Planet Water Foundation

2024 ANNUAL REPORT

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MESSAGE FROM CEO

As we reflect on 2024, I'm proud to share the remarkable strides Planet Water Foundation has made in expanding access to safe drinking water for communities in need. In 2024, our impact reached 14 countries across Asia, Latin America, and significantly for the first time, into the continental United States with our response in Asheville, North Carolina, following the devastation of Hurricane Helene. These milestones underscore not only the growing scale of our efforts, but also the urgency and global relevance of our mission.

At the heart of our work, our AquaTower program continues to make a life-changing impact. In 2024, we deployed 173 systems across 12 countries — each one delivering safe water access and hygiene education to schools and their surrounding communities. These AquaTowers are more than infrastructure; they are catalysts for health, dignity, and opportunity.

In times of crisis, our Disaster Response team mobilized rapidly, providing critical aid across three continents - supporting communities devastated by hurricanes in the U.S., floods in Brazil, and powerful storms across Southeast Asia.

To further strengthen our ability to respond with speed and precision, we launched our Disaster Response Alliance — a powerful step forward that enables pre-positioned resources and strategic partnerships, helping us deliver support faster and more effectively where it's needed most.

These achievements were only possible through the tireless commitment of our global teams, and the generous support of our donors and partners. Together, we are transforming the vision of safe water for all into a shared reality.

Mark Steele
Founder & CEO

2024 GLOBAL IMPACT

In 2024, our impact extended across operational, partner, and disaster response countries - including our first-ever projects in Brazil and the continental United States. Altogether, our safe drinking water initiatives reached 14 countries, reflecting the growing reach and responsiveness of our global efforts.

Total clean water beneficiaries:
443,000

Total hygiene education beneficiaries:
347,245

AQUATOWER

The AquaTower continues to be Planet Water's flagship solution, providing a dependable source of safe drinking water for schools and communities around the world. Featuring a three-stage filtration process and integrated handwashing stations, each AquaTower rapidly becomes an essential part of local infrastructure.

Every installation is paired with our comprehensive water-health and hygiene education program, along with the distribution of reusable drinking cups to support sustainable behavior change. In 2024, our teams successfully deployed 173 AquaTowers across 12 countries in Asia and Latin America.

DISASTER RESPONSE

In 2024 our disaster response work covered three continents and responses to six disasters, with our Disaster Response team successfully deploying emergency water filtration systems in areas hit by catastrophic fires, floods, hurricanes, and deadly typhoons. This included our first response in the continental United States following the devastation caused by Hurricane Helene in North Carolina.

We also launched our new platform, the Planet Water Foundation Disaster Response Alliance, a new way for us to work with our partners to pre-fund support, allowing us to position more emergency water filtration systems in key logisitcs hubs around the world, and thus enabling us to move faster in the aftermath of events and to streamline response times.

Planet Water Foundation | Disaster Response Alliance

USA

Following the catastrophic impact caused by Hurricane Helene in the southeastern US, Planet Water Foundation initiated a major response to meet the urgent need for safe drinking water.

With residents in Asheville, North Carolina facing unprecedented challenges with access to water, our Disaster Response team deployed multiple AquaBlock emergency water filtration systems in Asheville and surrounding communities. Combined, these systems provided support for up to 48,000 people.

BRAZIL

In late April 2024, heavy rains and storms in the Brazilian state of Rio Grande do Sul resulted in the country's worst flooding in over 80 years. Homes and infrastructure were destroyed on a huge scale. Planet Water Foundation swiftly responded, airlifting emergency water filtration systems into the disaster zone, and coordinating closely with local authorities and the Rio Grande do Sul state government to spearhead the deployment, installation and operation of the water filtration systems.

COLOMBIA

In November, widespread flooding and landslides in La Guajira caused significant damage and disruption, leading to food and drinking water shortages. The local government declared a state of public calamity, requesting humanitarian aid to affected communities. Planet Water Foundation activated our relief efforts deploying AquaTower systems in schools in the communities of Uribia and Barrancas where they will help in the long term recovery of the communities.

PHILIPPINES

Tropical Storm Kristine (international name Trami) dumped torrential rain in northwest Philippines on October 22nd, triggering widespread flooding and landslides.
Planet Water Foundation responded by deploying AquaBlock emergency water systems in some of the most severely impacted areas of Camarines Sur.

In addition, Planet Water Foundation provided support in Bacoor, Cavite following the devasting fire which destroyed the homes of up to 1,000 families in September.

VIETNAM

Typhoon Yagi delivered a colossal deluge of rain in Vietnam on September 7, 2024. In what is considered one of the strongest storms to hit the country in three decades, widespread flooding and landslides damaged nearly 190,000 homes, and impacted around three million people.
Planet Water's response was initiated within hours, with AquaTower water filtration systems deployed in some of the hardest-hit areas in Yen Bai Province.

THAILAND

A series of rain-related incidents and the adverse weather brought by Typhoon Yagi resulted in fatalities and havoc caused by floods in parts of Chiang Rai Province. The Planet Water team provided support amidst the critical need for clean, safe water in Mae Sai District, Chiang Rai through the deployment of an AquaTower water filtration system in the grounds of the local evacuation center.

PARTNERSHIPS

Our work in 2024 was made possible by the unwavering support of our partners who share our vision and dedication to expanding access to safe drinking water. The involvement of their employees and stakeholders has created meaningful change—both within their organizations and in the lives of the communities we serve.

From partnerships which span multiple countries to those centered on making an impact in a single country, these partnerships have enabled the installation of our AquaTower projects in schools, the deployment of emergency water filtration systems in the aftermath of natural disasters, and the provision of online Hygiene Education through our *Germ Chasers* digital education program.

We extend our sincere thanks thanks to all our partners for their support in 2024.

PARTNERSHIP HIGHLIGHTS

Columbia Sportswear Company

Columbia Sportswear Company has partnered with Planet Water since 2016 with a focus on providing clean water access to communities in the vicinity of the factories where they produce their products in Asia and Latin America. In 2024, Columbia Sportswear Company and their supply chain partners supported the deployment of AquaTower projects in Guatemala, India, Indonesia, and Vietnam. All projects included support from Columbia Sportswear Company's volunteers who joined the Planet Water Foundation team in deploying all these projects.

PARTNERSHIP HIGHLIGHTS

MetLife Foundation

MetLife Foundation has partnered with Planet Water Foundation since 2022 to support the deployment of AquaTower water filtration systems and hygiene education programs in rural communities across Mexico.

In 2024, we completed our two-year goal of deploying 30 AquaTowers across six states in Mexico, with volunteers from MetLife offices across the country supporting every AquaTower deployment. Following this success, we are grateful to have formalized a new program covering 2025 and 2026 which will expand support for AquaTower projects across Mexico, and into Colombia for the first time.

PARTNERSHIP HIGHLIGHTS

THE STARBUCKS FOUNDATION

The Starbucks Foundation has partnered with Planet Water since 2011 to bring access to safe drinking water to communities in countries across Asia and Latin America where we have an overlap in terms of footprint. In 2024, The Starbucks Foundation supported AquaTower projects across 11 countries with several projects positioned in coffee-growing communities and with active volunteering support provided from Starbucks partners (employees) in each country.

The Starbucks Foundation is also an active supporter of Planet Water's disaster response work, and in 2024 supported our responses in Brazil (flooding in Rio Grande do Sol), Philippines (Typhoon Trami), Thailand (Typhoon Yagi), Vietnam (Typhoon Yagi), and in the USA (Hurricane Helene).

HYGIENE EDUCATION

Water-health and hygiene education is an integral component of all our AquaTower school-based projects. In 2024, our team of educators supported the deployment of our activity-based education program across all our operational countries in Asia and Latin America, providing teachers and students with valuable knowledge on healthy hygiene practices.

To further extend the reach of our hygiene education programming, in 2024 we expanded our *Germ Chasers* digital education program across Latin America, providing elementary schools with virtual training and access to our engaging 3D animated video, *The Adventures of Droplet! The Germ Chasers*, along with its correlating teaching aids and materials, which can be used by teachers in the classroom following the training. In total, our hygiene education programs supported 347,245 children in 2024.

STATEMENT OF ACTIVITY (USD)

- Programs 82%
- Management and general 11%
- Fundraising 7%

Contributions & other support	2023	2024
Contributions and grants	$3,264,099	$4,884,507
Total contributions & other support	$3,264,099	$4,884,507

Expenses	2023	2024
Program	$3,658,564	$3,081,281
Fundraising	$193,992	$270,441
Management and general	$337,499	$394,179
Total expenses	$4,190,055	$3,745,901

Change in net assets	2023	2024
Net assets, beginning of the year	$1,568,186	$654,794
Change in net assets	($913,392)	$1,163,703
Total net assets, end of year	$654,794	$1,818,497

STATEMENT OF FINANCIAL POSITION (USD)

Asset	2023	2024
Cash and cash equivalents	$1,495,277	$1,118,659
Contributions receivable	$9,800	$162,771
Inventory	$1,374,484	$1,475,778
Prepaid expenses	$25,409	$20,043
Other assets	$71,593	$212,575
Fixed assets, net of accumulated depreciation	$21,653	$17,327
Investments	$102,438	$158,999
Total assets	$3,100,654	$3,166,152

Liabilities and net assets	2023	2024
Acccounts payable	$301,721	$59,907
Deferred revenue	$1,879,390	$887,000
Accrued expenses	-	-
Other current liabilities	$71,593	$70,125
Notes payable	$193,156	$188,174
Total liabilities	$2,445,860	$1,347,655
Unrestricted net assets	$654,794	$894,596
Temporarily restricted net assets	-	$923,901
Total net assets	$654,794	$1,818,497
Total liabilities and net assets	$3,100,654	$3,166,152

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