ONE MILLION
EMPOWERED
In 2013, through your generous support we celebrated an important milestone, access to safe water and sanitation for one million people through WaterCredit, our microfinance solution. Just this year, we reached more than 500,000 people with this solution, a 150 percent increase from last year.

The accelerated impact of WaterCredit is evidence that our foundational investment is paying dividends. It’s proof of the true exponential promise of WaterCredit.

Together, we will end this solvable crisis. Thank you for your continued support.
Dear Friends and Supporters,

Safe water is essential to human life and it is indispensable to every aspect of human prosperity; education, health, job creation and commerce. Together, by ensuring all people have access to safe water and sanitation, we are creating a cycle of opportunity from the current cycle of poverty.

This year we celebrated an important milestone towards our shared mission of ending the water crisis. We enabled access to safe water and sanitation for one million people through WaterCredit, our microfinance solution. In 2013 alone, we reached more than 500,000 people with this solution, a 150 percent increase from last year. The accelerated impact of WaterCredit is evidence that our foundational investment is paying dividends. It’s proof of the true exponential promise of WaterCredit.

And, the promise of WaterCredit is much greater than the safe water and sanitation it provides. Innovative solutions such as WaterCredit will not only help end the water crisis, but also transform lives by empowering girls to attend school, women to secure jobs, children to stay healthy and communities to gain prosperity.

The transformative power of water is the reason we must continue to pilot, scale and disseminate new solutions that address the challenges of capital, accountability and participation. It’s why we must continue to advocate on a global level to ensure water access remains a priority issue to be addressed by all. To succeed in solving the water crisis, collaboration between businesses, governments, non-governmental organizations and individuals is critical. Only together will we make the necessary and important progress to end this solvable crisis.

Thank you for your unwavering support of and belief in our vision. By ensuring all people can take a safe drink of water and experience the dignity of a toilet, we will create a cycle of opportunity from the current cycle of poverty – giving women hope, children health and communities a future.

Sincerely,

Gary White, CEO and Co-founder

We envision the day when everyone in the world can take a safe drink of water and experience the dignity of a toilet.
ONE MILLION EMPOWERED:
THE FACES BEHIND THE NUMBERS
Safe water and toilets change everything.
This past year, we saw the powerful and transformative impact of safe water and sanitation solutions in the communities we serve.

In East Africa Water.org implemented safe water solutions in villages like Weizro’s. Weizro and her five children live in Wereda Gulo-Mekeda in the northern part of Tigray, a mountainous region of Ethiopia. Weizro’s family faced the water crisis daily, having to collect water via a long, time-consuming journey. For them, not having access to a nearby improved water source meant a loss of time and a short water supply incapable of meeting life’s most basic needs like drinking, cooking and bathing. The family needed a solution.

The others who live in Wereda Gulo-Mekeda shared her experience. As such, Water.org and partner organization REST worked together to construct a shallow borehole. Weizro described the difference the well made: “Before the construction of the well, it was a tough time because we were forced to find water from very distant, unprotected sources. Not only did we trek a long distance, but we also spent a lot of time filtering the water we collected. But now, the problems we had with finding and collecting water have been solved. If you consider the time spent on collecting water before the construction of the well, you realize that the project is really bringing change to our health and quality of life for the women and young girls who collect the water.”

We met Muddumare, who was living with many family members in a home located in a village outside of Mysore, a city in India. By taking out a WaterCredit loan of 7,000 INR ($112 USD), he was able to build a toilet.

Having a toilet means Muddumare and his family are no longer hindered by the time consuming and physical constraints of open defecation. Their productivity is soaring and their dignity is restored. Muddumare now has three acres of land where he grows groundnuts, sorghum and finger millet. The yield from his crops helps him earn money, which he uses to repay the loan amount in easy monthly installments.

People like Weizro, Muddumare, and the countless others Water.org served this past year inspire our continued commitment to ensure all people have access to a safe drink of water and the dignity of a toilet in our lifetime.
OUR PORTFOLIO APPROACH

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 demand-driven solutions to finance and deliver access to safe water and sanitation. Watch Water.org: Unleashing the Power.

THE MOST BASIC NEEDS: DIRECT IMPACT

Where it is most needed, we extend grants to local partners to drill wells or build toilets. We carefully select our partners and build quality assurance into the design of each program. To ensure these solutions endure, we invest in rigorous partner training and monitoring. Communities share in the cost and lead in the effort. Learn more about this approach here.

SMALL LOANS, BIG EFFECT: WATERCREDIT

Pioneered in 2003, WaterCredit allows individuals to access loans for water connections or toilets. By assisting those who lack the financial resources to pay upfront for new water and sanitation facilities, WaterCredit empowers people to address their own water and sanitation needs with affordable financing. As the loans are repaid, WaterCredit “recycles” the capital to make more loans with that same initial investment. An investment in WaterCredit can reach five to ten times as many people as a traditional grant over a ten-year period. Learn more about WaterCredit.

INNOVATE TO ELIMINATE: NEW VENTURES

Launched in 2011, the New Ventures Fund is accelerating the pace of progress by supporting a portfolio of innovative solutions to the water and sanitation crisis. Through the Fund, Water.org is piloting, scaling, and disseminating solutions to address the underlying causes of the water crisis – lack of adequate capital, accountability and participation. Explore New Ventures.
Water.org is empowering millions of individuals around the world with access to safe water and sanitation, ensuring a better life for generations ahead.

**GLOBAL IMPACT**

**WaterCredit countries**
- Bangladesh
- India
- Indonesia
- Kenya
- Peru
- Uganda

**Direct Impact countries**
- Bangladesh
- Ethiopia
- Ghana
- Haiti
- Kenya

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**In 2013...**

8
New partner organizations certified

73,081
Toilets constructed

606,012
People served with safe water and sanitation

66,632
Household water connections established

34
Water and sanitation programs around the world

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WATERCREDIT

BUILDING A MOVEMENT
‘water•credit

(n) WaterCredit by Water.org puts financial tools to work in the water and sanitation sector. It allows people in need to access small loans for water connections or toilets, empowering them to accelerate change in their own homes and communities – enabling a life of health and opportunity.

A CYCLE OF OPPORTUNITY TO END A CYCLE OF POVERTY

By empowering the world’s poor with access to small loans for household water connections and toilets, WaterCredit creates a cycle of opportunity – an opportunity to enhance their health, education and economic position. 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.

THE INSPIRATION FOR WATERCREDIT

On a site visit to India in 2003, Gary White, Water.org CEO and Co-founder, met a woman who was paying a loan shark 125 percent interest to buy a toilet. She was living on two dollars a day and absorbing a crushing debt for sanitation. Gary realized that this woman – and many people like her – were paying outrageous rates, up to 20 percent of their income, to address their water and sanitation needs. This was the inspiration for WaterCredit.

If the poor were paying such ruinous rates for water and sanitation, they’d certainly be willing to pay a lot less. Not just willing but, with some help, able. Gary believed that if we could provide people with small loans at reasonable rates for water connections and toilets, we would create customers and participants in solving the water crisis. It meant there was hope for this woman, her family and her community to get sanitation without losing their economic livelihood.
Engineering WaterCredit

Water.org works with carefully selected financial institutions to help them see that people living in poverty can be customers. We then help them build capacity to offer affordable financing for water and sanitation loans. This sustainable economic activity between lenders and their communities lasts after the initial loan is repaid. It is creating a permanent change in economic potential and quality of life for an entire community.

WaterCredit is Working

WaterCredit is working. It’s transforming lives. It’s gaining momentum.

To date, WaterCredit has empowered more than one million people in five countries with access to safe water and sanitation. WaterCredit borrowers typically have no credit history or formal education, however with a remarkable 99 percent global repayment rate, WaterCredit is a safe, stable and life-saving investment.

Once a high risk experiment, WaterCredit is now changing the face of the water crisis.

“The entrepreneurial spirit is important to PepsiCo and also to the partners we choose. Water.org has shown remarkable entrepreneurial innovation through their landmark WaterCredit program, to which the PepsiCo Foundation is the largest single funder. Water.org continues to set the bar for social progress through the hundreds of thousands of people for whom they have enabled access to safe water and sanitation. At PepsiCo, safe water is critical to our employees, their families, our business partners, and society at large, and this partnership is helping to scale the innovative use of microfinance in this sector.”

Indra Nooyi,
Chairman & CEO of PepsiCo
"Access to water is access to education, access to work, access above all to the kind of future we want for our own families and all the members of our human family."

– Matt Damon
Co-founder, Water.org
WaterCredit is working. It’s transforming lives. It’s gaining momentum. In addition to empowering more than one million people with access to safe water and sanitation, we continue to lay the groundwork allowing WaterCredit to reach even more people. In 2013 we:

- completed two market assessments to determine future viable markets for this solution,
- certified eight new WaterCredit partners
- registered a new office in Peru, expanding WaterCredit to four continents

In 2013...

150%  
Increase of people reached compared to last year

565,683  
People directly benefited from WaterCredit

97%  
Of all borrowers are women

$200  
Average loan size

99%  
Average repayment rate of WaterCredit loans

37  
Active partners
Kids in Mirebalais, Haiti celebrate the opening of a new well in their community. Community participation is vital to the success of Water.org’s Direct Impact programs.
## Statement of Financial Position

<table>
<thead>
<tr>
<th></th>
<th>Year ending Sept 30,</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2013</td>
</tr>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$11,176,262</td>
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<tr>
<td>Grant and other receivables</td>
<td>286,475</td>
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<tr>
<td>Prepaid expenses</td>
<td>86,922</td>
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<tr>
<td>Investments</td>
<td>676,068</td>
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<tr>
<td>Property and equipment, net</td>
<td>79,387</td>
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<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>$12,305,114</td>
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<tr>
<td><strong>LIABILITIES &amp; NET ASSETS</strong></td>
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<tr>
<td>Accounts payable</td>
<td>$227,585</td>
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<tr>
<td>Accrued expenses</td>
<td>482,109</td>
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<tr>
<td>Refundable advances</td>
<td>675,353</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td>$1,385,047</td>
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<tr>
<td>Unrestricted net assets</td>
<td>$4,236,516</td>
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<tr>
<td>Temporarily restricted net assets</td>
<td>$6,683,551</td>
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<tr>
<td><strong>Total Net Assets</strong></td>
<td>$10,920,067</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES &amp; NET ASSETS</strong></td>
<td>$12,305,114</td>
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### Statement of Activities

<table>
<thead>
<tr>
<th></th>
<th>Year ending Sept 30,</th>
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<tbody>
<tr>
<td></td>
<td>2013</td>
</tr>
<tr>
<td></td>
<td>2012</td>
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#### REVENUE, GAINS AND OTHER SUPPORT:

<table>
<thead>
<tr>
<th>Contribution</th>
<th>2013</th>
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<tbody>
<tr>
<td>Contributions and grants</td>
<td>$12,277,556</td>
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<tr>
<td>Investment income and other</td>
<td>78,764</td>
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<tr>
<td>Total Revenue, gains and other support</td>
<td>$12,356,320</td>
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<tr>
<td></td>
<td>$9,549,942</td>
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</table>

#### EXPENSES:

<table>
<thead>
<tr>
<th>Service Type</th>
<th>2013</th>
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</thead>
<tbody>
<tr>
<td>Program services</td>
<td>2012</td>
</tr>
<tr>
<td>Water programs</td>
<td>$5,388,674</td>
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<tr>
<td>Outreach and advocacy</td>
<td>$1,252,057</td>
</tr>
<tr>
<td>New Ventures</td>
<td>199,769</td>
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<tr>
<td>Total program services</td>
<td>$6,840,500</td>
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<tr>
<td>Total supportive services</td>
<td>$2,533,329</td>
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<tr>
<td>Administration</td>
<td>$1,316,710</td>
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<tr>
<td>Fundraising</td>
<td>936,236</td>
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<tr>
<td>Total supportive services</td>
<td>$2,533,329</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$9,373,829</td>
</tr>
<tr>
<td>Change in Net Assets</td>
<td>$2,982,491</td>
</tr>
<tr>
<td>Net Assets, Beginning of Year</td>
<td>$7,937,576</td>
</tr>
<tr>
<td>Net Assets, End of Year</td>
<td>$10,920,067</td>
</tr>
</tbody>
</table>

Water.org has consistently attained a 4-star rating from Charity Navigator, America’s largest independent charity evaluator, conducting in-depth assessments of financial efficiency and effectiveness.
THANK YOU

$1,000,000 +
Cartier Charitable Foundation
Caterpillar Foundation
IKEA Foundation
PepsiCo Foundation

$250,000–$999,999
Michael and Xochi Birch
Matt and Luciana Damon
John Deere Foundation
The MasterCard Foundation
Swiss Re Foundation
Zynga.org

$100,000–$249,999
Anonymous
Facebook
Greenwich Country Day School

$50,000–$99,999
CamelBak Products, LLC.
Dilated Pixels
Fidelity Charitable Gift Fund
Greater Kansas City Community Foundation
Kohler Stewardship

$25,000–$49,999
Mary Andrecovich
Anonymous
Cynthia Fisher
Judith Haskell Brewer Fund of the Community Foundation Serving Richmond and Central Virginia
Nancie Julian
Just Give
Microsoft Matching Gifts Program
Schwab Fund for Charitable Giving
Stone Family Foundation
W. K. Kellogg Foundation

$10,000–$24,999
Amit J. and Vicky L. Patel Foundation
Anonymous (4)
Ante Up for Africa
Bill Holmes Charitable Trust
Blacket Foundation
Jesse Itzler and Sara Blakely
Bloomberg Network
Blue Valley Academy PeaceJam
Catapult
Chavez for Charity
Drew and Karen Dillworth
Drink Water
FirstGiving
Google Matching Gifts Program
Hazen Family Foundation
Hotel Bloom
Karma Science
John and Jenni Legg
Henry and Jackie Massman
Sandra Naftzger
National Philanthropic Trust
Daniel Olennik
PayPal Giving Fund
Rexnord Corporation
Salsbury Foundation
Socketlabs, Inc.
Stolte Foundation
Valerie Vincola
Warmenhoven Family Foundation
Estate of John D. Work
Hatem Zaky

$5,000–$9,999
James Allen
Anonymous (3)
The ApatoW-Mann Family Foundation, Inc
ASK Staffing
Bank of America Foundation Matching Gifts
Bio Trust Nutrition
Dwight Bumham
Andrew and Daniella Cavenagh
Kurt and Margaret Cellar
Clearwater Capital Partners
Cole Birches Foundation
Collins Industries, Ltd.
Contract Furnisihings
Crescendo Capital SA
Todd and Michele Dominick
Jessica Douglas
DuPont
Douglas Anning and Kirk Isenhour
John P. Kavooras Charitable Trust
Jodi Kahn
William Stanton and Lisa Lenon
Mangel Foundation
MO BIO Laboratories, Inc.
Murray Family Fund
August Negele
Northern Trust, N.A.
Mark and Donna Owen
Mary Pigott
Praxis Foundation
Rainbow World Fund
Red Dirt LLC
The Refinery
Roger and Susan Stone Family Foundation
Shannon Ross
Smith Family Legacy Foundation
Nina Spiller
Karen Sulzberger
Christopher Suozzo
Bernardo Telles
Sal and Lillian Tiberio
Tosa Foundation
Toyota Motor Sales
Vanguard Charitable Endowment Program
Tom Vial
William Morris Endeavor Entertainment Foundation
Deborah Zimmer

$2,500–$4,999
AKC Fund, Inc.
Amazon Associate Program
American Express Gift Matching Program
Anna Hatchett
Anonymous (6)
Apple Matching Gifts Program
Bloomberg Network Matching Gifts
Wayne M. Boich
Cavallicious
Gerald and Barbara Chait
Chevron Humankind
Chisholm Trail Middle School, Theater and French Departments
Janice Clark
Steve and Becky Collins
John and Susan Crowe
Kyle and Lori Damon
DME Law LLP
Nathan Dooley
Stephen Farnelli
Martin Firestein
The Flood
Vici Foster
Give With Liberty
Goldman Sachs Gives
Lois Hall
William Hoffman
Christopher and Mary Howland
Johnson & Johnson Matching Gift Program
Ken Soubry Foundation
Jill Kirshner
Rufus and Toni Langley
Jordan Laughlin
Alejandro Manzano
Wendy McDowell
John McLees
Wendy Michell
Dr. John and Mrs. Elaine Murphy
Michelle Duffy and Andrew Murphy
John and Patti Neer
Pactimo
Polsky Family Charitable Foundation
Barton Reese
Riverview School
Barbara Rossetti
Donna Schchter
Scottsdale Unified School District No 48
Structured Water Units LLC
Terry Trayvick
Vanguard Charitable
VML Foundation
Dean Von Essen
Nathan Wetherington
Patrick Whitesell
Jonathan Witt
Stewart and Leona Wolfson
YourCause, LLC.
TEAM

US Team
Natalia Alvarez von Gustedt  
Project Manager, Development
Heather Arney  
Senior Manager of Information, Evaluation and New Ventures
Jennifer Beard  
Global Learning Manager
Breely Bennett  
Senior Corporate Accountant
Rachel Brumbaugh  
Senior Manager, South Asia
Vincent Carney  
Software Developer
April Davies  
Senior Manager, Africa/Latin America
Stacy Davis  
HR Generalist
Annie DeGraff  
Designer
Nancy Eslinger  
Controller
Robin Fern  
Manager, Strategic Alliances
Robert Gradoville  
International Programs Manager
Rosemary Gudej  
Manager, Office of the CEO
Tracy Jackson  
Website Analyst
Yvonne Kean  
Director, Finance & Administration
Julie LaGuardia  
Senior Strategist, Brand Partnerships
Alix-Ines Lebec  
Senior Manager, Strategic Alliances
Nicholas Lundgren  
Media Producer
Dan Luscher  
Chief Operating Officer
Mike McCamon  
Chief Community Officer
Melanie Mendrys  
Director, Brand Marketing & Communications
John Moyer  
Senior Manager, Southeast Asia
Jeremiah Pierce  
Senior Project Accountant
Robin Piper  
Senior Business Analyst
Lesley Portes  
International Programs Manager
Gabrielle Puz  
International Programs Manager
Laura Raslton  
International Programs Manager
Chevenee Reavis  
Director, Strategic Initiatives
Jennifer Schorsch  
Chief Marketing Officer
Prairie Summer  
Grants Manager
Richard Thorsten  
Director, International Programs
Janet Tinsley  
Senior Manager, International Programs
Elizabeth Toder  
Senior Manager WaterCredit Advisory Services
Gary White  
Chief Executive Officer
Nicole Wickenhauser  
Senior Manager, Development
Teresa Woods  
Donor Care Specialist
Gina Zanolli  
Executive Assistant to COO/CMO

India Team
S. Avudai Nayakam  
Senior Water & Sanitation Officer
D. Buvaneswari  
WATSAN Program Officer
Jaya Balakrishnan  
Administrative Officer
Jayanti Karki Chhetri  
Communication for Development Officer
Kannan G.  
Accountant/Financial Auditor
PM Jose  
Microfinance Institution Program Manager
Pon Aananth  
WaterCredit Officer
Uday Shankar  
Regional Director

East Africa Team
Patrick Alubbe  
Regional Director, East Africa
Anthony Githinji  
East Africa WaterCredit Officer
Alice Maina  
Financial Auditor/Accountant
Caleb Otieno Metoh  
Office Assistant/Driver
Elizabeth Were  
Program Officer

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Larry Tanz  
Secretary
Terry Trayvick  
Treasurer
Gary White  
CEO, Co-founder

Team and board member bios: water.org/about/staff-partners

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