

Good afternoon.

Why are we here?

[water.org](https://www.water.org)

100 in 5  
million people years

Here's the problem...

[water.org](https://www.water.org)

water.org  
isn't alone

United  
Way

Ronald McDonald  
House

Live  
Strong

White Ribbon  
Campaign

Autism  
Speaks

KIVA

MADD

water.org  
isn't alone

American Red Cross

American Cancer  
Society

Toys for tots

World Wildlife  
Foundation

Free the  
Children

Green Peace

We need to cut through  
the clutter.

How do we do it?

Let's focus on  
micro-lending.

How is it currently  
structured?

Donor 1

Donor 2

Donor 3

Donor 4

Donor 5

water.org

Beneficiary 1

Beneficiary 2

Beneficiary 3

Beneficiary 4

Beneficiary 5

Repayment with Interest

What do we  
want to do?

Go from donors to  
loaners...

and improve  
contribution visibility.

# water.org



This also includes  
corporate donors...

So corporate social  
responsibility...

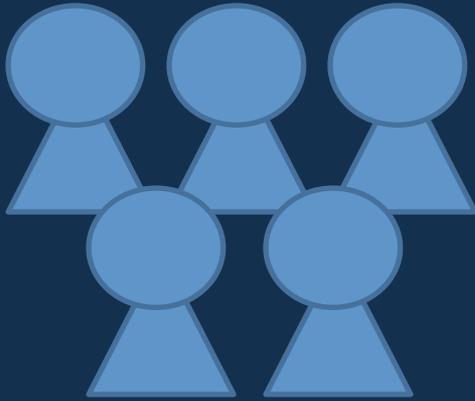
no longer becomes a  
substantial cost center.

Diversion and long term  
retention of funds  
originally destined for  
CSR.

Now let's look at the  
beneficiaries.

How do we serve more  
beneficiaries?

# More Beneficiaries



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Referral System



Faster Repayment

# Referral System

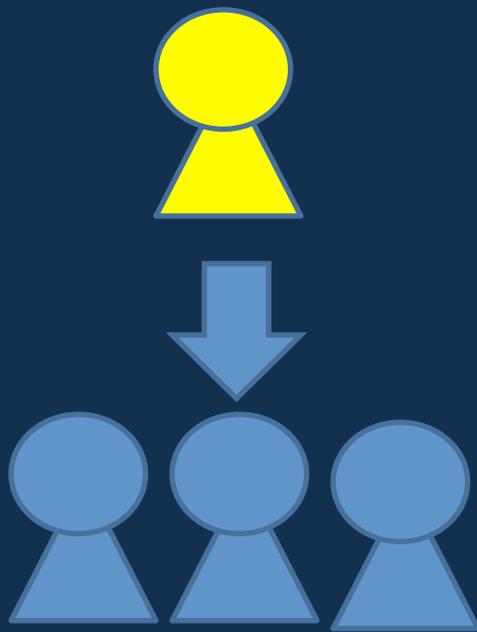
# Faster Repayment

## INCENTIVES

\$



- Discounts
- Donations
- Excess goods
- Non-Profit Partners
- Public recognition
- Competition



24 Mo.



17 Mo.

### Millions of People Reached





1

Donors to Loaners



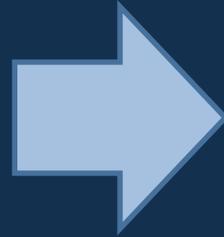
2

Refer and Repay



3

Community  
Water Stage 2



Water.org



Thank you.