

Water.org

Attachment to Form 990 for the Fiscal Year Ended 9/30/10

EIN 58-2060131

Descriptions of Program Service Accomplishments

Programs. During FY10, Water.org funded clean water and sanitation programs in Bangladesh, Ethiopia, Ghana, Haiti, Honduras, India, Kenya, and Uganda. Water.org reached more than 239,000 individuals with access to clean drinking water, improved sanitation, and hygiene training. This intervention provides an immediate and sustainable improvement in the quality of life for people in developing countries.

Water.org completed activities under the Schools Water and Sanitation Plus Hygiene (SWASH+) initiative, in partnership with CARE USA and Emory University. Over a 3.5 year period, Water.org reached nearly 96,000 people in schools and communities with safe water, sanitation, and hygiene services in the Nyanza province of Kenya.

WaterCredit. In FY2010, Water.org facilitated the disbursement of more than \$1.8 million in microcredit loans for water and sanitation, reaching nearly 107,000 people. The cumulative global WaterCredit repayment rate is nearly 99 percent.

Water.org is one of the first organizations in the world to use microcredit to help people in developing countries finance their own water systems. By making small loans to communities and individuals who do not have access to traditional credit markets, WaterCredit helps finance the upfront cost of water and sanitation systems. When repaid into a revolving fund, the multiplier effect means that many more people can be helped for the same philanthropic investment. And since users with a financial stake in their water supply projects have a greater incentive to ensure proper operations and maintenance, WaterCredit projects have built-in advantages for long-term sustainability.

In FY10, Water.org's partner organizations were able to obtain funding for the loans directly from the commercial banks, instead of through grants from Water.org. For donors, this translates into greater leverage for each dollar donated. By stimulating external capital (i.e. loans from commercial banks), less Water.org funding is needed for the program and more grant money can go to where it's needed most – to the poorest of the poor.

Partner Network Development. Water.org selects partner organizations in developing countries with a strong success record of implementing safe water and sanitation projects. As part of its capacity-building efforts, Water.org certified two new partner organizations in FY10. Water.org maintains liaison offices in both India and Kenya.

Outreach. Water.org raises awareness of the global water crisis and its efforts to address it through a variety of mediums, including but not limited to: its www.water.org and my.water.org websites; social media outreach; celebrity engagement; strategic partnerships; traditional media relations; distribution of its electronic newsletter and annual report; cause marketing efforts; sharing photos and videos captured in the field; and through presentations at top conferences

around the world. As part of its online outreach efforts, Water.org developed new technologies that make it easier for Facebook and Twitter users to spread its message.

Water.org holds Charity Navigator's four-star rating and the Independent Charities of America's "Best in America" seal of excellence, and meets the Council of Better Business Bureaus' Standards for Charitable Solicitations.

Also of note, Water.org sponsored an important World Water Day event in India. More than 20,000 women, men, and children gathered together at the National Institute of Water and Sanitation on March 22 to recognize the importance of water, sanitation and hygiene, to celebrate improvements made in their villages, and to rally support for future efforts.