has been hassle-free. I can go anywhere, because I know that I have water.”

-Grace, Kenya

For Grace and her family in Kenya, a WaterCredit loan helped them install a rainwater catchment system and water tank. Grace envisioned the day when her young daughter would no longer have to walk to collect water. Now, with every rainy day, her hope turns into a beautiful reality.

[Watch Grace tell her story here.](#)

ACCELERATION

of 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. Water.org currently works in twelve countries.

In 2014...

19

new partner organizations certified

1 million

people served with safe water and sanitation

55

water and sanitation programs around the world

68%

increase in people reached with safe water and sanitation

62%

increase in number of programs worldwide

33%

increase in geographies served

135,682

toilets constructed

117,884

household water connections established

WaterCredit: A Snapshot of Success

99% average repayment rate

96% of borrowers are women

\$197 average loan size

\$10.9 million investment in WaterCredit has unlocked **\$97** million in commercial and social capital

4 new WaterCredit locations



Cambodia



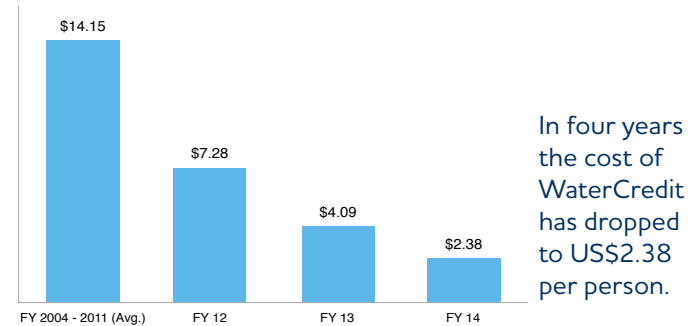
Ethiopia



Ghana



Philippines



Launch of WaterCredit Investment Fund

Water.org's WaterCredit Investment Fund provides lower-cost capital to our partners to support their water and sanitation loan portfolio growth.

First Loans Distributed By WaterCredit Advisory Services

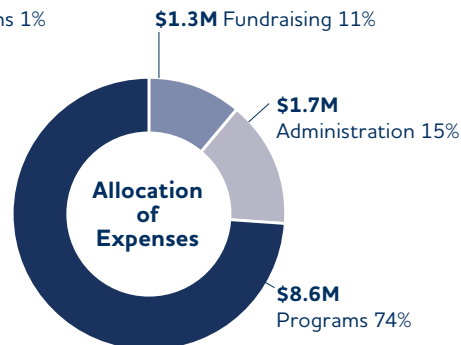
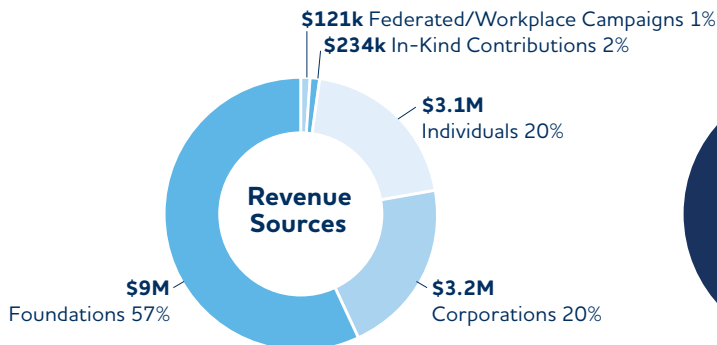
Water.org's WaterCredit Advisory Services (WCAS) provides technical assistance to enable partners to create a water and sanitation loan portfolio. This year, our first WCAS partner distributed its first water and sanitation loans.

Statement of Financial Position

	As of Sept 30,	
	2014	2013
ASSETS		
Cash and cash equivalents	\$14,287,008	\$11,176,262
Grants and other receivables	759,283	286,475
Prepaid expenses	114,464	86,922
Investments	777,368	676,068
Other assets	321,345	-
Property and equipment, net	75,147	79,387
Total Assets	\$16,334,615	\$12,305,114
LIABILITIES & NET ASSETS		
Accounts payable	\$441,553	\$227,585
Accrued expenses	594,113	482,109
Refundable advances	148,198	675,353
Total Liabilities	\$1,183,864	\$1,385,047
Unrestricted net assets	\$7,016,879	\$4,236,516
Temporarily restricted net assets	\$8,133,872	\$6,683,551
Total Net Assets	\$15,150,751	\$10,920,067
TOTAL LIABILITIES & NET ASSETS	\$16,334,615	\$12,305,114

Statement of Activities

	Years ending Sept 30,	
	2014	2013
REVENUE, GAINS AND OTHER SUPPORT		
Contributions and grants	\$15,704,691	\$12,277,556
Investment income and other	104,588	78,764
Total Revenue, Gains and Other Support	\$15,809,279	\$12,356,320
EXPENSES		
Program services		
Water programs	6,679,444	5,388,674
Outreach and advocacy	888,191	1,252,057
New Ventures	992,247	199,769
Total Program Services	\$8,559,882	\$6,840,500
Supportive services		
Administration	1,690,224	1,316,710
Fundraising	1,328,489	1,216,619
Total Supportive Services	\$3,018,713	\$2,533,329
Total Expenses	\$11,578,595	\$9,373,829
Change in net assets	\$4,230,684	\$2,982,491
Net assets, beginning of year	\$10,920,067	\$7,937,576
Net assets, end of year	\$15,150,751	\$10,920,067





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of smart solutions

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 market-based, demand-driven solutions to finance and deliver access to safe water and sanitation.

DIRECT IMPACT

NEW VENTURES FUND

WATERCREDIT

WATERCREDIT ADVISORY SERVICES

WATERCREDIT INVESTMENT FUND

GLOBAL ADVOCACY AND LEARNING



ACCELERATION

of innovation

At Water.org we view access to affordable financing as our most promising opportunity to accelerate an end to the water crisis. Our belief is grounded in our experience successfully delivering WaterCredit – our program that empowers individuals with small loans to access safe water and sanitation.

This year, building on WaterCredit’s success, we launched two new initiatives – WaterCredit Advisory Services and the WaterCredit Investment Fund. Both efforts offer new opportunities to ensure people have access to affordable financing to address their water and sanitation needs.

WATERCREDIT: Water.org’s Market-Based Solution

WaterCredit is our market-based solution that provides people in need with small loans to address their water and sanitation needs. As the loans are repaid, the capital is recycled, allowing WaterCredit to reach five to ten times as many people as a traditional grant over a ten-year period. This year, we increased the number of people reached with WaterCredit by 74 percent while also entering into four new markets – the Philippines, Cambodia, Ethiopia and Ghana. To date, through WaterCredit, we’ve served two million people in six countries—nearly a million of whom we reached just this past year.

THE WATERCREDIT INVESTMENT FUND: An Opportunity for Social Impact Investors

Our WaterCredit microfinance institution partners (MFIs) source capital at about 15 percent. We asked them, “What if we could find capital and bring it in at half that cost?” Their answer, “If you did that, we could double the number of loans we could make. And we could start tomorrow.” Our response – the WaterCredit Investment Fund (WCIF).

Through the WCIF we’ll provide lower-cost capital to our MFI partners to support their water and sanitation loan portfolio growth. If successful, the WCIF will increase the sustainability of WaterCredit by driving the philanthropic cost per person reached toward zero.

WATERCREDIT ADVISORY SERVICES: A Zero-Subsidy Model for WaterCredit

WaterCredit Advisory Services (WCAS) is a modified version of our WaterCredit model. The key difference – WCAS partners do not require financial assistance to establish a water and sanitation lending portfolio. We hypothesize that WCAS could be a bridge to a zero-subsidy model for water and sanitation financing at the base of the pyramid.

This year, our first WCAS partner began distributing loans for water and sanitation services. It required our partner fewer than three months to bring their new loan portfolio to market, half the time required for our WaterCredit partners. Additionally, as the WCAS partnership does not include a financial subsidy, we project Water.org’s cost per person served to dramatically decrease.



THANK YOU

On behalf of the one million people whose lives were transformed with safe water and sanitation in 2014, thank you for your generous support.

\$1 MILLION +

Caterpillar Foundation
Helmsley Charitable Trust

IKEA Foundation
PepsiCo Foundation

\$250,000–\$999,999

Bank of America Foundation
 C&A Foundation
 Stephen Clooback
 Conrad N. Hilton Foundation
 The MasterCard Foundation
 Niagara Bottling
 Swiss Re Foundation
 Tarbaca Indigo Foundation
 Zynga.org

\$100,000–\$249,999

Anonymous
 Cartier Charitable Foundation
 Deloitte Consulting LLP
 Johnson & Johnson
 MiraLAX
 Motsepe Foundation
 Nerdfighteria
 TCS Industries

\$50,000–\$99,999

Mary Andrecovich
 The Foundation to Decrease
 World Suck

\$25,000–\$49,999

Anonymous (4)
 Judith Haskell Brewer Fund of the
 Community Foundation Serving
 Richmond and Central Virginia
 Nathaniel Berman and Julie Stone
 CamelBak Products, LLC.
 Chavez for Charity
 Chideo
 Craigslist Charitable Fund
 Cynthia Fisher
 Holloway Family Foundation
 Manny Khoshbin and Leyla
 Milani-Khoshbin
 Nobu 57
 Stone Family Foundation
 The Sunbridge Foundation
 Urinetown The Musical,
 West End Production
 Weintraub Family Foundation

\$10,000–\$24,999

2152065 Ontario, Inc
 Anonymous (6)
 Benevity Workplace and
 Matching Gifts Companies
 Bloomberg Network
 Matching Gifts
 Laura Byrnes–Pin Up Girl, Inc.
 The Stephen Colbert Americone
 Dream Fund
 Jan and Susan Creidenberg
 Drink Water
 Ecosystems Technology Transfer, Inc.
 Eli Ford
 Give With Liberty Workplace and
 Matching Gifts
 John and Sarah Green
 Joseph Haley
 The Barb and Ken Hall Family Fund
 The Heavenly Foundation Fund
 of the Northshore Community
 Foundation
 Hersha Hospitality Group and
 EarthView
 Wayne and Claire Heyland
 Bill Holmes Charitable Trust
 Jeremy and Deborah Howard
 Nancie Julian
 Just Give Donors, Workplace and
 Matching Gifts Companies
 Kim Kaufman
 John and Jenni Legg
 The Marshall Family Foundation
 Henry and Jackie Massman
 Microsoft Matching Gifts Program
 Chris Mills
 Sandra Naftzger
 The O'Shea Family Foundation
 The Refinery
 Renaissance Charitable
 Foundation Donors
 Schwab Charitable Fund Donors
 SocketLabs, Inc.
 What's Next Foundation
 Kathryn Yirilli

\$5,000–\$9,999

6-18 Foundation for Hope
 Nancy Akison
 Anonymous (8)
 The Apatow–Mann
 Family Foundation, Inc.
 William and Karin Banks
 Foundation
 Cole Birches Foundation
 Carlos Brito
 Andrew and Daniella Cavenagh
 Romie Chaudhari
 Min Chong
 Theodore Clendenin
 Ryan Collins
 Todd and Michele Dominick
 Jessica Douglas
 D.R. Jones Pictures/Music
 Vernon Eaton
 H.L. Epstein Family Foundation
 Facebook Gifts Program
 Fayetteville–Manlius CSD
 Robin Fern
 Fidelity Charitable Gift Fund
 Donors
 Gatsbys American Dream and the
 Overdue Collection Agency
 Jim Gianopulos
 GSW Merry Meltdown Game
 Jane–Howard Hammerstein
 Jill Hertzber
 Pamela Jones
 Mandy Kong
 Mariel Foundation
 Wendy Mitchell
 Mel & Jean Miller, Drew Miller and
 Krisitn Wold, David Miller and
 Darcy Johnson
 Claire Moore
 National Philanthropic Trust
 Mark and Donna Owen
 Neal Pfister
 Seemon H. and Natalie E. Pines
 Foundation
 Praxis Foundation
 Sharon Prince
 Robert Quayle

Rainbow World Fund
 David Ruggles
 Smith Family Legacy Foundation
 Arne and Ruth Sorenson
 Christopher Suozzo
 Daniel and Julie Tappendorf
 Sal and Lillian Tiberio
 Tosa Foundation
 Terry Trayvick
 Dean Von Essen
 YourCause Matching Gifts and
 Workplace Giving Companies
 Hatem Zaky
 Scott and Samantha Zinober

\$2,500–\$4,999

AKC Fund, Inc.
 J.R. Albert Foundation
 American Express
 Gift Matching Program
 Anonymous (6)
 Ian Bentley
 Daniel and Denise Bergad
 Rick Berger
 Boeing Employee Giving
 Joseph Boyle
 Dwight Burnham
 California Community
 Foundation Donors
 Gerald and Barbara Chait
 Steve and Becky Collins
 DCN Diagnostics, Carlsbad, CA
 Shayne Devlin
 Nathan Dooley
 Evo
 Zaid Fadul
 Stephen Farinelli
 Charles and Elizabeth Flood
 Vici Foster
 Morgan Fountain
 Vincent Gillooley
 Richard and Amanda Green
 Hammerpress
 William Hoffman
 Christopher and Mary Howland
 Gerard and GERALYN Jacobs
 Brad Johnson

Johnson & Johnson
 Matching Gift Program
 Fredrik Johre
 John P. Kavooras Charitable Trust
 Randall Kempner
 Maureen Koteles
 Kevin and Kathryn Kranen
 Jordan Laughlin
 Jonathan Matz
 Mike Uhl
 Musea
 Deborah Newmyer
 NMS LLC
 Daniel Olenik
 OneXOne
 PayPal Giving Fund eBay Sellers
 Denise Peterson
 John and Leigh Ann Poland
 Polsky Family Charitable Foundation
 Pride Charitable Fund
 Gary Robson
 Barbara Rossetti
 Sacred Heart Parish
 The Franklin & Jean Schaffner
 Foundation
 Adam and Donna Schechter
 David Schwartz
 Ryan and Rebecca Shawgo
 Silicon Valley Community
 Foundation Donors
 David Sisler
 John and Stephanie Smith
 Ken Soubry Foundation
 Split Rock Charitable Foundation
 St. Mary's International School,
 Tokyo, Japan
 St. Thomas a Becket
 Episcopal Church
 Chris Tebbetts
 Travis Van Duyn
 Water Charities Fundraising –
 Jammin'4Water
 Wellington Management
 Employee Giving
 Jonathan Witt
 Stewart Wolfson
 Brandon Wong
 Desai Yagnesh

“You cannot solve poverty without solving water and sanitation.”

-Matt Damon, Co-founder





Safe water and the
dignity of a toilet for all.



FACEBOOK TWITTER PINTEREST YOUTUBE INSTAGRAM FLICKR GOOGLE+ LINKEDIN