



## Our vision

that everyone in the  
world can take a safe  
drink of water –  
in our lifetime.

## Access for those living in Poverty

For more than two decades, Water.org has been at the forefront of developing and delivering solutions to the water crisis. Founded by Gary White and Matt Damon, Water.org pioneers innovative, community-driven and market-based initiatives to ensure all people have access to safe water and sanitation; giving women hope, children health, and communities a future. To date, Water.org has positively transformed the lives of nearly a million individuals living around the world; ensuring a better life for generations ahead.

## Our Approach

Water.org empowers local communities and individuals to develop and sustain solutions to their own water and sanitation needs.

### **Local Partners**

We deliver programs through carefully-screened, local partner organizations that understand, and are part of, the communities in which we work. Working through local partners also allows us to leverage our intellectual capital and to scale quickly.

### **Community Involvement**

Water.org engages communities at every stage, from project planning, construction and financing, to ongoing project maintenance. Because our approach is demand-driven, our in-country partner organizations respond to communities that approach them with their water and sanitation needs.

### **Innovation**

Water.org's programs are funded through grants, loans, or a combination of grants and loans. One proven innovation is WaterCredit. Pioneered in 2003, WaterCredit applies the principles of micro-finance to the water sector. Through WaterCredit, individuals receive loans to access safe water and sanitation. By catalyzing small loans to those who do not have access to traditional credit markets, WaterCredit empowers people to immediately address their own needs. In 2011, we launched our New Ventures Initiative and Fund, through which we will pilot, test and scale new solutions to the water crisis.

### **Appropriate Technology**

Water.org is technology-agnostic. By working through local partners and engaging the communities we serve, we ensure that the technology selected is right for the issue.

## Integration of Health and Hygiene Education

Adoption of good hygiene practices and access to sanitation facilities are critical to achieving sustainable improvements in community health. Water.org's local partners hold intensive training and motivation seminars throughout the project on the link between good hygiene and good health.

## Program Areas

Water.org currently operates in four main geographic areas: Africa, South Asia, Latin America, and the Caribbean.

Water.org is active in **Ethiopia, Kenya, Ghana** and **Uganda**. Ethiopian projects are located in the regions of Tigray, Amhara, Harari, and Oromia, and are direct impact. In Kenya, our grant-based and WaterCredit programs take place in the Nyanza and Eastern provinces. Water.org's Ghana and Uganda projects are currently all direct impact.

In Asia, Water.org's work focuses on **Bangladesh** and **India**, where it implements both direct impact as well as WaterCredit programs. Bangladesh programs target the slums of the capital city, Dhaka, the peri-urban district of Gazipur, and the rural Rajshahi and Manikganj Districts. Water.org's programs in India serve thousands of urban and rural communities in more than 10 states.

Latin America is home to Water.org's first project, which took place in **Honduras** in 1990. Today, Water.org has helped more than 40 Honduran communities build their own safe drinking water systems. Water.org has also implemented programs in El Salvador, Guatemala and the Philippines. All of these have been direct impact programs. Water.org's programs in **Haiti** are direct impact, in rural and peri-urban areas.

## Sustainable Giving

Water.org has led the way in improving how water programs are delivered and financed in the sector. More than two decades ago, Co-Founder Gary White pioneered the operating model of working through local partner organizations, while simultaneously addressing water, sanitation, and hygiene education.

The WaterCredit Initiative, a microfinance solution, is also dramatically increasing the number of people with access to safe water. In recognition of its pioneering efforts, in 2009 Water.org received the Skoll Award for Social Entrepreneurship.

Water.org maintains an impressive success rate for its programs and has developed a rigorous monitoring and evaluation protocol. This includes monitoring throughout the implementation process as well as after program completion. The majority of programs undergo evaluations, which take place upon program completion and again a minimum of one year later. As Water.org has constructed tens of thousands of water and sanitation projects, programs are evaluated based on a random sampling method. Evaluations are conducted through a combination of independent research institutions, Water.org staff, and Water.org partner organization staff.

For specific questions  
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