



## Facilitated Giving Charity Evaluation

# Charity: Water

ROG Rating: “A” Charity, “Good” Fit for Sample Family

**Charity Core Mission:** “771 million people lack basic access to clean and safe drinking water. We’re on a mission to change that.”

**Locations Served:** 29 Countries

**Year of Founding:** 2006

**Official US Incorporation Name:** [Charity Global](#), EIN 22-3936753

**Affiliations:** Independent

**Current Total Annual Revenue:** [>\\$90M Annually](#) (2020 IRS 990 Form)

### Recent Updates and Accomplishments:

- [2021 Impact Report](#)
- “...with the help of more than 1 million supporters worldwide, charity: water has raised over \$689 million and funded over 111,000 water projects in 29 countries. When completed, those projects will provide over 15.5 million people with clean, safe drinking water.”

**Key Charitable Partnerships:** Google (\$5M grant for post-earthquake Nepal water relief)

### Charity Reputation:

- GuideStar “Platinum” Rating
- Charity Navigator “92”, “Give with Confidence” Rating
- 100% Accountability and Transparency Rating with Charity Navigator
- CEO Pay represents less than 1% of total expenses. Total executive compensation is 2.1% of expenses.
- Charity: Water reported net assets of \$62M after liabilities in 2019.
- Charity: Water’s 100% model helped kick off a revolution in analysis of donation impact, but has also been criticized by charity leaders. They pledge to use 100% of public donations on service. [However, large](#)

[donations from mega-givers called “The Well” fund overhead.](#) A large gift should be accompanied with an agreement for use of funds, and careful consideration of involvement in this group.

- Charity: Water reports a net loss on event fundraising, including their charity: ball and Ride for Water, but it is important to note that event fundraising is a key incubator of major gifts.
- Charity: Water has been [criticized for the sustainability of its efforts.](#) This has led them to focus more greatly on community-led development.
- Charity: Water’s model includes water privatization, which most critics believe is a net positive, [but does invite critique.](#)
- [A new program in 2019 allowed for entrepreneurs to donate equity to Charity: Water](#) and when this equity is realized, charity executives receive bonuses. This is a unique model in fitting with this charity’s groundbreaking and norm-busting pattern, but equity contributions should be discussed with the charity to ensure a match for your mission and values.

#### **Impact Stories:**

- [Charity Water Impact Stories](#)

#### **ROG Evaluation Notes:**

- **A contribution to this organization will save and greatly improve lives.**
- **This charity is groundbreaking in its transparency, and funding model.**
- This charity’s operating costs are in fitting with its complicated, multi-national mission.
- **Fundraising costs for this charity are reasonable, and they provide a high level of donor service.**
- Criticism of Charity: Water’s funding model and sustainability are valid, but they have a strong record of responding to criticism with transparency and open dialogue.
- This is a world-renown charity and attracts significant high profile donors, including newsworthy personas in the tech world. Joining this group publicly should be evaluated by potential major donors.
- **Charity: Water seems to be on a path to long-term viability and has withstood numerous obstacles including natural disasters and the pandemic.**

**Summary ROG Evaluation:** In our opinion, this is an “A” rating charity. Contributions will have proven, life-changing impact and a very high percentage of contributions go directly to the core need.

**Impact to the Sample Family’s Philanthropic Mission:** This charity is a good fit for The Sample Family’s charitable goals. It should be considered for investment along with locally-impacting investments.