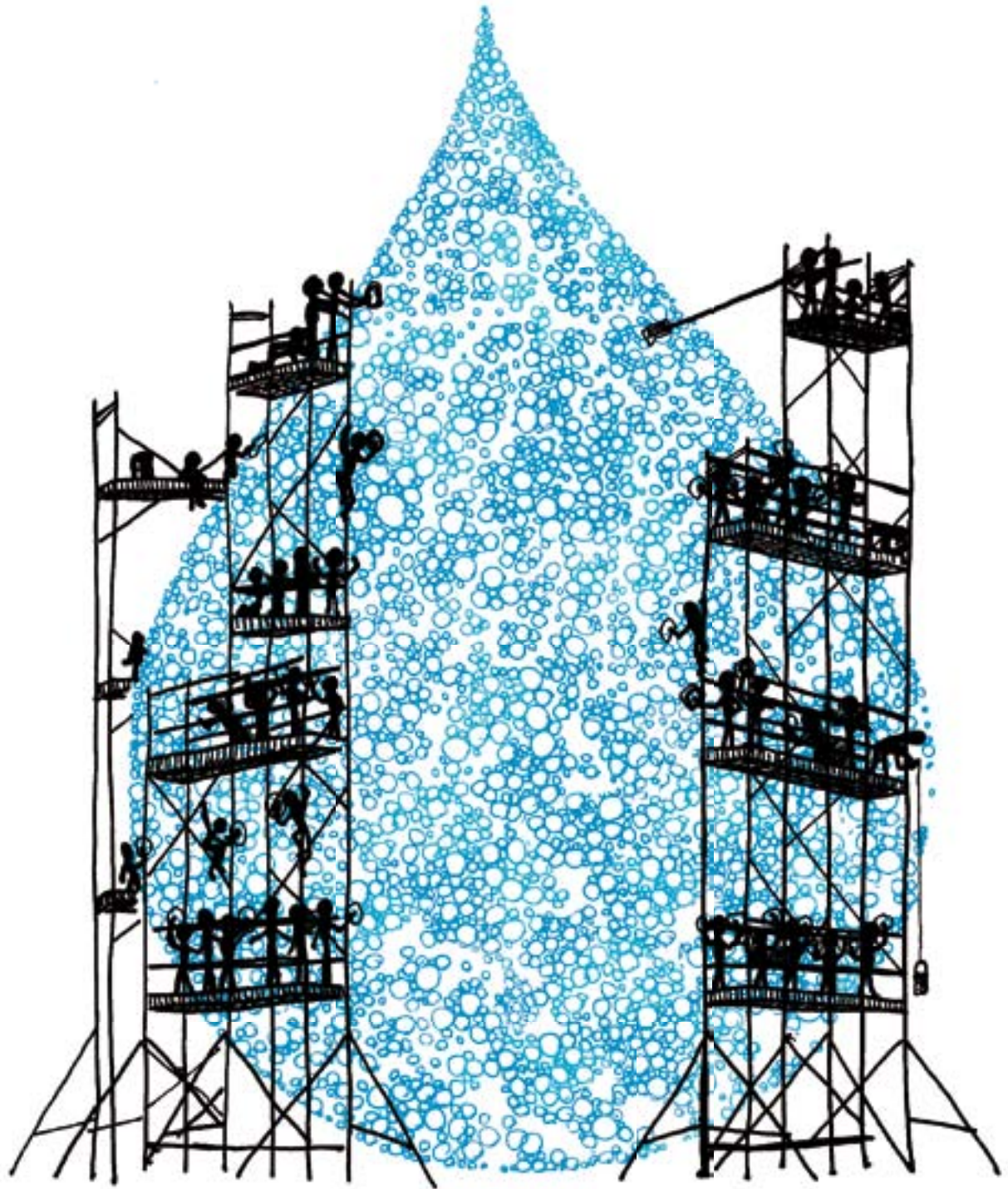


2009 ANNUAL REPORT







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**WATER FOR ALL,
ALL FOR WATER**

OUR MISSION

To fight poverty by supporting access to water and raising individual and community awareness of the need to mobilize so that safe water is accessible to all, in sufficient quantity, today and tomorrow.

OUR GOAL

To be an agent of change and influence as to how safe water is shared and made accessible around the world.

OUR VALUES

WATER: A COMMON HERITAGE RESOURCE AND A FUNDAMENTAL HUMAN RIGHT

We consider water to be a resource that is essential to life and part of our common heritage—and we believe that it should therefore be preserved and accessible to all. The challenge is twofold: to provide access to sufficient quantities of water in the present, and to protect this life-sustaining resource for future generations.

SOLIDARITY AND SHARING OF WEALTH

We are nothing without those around us—family, neighbours and fellow citizens of the world. Working together to share knowledge, experience, dreams and networks, as well as human, material and financial resources, is the only way to fight poverty and allow for sustainable development.

CREATIVITY

We have the power and a responsibility to act, but we still need to develop the appropriate means. We need to implement bold, innovative and creative projects that will have multiplier, spin-off effects; in other words, projects that, beyond their immediate effects, produce leverage and influence—projects that inspire dreams and solutions.

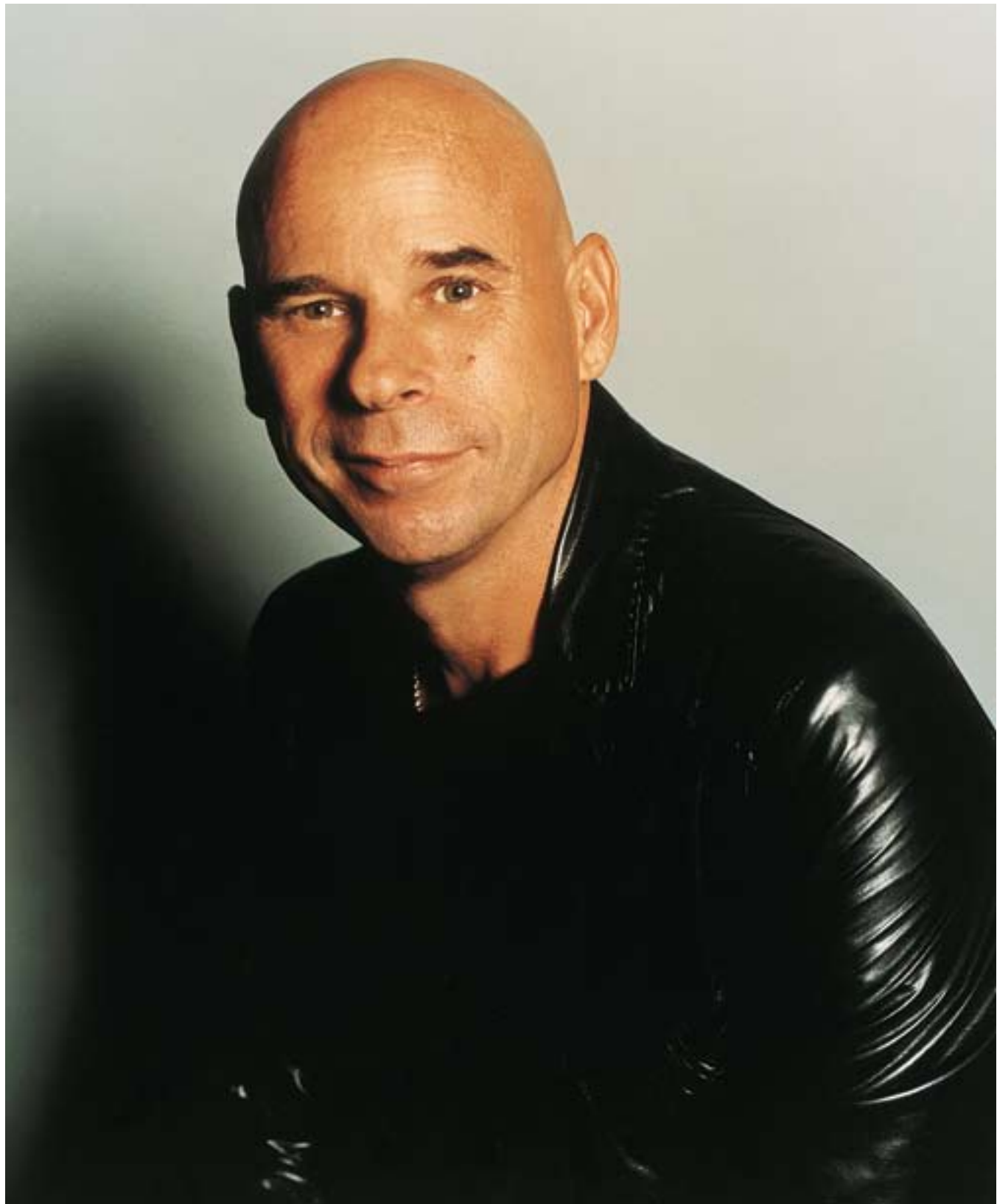
TRANSPARENCY AND INTEGRITY

In everything we do, we act with transparency and integrity; we strive to remain worthy of the trust and respect of our donors, our partners and the public by reaching the highest standards in terms of ethical practices and accurate reporting.

GUIDING PRINCIPLES TO ENSURE THE LASTING IMPACT OF PROJECTS

ONE DROP

1. Puts the arts and culture at the heart of all its initiatives.
2. In developing countries:
 - Favours projects based on three components: one addressing water access and management issues within a transfer-of-knowledge dynamic; one applying microcredit within a transfer-of-means dynamic; and one using the arts and culture as a popular education strategy and a means of raising awareness.
 - Favours projects that it plans and implements itself.
 - Selects projects on the basis of the following four criteria:
 - Lack of access to water
 - Good local governance
 - An organized civil society
 - Tangible, measurable results
 - Develops and implements projects in partnership with organizations recognized for their social or cultural work, with the cooperation of local populations, public authorities and non-governmental organizations, in order to promote their empowerment.
3. In developed countries:
 - Develops and carries out creative and artistic awareness-raising and mobilization projects.
 - Is non-partisan.
 - Encourages the raising and proper management of funds to ensure the continued success of its mission.



A WORD FROM THE CHAIRPERSON

In September 2009, my fascination for new people and places sent me sky-high, straight up to the stars, to embark on an extraordinary journey. Seeking out a singular vantage point, I lived 12 days aboard the International Space Station (ISS). Through the lens of the camera that I always had with me, I witnessed the beauty of continents that seem to float in water. I took thousands of photos, both to remember and to share. In my mind's eye, I can still see the cracked and wounded surface of our world.

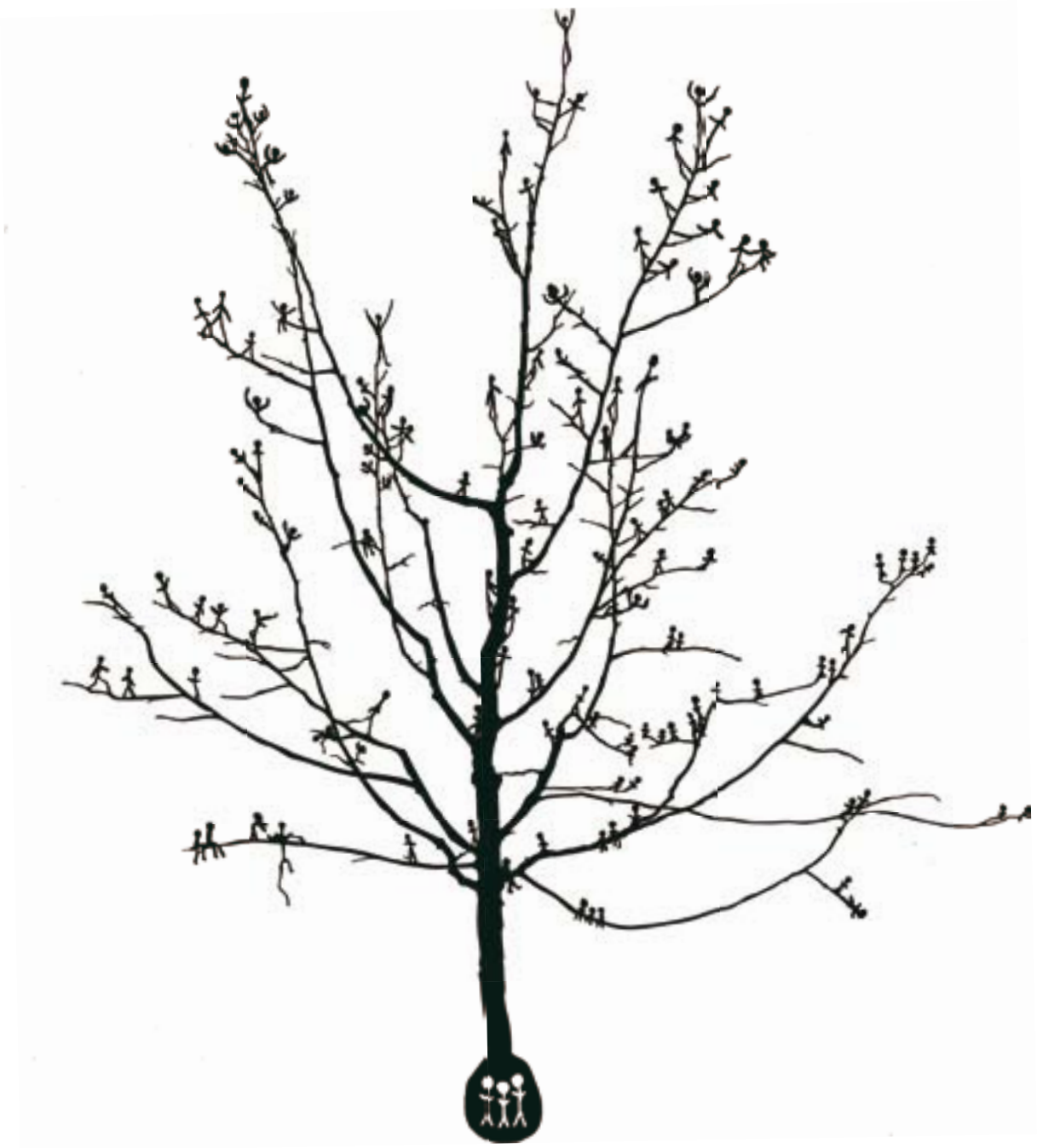
Our planet is fragile. The membrane that protects it from the dangers of space is as thin as a dragonfly's wings. Our resilient Earth spins on its axis and orbits the Sun in a perpetual movement that demonstrates its desire to continue giving life to the world. Our omnipotent Earth expresses its dissatisfaction with raging tides, spluttering volcanoes and violent winds. Our adaptable Earth will be part of the Universe long after we have left it. Gaia is a fighter, and it's up to us to lay down our weapons and make peace with her at last.

When I was on board the ISS, I set myself the mission of making each and every person aware of the issue of water. I called this a Poetic Social Mission. Why "poetic"? Because the emotion evoked by the magic of *Cirque du Soleil*[®]—and written all over faces from the five continents—has convinced me that art has the power to change the world. Through its projects in 2009, ONE DROP used the arts to convey the message of "Water for all, all for water," which made its way directly into the hearts of millions of human beings. In the coming years, we will relentlessly continue to call for action, making sure we give people whose voices are often ignored the chance to be heard. Almost a billion people do not have access to safe water. The solution has to come from the seven billion of us.

Finally, I would like to take this opportunity to extend my heartfelt thanks to the founding partners of ONE DROP: *Cirque du Soleil*, RBC, the Prince Albert II of Monaco Foundation and Oxfam, without whom we would not be able to complete this hugely important mission on which the future of the world depends.



Guy Laliberté
Chairperson
ONE DROP



A WORD FROM THE EXECUTIVE DIRECTOR

My first year as Executive Director of ONE DROP has already come to an end, and it has been packed full of exceptional events.

First of all, Guy Laliberté's trip into space gave us an opportunity to hold a huge international event in October 2009. The aim of the Poetic Social Mission was to make the world's population aware of the issues related to water by putting on a show in all four corners of the Earth. We can now say that it is mission accomplished, because ONE DROP received an impressive amount of media coverage, allowing it to reach 878.8 million people in 71 countries.

Over the last year, I have also visited Nicaragua and Honduras. I saw there that water is at the heart of many other issues: education, health, economic development and so on. Seeing ONE DROP projects in action confirmed to me that the "tripod" approach that we favour, based on access to water, microcredit and social arts, adds real value and allows us to fight poverty effectively.

In May, ONE DROP launched AQUA at the Montréal Science Centre, which shared the adventure with us. With its unique approach, this multisensory experience allows spontaneous interaction with the public, as well as a transfer of knowledge that inspires people to make a real commitment to tackling water issues. Almost 100,000 visitors have been touched by the incredible AQUA experience.

We also held our first benefit events in 2009. Thanks to our fantastic founding partner, *Cirque du Soleil*, we are able to put on events combining a Cirque performance and a happening. Whether they were from Montreal, Quebec, Toronto or Santa Monica, it was a real pleasure to meet the partners at each event.

I would like to highlight the efforts of the entire ONE DROP team: their passion and commitment make all our projects possible. Of course, volunteers work within our committees to ensure that ONE DROP is properly governed, and we are indebted to them for their sound advice and the expertise that they generously contribute. Finally, ONE DROP would not be able to achieve what it does without the support of the Cirquesters and donors who share a fundamental value with the organization: solidarity. They work with ONE DROP to offer a better future to all those who are without safe drinking water and proper sanitation.

So, after a year, the feeling of awe remains strong, as does the desire to achieve the ONE DROP dream: Water for all, all for water.



Lili-Anna Pereša
Executive Director
ONE DROP

A WORD ON GOVERNANCE

ONE DROP IS COMMITTED TO DEMONSTRATING ITS TRANSPARENCY, BOTH IN ITS ACTIONS AND IN ITS ACCOUNTABILITY. THAT IS WHY THE ORGANIZATION SURROUNDS ITSELF WITH TRUSTWORTHY PEOPLE WHO SUPPORT IT IN ITS THINKING AND GUIDE ITS DECISIONS. ABOVE ALL, ONE DROP'S WORK MUST BE CARRIED OUT IN ACCORDANCE WITH ITS DONORS AND THE PEOPLE WHO TAKE PART IN ITS PROJECTS.

BOARD OF DIRECTORS

The ONE DROP Board of Directors includes seven members elected by the General Assembly for their vast experience in managing non-profit organizations or their expertise in areas related to the organization's mission.

Guy Laliberté, Chairperson*
France Chrétien Desmarais, Vice-Chairperson*
Clément Guimond, Secretary
Robert Blain, Treasurer
Claudia Barilà, Trustee
Claude Laverdure, Trustee*
Sylvie Paquerot, Trustee (until November 2009)

For more information about the members of the Board of Directors, please visit The Organization/Who We Are/ Governance section of the **ONEDROP.org** site.

MANAGEMENT COMMITTEE

Our management team puts its varied expertise to use in the daily activities of ONE DROP. It bases its actions on the mission and objectives of the organization.

Lili-Anna Pereša, Executive Director*
Daniel Corbeil, Finance and Administration Director
Paul Laporte, International Cooperation and Development Director
Alexandre Meunier, Development and Corporate Partnerships Director
Nicole Ollivier, Director of Awareness and Mobilization Programs

For more information about the members of the Management Committee, please visit The Organization/Who We Are/ ONE DROP Team section of the **ONEDROP.org** site.

SCIENTIFIC COMMITTEE

The Scientific Committee is comprised of four members from some of the world's leading universities and institutions. The Committee shares its expertise with the Board of Directors on water issues and knowledge transfer.

Sylvie Paquerot, Chairperson
Pedro Arrojo
Stephen C. McCaffrey
Gordon Young

For more information about the members of the Scientific Committee, please visit The Organization/Who We Are/Governance section of the **ONEDROP.org** site.

FINANCIAL ETHICS AND GOVERNANCE COMMITTEE

The Financial Ethics and Governance Committee helps the Board of Directors to ensure that the financial ethics and governance responsibilities of ONE DROP are fulfilled, including those related to acceptance of contributions, accuracy of financial data, investment management, adherence to the code of ethics and conflicts of interest.

Robert Blain
Robert Bélisle
Jacques Faille

For more information about the members of the Financial Ethics and Governance Committee, please visit The Organization/Who We Are/Governance section of the **ONEDROP.org** site.

PROGRAM COMMITTEES

ONE DROP enjoys the invaluable support of many people who possess considerable expertise and experience. These experts make up advisory committees, including the International Cooperation and Development Program Management Committee, the Awareness and Mobilization Program Management Committee and the Philanthropic Development Committee. Their aim is to support the members of the management team in their duties.

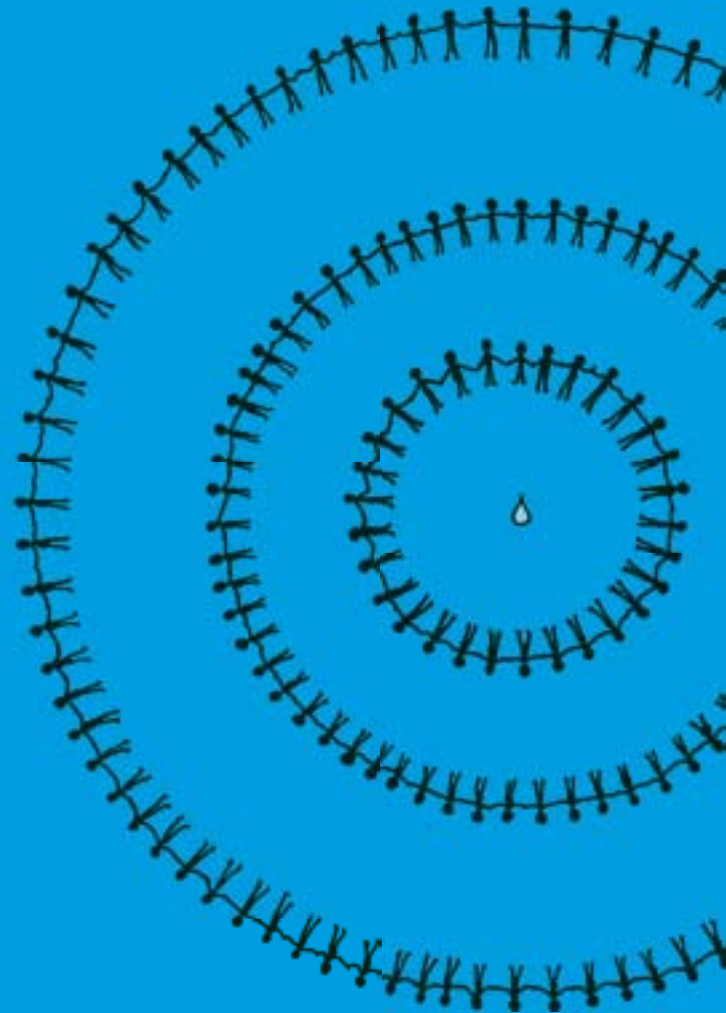
For more information about the members of the program committees, go to The Organization/Who We Are/Governance section of the **ONEDROP.org** site.

NATIONAL COMMITTEES

ONE DROP, International Headquarters
 8400 2nd Avenue
 Montreal, Quebec H1Z 4M6
 Tel.: +1 514-722-2324
 Email: contact@onedrop.org

ONE DROP, American Committee
 980 Kelly Johnson Drive,
 Suite 200
 Las Vegas, NV 89119
 Tel.: +1 514-722-2324
 Email: contact@onedrop.org

* Member of the Executive Committee





FACT

The technical component of Project Nicaragua reached approximately 10,000 people, including 1,200 families comprising 6,000 people and 30 schools with 4,000 pupils.

WATER UNITES US ALL





One of the initiatives with the most impact on people's lives is the eco-efficient cooking stove.
– Lili-Anna, Executive Director of ONE DROP

Each week, the women from the village gather to pool all their surplus to sell at the local market.
– Ivania, a 41-year old mother

WE ALL DRINK FROM THE SAME WELL. WATER IS OUR COMMON BOND, UNITING US AS HUMAN BEINGS AND AS CITIZENS OF THIS PLANET. AND YET, WHILE WATER FLOWS ABUNDANTLY IN SOME PARTS OF THE WORLD, IN OTHERS IT IS A SOURCE OF POVERTY, SICKNESS AND DEATH. FOR CERTAIN DEVELOPING COUNTRIES, ACCESS TO WATER MEANS BREAKING THE VICIOUS CYCLE OF POVERTY. IN ADDITION TO RAISING AWARENESS OF WATER-RELATED ISSUES THROUGH ITS PLAYFUL APPROACH BASED ON SOCIAL ARTS AND POPULAR EDUCATION, ONE DROP STRIVES TO IMPROVE ACCESS TO WATER. FURTHERMORE, THE ORGANIZATION SUPPORTS COMMUNITIES WITHOUT ACCESS TO WATER BY TEACHING THEM WAYS OF RESPONSIBLY MANAGING THIS PRECIOUS RESOURCE.

DEVELOPING COUNTRIES

ONE DROP is leading initiatives to increase access to water for communities in the Dry Tropics, an area cutting across Nicaragua, Honduras and El Salvador that has a very short rainy season, a dry season that lasts more than six months and an average annual rainfall of between 600 and 1,500 mm. To ensure a significant regional impact and maximize resources, the strategy will focus on clusters of countries in Central America, West Africa and Southeast Asia.

PROJECT NICARAGUA: KNOWLEDGE FOR LIFE

Access to water enables development. In 2009, Project Nicaragua—launched in 2005 by ONE DROP in cooperation with its partner Oxfam-Québec and rural communities in the Estelí region—focused on consolidating knowledge to enable the people of Nicaragua to continue with development initiatives. They witnessed a significant improvement to their living conditions, a natural result of having access to water. In fact, the project helped to secure the economic development of the region. Most of the 1,200 family gardens created between 2006 and 2008 continue to feed families that took part in the project as well as generate income from the sale of their surplus produce. The effort that was put into the vegetable gardens has resulted in a richer, more dignified and healthier lifestyle.



PROJECT HONDURAS: QUENCHING THE THIRST FOR KNOWLEDGE

For the people of Honduras who benefitted from the project implemented in July 2008 by ONE DROP in cooperation with Oxfam-Québec, access to water has also meant access to education. Cisterns and drip irrigation systems facilitate and optimize the growing of crops and lighten the workload. Children who previously spent long hours working on the barren land with their parents or transporting water now have time to go to school. Many schoolchildren now play a significant educational role, particularly through the artistic and educational workshops that are part of the social arts and popular education program in Honduras. Everyone learns just how crucial the preservation of water is so that they can help spread the message and contribute to the longevity of the ONE DROP project.

FACTS

Currently, 192 family gardens are being cultivated.

In total, 1,350 families can obtain agricultural help and technical support.

152 ovens have been installed which, among other things, have had an especially significant impact on the health of women who suffered from respiratory and eye problems attributable to the smoke trapped in their homes.

39 sanitation facilities have been rebuilt, considerably reducing the number of school days missed by children suffering from diarrheal illnesses contracted from contaminated water.

250 water filters have been distributed and installed to reduce intestinal problems among the people who drink it.

SAVING ENERGY AND SPARING THE FOREST

Family life has already been made easier by the some 1,320 eco-efficient cooking stoves distributed in Nicaragua and 152 of the 1,000 appliances that will be distributed between now and the end of Project Honduras. Tortillas can now be prepared in just an hour rather than an entire morning and the consumption of wood has also been reduced significantly. Consequently, the roots of trees that have not been felled continue to filter rainwater and prevent erosion, accessible water is of a better quality and the natural cycle is preserved. Additionally, the stoves' chimneys extract smoke that is harmful for the health of families' lungs and eyes.

FACT

The consumption of wood has dropped from 10 to 3 pieces, a 70% reduction.

INSPIRING SOLIDARITY

The real effectiveness of the project implemented by ONE DROP in Nicaragua and Honduras has caught the attention of the Canadian International Development Agency (CIDA). In fact, the agency will provide funding of \$11.8 million for another project in Honduras that has been set up by our partner Oxfam-Québec. Of this amount, \$1 million will be spent on a social arts and popular education program. The \$5 million contribution toward the initial ONE DROP project will therefore have produced leverage—a definite ripple effect.



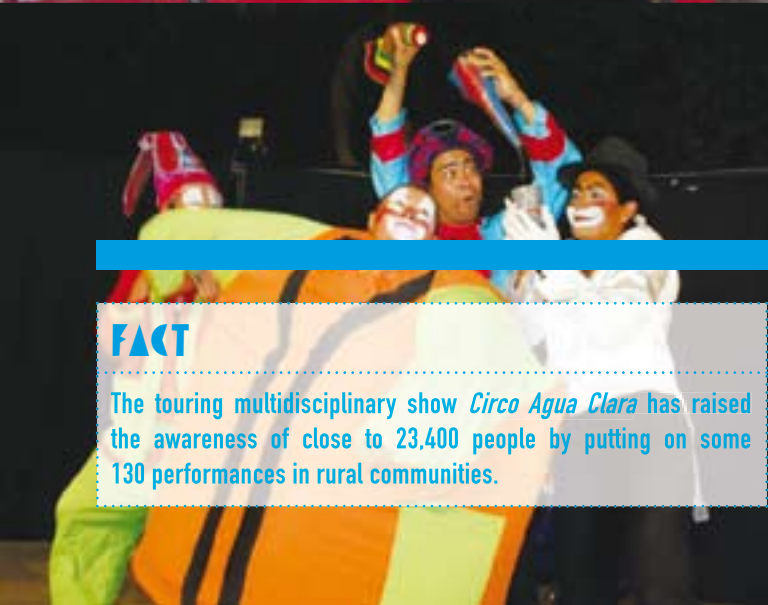


FACT

The reservoirs and cisterns installed between 2006 and 2008 help inhabitants to collect rainwater, a precious resource that would otherwise flow into the receiving watercourse and become part of the natural water cycle without having contributed to the prosperity of the community.

FACT

In 2009, 164 microcredit loans were awarded, totalling US \$277,895.08. Since the beginning of the project in 2005, 1,331 families have benefitted from a loan. The allocation of loans in the form of microcredit serves to support the expansion of family gardens and the implementation of measures to generate income (beekeeping, poultry farming, etc.).



FACT

The touring multidisciplinary show *Circo Agua Clara* has raised the awareness of close to 23,400 people by putting on some 130 performances in rural communities.

THE POWER OF SOCIAL ARTS FOR POPULAR EDUCATION

ONE DROP uses circus, visual and multimedia arts as well as folklore, popular theatre, music and dance to stimulate long-lasting change in communities. So far, the Nicaraguan troupe Teatro y Agua (HAYTA) has raised the awareness of close to 24,000 people regarding water preservation issues by putting on 130 performances of the touring multidisciplinary show *Circo Agua Clara*. Based on Nicaraguan mythology with which spectators can identify, this work encourages thousands of people from isolated, rural communities to adopt a responsible attitude toward water. In this way, ONE DROP is also making the arts and culture accessible to all, as most, if not all, of the inhabitants have never seen a show.

Entertainment is a very effective educational tool. Among other things, it creates a certain distance, which encourages discussion. Thanks to the support of the Association of Cultural Promoters (Asociación de Promotores de la Cultura–APC), HAYTA now has its own website (www.apchayta.com.ni), logo and promotional leaflets, and has been commissioned with two projects: a series of artistic and educational workshops on children’s rights and access to water in conjunction with Cumiches, a local organization, and a project to be set up with the international organization CARE. HAYTA will perform in front of nearly 3,000 people in 5 of the country’s departments. As well as having a positive impact on the management of water resources, ONE DROP and its partners are helping to stimulate the local cultural scene.



I have talked to cooperants, partners and families involved in the Nicaraguan project and they have all told me how effective the social arts and popular education programs are.

—Tania Vachon, ONE DROP Project Manager

DEVELOPING
COUNTRIES

OUTLOOK FOR THE FUTURE

PROJECT HAITI: WATER, A SOURCE FOR REBUILDING

In 2010, ONE DROP in cooperation with Oxfam-Québec will help with the reconstruction and rehabilitation of the rural areas around Port-au-Prince that were devastated by the earthquake on January 12, 2010.

With founding partner RBC donating \$1 million over three years, ONE DROP has set itself the mission of increasing sustainable access to water and sanitation, while also working with local artists to create a multidisciplinary show with mourning and hope as its themes.

PROJECT EL SALVADOR

ONE DROP rounds off its cluster of countries in Central America with a water access project in El Salvador, chiefly in the department of Morazán, the poorest and driest in the country. ONE DROP is already in contact with different partners and will start work in September 2010.

Oxfam-Québec and ONE DROP will once again work together to implement the distinctive and global “tripod” approach that has already proved its worth elsewhere. This approach encompasses the technical, microcredit, and social arts and popular education components.

INTERNATIONAL OUTREACH

ONE DROP organized the first international meeting on water, social arts and popular education in Montreal in 2008. This event—bringing together stakeholders from Canada, Central America and North Africa—aimed to promote and share the practices, visions and impact of each others’ work, to draw up some preliminary drafts together and to document a definition of the social arts and popular education approach to water. It also aimed to identify the needs and specifics linked to the development of a possible international social arts network on the theme of water.

The second international meeting, taking place in Granada, Nicaragua, in 2010, will seek to build on the practices employed by ONE DROP in social arts and popular education, and promote artistic and educational workshop activities run by young people for young people.



L'EAU = LA VIE

AQUA AND MAIL ART

AQUA serves as a starting point for getting people to commit to the cause and thereby creating a ripple effect. While the AQUA experience was at the Montréal Science Centre, schoolchildren were invited to make a postcard in class that encompassed their vision of water and included messages promoting change. Mail art—a peaceable, creative activity using recycled materials—is something that all young people the world over can do. ONE DROP hopes that these postcards will be exhibited in the museums hosting AQUA as well as on the organization's website. This initiative aims to maintain a relationship with the schools that participated in the experience and, possibly, create a link between developing countries and developed countries.



QUOTES FROM VISITORS

- *I will stop using bottled water.*
- *Water is life and life is water.*
- *I'd like to help, one drop at a time.*
- *It's fantastic and makes you question what comes next for humanity.*
- *Take your exhibition around the country; it's time to start raising collective awareness. We all stand to gain!*
- *Great exhibition. It's sad to see that the poor do not have access to water.*







DEVELOPED
COUNTRIES

AQUA: A JOURNEY INTO THE WORLD OF WATER



AQUA: A JOURNEY INTO THE WORLD OF WATER

Inspired by the creativity of *Cirque du Soleil* and its long-standing social commitment, ONE DROP has developed an approach whose founding principle is the firm conviction that arts and culture can contribute to saving the world. At times through the theatre, at times through the circus, music, poetry or multimedia, this approach can be used to inform, raise awareness and mobilize individuals and communities about water-related issues here and elsewhere by establishing a close relationship and by changing our way of seeing this extraordinary resource.

To spread this vision in developed countries, ONE DROP has created AQUA: a touring multisensory experience that takes people on a journey into the world of water. This original creation from ONE DROP aims to:

- Raise awareness of water-related issues and increase understanding of the scope of the problem, both locally and elsewhere;
- Inspire visitors and encourage them to get involved in the cause of water for all;
- Convince visitors of the power they have to create a positive effect on the world and contribute toward long-lasting change through their actions.

FULL IMMERSION; TOTAL INSPIRATION

Diving into AQUA, participants—split into groups of 60—discover water over the course of a journey divided into three distinct “waves.” Music, 360-degree projections, visual effects and water installations immerse them in an adventure in which they are both actor and spectator.

FACT

In Montreal, close to 100,000 people visited the AQUA experience at the Montréal Science Centre between May 15 and September 7, 2009. An experience aimed at individuals of all ages, in particular young people between 10 and 14.

FIRST WAVE

Participants enter through a dark passage, immersing themselves in the world of water. A video projects waves made up of droplets and a curtain of water falls from the darkness above, all set to playful music mixed with children’s laughter and the sound of them playing in the water. Spectators are given a glowing water drop that accompanies them throughout the experience until they finally pass through the curtain of water, ending up in a vast circular space.

SECOND WAVE

An interactive audiovisual system takes participants on an emotional journey through the history of water on our planet. Dazzling 360-degree projections explain the essential role of water. The participants’ movements influence the projections, which react in real time. Participants can splash one another and wipe a virtual fog-covered screen to display key AQUA messages, which chime with ONE DROP objectives.

THIRD WAVE

In another room, participants are shown shocking facts and calls to action that inspire a feeling of individual and collective responsibility, encouraging everyone to become an agent of change. Participants can then use an interactive terminal to commit to doing something to save water. They leave AQUA with a common objective: ensuring that all human beings have access to sufficient quantities of safe water, today and tomorrow.

OUTLOOK FOR THE FUTURE

AQUA is set to tour other Canadian cities, starting with the Canadian Museum of Nature in Ottawa from May 22 to September 6, 2010.

In addition, 2010 will see the launch of new awareness-raising projects that are as promising as they are surprising. These include an online experience, urban murals on the theme of water, and a compact installation to communicate ONE DROP awareness messages to as many people as possible.



THE POETIC SOCIAL MISSION

In September 2009, Guy Laliberté set out on an extraordinary voyage by becoming the first private Canadian explorer in space and the first person to carry out a Poetic Social Mission while in Earth's orbit.

During his incredible 12-day stay on board the International Space Station (ISS), Guy Laliberté achieved a very clear goal: to make people and communities aware of water-related issues and to help effect sustainable change in terms of water access and protection.

MOVING STARS AND EARTH FOR WATER

This global event—lasting two hours and broadcast online and on some television networks—was organized by Guy Laliberté from the ISS, as part of his Poetic Social Mission. The event's underlying narrative thread was a poetic tale specially written for the occasion by Yann Martel, the famous Canadian novelist and winner of the Man Booker prize. The themes of water in relation to education, women, pollution and health were dealt with in the poem. Taking spectators on a journey to 14 cities around the world, this unique event was a true celebration of water and its importance in all our lives.

*No sap or blood can flow without water in it.
There's no life that doesn't know me intimately,
there's no life that can live without me.
I am the heart and soul, the primeval soup, of all that cares.
I arrive with birth and depart with death.*

[...]

*I can also be mist, supplying fogs,
clouds and morning dews, or I can be ice,
sharing my cool with fish and penguins.*

*I'm pure and simple,
eager to please,
willing to accommodate.*

*Drink me, heat me, freeze me, sprinkle me,
swim in me, I give myself to each
and every one with an open heart [...]*

- **Extract from the poetic tale by Yann Martel**

To read the full version, visit [Our Projects/Projects List/Poetic Social Mission/World Event/Poetic Tale](#) section of the [ONEDROP.org](#) site.

FACTS

Personalities from various fields took part in the event, including former U.S. Vice President Al Gore, environmentalist David Suzuki, the winner of the 2007 Nobel Peace Prize Wangari Maathai, philosopher and scientist Vandana Shiva, and artists such as Garou, Patrick Bruel, Peter Gabriel, Salma Hayek and U2.

It is estimated that three million people saw *Moving Stars and Earth for Water* from different broadcasting platforms.

According to research into audience and readership figures for all types of media, it is estimated that almost 900 million people in 71 countries were reached by news about the Poetic Social Mission, which represents an advertising value of CAN \$592 million.

Throughout the event, audiovisual content transmitted from the broadcasting platform made the audience aware of ONE DROP initiatives and the objectives that the organization is pursuing, including the dream of "Water for all, all for water," which was the inspiration for the organization's creation.

OUTLOOK FOR THE FUTURE

The magic of the Poetic Social Mission and the distinctive ONE DROP vision will be replicated in more fantastic projects that are in the pipeline. ONE DROP will continue making the world's population aware of the importance of water in the lives of each and every one of us, and of the need to protect this precious resource so that we can pass it on to future generations. These new projects aim to bring about a change in the way people see water, and how they can use the arts and culture to help them build a much closer relationship with it.

TO WATCH *MOVING STARS AND EARTH FOR WATER*, VISIT [OUR PROJECTS/PROJECTS LIST/POETIC SOCIAL MISSION/WORLD EVENT/ABOUT](#) SECTION OF THE [ONEDROP.ORG](#) SITE.

FINANCIAL INFORMATION

REVENUE AND EXPENDITURE FOR 2009 (US DOLLARS)

REVENUE

FOUNDER'S CONTRIBUTION:

For the AQUA awareness project	2,622,795
For the international awareness campaign	2,423,319
To finance other projects or expenses (including 100% of administrative costs)	2,287,301
	<hr/>
	7,333,415

CONTRIBUTIONS FROM THE PUBLIC AND OTHER SOURCES:

Contributions received:

Benefit events	2,712,700
Individuals	460,226
Businesses	431,066
Foundations	642,215
Others	455,368
	<hr/>
	4,701,575

Net contributions carried forward to the next financial year for Project Honduras

(1,459,064)

INVESTMENT REVENUE

59,176

TOTAL REVENUE

10,635,102

EXPENDITURE

INTERNATIONAL COOPERATION AND DEVELOPMENT PROGRAMS

(Nicaragua and Honduras)

1,917,398

AWARENESS AND MOBILIZATION PROGRAMS:

AQUA awareness project	2,696,381
International awareness campaign	2,423,319
Other awareness and mobilization expenses	1,601,921
	<hr/>
	6,721,621

Fundraising costs

1,239,461

Administration

669,498

Total expenditure

10,547,978

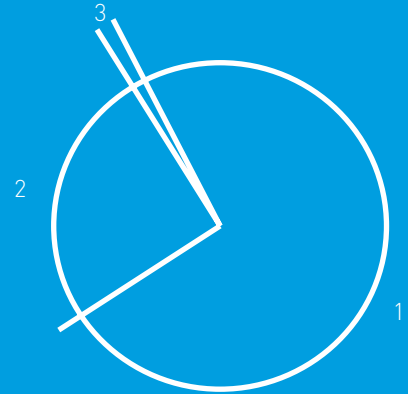
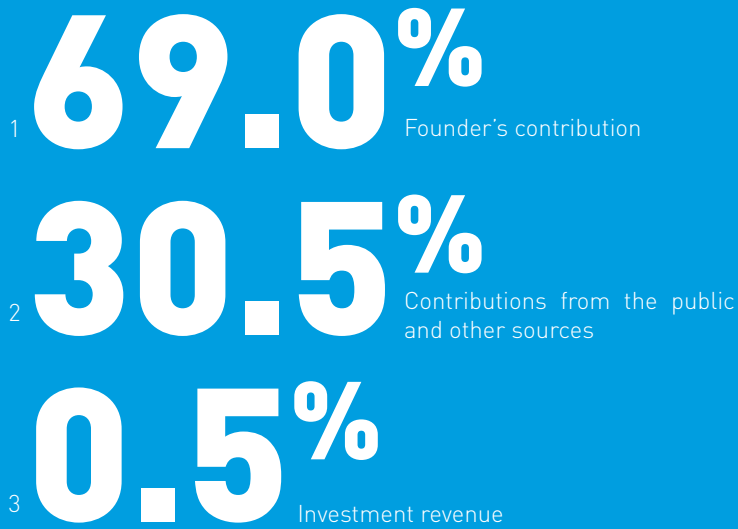
Surplus revenue over expenditure

87,124

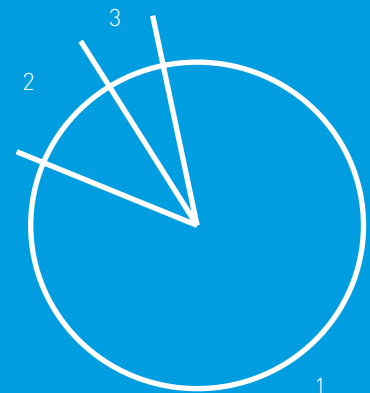
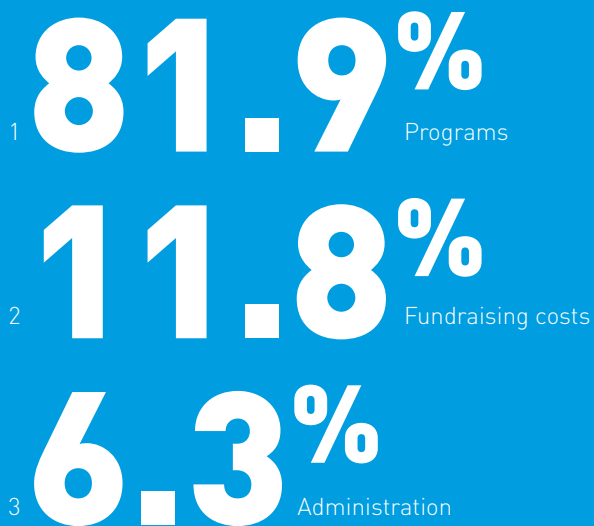
This data is taken from consolidated financial statements as at December 31, 2009, verified by Deloitte & Touche, which includes ONE DROP CANADA and ONE DROP USA.

SOURCES AND USE OF FUNDS IN 2009

SOURCES OF FUNDS

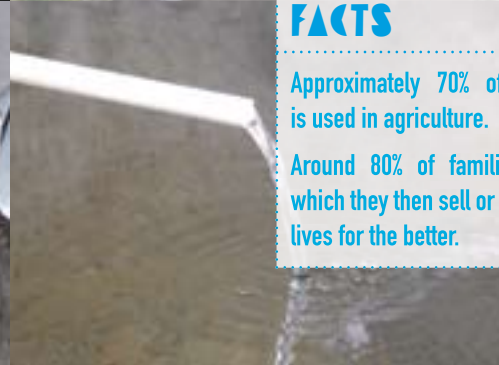


USE OF FUNDS





Before we had safe water nearby, I had to stay at home to help. Now I can go to school every day.
— A young girl from Honduras



FACTS

Approximately 70% of the world's consumption of fresh water is used in agriculture.

Around 80% of families produce more than they actually need, which they then sell or trade for other products, thereby changing their lives for the better.

THE ONE DROP VISION TRAVELS



GUY LALIBERTÉ'S VOICE CARRIES FAR. IT IS FOR THIS REASON, AMONG OTHERS, THAT ONE DROP HAS BEEN ABLE TO SHARE ITS VISION OF WATER-RELATED ISSUES AND ITS DISTINCTIVE APPROACH THROUGH CONFERENCES AND ON CERTAIN DISCUSSION PLATFORMS.

MAKING PEACE WITH WATER: FROM BRUSSELS TO COPENHAGEN

On February 12 and 13, 2009, ONE DROP took part in the "Peace with Water" conference at the European Parliament in Brussels. This meeting, organized by the World Political Forum and chaired by Mikhail Gorbachev, invited everyone to contribute to creating global, cooperative, united and public strategies to tackle the water crisis.

As a member of the Presidential Committee for the event, Guy Laliberté took part in discussions to draft a proposed World Water Protocol aimed at protecting the resource, promoting the right to safe water for everyone and preventing conflict.

ANNUAL CONFERENCE OF THE ASSOCIATION OF SCIENCE- TECHNOLOGY CENTERS (ASTC)

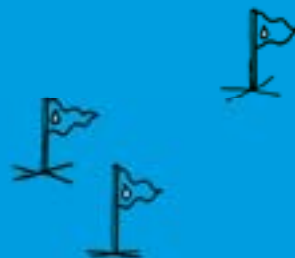
FORT WORTH:

AQUA MADE A BIG IMPRESSION

From October 31 to November 3, 2009, members of the ONE DROP team went to Fort Worth in Texas to promote the AQUA experience as part of the annual conference of the Association of Science-Technology Centers (ASTC).

THE NEW FACE OF SCIENCE

ONE DROP took advantage of this international gathering of science museum representatives to present AQUA to the thousands of attendees dedicated to the promotion of science. Accustomed to more conventional presentations, the audience was nevertheless bowled over by the artistic world of AQUA, which differs starkly from other educational platforms with its poetic messages, visual beauty, brilliant technology and use of water.



ONE DROP TAKES PART IN THE MOVEMENT

IN 2009, ONE DROP RAISED THE SUM OF US \$12,034,990. ACHIEVING SUCH A HUGE AMOUNT IN THE ORGANIZATION'S SHORT EXISTENCE IS THE RESULT OF THE SOLIDARITY SHOWN BY THE THOUSANDS OF DONORS AND PARTNERS WHO HAVE CHOSEN TO DO SOMETHING POSITIVE TO MAKE WATER ACCESSIBLE TO EVERYONE. RAISING THIS AMOUNT WAS MADE POSSIBLE THANKS TO THE MANY PEOPLE WHO TOOK PART IN THE ONE DROP BENEFIT GALA, AS WELL AS THOSE WHO DONATED ONLINE, BOUGHT ONE DROP MERCHANDISE AND PROVIDED DIRECT SUPPORT TO A PROJECT OR TO THE ORGANIZATION OF A FUNDRAISING ACTIVITY.

GUY LALIBERTÉ'S CONTRIBUTION

Guy Laliberté, founder of *Cirque du Soleil*, has undertaken to donate \$100 million to the organization over 25 years. Over this period, half of the contribution will be used to finance projects and cover the everyday administrative costs of ONE DROP, while the other half will be allocated to an endowment fund aimed at securing the long-term future of the organization. In 2009, Guy Laliberté's contribution to programs and administrative costs was \$7,333,415. Since the creation of ONE DROP, said contribution has amounted to \$16,125,662. One million dollars was also donated to the endowment fund.



THE ONE DROP BENEFIT GALA

WHEN CREATIVITY AND SOLIDARITY COME TOGETHER

Thanks to *Cirque du Soleil*, ONE DROP has an excellent platform for raising awareness and funds through incredible and unforgettable performances from its founding partner. To achieve its goals in 2009, ONE DROP used the partnership's very considerable creative resources to organize benefit events that raised US \$2,712,700 net. Show tickets that were kindly donated by *Cirque du Soleil* and sold to people supporting the mission also helped raise significant funds for ONE DROP.

IN MONTREAL

On May 8, for its first Benefit Gala, ONE DROP brought together influential Montreal personalities from different fields in a magical setting at the Old Port. A performance of OVO™ was followed by a party celebrating 25 years of *Cirque du Soleil* and a tribute to Guy Laliberté. The event raised US \$1,563,072, which will go toward making ONE DROP's awareness programs and the water access project in Honduras a success.

IN QUEBEC CITY

On August 23 in Quebec City, ONE DROP and the Imaginer un monde meilleur foundation raised US \$469,995 at a benefit event. Mr. Régis Labeaume, the Mayor of Quebec City, and Mr. Clément Guimond, a member of the board of directors of both organizations, were the honorary chairpersons. The 2,500 guests saw the last performance of OVO in Quebec City, which was followed by an anniversary gala in honour of *Cirque du Soleil*.

The Imaginer un monde meilleur foundation supports the Centre résidentiel et communautaire Jacques-Cartier, a local partner of *Cirque du Soleil* since 2002 that offers *Cirque du Monde* activities and promotes social, educational and professional integration to young adults aged between 16 and 35.

IN SANTA MONICA

On October 16, at the premiere of KOOZA™ in Santa Monica, ONE DROP was delighted to celebrate the return of *Cirque du Soleil* after 10 years' absence from this legendary city. Some 2,500 people supported ONE DROP and its local partner Heal the Bay, an organization that aims to preserve Santa Monica Bay. Before the show, 450 of them had the opportunity to experience the famous "five-star" reception in the *Cirque du Soleil Tapis Rouge*® tent. An exclusive reception with a typically enchanting *Cirque du Soleil* atmosphere was then held on the city's famous pier, which was celebrating its 100th anniversary. The event raised US \$487,860.

IN TORONTO

On October 30, over 400 people supported ONE DROP at a fabulous gala when OVO visited Toronto. They all enjoyed the comforts of the Prestige sections of the *Cirque du Soleil* Grand Chapiteau and the *Tapis Rouge* tent, which that night were decorated for Halloween in ONE DROP's colours.

France Chrétien Desmarais, Vice-Chairperson of the ONE DROP Board of Directors, and James Little, Chief Brand and Communications Officer at RBC and founding partner of ONE DROP, co-presented the evening and addressed the audience to thank them for their generosity and to explain what the net profits of US \$191,773 were going to be used for.

ONE DROP PRODUCTS

ONE DROP has benefitted from the generous input of *Cirque du Soleil* in helping to design an attractive range of products. These products—on sale at *Cirque du Soleil* shows and in its website boutique—have generated net profits of US \$47,255.





OUR FOUNDING PARTNERS

ONCE AGAIN THIS YEAR, THE ONE DROP FOUNDING PARTNERS HAVE HELPED TO MAKE ITS PROGRAMS AND ACTIVITIES A GREAT SUCCESS THANKS TO THEIR UNWAVERING COMMITMENT. ONE DROP THANKS THEM FOR THEIR SUPPORT.

CIRQUE DU SOLEIL

From the 20 or so performers the company featured when it all began in 1984, Quebec-based *Cirque du Soleil* is now a leading provider of quality artistic entertainment with over 4,000 employees hailing from some 40 different countries. Having performed on five continents, Cirque is a veteran globetrotter—just like its founder! Guy Laliberté’s many travels over the years inspired him to become involved in the struggle against poverty, taking up the cause of access to water as his primary concern. Thus ONE DROP was born. The two organizations are closely tied. Heeding the “Water for all, all for water” battle cry, Cirque has provided ONE DROP with a great number of services, not to mention the invaluable support given by its thousands of socially committed employees all over the world every day.

RBC

A leader in Canada’s financial sector, RBC boasts a workforce of around 80,000 employees in 55 countries. Through its RBC Blue Water Project™, the bank—one of the founding partners of ONE DROP—has pledged to donate CAN \$10 million over a period of 10 years to the organization. Thanks to RBC’s financing, the organization will be able to support initiatives aimed at improving access to water and making the population aware of the value and vulnerability of drinking water throughout the world. This pledged donation is the largest sum of money ever given to a single organization in the bank’s history.

THE PRINCE ALBERT II OF MONACO FOUNDATION

The work of the Prince Albert II of Monaco Foundation is primarily focused on climate change, biodiversity and water. It is the first international organization to sign a collaboration agreement with ONE DROP. The Prince’s Foundation has agreed to provide a sum of \$480,000 to fund the ONE DROP water access project in Honduras.

OXFAM

The Oxfam International family, through Oxfam-Québec, has been associated with ONE DROP since 2005, working on ONE DROP projects in Nicaragua and Honduras. A world leader in humanitarian aid and sustainable development, Oxfam brings its expertise to bear on the organization’s choice of projects and their implementation in the field. Oxfam-Québec’s contribution in the form of four volunteer cooperants in Honduras has contributed to the success of the initiatives.

OUR DONORS

THOUSANDS OF INDIVIDUALS AND COMPANIES CONTRIBUTE MONEY OR SERVICES TO HELP THE ORGANIZATION ACHIEVE ITS OBJECTIVES. ONE DROP THANKS THEM MOST WHOLEHEARTEDLY.

DONATIONS OF CASH OR GOODS

\$1 MILLION AND MORE

Guy Laliberté

FROM \$500,000 TO \$999,999

RBC Foundation

FROM \$50,000 TO \$499,999

CANADA (CAN \$)

The Prince Albert II of Monaco Foundation

UNITED STATES (US \$)

Mr. Russell Martin

The Diller-Von Furstenberg Family Foundation

FROM \$25,000 TO \$49,999

CANADA (CAN \$)

Bombardier Inc.

CIS Navigation Inc.

Ferrari Maserati Québec

National Bank Financial Group

Fondation Daniel Lamarre

Fondation Jeunesse-vie

Garival Inc.

Desjardins Group

Ogilvy Renault
 Outbox Technology
 McDonald's Restaurants of Canada
 Roche Ltd. Consulting Group
 Samson Bélair / Deloitte & Touche
 Saputo Inc.
 Sid Lee
 Société générale de financement du Québec
 Solotech Inc.
 Transcontinental

UNITED STATES (US \$)
 DIRECTV Inc.

FROM \$10,000 TO \$24,999

CANADA (CAN \$)
 Aéroports de Montréal
 Aréna des Canadiens
 National Bank
 Blairmore Foundation
 Canadian National
 Casino de Montréal
 Dessau
 Fasken Martineau Dumoulin
 Odette and Joey Basmaji Foundation
 Fondations Marc Saulnier
 Daniel Langlois Foundation
 Ms. France Chrétien Desmarais
 Mr. George A. Cohon
 Canam Group Inc.
 Investors Group Inc.
 Heenan Blaikie
 The Quintessence Hotel
 Labatt Breweries
 L'Équipe Spectra Inc.
 Le Massif Inc.
 Les Éditions La Presse Ltée
 André Azzi Financial Services
 Mr. Luc Beaugard
 Mr. Robert Blain
 Mackenzie Financial Corporation
 Navilon Inc.
 Pal Insurance
 Pratt & Whitney Canada
 Prestige Telecom
 Rogers Communications Inc.
 Rona Inc.
 Saine Marketing
 Sanpalo Investments Corporation
 SSQ Life Insurance Company Inc.

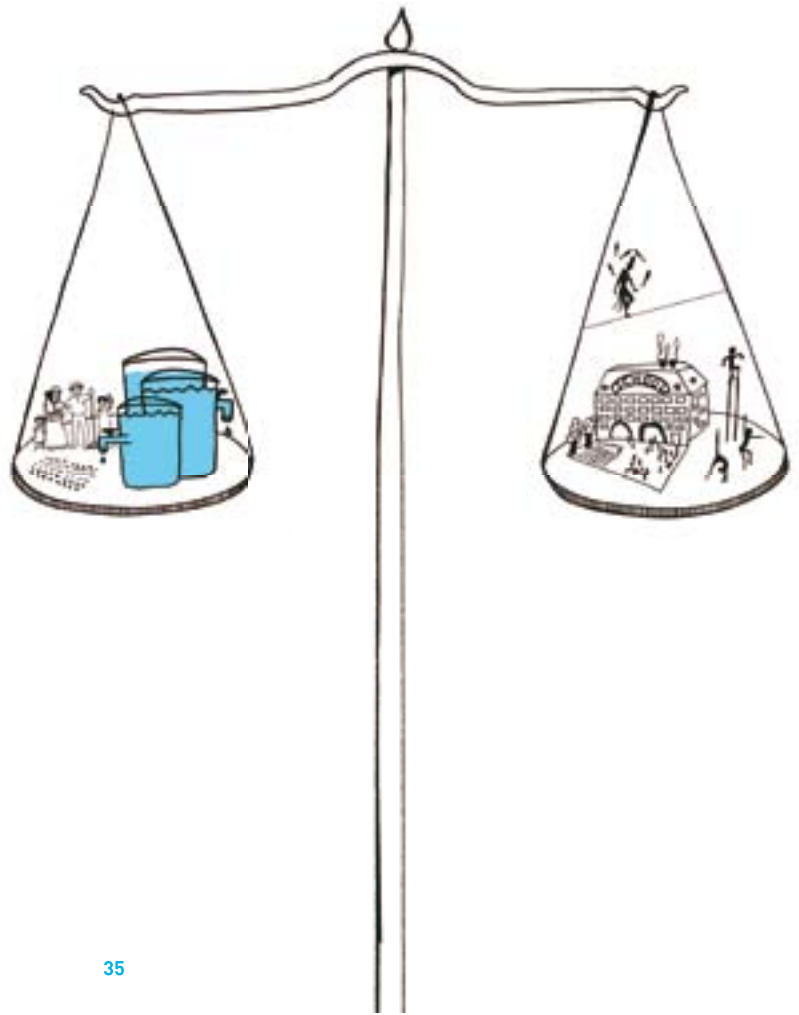
Starlink Aviation Inc.
 Wolfgang Entertainment

UNITED STATES (US \$)
 Fondation Daniel Lamarre

DONATIONS OF SERVICES

\$50,000 AND MORE

CANADA (CAN \$)
 Cirque du Soleil
 Ergonet
 Samson Bélair / Deloitte & Touche
 Sid Lee





CIRQUESTERS: CREATIVE AND COMMITTED PARTNERS

Solidarity, passion and imagination are the driving forces behind Cirquesters' great sense of commitment. Together with Cirque creators, these 4,000 or so *Cirque du Soleil* employees raised almost \$1 million for ONE DROP between 2006 and 2009, thereby playing their part in improving access to water for everyone.



CIRQUESTER INITIATIVES

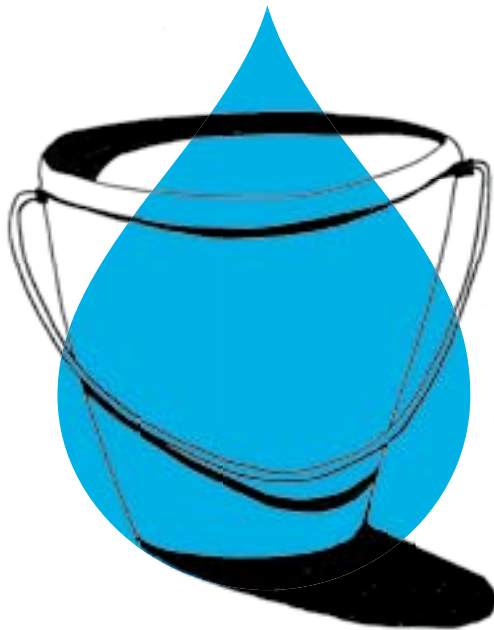
- Fundraising by ZAIA™ artists.
- The Les Os Usés benefit dance show organized by Nicole Lamontagne, which raised \$11,000.
- A badge sale for the ONE DROP Run by the Internal Communications Department.
- Coffee sale by staff in the Global Citizenship Service.
- Clothes and fabric garage sale by staff in the Costume and Props Design Units.
- Candy sale by the Office of the Founder.
- Collecting donations from internal activities at *Cirque du Soleil* by the Office of the Founder.
- 70 volunteer Cirquesters working at the ONE DROP Benefit Gala in Montreal.
- Creation and upkeep of the ONE DROP Garden sponsored by Renée-Claude Ménard at International Headquarters and financed with the sale of fictitious "hens." The commitment of several volunteers to look after the Garden.
- Construction of a ONE DROP wall in the **CRISS ANGEL® Believe™** theatre.
- The production of a promotional video sung by the artists in general training to publicize the Poetic Social Mission.
- Creation of a ONE DROP Garden in Japan by the *Corteo™* team.
- Over 700 *Cirque du Soleil* employees all over the world took part in the ONE DROP Run.

***WATER TOUCHES ME.
IT INSPIRES ME.
I HOPE FOR WATER FOR ALL.
AND I DREAM OF A DAY
WHEN WE ARE "ALL FOR WATER."***

- Guy Laliberté
Peace with Water
February 2009

Join us at:
www.onedrop.org





ONE DROP

International Headquarters
8400 2nd Avenue
Montreal, Québec H1Z 4M6
Tel.: +1 514-722-2324
Email: contact@onedrop.org

ONE DROP USA

980 Kelly Johnson Drive,
Suite 200
Las Vegas, NV 89119
Tel.: +1 514-722-2324
Email: contact@onedrop.org

Using 100% recycled paper for this project allowed to save:



12,029 GAL
OF WATER



1,276 LB OF
SOLID WASTE



14 MATURE
TREES



2,474 LB OF
ATMOSPHERIC EMISSIONS

