



**1 ONE  
DROP™**

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**IMPACT REPORT  
2016**



**WE  
TURN  
WATER  
INTO  
ACTION**

2016 was an important year for the development sector with the United Nation's 17 Sustainable Development Goals (SDG) officially coming into force on January 1<sup>st</sup>. These new goals reaffirmed One Drop's conviction that we can transform our world.

Since the beginning, One Drop has had at the core of its mission access to safe water, sanitation and hygiene as a transformative force to improve the living conditions of some of the world's most vulnerable communities. In 2016, we aligned our strategy with the SDG number 6: Ensure availability and sustainable management of water and sanitation for all by 2030. More specifically, One Drop is contributing to the goals of:

- achieving universal and equitable access to safe and affordable drinking water for all.
- achieving access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations.

They say good things come in 3s and they sure did for One Drop in 2016. We completed 3 projects in El Salvador, Burkina Faso and Mexico and also started 3 new projects in India, Mali and Burkina Faso. The knowledge gained from our past projects helped us design and scale up our future projects. It was also a big year for our fundraising events raising over 3.3M\$ with unique experiences; we even brought our Big One for One Drop poker event to Monaco!

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## 2016 HIGHLIGHTS

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**3**

NEW PROJECTS  
STARTED



**3**

PROJECTS  
SUCCESSFULLY  
COMPLETED



**3.3M\$**

RAISED WITH  
INCREDIBLE FUNDRAISING  
EVENTS





# OUR PROJECTS

# OUR PROJECTS AT A GLANCE



# NUMBER OF BENEFICIARIES WITH ACCESS TO SAFE WATER

## COMPLETED PROJECTS

(as of December 31, 2016)

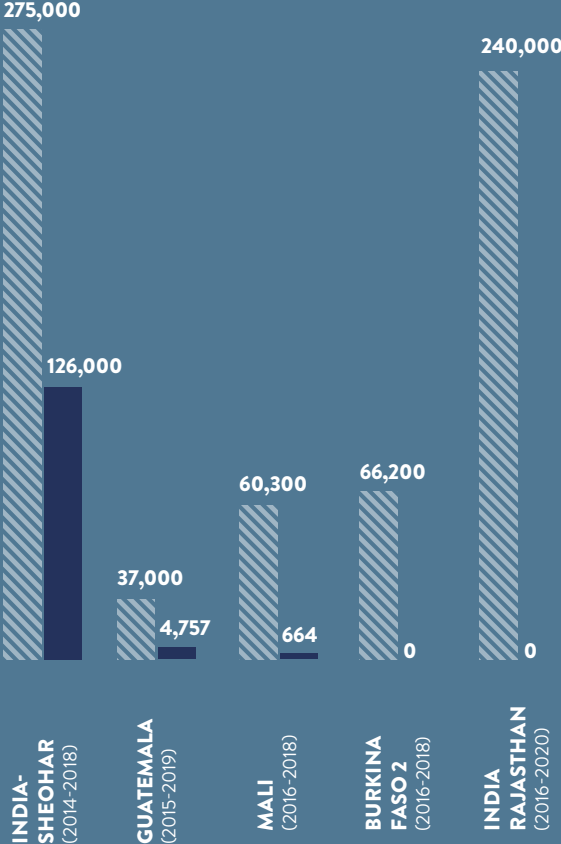


 TARGETED  
140,400

 REACHED  
146,932

## ONGOING PROJECTS

(as of December 31, 2016)



 TARGETED  
678,500

 REACHED  
131,421

\* The project in Mexico was a Social Art for Behavior Change Pilot Project therefore beneficiaries were not calculated in terms of water access, see page 9 for more details.



# EL SALVADOR

COMPLETED IN 2016



**TIMEFRAME:** 2010–2016

**WHO AND WHERE:**

The communities of Cacaopera and Corinto in the Morazán Department, El Salvador

**NUMBER OF BENEFICIARIES:**

8,000 who now have access to safe water

**RESULTS:**

- The water quality improved to 99% bacteria-free.
- 86% of families observed a reduced occurrence of diarrheal diseases.
- Harvests increased from 2 to 4 per year for beneficiaries.
- All beneficiaries participated in Social Art for Behavior Change activities, which raised awareness on the importance of safe water and sanitation practices.

**TOTAL INVESTMENT\*:**

US\$6.2M

**ONE DROP'S INVESTMENT:**

US\$6.2M

**EXECUTING PARTNER:**

Oxfam-Québec

\*Excluding local government and community contribution

# BURKINA FASO

COMPLETED IN 2016



**TIMEFRAME:** 2012–2016

**WHERE:**

The Cascades and Hauts-Bassins Region, Burkina Faso

**NUMBER OF BENEFICIARIES:**

60,432 who now have access to safe water (target of 53,900 beneficiaries)

**RESULTS:**

- The number of participants in the region who reported using latrines increased from 83% in 2014 to 90% in 2016.
- All beneficiaries participated in Social Art for Behavior Change activities, which raised awareness on the importance of safe water and sanitation practices.

**TOTAL INVESTMENT\*:** US\$6.4M

**ONE DROP'S INVESTMENT:** US\$6.2M

**FINANCIAL PARTNERS:**

Caesars Interactive Entertainment, Conrad N. Hilton Foundation, Prince Albert II of Monaco Foundation and Rotary

**EXECUTING PARTNERS:**

Oxfam-Québec and Espace Culturel Gambidi

\*Excluding local government and community contribution



# MEXICO

## SOCIAL ART FOR BEHAVIOR CHANGE PILOT PROJECT COMPLETED IN 2016



**TIMEFRAME:** 2015–2016

**WHO AND WHERE:**

The communities of Apizactitla and Mixtlantlampak in Mexico

**NUMBER OF BENEFICIARIES:**

1,043 people participated in Social Art for Behavior Change activities.

**OBJECTIVE:**

To demonstrate the added value of Social Art for Behavior Change in improving and accelerating the sustainability of Water, Sanitation and Hygiene (WASH) projects.

**RESULTS:**

- Communities demonstrated a retention and understanding of WASH messages reinforced during Social Art for Behavior Change activities. The two WASH messages remembered most were the importance of hand washing with soap and water, as well as the importance of treating water.
- 67% of respondents in Mixtlantlampak said what they learned about WASH and health would stick with them.

**TOTAL INVESTMENT:** US\$355,000

**ONE DROP'S INVESTMENT:** US\$177,500

**FINANCIAL PARTNER:** FEMSA Foundation

**EXECUTING PARTNER:** World Vision Mexico

# INDIA/SHEOHAR

ONGOING IN 2016



**TIMEFRAME:** 2014–2018

**WHERE:**

Sheohar District in the state of Bihar, India

**NUMBER OF TARGETED BENEFICIARIES**

275,000 who will have access to safe water

**PROJECT HIGHLIGHTS:**

- 400 new water points will be built, 700 existing water points will be repaired and 5 piped water supply systems will be developed to serve a cluster of villages.
- All beneficiaries will participate in Social Art for Behavior Change activities, which raise awareness on the importance of safe water and sanitation practices.

**TOTAL INVESTMENT\*:** US\$10.8M

**ONE DROP'S INVESTMENT:** US\$5M

**FINANCIAL PARTNERS:**

RBC Blue Water Project™, United Technologies Corporation, Water for People

**EXECUTING PARTNER:**

Water for People - India

\*Excluding local government and community contribution



# GUATEMALA

ONGOING IN 2016



**TIMEFRAME:** 2015–2019

**WHERE:**

Quiché Department, Guatemala

**NUMBER OF TARGETED BENEFICIARIES**

37,000 who will have access to safe water

**PROJECT HIGHLIGHTS:**

- People with access to safe water will increase from 41% to 67% in the region.
- All beneficiaries will participate in Social Art for Behavior Change activities, which raise awareness on the importance of safe water and sanitation practices.

**TOTAL INVESTMENT\*:** US\$7.4M

**ONE DROP'S INVESTMENT:** US\$3.7M

**FINANCIAL PARTNERS:**

Formula E, Prince Albert II of Monaco Foundation and PortAventuras, Water for People

**EXECUTING PARTNER:**

Water for People - Guatemala

\*Excluding local government and community contribution

# INDIA/RAJASTHAN

ONGOING IN 2016



**TIMEFRAME:** July 2016–2020

**WHERE:**

Four blocks in the state of Rajasthan, India

**NUMBER OF TARGETED BENEFICIARIES:**

240,000 who will have access to safe water

**PROJECT HIGHLIGHTS:**

- We will provide sustainable water and sanitation access to 40,000 households as well as 120 schools and clinics.
- All beneficiaries will participate in Social Art for Behavior Change activities, which raise awareness on the importance of safe water and sanitation practices.

**TOTAL INVESTMENT\*:**

US\$4.5 M

**ONE DROP'S INVESTMENT:**

US\$2.25M

**FINANCIAL PARTNER:**

Tata Trusts

**EXECUTING PARTNER:**

Center for Micro Finance (Indian NGO)

\*Excluding local government and community contribution



# MALI

ONGOING IN 2016



**TIMEFRAME:** 2016–2020

**WHERE:**

Districts of Bla and Kati, Mali

**NUMBER OF TARGETED BENEFICIARIES:**

60,877 who will have access to safe water

**PROJECT HIGHLIGHTS:**

- A total of 43 water infrastructures will be built in 9 municipalities.
- All beneficiaries will participate in Social Art for Behavior Change activities, which raise awareness on the importance of safe water and sanitation practices.

**TOTAL INVESTMENT\*:**

US\$5M

**ONE DROP'S INVESTMENT:**

US\$3M

**FINANCIAL PARTNER:**

WaterAid Canada

**EXECUTING PARTNER:**

WaterAid Mali

\*Excluding local government and community contribution

# BURKINA FASO 2

ONGOING IN 2016



**TIMEFRAME:** 2016–2018

**WHERE:**

The Cascades and Hauts-Bassins Region, Burkina Faso

**NUMBER OF TARGETED BENEFICIARIES:**

66,200 who will have access to safe water

**PROJECT HIGHLIGHTS:**

- We will be able to reach remote and small villages, giving them access to water through a new drilling technology.
- This project is a scale-up of the Burkina Faso 1 project, which allows us to build on what was already accomplished, especially for Social Art for Behavior Change products.
- All beneficiaries will participate in Social Art for Behavior Change activities, which raise awareness on the importance of safe water and sanitation practices.

**TOTAL INVESTMENT\*:** US\$3M

**ONE DROP'S INVESTMENT:** US\$2M

**FINANCIAL PARTNER:**

Conrad N. Hilton Foundation, Water4 and WaterAid America

**EXECUTING PARTNER:**

Water4 and WaterAid Burkina Faso

\*Excluding local government and community contribution

# A REFRESHING DIFFERENCE IN A DESERVING COMMUNITY

The people of the Paswan Tola community in Sarsaula Khurd Village, located in the Sheohar District of Bihar, India, knew they needed to do something about their lack of safe water. This community of 250 depended on a polluted pond 1 km away for all of its water needs. Given that the water was unsuitable for drinking or even cooking with, it was no mystery why people were falling ill regularly.

With many of the men in the community migrating to other cities to work, it was mostly the women and girls who were responsible for fetching water from the unprotected pond, usually many times a day.



Going to collect water from the pond took time, and often caused the girls to be late for school. Fearing that they may be punished for not arriving on time, girls were often reluctant to go to school, and many ultimately dropped out. Also, the women and girls were often harassed on their way to the pond by members of neighboring communities.

The situation was dismal and something needed to be done. So when the community of Paswan Tola learned about the project being implemented in a neighboring village, which included the installation of a local water point, they requested that a similar program be initiated in their village. The local partners, with One Drop's support, responded by performing a needs assessment to determine if the project was a viable option for them—and the answer was a clear “yes”.

So the local partners, with One Drop's support, and the people of Paswan Tola got to work. The community came together and formed a Water and Sanitation Committee, as well as opened a bank account to cover the operation and maintenance costs of the project. Their very own water point was installed in June 2016, and to help ensure its long-term sustainability, the local partners, with One Drop's support, and the community put on a fun-yet-informative street play focused on water quality and safe water. The ripple effect? Women and girls no longer walk long distances to access polluted water. Instead, families have safe drinking water close to home and girls can attend school more regularly.



# YOUNG AND OLD, WORKING TOGETHER TOWARD A COMMON GOAL

One Drop's Social Art for Behavior Change workshops about water, hygiene and sanitation are designed to engage, educate and inspire. And that's exactly what they did for the community of Mixtlantlakpak in the Mixtla de Altamirano region of Mexico.

With the participation of 60 young people, One Drop organized different circus, mural painting, short film, music and theater workshops, which took place in the



local elementary school playground. When the workshops began, 85-year-old Guadalupe Tetlactle Tehuactle (known as Lupita) was just an observer.

But it wasn't long before she decided to join in on the fun by participating alongside the kids. According to Lupita, the workshops helped shed light on the community's problems, while offering a platform for creating positive change by finding solutions together.

"I LEARNT EVERYTHING I COULD. I LISTENED AND IT WOKE SOMETHING UP INSIDE ME... EVERY PART OF ME IS HAPPY, EVEN MY SOUL," said Lupita.

Not only was Lupita curious and eager to learn, but she also made the workshops even more meaningful for the children by sharing stories about the community's past. She spoke about the widespread beliefs and traditional practices regarding water, hygiene, and sanitation, while focusing on how past hygiene practices were different from today because of the lack of resources. She explained that members of the community could not practice proper hygiene since they didn't have access to safe water.

Lupita's stories have helped the next generation better understand their history, the importance of protecting water resources, and the necessity of changing their behaviors when it comes to hygiene and sanitation. She believes in the potential of young people as drivers of change—and she has been instrumental in making this happen in her community.



# A FAMILY FARM WITH A HISTORY AND A FUTURE



Farming had been in the Traoré family for years. Ardjouma Traoré, living in the Cascades and Hauts-Bassins region of Burkina Faso, has been farming since he was a boy, using his family's traditional practices. However, he was unable to produce enough to support his family.

Determined to find a viable way to continue farming, Ardjouma joined the Farming Association, an initiative supported by One Drop and part of a larger project, which opened his eyes to new farming techniques and gave him access to financial resources. In addition, the project invested in his farm by providing a motor pump and by putting up fences to protect his harvest. These investments, together with Ardjouma's improved farming techniques, allowed him to increase his yield by being able to diversify his crop and operate on more land year round.

As a result, Ardjouma is not only able to provide more nutritious food for his family, but with the extra revenue from his farming, he's able to cover the costs of his children's schooling and pay for their healthcare.



**OUR  
FUNDRAISING  
EVENTS**

# ONE NIGHT FOR ONE DROP

**DATE:** March 18, 2016

**LOCATION:** The Smith Center for the Performing Arts, Las Vegas, Nevada

The One Night for One Drop charity event was back for a 4th edition in 2016. As in previous years, Cirque du Soleil and One Drop came together to imagine an all new production specially created for a one night only experience. Grammy-nominated singer-songwriter Leona Lewis shared the stage with some of the world's greatest acrobatic performers and made our 2016 event our most memorable event yet!

**“I’M ALWAYS LOOKING FOR NEW, THRILLING WAYS TO GIVE BACK TO THE COMMUNITY AND CAN THINK OF NO OTHER RESOURCE MORE PRECIOUS THAN WATER.”**

**- LEONA LEWIS**





# ONE DROP POKER INITIATIVES

**LOCATION:** Las Vegas, Nevada and Monte Carlo Casino, Monaco

It was a big year for One Drop in the poker community. In addition to the now yearly involvement in the World Series of Poker (WSOP) in Las Vegas, One Drop, in collaboration with the Monte Carlo Société des Bains de Mer (SBM) and Caesars Interactive Entertainment (CIE), organized the third edition of the Big One for One Drop €1 million buy-in tournament in Monaco—the tournament with the highest entry fee in poker history. The Big One for One Drop was part of a weeklong, high-stakes poker series featuring various tournaments. Each of the tournaments contributed a percentage of its entry fees to the cause of safe water for all.

Acclaimed watchmaker Richard Mille returned as a sponsor of the Big One for One Drop, donating a stunning platinum bracelet to the winner of the tournament.





## BRITISH POLO DAY

**DATE:** June 18, 2016

**LOCATION:** Henley-on-Thames, Great Britain

British Polo Day is an invitation-only event featuring memorable experiences in iconic destinations. It's a platform designed to build relationships between some of the world's most dynamic and interesting individuals. One Drop was selected to become one of British Polo Day's newest beneficiaries of funds raised at the galas' auctions. To date, this initiative has raised more than \$2.2 million US for good causes.



## ONE DROP AT HEART EVENT

**DATE:** September 27, 2016

**LOCATION:** HEART, Ibiza, Spain

Organized by HEART Ibiza, the One Drop at Heart Event was an exclusive function in support of One Drop. This one-night-only event married the signature experience of HEART with enchanting and unforgettable performances curated by Cirque du Soleil. Guests were also treated to the unsurpassed cuisine and creativity imagined by Albert and Ferran Adrià. The profits of the ticket sales and the funds raised from the auction held during the gala went to One Drop.





# **FINANCIAL HIGHLIGHTS**

# 2016 FINANCIAL HIGHLIGHTS

2016  
TOTAL  
REVENUE

\$7.6  
MILLION

## CONSOLIDATED STATEMENT OF INCOME

2016

### REVENUES

|                |    |           |
|----------------|----|-----------|
| Contributions  | \$ | 3,829,510 |
| Benefit events |    | 3,364,711 |
| Investments    |    | 435,301   |

### PROJECT FUNDING

(7,169,843)

### EXPENDITURES

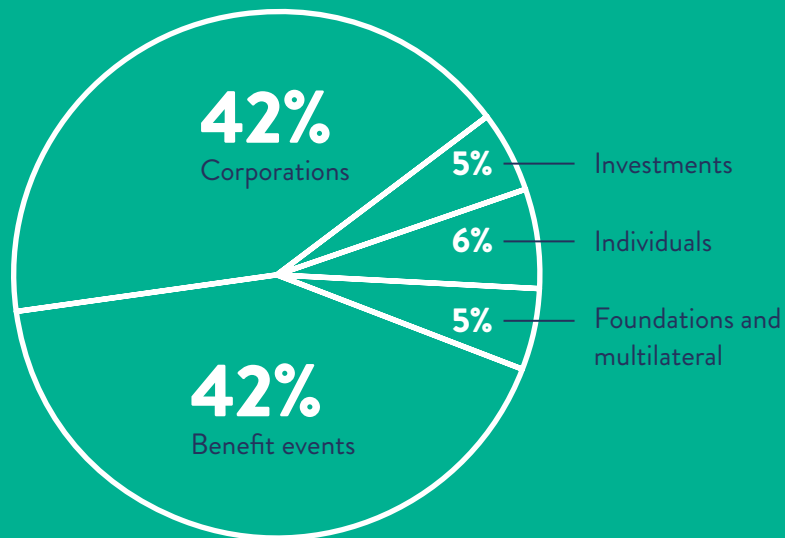
|                                    |  |             |
|------------------------------------|--|-------------|
| Revenue generation and advancement |  | (1,697,464) |
| Administration                     |  | (868,685)   |
|                                    |  | (2,566,149) |

### (DEFICIENCY) EXCESS OF REVENUES OVER EXPENDITURES

\$ (2,566,149)

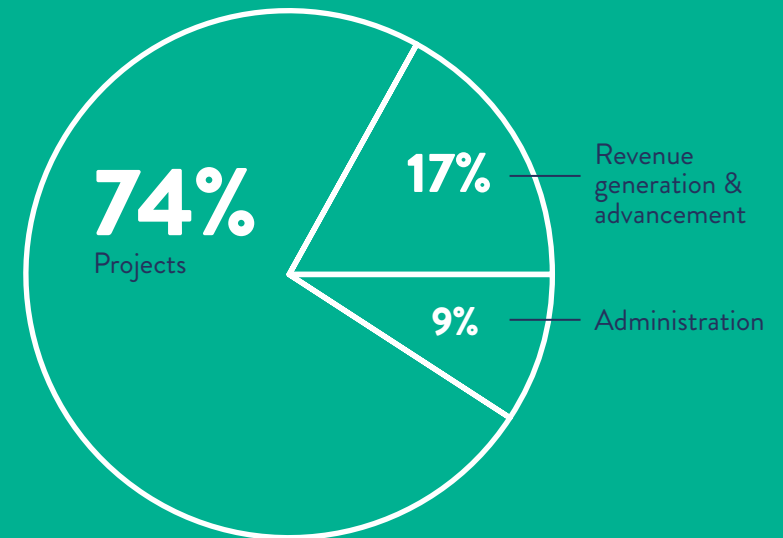
## SOURCES OF REVENUES

|                                            | <u>2016 (USD \$)</u>    |
|--------------------------------------------|-------------------------|
| Founder                                    | 5,513                   |
| Cirque du Soleil                           | 945,597                 |
| Private Foundations                        | 366,145                 |
| Other Corporations & Corporate Foundations | 2 466,625               |
| Governmental/Multilateral                  | 65,481                  |
| Benefit events                             | 3 364,710               |
| Individuals                                | 378,694                 |
| Investment revenues and FX                 | 435,301                 |
| Merchandising                              | 61,859                  |
| Others                                     | 28,821                  |
| Deferred contributions                     | (489,224)               |
| <b>Net revenues</b>                        | <b><u>7 629,522</u></b> |



## USE OF FUNDS

|                                    | <u>2016 (USD \$)</u>      |
|------------------------------------|---------------------------|
| Projects                           | (7 169,843)               |
| Revenue generation and advancement | (1 697,464)               |
| Administration                     | (868,685)                 |
|                                    | <b><u>(9 735,992)</u></b> |





# THANK YOU TO ALL OUR DONORS AND PARTNERS

## FOUNDING PARTNER

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CIRQUE DU SOLEIL®



## OTHER MAJOR PARTNERS

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THE  
DANIEL LAMARRE  
FOUNDATION





**LET'S  
CONTINUE  
TRANSFORMING  
OUR WORLD  
TOGETHER.**