



**1** ONE  
DROPS™

IN 2019,  
WE TURNED  
WATER  
INTO ACTION



“

When I first founded One Drop, I had a vision of a better world with better living conditions for all. We could not envisage then, that almost 13 years later, our work on safe water, sanitation, and hygiene would have the widespread critical importance that it has today, as we face a global health crisis.

This Impact Report highlights the work we have accomplished together in 2019 by sharing our efforts, knowledge, and finances for a common, vital cause. Together, we will soon have sustainably transformed the lives of more than 2.1 million people. I am extremely proud of all we have achieved, including and beyond making safe water accessible to hundreds of thousands of people. This report brings hope in these difficult times: it shows why, while remaining very concerned about the world's current situation, I continue to remain optimistic about the future.

In the face of this pandemic, we need the world to unite. And despite the uncertainties we may all be facing, one thing is clear: the world needs us to pursue our mission, now more than ever. It is time for all spheres of action — from business, to arts, to international development — to join forces. Because we are all in this together. Because we are one. And as one, we can change the world for the better.

”

**GUY LALIBERTÉ,**

*Founder of One Drop, Cirque du Soleil and Lune Rouge*

“

Launching our annual Impact Report is one of the moments I always look forward to the most. It's the moment we reveal the positive impact that One Drop's projects have had on moving us closer to the United Nations (UN) Sustainable Development Goal (SDG) 6: ensuring the availability and sustainable management of water and sanitation for all. But this year has had us all facing unprecedented challenges; although we have wonderful and encouraging news to share, we are also living a global health crisis.

In 2019, One Drop worked on 13 key projects in 11 countries. We were recognized by Charity Intelligence as one of the Top 10 International Impact Charities in Canada. We have also responded to the United Nations Secretary-General's call to action and joined forces with the World Health Organization to support its resolution to provide every health care facility around the world with access to safe drinking water, sanitation, and hygiene.

However, as this pandemic continues to spread, we all realize that a lot remains to be done to ensure global health and wellbeing. The current situation is critical and challenging for vulnerable communities that face considerable difficulties protecting themselves from COVID-19 and adopting proper hand hygiene due to a lack of access to water. The momentum is stronger than ever, and it is time to take action, together. Let us see this Impact Report as proof that, together, we have the strength to accomplish life-changing projects for a safer and brighter tomorrow, for all.

”

**MARIE-ANNE TAWIL,**

*Chief Executive Officer at One Drop*



# OUR APPROACH

## WE GO BEYOND BUILDING INFRASTRUCTURE

At One Drop™, we are always ready to go above and beyond to achieve true long-term sustainability. We believe in the combined power of providing access to safe water, sanitation, and hygiene (WASH) services, promoting healthy behaviours, and encouraging capital supporting income-generating activities and market-based solutions.

Access; Behaviour change; Capital. These make up our A•B•C for Sustainability™ model. The combined power of these three components makes our projects sustainable by creating an enabling environment for positive change and helping communities reach their full potential.

**ACCESS** TO SAFE WATER, SANITATION, AND HYGIENE THROUGH THE CONSTRUCTION OR REHABILITATION OF INFRASTRUCTURE AND STRENGTHENING OF GOVERNANCE STRUCTURES

SOCIAL ART INTERVENTIONS TO **INSPIRE, ACTIVATE, AND SUSTAIN BEHAVIOUR CHANGE** AROUND WATER, SANITATION, AND HYGIENE

**CAPITAL** TO DEVELOP MARKET-BASED SOLUTIONS – INCLUDING FINANCIAL PRODUCTS, INCOME-GENERATING ACTIVITIES, AND OTHER SERVICES – TO INCREASE THE PACE OF SAFE WATER AND SANITATION FOR ALL



## SOCIAL ART FOR BEHAVIOUR CHANGE

Transformational change in how water, sanitation, and hygiene services are provided around the world requires **more than just building infrastructure**. People and communities must adopt and maintain healthy behaviours for the long term.

One Drop's unique Social Art for Behaviour Change™ (SABC) approach draws upon evidence from a range of disciplines — including behavioural economics, neurosciences, and socially engaged arts — to create interactive spaces where community participants work alongside artists to inspire, activate, and sustain behaviour change. The process starts with identifying key behavioural determinants, as well as cultural and artistic references, to design interventions that are deeply embedded within local realities and needs. The idea behind the approach is to put **people and emotions first as a means of tackling hygiene and sanitation-related behaviours** such as handwashing with water and soap or properly maintaining a latrine.

Social arts are an effective vehicle to co-create emotionally captivating interventions by, with, and for individuals and communities. Throughout the social art process, we train, build, and strengthen the capacity of local critical change agents to become champions of positive behaviours in their own communities. The SABC approach has proved to **increase stakeholders' sense of involvement, ownership, and empowerment** to drive long-term change.

With only a decade left to meet the United Nations Sustainable Development Goals, it is increasingly clear that behaviour change is the missing link required to make the difference. One Drop's SABC approach offers creative and systemic solutions that ensure sustainable access to safe water and sanitation for the world's most vulnerable communities.

# OUR ROLE IN THE SECTOR

## ONE DROP'S COMMITMENT TO WASH IN HEALTH CARE FACILITIES

“ The widespread lack of WASH services in health care facilities not only compromises patient safety, dignity, and human rights, but it also holds back efforts to improve maternal and child health. ”

DR. TEDROS ADHANOM GHEBREYESUS,  
*Director-General of the World Health Organization (WHO)*

One in four health care facilities worldwide lacks basic water services, and one in five has no sanitation services – respectively impacting 2 billion and 1.5 billion people.\*

Everyone involved in health care – patients, their families, staff – deserves to be cared for and to work in a clean, safe environment. The 2019 World Health Assembly Resolution on WASH in Health Care Facilities urges countries to address this issue by developing national roadmaps, setting and monitoring targets, increasing investments in infrastructure and human resources, and strengthening existing systems to improve and sustain WASH services in health care facilities. **Throughout 2019, One Drop supported WASH projects in health care facilities in Haiti, Malawi, and Mali.**

In June 2019, One Drop attended the Global Health Council Stakeholder Commitments Gathering in Washington, D.C., where funders, non-profits, financial actors, corporations, and the United States Government committed to ensuring that everyone seeking health care, no matter where they live in the world, have access to a health facility that has adequate water, soap, and toilets.

Moreover, in September 2019, One Drop participated in the WASH in Health Care Facilities Global Meeting in Zambia, where 18 countries presented their commitments in alignment with WHO/UNICEF's eight practical steps to achieve universal access to quality health care. More specifically, One Drop led a workshop on community engagement emphasizing how community members and organizations play an important role in ensuring that health care facilities provide the level of care citizens expect and deserve.

### OUR COMMITMENT

As a contributing member of the WHO-led Global Task Force with a current pledge of US\$7 million in funding for WASH in health care initiatives, One Drop is committed to working in collaboration with key partners and agencies like the Centers for Disease Control and Prevention (CDC). Beyond investing in WASH infrastructure, One Drop will continue to deploy its innovative SABC approach to promote the adoption of key healthy behaviours that protect both care providers and patients.

\*World Health Organization and UNICEF, JMP. WASH in health care facilities: Global Baseline Report 2019

## ONE DROP BRINGS ITS UNIQUE APPROACH TO THE WORLD STAGE

“ At One Drop, we know that providing access to safe water is only the beginning. ”

TANIA VACHON,

*Director of Social Art for Behaviour Change, One Drop*

In 2019, One Drop was more active than ever on the world stage, attending, participating, and contributing to major international events together with leading WASH-sector experts to showcase the success of its unique SABC approach.

One Drop and its partners had a strong presence in Sweden at **World Water Week**, the annual focal point for global water issues organized by the Stockholm International Water Institute (SIWI). This conference reunited close to 380 organizations from 135 countries, and its 2019 theme – “Water for Society, Including All” – connected perfectly with One Drop’s mission.

The **International Finance Corporation (IFC) Sustainability Exchange** in Dakar, Senegal opened with the Centre Culturel Kôrè, our social art partner in Mali, presenting a theatre performance based on our SABC approach. Véronique Doyon, Chief Program Officer, also participated in a thought-provoking panel on the Value of Water.

One Drop was also thrilled to take part in the 8<sup>th</sup> edition of **C2 Montréal** by leading an Art for Creating Change workshop made possible by One Drop’s long-standing partner, the RBC Foundation. This interactive activity allowed participants to understand firsthand how social art can be a catalyst for behaviour change.

Finally, One Drop’s social art experts, along with representatives from our Mali partner, participated in the **Francophone Summit for Social and Behaviour Change Communication (SBCC)** in Abidjan, Côte d’Ivoire. Our first presentation focused on community involvement, dialogue, and resource mobilization, while a second workshop promoted how mastering social art activities and debate techniques make the behaviour change process more efficient.

## ...AND ORGANIZES THE ONE DROP LAB FOR CHANGE LAZOS DE AGUA SPECIAL EDITION

“ Exchange. Go beyond. Change the story. ”

As an organization continually learning and building on its expertise, we have long valued sharing experience and knowledge at One Drop. Over the past 10 years, four Think Tanks for Change have been held – in Montreal (2008), Nicaragua (2010), Honduras (2011), and El Salvador (2013).

In addition, **One Drop’s 2019 Lab for Change was a unique event attended by executing partners from its 13 ongoing projects around the world**, including those from the five projects that make up Lazos de Agua – the Latin American program co-founded by One Drop, the Inter-American Development Bank (IDB), The Coca-Cola Foundation, and Fundación FEMSA. The event was also attended by donors and representatives from other executing agencies, related organizations, and government bodies.

Over a five-day period, more than 100 participants exchanged learning experiences to generate new knowledge that will be applied to respective projects. Different approaches, languages, cultures, initiatives, and expectations converged into a single focus: the achievement of United Nations Sustainable Development Goal 6 – ensuring the availability and sustainable management of water and sanitation for all.

# OUR IMPACT

## PEOPLE IMPACTED



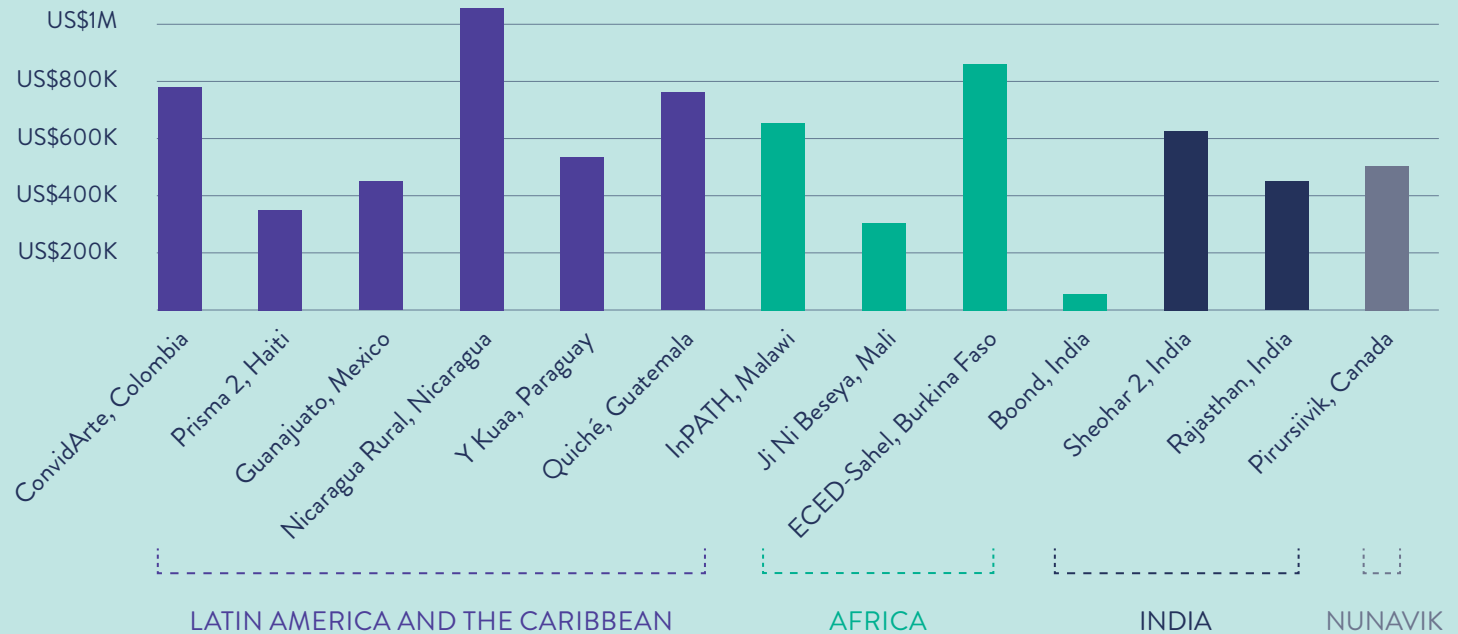
982,800

AS OF  
DECEMBER 31<sup>ST</sup>, 2019

2,176,700

ONCE OUR CURRENT PROJECTS  
WILL BE COMPLETED

## 2019 PROJECT INVESTMENTS BY REGION



These investments are in addition to those made towards Mobilization and Awareness in North America.





**Legend**

- COMPLETED PROJECTS
- ONGOING PROJECTS

HAITI  
**PRISMA 2**

**INTEGRATED MANAGEMENT OF MATERNAL AND CHILD HEALTH IN ARTIBONITE - PHASE 2**



WHEN

**2018  
2021**

**WHERE**

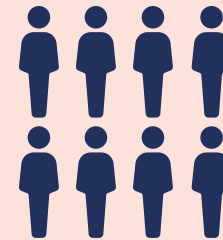
Districts of Anse-Rouge, Gros-Morne, Terre-Neuve, Ennery, Gonaïves, l'Estère, Marmelade, and Saint-Michel-de-l'Attalaye, Department of Artibonite,

**Haiti**



**239,000**

PEOPLE



**HIGHLIGHTS**

- The baseline study on WASH in health care facilities was completed with the support of the Centers for Disease Control and Prevention (CDC).
- An innovative approach to remotely support SABC design was developed and implemented in an effort to ensure the project could move ahead despite the evolving security situation.
- A core group of seven SABC champions has been identified to lead the SABC design and implementation process in Haiti throughout the course of the project.

**TOTAL INVESTMENT**

**US\$17M**

**TOTAL INVESTMENT  
FROM ONE DROP**

**US\$2.4M**

**2019 INVESTMENT  
FROM ONE DROP**

**US\$0.35M**

**EXECUTING PARTNER**

CCISD (Centre de Coopération Internationale en Santé et Développement)

**FINANCIAL PARTNER**

Global Affairs Canada

**GOVERNMENT PARTNER**

Ministry of Health of Haiti

COLOMBIA  
**CONVIDARTE**

A LAZOS DE AGUA PROJECT



WHEN

**2018**  
**2022**

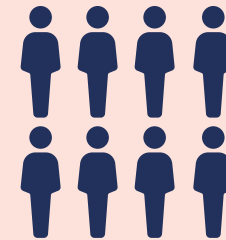
WHERE

Municipality of Tumaco,  
Department of Nariño,  
Colombia



**22,500**

PEOPLE



**HIGHLIGHTS**

- More than 4,200 people participated in SABC interventions while also benefitting from improved WASH infrastructure.
- A total of 374 project-trained Leaders of Change carried out SABC activities, reaching more than 3,400 community participants.
- As part of the improved Capital component strategy, six micro-, small-, and medium-sized enterprises were strengthened, and 53 entrepreneurs were trained (including 32 women).

**TOTAL INVESTMENT**

**US\$6.3M**

**TOTAL INVESTMENT  
FROM LAZOS DE AGUA**

**US\$3.25M**

**2019 INVESTMENT  
FROM LAZOS DE AGUA**

**US\$0.78M**

**FINANCIAL AND  
EXECUTING PARTNER**

Fundación PLAN  
(Plan International)

**LAZOS DE AGUA  
PROGRAM PARTNERS**

One Drop, Inter-American  
Development Bank (IDB),  
the Coca-Cola Foundation,  
and Fundación FEMSA

**GOVERNMENT PARTNER**

Municipality of Tumaco

MEXICO  
**GUANAJUATO**

A LAZOS DE AGUA PROJECT



WHEN

**2017  
2022**

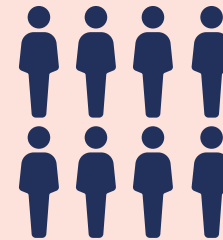
WHERE

Rural and peri-urban  
communities in the State of  
Guanajuato, **Mexico**



**47,900**

PEOPLE



**HIGHLIGHTS**

- Approximately 31,000 people across 36 communities have gained access to WASH infrastructure.
- Progress was made towards integrating the SABC approach into key government strategies and programs.
- The redesigned Social Circus Workshop allowed water committees to gain greater recognition in the communities.
- A total of 457 Leaders of Change were trained, some of whom have already played a major role in national and regional events such as Guanajuato's Expo Agua water-sector conference and Mexican artistic fairs.

**TOTAL INVESTMENT**

**US\$14.3M**

**TOTAL INVESTMENT  
FROM LAZOS DE AGUA**

**US\$2.78M**

**2019 INVESTMENT  
FROM LAZOS DE AGUA**

**US\$0.45M**

**EXECUTING PARTNER**

Living Water International

**LAZOS DE AGUA PROGRAM PARTNERS**

One Drop, Inter-American  
Development Bank (IDB),  
the Coca-Cola Foundation,  
and Fundación FEMSA

**GOVERNMENT PARTNERS**

Comisión Estatal del Agua de  
Guanajuato (CEAG) and Comisión  
Nacional del Agua (CONAGUA)

NICARAGUA  
**NICARAGUA RURAL**

A LAZOS DE AGUA PROJECT

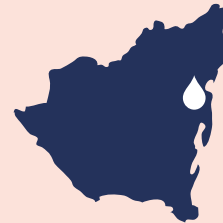


WHEN

**2017  
2022**

WHERE

Municipalities of Waslala,  
Waspam, and Puerto Cabezas,  
RACCN region, **Nicaragua**



**17,400**

PEOPLE



**HIGHLIGHTS**

- More than 6,400 people participated in SABC interventions while also benefitting from improved WASH infrastructure.
- The executing partner team strengthened its Social Art for Behaviour Change knowledge by participating in One Drop's Lab for Change in Mexico and WaterAid's regional hygiene-related behaviour change workshop.
- The WASH-products and services market strategy was deployed in the Municipality of Waslala, which includes the creation of a multi-sector partnership – *Alianza para el agua Waslala*.
- Water infrastructure administration, operations, and maintenance processes were improved by providing training to water committees on A•B•C topics.

**TOTAL INVESTMENT**

**US\$8.1M**

**TOTAL INVESTMENT  
FROM LAZOS DE AGUA**

**US\$4M**

**2019 INVESTMENT  
FROM LAZOS DE AGUA**

**US\$1.06M**

**EXECUTING PARTNER**

WaterAid Nicaragua

**FINANCIAL PARTNER**

WaterAid America

**LAZOS DE AGUA  
PROGRAM PARTNERS**

One Drop, Inter-American  
Development Bank (IDB),  
the Coca-Cola Foundation,  
and Fundación FEMSA

PARAGUAY  
**Y KUA**

A LAZOS DE AGUA PROJECT



WHEN

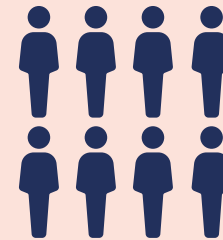
**2017  
2021**

WHERE

Departments of San Pedro,  
Concepción, Caaguazú, Guairá,  
Paraguarí, and Itapúa,  
Paraguay



**43,600**  
PEOPLE



**HIGHLIGHTS**

- More than 24,000 people across 36 communities have gained access to WASH infrastructure.
- The B component strategy was revamped to increase community and other key stakeholders' participation in SABC interventions.
- Three water committees were created and trained to impact the sector at both regional and national levels.
- Young Leaders of Change, teachers, and water committee members worked together to identify joint initiatives.
- Three new financial products were designed — for users, sanitation boards, and micro-, small-, and medium-sized enterprises — to improve WASH access and quality of services.

TOTAL INVESTMENT  
**US\$40.29M**

TOTAL INVESTMENT  
FROM LAZOS DE AGUA  
**US\$2M**

2019 INVESTMENT  
FROM LAZOS DE AGUA  
**US\$0.54M**

**EXECUTING PARTNER**  
Fundación Moisés Bertoni

**LAZOS DE AGUA  
PROGRAM PARTNERS**  
One Drop, Inter-American  
Development Bank (IDB),  
the Coca-Cola Foundation,  
and Fundación FEMSA

**GOVERNMENT PARTNER**  
Servicio Nacional de  
Saneamiento Ambiental de  
Paraguay (SENASA)

GUATEMALA  
**QUICHÉ**

A LAZOS DE AGUA PROJECT



WHEN

**2015  
2020**

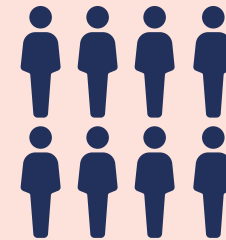
WHERE

Municipalities of San Andrés Sajcabajá, San Antonio Ilotenango, San Bartolomé Jocotenango, and Santa Cruz del Quiché, Department of Quiché, **Guatemala**



**37,000**

PEOPLE



**HIGHLIGHTS**

- More than 31,000 people participated in SABC interventions while benefitting from improved WASH infrastructure.
- Open defecation free (ODF) status was attained in the Quecá community by combining Water For People's Everyone Forever and One Drop's A•B•C for Sustainability models.
- Three municipal councils approved the Everyone Forever plans.
- Cooperation agreements on access to WASH services in public institutions were signed with the Ministry of Health and the Ministry of Education of Guatemala.
- Communities and local governments notably exceeded the agreed-upon contribution for component A.

**TOTAL INVESTMENT**

**US\$9.7M**

**TOTAL INVESTMENT  
FROM LAZOS DE AGUA**

**US\$3.25M**

**2019 INVESTMENT  
FROM LAZOS DE AGUA**

**US\$0.77M**

**EXECUTING PARTNER**

Water For People

**FINANCIAL PARTNERS**

Water For People and Prince Albert II of Monaco Foundation

**LAZOS DE AGUA  
PROGRAM PARTNERS**

One Drop, Inter-American Development Bank (IDB), the Coca-Cola Foundation, and Fundación FEMSA



This story is about  
**EMPOWERMENT.**

It is not just the story of one man's journey as a change-maker; rather, it is a story about the greater impact of giving someone the skills and confidence to empower others in their community — especially young people.



# THE STORY OF PABLO AND THE POWER OF CHANGE

Pablo lives in Ybyracatu, a rural village in Paraguay's Department of Caaguazú - Yhu District. As a young man, he worked on a *chacra* (ranch), and although he often helped out at the local church and school, Pablo had no plans to continue his studies nor to play a role as a community leader...

## **But Pablo's story was about to change.**

Pablo's life was transformed after Fundación Moisés Bertoni and Servicio Nacional de Saneamiento Ambiental de Paraguay (SENASA) invited him to attend a series of "Training of Trainers" workshops as part of the Lazos de Agua Program's Y Kuaa Project in Paraguay. The workshops addressed topics like community organizing, water quality, and financial management of water committees. Pablo showed tremendous interest in developing his skills as a leader and he was asked to support the local water committee in improving water, sanitation, and hygiene management in his community. Today, Pablo serves as secretary of the Ybyracatu Sanitation Board, and president of the Water Service Providers Association of Yhu District, of which he is also a founding partner.

As a teacher and a member of the Ybyracatu Sanitation Board, Pablo understands the importance of ensuring that younger people are involved in the sustainable management of water and sanitation services in their community. Throughout the Y Kuaa Project, he has been instrumental in mobilizing teachers and students to participate in SABC workshops, which led to the creation of the youth group Sol Naciente. These young Leaders of Change use social art to support the adoption of healthy

behaviours like handwashing with soap, safe storage of drinking water in the household, and paying water service tariffs.

**One Drop's SABC approach focuses on co-creation to promote change. Our initiatives are designed and implemented with the active participation of community members and local project partners, because getting people involved from the beginning fosters long-term commitment – among individuals and across communities. Leaders of Change like Pablo are essential to the success of One Drop's water, sanitation, and hygiene projects. Their commitment and involvement have a ripple effect that truly encourages behaviour change within communities.**

For Pablo, reaching young people is the key to creating a lasting impact. He knows that the changes they make can improve the quality of life for their entire community.

TO DATE, ONE DROP AND  
ITS PARTNERS HAVE CHANGED  
THE STORY OF MORE THAN

**8,500**

PEOPLE IN PARAGUAY.

LET'S KEEP CHANGING THE STORY.  
**TOGETHER.**

MALAWI  
**INPATH**

**INTEGRATED PATHWAYS FOR IMPROVING MATERNAL, NEWBORN, AND CHILD HEALTH**



WHEN  
**2018\***  
**2021**

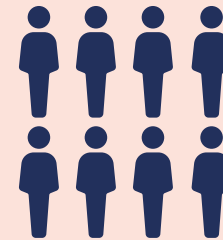
**WHERE**

Districts of Chitipa, Salima  
and Kasungu, **Malawi**



**280,000**

PEOPLE



**HIGHLIGHTS**

- The water supply infrastructure, latrines, handwashing points, and incinerators in one district hospital and five health care facilities have been rehabilitated and/or constructed.
- The project's SABC strategy has been designed and rolled out across three target districts in partnership with the Ministry of Health of Malawi. The focus is primarily on handwashing for mothers, handwashing for health care providers, and latrine use.
- To date, eight social art partners have been trained to perform SABC.

**TOTAL INVESTMENT**

**US\$21M**

**TOTAL INVESTMENT  
FROM ONE DROP**

**US\$1.6M**

**2019 INVESTMENT  
FROM ONE DROP**

**US\$0.66M**

**EXECUTING PARTNER**

CowaterSogema International

**CONSORTIUM & FINANCIAL PARTNERS**

Global Affairs Canada, Plan Canada,  
JCM Power, and the Society of  
Obstetricians and Gynaecologists of  
Canada (SOGC)

**GOVERNMENT PARTNER**

Ministry of Health of Malawi

\*The InPATH Project began its design phase in 2017.

MALI  
**JI NI BESEYA**

PROVIDING SUSTAINABLE AND INCLUSIVE WASH SERVICES IN SCHOOLS AND COMMUNITIES



WHEN

**2016  
2019**

WHERE

Communities of Bossofala, Dio-Gare, Dialakorodji, and Kati, in District of Kati, and communities of Diena, Samabogo, Falo, Dogouwolo, and Bla, District of Bla, **Mali**



**82,000**

PEOPLE



**HIGHLIGHTS**

- More than 82,000 people gained improved access to durable and safe drinking water and sanitation services thanks to various governance strengthening and infrastructure interventions, including the construction of 44 water points.
- Approximately 198,700 people were reached through social art activities (theatre shows, murals, radio spots/stories) that focused on changing key behaviours around water and sanitation.
- A total of 41 villages targeted by the project have achieved open defecation free (ODF) status.
- To boost revenue-generating activities, 13 female and youth groups have been trained in entrepreneurship and marketing for agricultural, agri-food, or WASH-related products.

**TOTAL INVESTMENT**

**US\$5M**

**TOTAL INVESTMENT  
FROM ONE DROP**

**US\$3M**

**2019 INVESTMENT  
FROM ONE DROP**

**US\$0.31M**

**EXECUTING PARTNER**

WaterAid Mali

**FINANCIAL PARTNER**

WaterAid Canada



# HANDWASHING WITH SOAP

JI NI BESEYA PROJECT, MALI

In Mali, rural households saw the presence of handwashing devices increase from 25% to 41%.

As a result, the percentage of **PEOPLE WHO WASHED THEIR HANDS WITH SOAP AND WATER AT CRITICAL TIMES, ESPECIALLY AFTER LATRINE USE, INCREASED FROM 25% TO 34%** by midway through the project. Among respondents who adopted this healthy behaviour (most of whom were adolescents), more than 85% attributed the change to awareness activities carried out in schools and/or to social art activities that took place in their communities — activities supported by the Ji Ni Beseya Project.

Within the project's target communities, reported **HOUSEHOLD RATES OF DIARRHEA IN CHILDREN UNDER FIVE YEARS OF AGE DECREASED FROM 20% TO 7%**.



# PROPER USAGE AND MAINTENANCE OF HOUSEHOLD LATRINES

ECED-SAHEL PROJECT, BURKINA-FASO

A survey conducted in target villages at the end of the ECED-Sahel Project revealed that approximately **75% OF HOUSEHOLDS HAVE ABANDONED OPEN DEFECATION AND ARE EXCLUSIVELY USING LATRINES, COMPARED WITH ONLY 1%** who did so prior to the project.

The survey also found that 90% of households with a latrine at home use and maintain it properly.

BURKINA FASO  
**ECED-SAHEL**

WATER AND SUSTAINABLE ECONOMIC GROWTH IN THE SAHEL REGION



WHEN

**2016  
2020**

WHERE

Communities of Dori,  
Gorom-Gorom, and  
Falagountou, Sahel region,  
**Burkina Faso**



**104,000**

PEOPLE



**HIGHLIGHTS**

- Construction was completed on a turnkey water treatment plant to supply the town of Dori and 17 surrounding villages (nearly 60,000 people).
- More than 1,700 household latrines and 35 community latrine blocks were built, improving sanitation conditions for 21,500 people.
- A total of 24 local artists trained in SABC interventions communicated key water and sanitation behaviour messages to more than 53,000 people.
- Income-generating activities focused on livestock fattening, soap making, and agriculture benefitted more than 700 women and 100 men, increasing average revenues by more than 60%.

**TOTAL INVESTMENT**

**US\$13.3M**

**TOTAL INVESTMENT  
FROM ONE DROP**

**US\$3.8M**

**2019 INVESTMENT  
FROM ONE DROP**

**US\$0.86M**

**EXECUTING PARTNER**

CowaterSogema International

**FINANCIAL PARTNERS**

Global Affairs Canada and  
IAMGOLD

**GOVERNMENT PARTNERS**

The Ministère de l'Eau et de  
l'Assainissement and ONEA  
(Office national de l'eau et de  
l'assainissement)



This story is about the power of **WOMEN'S LEADERSHIP**. It is more than just the story of a mother from a poor rural village who has benefitted from one of our projects. It is the story of a woman's determination to empower herself and others around her, and to bring about real change in her community.

# THE STORY OF ZOURATA, ENTREPRENEUR AND LEADER OF CHANGE

So much more than a beneficiary, Zourata Maïga is nothing less than a powerful Leader of Change. Under her leadership, the women of the Bonkani cooperative became a shining example of female entrepreneurship in the region (“bonkani” means “lucky” in the local dialect). Her path to leadership was not without obstacles; after reaching high school, Zourata was forced to abandon her studies due to a lack of economic resources.

**The mother of a young child, Zourata was not yet aware that her and her community’s stories were about to change.**

The story of the Bonkani cooperative began in 2016, when 30 or so community women came knocking at Zourata’s door, needing her help. These women were former artisanal gold miners who had decided to abandon the practice due to low revenues and growing insecurity. They wanted to work in livestock fattening, one of the main economic drivers in the Sahel region, and since setting up a cooperative required registering with the district, the women asked Zourata to help with the administrative hurdles. She successfully helped them secure a credit union loan of more than two million CFA (approx. US\$3,400).

However, sheep fattening did not initially go well. In the first year, many of the sheep died, since the women did not understand how to monitor the animals’ health. “But we are proud and strong women; we wanted to find a solution and make this work!” explained Zourata. The women in the Bonkani cooperative turned to the ECED-Sahel Project financed by One Drop, Global Affairs Canada, and IAMGOLD. Specialists helped train them and put them back on the right track.

“After just three months, we were well on our way!” said Zourata. The women were able to successfully fatten their animals and sold four times more sheep than ever before. Income from the women’s business activities has increased their families’ quality of life and improved the women’s status within their community.

**With financial support, revenue-generating initiatives can create a powerful ripple effect that leads to sustainable development for rural communities. When asked what makes Zourata such a powerful agent of change for women and the community as a whole, the ECED-Sahel Project manager in charge of economic development mentioned her natural sense of leadership, her faith, and her ability to create an environment of mutual trust among women in her community. Ultimately, Zourata’s story is about what can happen when women are empowered as drivers of social and economic change.**

TO DATE, ONE DROP AND  
ITS PARTNERS HAVE CHANGED  
THE STORY OF MORE THAN  
**100,000**  
PEOPLE IN BURKINA FASO’S SAHEL REGION.

LET’S KEEP CHANGING THE STORY.  
**TOGETHER.**

INDIA  
**BOOND\***

COMMUNITY-LED WASH INITIATIVE IN GAYA AND MADHUBANI



WHEN

2019  
2022

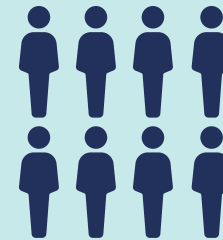
WHERE

Districts of Gaya and  
Madhubani, State of Bihar,  
India



250,000

PEOPLE



**AREAS OF FOCUS**

- Ensure access to WASH-related products and services through women-led market-based livelihood and entrepreneurial models.
- Train and support frontline health workers and health volunteers on menstrual hygiene management.
- Support the government in developing guidelines on key WASH practices.
- Promote and train local artists in social art methodologies for WASH-related behaviour change.

**TOTAL INVESTMENT**

**US\$2.1M**

**TOTAL INVESTMENT  
FROM ONE DROP**

**US\$1.2M**

**2019 INVESTMENT  
FROM ONE DROP**

**US\$0.08M**

**EXECUTING PARTNER**

WaterAid India

**FINANCIAL PARTNERS**

METRO AG, WaterAid India,  
and WaterAid Canada

\*“Drop” in Hindi



INDIA  
**SHEOHAR 2**

**COMMUNITY AND GOVERNMENT-LED SUSTAINABLE AND EQUITABLE ACCESS TO WASH INITIATIVES**



WHEN  
**2018  
2021**

WHERE  
District of Sheohar,  
State of Bihar,  
India



**250,000**

PEOPLE



**HIGHLIGHTS**

- To benefit more than 4,000 households, 110 new water points were installed.
- Capacity-building activities were held in 142 schools with school WASH committees aiming to engage school administration staff and students to appropriately use and maintain their WASH facilities.
- A local artist group performed a new multidisciplinary show in 30 villages focusing on water storage/handling and handwashing with soap.
- A total of 900 farmers were trained in improved agricultural practices and 600 farmers were trained in preparing vermicompost and organic pesticides.

**TOTAL INVESTMENT**  
**US\$3.9M**

**TOTAL INVESTMENT  
FROM ONE DROP**  
**US\$1.8M**

**2019 INVESTMENT  
FROM ONE DROP**  
**US\$0.63M**

**EXECUTING PARTNER**  
Water For People

**FINANCIAL PARTNERS**  
METRO AG, United  
Technologies Corporation (UTC),  
and Water For People



This story is about having the courage  
to be a **LEADER OF CHANGE**.  
It is about more than Geeta's new latrine;  
it is about a woman's determination to  
spark positive change in her household  
and in her community.

# THE STORY OF GEETA DEVI AND HER NEW LATRINE

“Swachhata” (sanitation in Hindi) is not a new concept to Geeta Devi, a 35-year-old married mother of five. But it can seem like an insurmountable challenge to take on new sanitation practices in contexts of extreme poverty, like in Geeta’s village of Kamrauli in Sheohar District, State of Bihar, India.

When Project Sheohar 2 arrived in Kamrauli in September 2019 to launch a Community-Led Approach to Sanitation program, open defecation was a widespread practice in the village, as it is in much of India. A lack of access to funds is a major barrier to sanitation efforts; lack of education and knowledge on how to get started are also key factors preventing families from adopting behaviours that can tackle the spread of disease. Geeta voiced the hopelessness she felt in the face of her family’s worsening health and her community’s sanitation crisis.

## **And that is the day Geeta’s story changed.**

With the guidance of a Field Facilitator, Geeta gained the knowledge and confidence required to purchase the material she needed to build a low-cost latrine. Moreover, she purchased the materials from a Rural Sanitary Mart, a latrine-supply shop that had been established with the help of the project to provide quality sanitation infrastructure and installation services at an affordable price.

Thanks to some savings and the unwavering support of her husband, Bikau Kumar, Geeta finally got the latrine she needed for her household. She initially faced resistance from her community, but soon after even her critics saw the benefit of investing in improved sanitation practices.

**To help communities create an enabling environment for change and reach their full potential, we need to go beyond building infrastructure. We need to provide safe and equitable access to services, activate behaviour change, and support market-based solutions. Geeta just needed some support to make a change, and that change has made her the leader she is today.**

Geeta is now a powerful role model in her village, particularly for other women. The village chief appointed her a Sanitation Committee member. Her courage and sense of initiative continue to inspire other members of her community to follow her lead and build more latrines in a collective effort to make their village open defecation free.

TO DATE, ONE DROP AND  
ITS PARTNERS HAVE CHANGED  
THE STORY OF MORE THAN  
**518,900**  
PEOPLE IN INDIA.

LET’S KEEP CHANGING THE STORY.  
**TOGETHER.**

INDIA  
**RAJASTHAN**

**COMMUNITY AND GOVERNMENT-LED SUSTAINABLE AND EQUITABLE ACCESS TO WASH SERVICES**



WHEN

**2016  
2021**

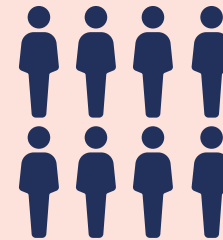
WHERE

Districts of Sirohi and Pali,  
State of Rajasthan, India



**240,000**

PEOPLE



**HIGHLIGHTS**

- A total of 12 new water supply schemes were completed across 12 villages, ensuring access to safe water for more than 1,000 vulnerable people.
- An earth dam for groundwater recharge was constructed.
- A state-level consultation called “Menstrual Hygiene Management: Break the Silence” was organized in collaboration with government stakeholders.
- More than 1,500 awareness sessions on menstrual hygiene management were conducted with more than 6,800 women— with more than 300 specifically targeted at adolescent girls in schools.
- Multidisciplinary shows focusing on key behaviour themes continued in project villages.

**TOTAL INVESTMENT**

**US\$14.6M**

**TOTAL INVESTMENT  
FROM ONE DROP**

**US\$2.25M**

**2019 INVESTMENT  
FROM ONE DROP**

**US\$0.45M**

**EXECUTING PARTNER**

Centre for microFinance

**FINANCIAL PARTNER**

Tata Trusts

**GOVERNMENT PARTNER**

State Government of Rajasthan

CANADA  
**PIRURSIIVIK\***

**GREENHOUSE AND SOCIAL ART PROJECT**



WHEN

**2017  
2020**

WHERE

Inukjuak, Nunavik, Quebec,  
Canada



**1,500**

PEOPLE



**HIGHLIGHTS**

- Tupiq A.C.T., an Inuit social circus troupe supported by the project, received a grant to create their first full-scale show with a focus on promoting healthy practices around water and nutrition.
- The Innalik School's Environment Club built and delivered four miniature greenhouses for community organizations.
- The first regional Greenhouse and Growing Training was held in Kuujjuaq to support Northern growers in learning new growing techniques, including the use of hydroponic containers.
- A community composting box was installed. Discussions are underway between the regional government and the community regarding the setup of a high-efficiency compost system.

**TOTAL INVESTMENT**

**US\$2M**

**TOTAL INVESTMENT  
FROM ONE DROP**

**US\$0.51M**

**EXECUTING PARTNER**

Makivik Corporation

**FINANCIAL PARTNER**

RBC Foundation



# OUR FUNDRAISING EVENTS

## ONE NIGHT FOR ONE DROP 2019

LAS VEGAS, USA

In March 2019, the seventh annual One Night for One Drop imagined by Cirque du Soleil event, presented by MGM Resorts International and COLGATE at the “O” Theatre of the Bellagio Resort & Casino, drew a star-studded crowd for a one-night-only soirée benefitting One Drop. This edition of One Night for One Drop mesmerized the audience with an emotion-packed, sold-out performance that took spectators on an empathetic journey inspired by the themes of human connection, friendship, beauty, nature, love, and loss — all in an aquatic setting.

The credits are just as impressive; co-written and directed by André Kasten and Leah Moyer; imagined by Cirque du Soleil; and choreographed by Alexander Ekman, Andrew Winghart, and Keone and Mari from World of Dance. Highlights included three spectacular compositions performed live by Academy Award winner Hans Zimmer, among them a specially adapted piece from the award-winning film *Interstellar*, and a performance by Las Vegas headliner Blue Man Group, music by Michael Brennan and AnnMarie Milazzo.



A PROFOUND  
**THANK YOU**

TO ALL SPONSORS, DONORS,  
AND ATTENDEES.  
AND TO ALL OF THE CREATORS,  
THE CIRQUE DU SOLEIL CAST AND CREW,  
AND ALL GUEST PERFORMERS FOR THEIR  
TIME, ENERGY, AND GENEROUS SUPPORT.

Thanks to all of you, One Night for One Drop raised contributions  
of more than US\$6M this year and US\$40M since 2013 in support  
of One Drop's water initiatives



# ONE DROP X POKER INITIATIVES

FROM LAS VEGAS, USA TO LONDON, UK

The seventh edition of **The Little One for One Drop** charity tournament held in Las Vegas during the World Series of Poker (WSOP) in July 2019 raised an impressive US\$693,428 for One Drop, breaking all previous records. A total of 6,246 players participated in the tournament, with each one donating to One Drop US\$111 of their US\$1,111 buy-in. A grand total of 937 players won a prize from the prize pool, with James Anderson coming out on top to ultimately claim the WSOP gold bracelet and US\$690,686 prize.

In August 2019, One Drop was selected as one of the recipient non-profits to benefit from **Triton Poker's £1 million buy-in tournament**, "Triton Million – A Helping Hand for Charity Event", which took place in London, UK. Won by Aaron Zang, this tournament had the sixth-largest prize pool in poker history. A total of 54 players gathered for this iconic event and, thanks to their generous donated entry fee, a staggering US\$523,908 was raised for One Drop.

# ONE DROP X PHILLIPS

NEW YORK, USA

Sharing a common vision of making this world a better place, One Drop and Phillips auction house were proud to renew their collaboration after the success of Art for One Drop.

In December 2019, **Phillips' annual New York Jewels auction** included a very special lot to benefit One Drop: a custom 24K-gold and sterling-silver rock-quartz cabochon ring created and donated by prominent Turkish artisan Sevan Bıçakçı. The lot also included a unique drawing of the ring, an exclusive meeting with the artist to enjoy a visit of Istanbul's architectural landmarks, and a Bosphorus cruise tour aboard his private yacht. We thank the artist for his tremendous support and generosity in donating such a special lot to benefit the cause of safe water worldwide.







## 22 COUNTRIES IN EUROPE AND ASIA

In 2019, One Drop and METRO AG joined forces with participating METRO suppliers in an innovative three-year partnership designed to tackle the issue of safe water access in India, one of the countries most deeply affected by the global water crisis.

The **METRO Water Initiative** includes an annual two-week in-store campaign held at METRO wholesale stores throughout Europe and Asia. Around mid-March, in recognition of World Water Day, a percentage of sales from selected products is donated towards initiatives that improve access to safe water and sanitation in the State of Bihar, India. In 2019, the annual campaign was held in 22 countries and raised more than US\$330,000.

The METRO Water Initiative will help transform the lives of 500,000 people and is proof that cross-sector collaboration can be a major impetus towards reaching the United Nations Sustainable Development Goals.

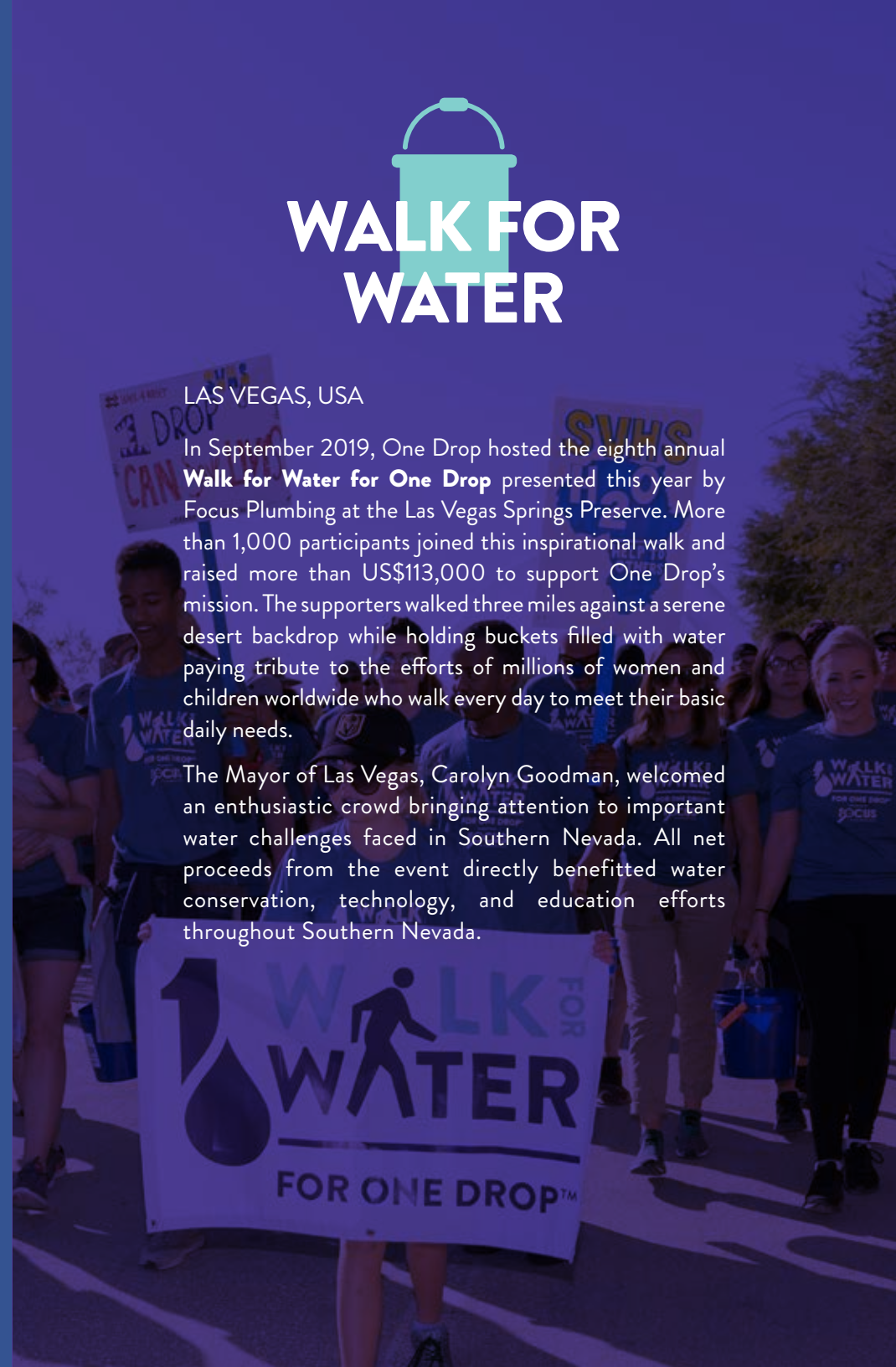


# WALK FOR WATER

## LAS VEGAS, USA

In September 2019, One Drop hosted the eighth annual **Walk for Water for One Drop** presented this year by Focus Plumbing at the Las Vegas Springs Preserve. More than 1,000 participants joined this inspirational walk and raised more than US\$113,000 to support One Drop's mission. The supporters walked three miles against a serene desert backdrop while holding buckets filled with water paying tribute to the efforts of millions of women and children worldwide who walk every day to meet their basic daily needs.

The Mayor of Las Vegas, Carolyn Goodman, welcomed an enthusiastic crowd bringing attention to important water challenges faced in Southern Nevada. All net proceeds from the event directly benefitted water conservation, technology, and education efforts throughout Southern Nevada.



# FINANCIAL HIGHLIGHTS

Thanks to Guy Laliberté's financial commitment covering our administration expenditures,

**100%**

of contributions from corporations and foundations, as well as donations from individuals, go directly to One Drop's programs.

**2019  
GENERATED  
FUNDS**

---

**US\$7.324  
MILLION**

**2019  
PROJECT  
FUNDING**

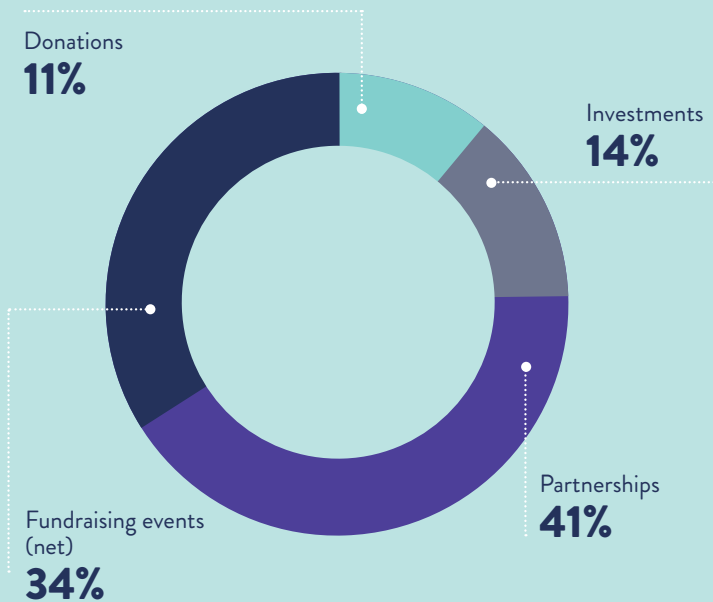
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**US\$9.098  
MILLION**

## SOURCES OF FUNDS

(IN MILLIONS OF USD)

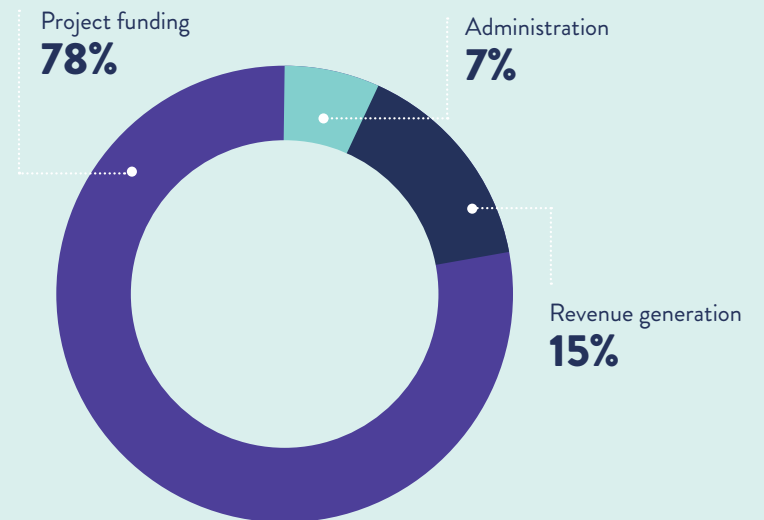
Fundraising events (net)	\$2.481
Partnerships	\$3.004
Donations	\$0.801
Investments	\$1.038
	<hr/>
	<b>\$7.324</b>
Deferred contribution mainly from Art for One Drop auction	\$2.190
	<hr/>
	<b>\$9.514</b>
	<hr/>



## USE OF FUNDS

(IN MILLIONS OF USD)

Project funding	\$9.098
Revenue generation	\$1.787
Administration	\$0.837
	<hr/>
	<b>\$11.722</b>
	<hr/>



# THANK YOU

FOR BEING SUCH AN IMPORTANT PART  
OF WHAT WE ACCOMPLISH YEAR AFTER YEAR!



2019 was another year of impact.

Our distinguished project partners and our generous donors are essential to that success. Without them, we would not be where we are today.

Tackling water issues requires joint efforts on a global scale. We are very encouraged by the progress that has been accomplished over the past decade and we are hopeful about the future of ensuring sustainable water access and sanitation for communities in dire need. To achieve our goals, we work with a carefully selected group of executing partners, development agencies, local governments, like-minded foundations, and visionary corporations. By working in concert with these multiple partners, One Drop is able to leverage every dollar we raise.

We have come a long way since our founder Guy Laliberté embraced global water issues as a personal cause. Thanks to his financial commitment covering our administration expenditures, 100% of contributions from corporations and foundations, as well as donations from individuals, go directly to One Drop's programs.

Further, the impact of the alliance we have with Cirque du Soleil, our founding partner, is exceptional. Our mutual commitment and continuous collaboration serve as an everyday inspiration and allow us to think and create worldwide fundraising and campaigns that go far beyond the expected.

Our supporters come from all walks of life and include visionary organizations and brand partners who join forces with us in various ways—from project funding, to sponsorships, to organizing awareness campaigns, to leveraging their social media platforms for the good of One Drop initiatives.

To all our valued donors, esteemed partners, ambassadors, and cherished volunteers: THANK YOU.

## THE LIST BELOW IS A GLIMPSE OF THE VISIONARY COMMUNITY WE HAVE THE PRIVILEGE OF COUNTING ON.



PHILLIPS



Global Affairs  
Canada

André Desmarais & France Chrétien Desmarais • André Saint-Jacques • Bearfoot Bistro • Bennett Family Foundation • Colgate-Palmolive Company • Mr. & Mrs. James George Coulter • Daniel Gauthier • Daniel Lamarre • Diane and Timothy Madden • Don & Lorie Forman and the Forman Automotive Network • Gianni Kovacevic • Kateri da Silva • Jean-François Eap & Jennifer Zhang • Outbox Technology • Robert Blain • Shannon & George Argyros Jr. • Shulman Family Foundation • Tata Trusts • Treasure Island – TI Hotel and Casino • Triton Poker • WaterAid America • WaterAid Canada • XPV Water Partners

### **BRAND PARTNERS**

In 2019, we strengthened our relationships with many brand partners. It has been a pleasure to join forces with such remarkable artists and organizations as Audemars Piguet, Sevan Bıçakçı, Valmont, and tabl'eau.

### **IN-KIND PARTNERS**

In 2019, we benefitted in numerous ways from the expertise and contributions of valued in-kind partners such as Audemars Piguet, Blakes, Bombardier Business Aircraft, Carol Joy London, Cashman Photo Enterprises, COMO Hotels and Resorts, Deloitte Canada, Encore Event Technologies, Gary Vaynerchuk, Kent & Boska Greenawalt, Kirvin Doak Communications, KB Home, NetJets, NCM America's Movie Network, O'Gara Coach Beverly Hills, Richard MacDonald, Singita, Solotech, Southern Glazer's Wine & Spirits, Valmont, and TRH Prince Charles and Princess Camilla of Bourbon-Two Sicilies, Duke and Duchess of Castro, among others. We are thankful for their empowering support!

### **PROJECT PARTNERS**

#### **Current Executing Partners**

Centre for microFinance • Centre de cooperation internationale en santé et développement (CCISD) • CowaterSogema International • Fundación PLAN • Fundación Moisés Bertoni • Living Water International • Makivik Corporation • WaterAid India • WaterAid Mali • WaterAid Nicaragua • Water For People

#### **Current Social Art Partners**

Akshara Fine Arts Society • Antropomorfosis • Artistas Trabajando • Ashish Ghosh • Asociación Agencia de Comunicaciones del Pacífico • Teatro Titeres Armadillo • Caja Lúdica • Centre Culturel Kôré • Chilemba Communication Consultants • Chindime and Stars Theatre (CAST) • Chitransh Sarde Rang Manch • Cooperativa de Arte CEIBO, R.L. • Asociación Cultural Crear en Libertad • Grupo de Teatro El Bosque • Espace Culturel Gambidi • Fundación Todo por el Cine • Future Kind • Imaginartes Cía • Jakairá • Karmuk Swayam Sevi Sansthan • Lalu Ram and group • Machincuepa Circo Social • La Fundación Maestros del Entretenimiento • Mujeres Creativas Lapta Yula • Nand Lal and group • Navjyoti Grameen Seva Sansthan • Navya Foundation • Pablo Durán and his group of artists • JCM Producciones • Shri Krishn Kala Manch • Skeffa Chimoto & The Real Sounds Band • Story Workshop Education Trust (SWET) • Teatro La Guagua • The Performers • Asociación TIERRANUESTRA • Tiliches del Baúl • Teatro de Marionetas Traca Traca • Tupiq A.C.T. • Zaluso Arts • Zankistas Fuego y Son

Photo credits: Kannagi Khanna, Jimmy Hamelin, Raisa Mirza, Heidy Cabrera/Armadillo Group, Terry Hughes, Comunicaciones Fundación PLAN, CCISD-PRISMA, CA Cormier, Eduardo Rodriguez/WaterAid, Guilhem Alandry/WaterAid, Jade Productions, Water For People, Makivik Corporation, Erik Kabik, Cashman Photo Enterprises, and Kemal Olca.

## 2019 BOARD OF DIRECTORS

One Drop's Board of Directors, whose members are elected, is composed of recognized leaders from both business and philanthropic communities who have each demonstrated a strong commitment to the cause of safe water, sanitation, and hygiene for all. Board members cover a broad range of expertise and provide advice and counsel to One Drop's executive management team on a wide range of policies and strategic matters. One Drop rigorously applies best practices of good governance in compliance with the principles of accountability, integrity, equity, and transparency.

**GUY LALIBERTÉ**  
Chairman of the Board



**FRANCE CHRÉTIEN  
DESMARAIS**  
Vice-Chair of the Board



**ROBERT  
BLAIN**



**CLAUDIA  
BARILA**



**JONATHAN  
TÉTRAUULT**



**FILIPPO  
MARCHINO**



**JERRY  
NADAL**



**KATERI  
DA SILVA**

## EXECUTIVE MANAGEMENT TEAM

**MARIE-ANNE TAWIL**  
Chief Executive Officer

**VÉRONIQUE DOYON**  
Chief Program Officer

**SANDRA HECTOR**  
Director, Talent Management

**ANDRÉ LÉGER**  
Chief Financial Officer

**ALEXANDRE MEUNIER**  
Chief Marketing and Events Officer

**ELENA SANTAGATA**  
General Counsel & Corporate Secretary

**TOGETHER,**  
**LET'S CONTINUE**  
**TURNING WATER**  
**INTO ACTION**



[onedrop.org](https://onedrop.org)