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# MISSION

**ONE DROP**—an initiative of Guy Laliberté, Founder of **Cirque du Soleil®**—fights 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.

# VALUES

1

# 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 lifesustaining resource for future generations.

# SOLIDARITY AND SHARING OF WEALTH

2

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.

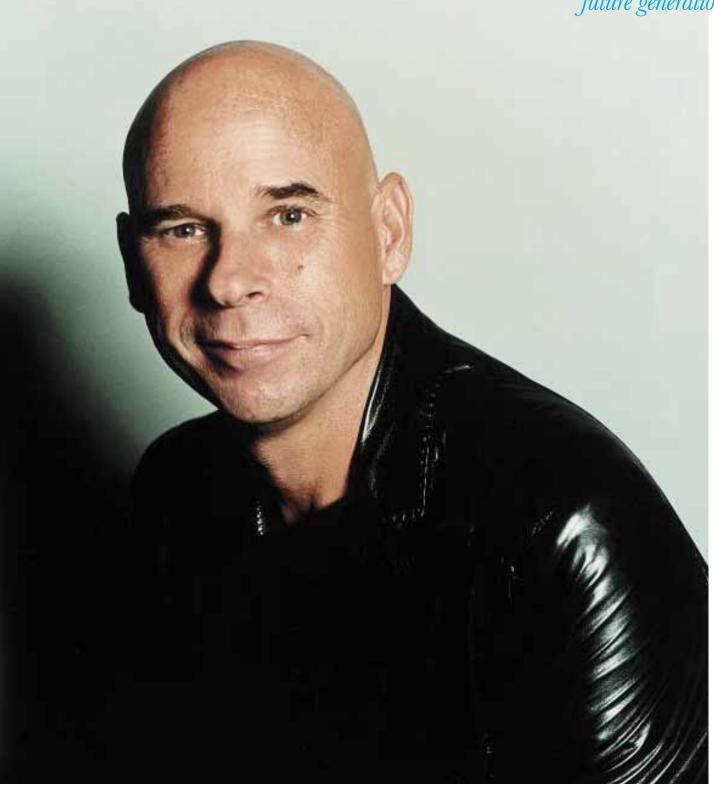
# TRANSPARENCY AND INTEGRITY

4

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.



"I will continue to lend my voice and use our creativity to make our dream come true, one drop at a time, one step at a time, for future generations."



# WORDS FROM THE CHAIR AND EXECUTIVE DIRECTOR

When ONE DROP was launched in 2007, I expressed our desire to develop a new approach that would create a ripple effect. This approach would combine concrete, sustainable projects in the field and raise awareness through original, artistic projects. Since then, we have fine-tuned our method and, most importantly, we have completed our pilot projects and assessed their effectiveness—in terms of the results regarding both the target families and the thousands of people who support us and are dedicated to taking real action.

In 2009, the Poetic Social Mission placed ONE DROP on the world stage, giving it major recognition and confirming its unique positioning in its use of artistic language to drive home an important message. I had not expected the Poetic Social Mission to offer concrete possibilities. As I made my way back down to Earth, a new artistic project took shape before my eyes: GAIA. It is how I saw our planet from space. Having this unique vantage point touched me deeply. My perspective was very different. I got to see Earth in relation to its vast universe. Such a small and fragile planet, with just a thin protective membrane. But as I looked at the Earth, I also saw how powerful it is compared to the human species. It expresses itself with volcanoes and hurricanes, and reminds us that it will outlive us all. I witnessed its importance and beauty, and the need to take good care of it. GAIA is my artistic account of Earth's beauty.

GAIA is a new artistic project that will allow ONE DROP to raise awareness and provide financial support for our new projects in the field. I am very happy that we are now able to expand our efforts into new territories. This new milestone in our short history is a testament to your dedication and your determination to make a difference.

I will continue to lend my voice and use our creativity to make our dream come true, one drop at a time, one step at a time, for future generations.

Guy Laliberté Chair

Water is a force of creative development that helps break the cycle of poverty. When people have easy access to water, they have more time to devote to activities for improving their living conditions, such as going to school or learning a trade. Food security, health, education and earning a living wage also depend on access to water. We must therefore continue to act in favour of water for all.

In 2010, ONE DROP saw the positive results of its three years of operation. ONE DROP enjoyed impressive media coverage in relation to the Poetic Social Mission of 2009, allowing it to reach 878.8 million people in 71 countries. Furthermore, some three million human beings have now been exposed to ONE DROP's awareness messages through its campaigns. In addition, thanks to generous donations from friends of ONE DROP across the globe, we have given some 25,000 people access to water. These people have used this creative force to break the cycle of poverty.

Through its projects, ONE DROP continues to use the language of art to ensure the message is heard. ONE DROP's five-year pilot project in Nicaragua ended in 2010, achieving the anticipated results. The ONE DROP projects now under way in Honduras, El Salvador and Haiti are right on track. Also in 2010, we planned another development phase that will soon be taking ONE DROP to work in India and West Africa. We have furthermore planned the expansion of the network of ONE DROP affiliates so it will soon be deployed in Spain and Switzerland. Finally, the multisensory experience AQUA, already seen by nearly 200,000 people, is off to New Zealand to continue raising awareness of water-related issues.

I would like to thank the founding partners of ONE DROP—*Cirque du Soleil*, the Royal Bank of Canada, the Prince Albert II of Monaco Foundation and Oxfam—as well as all friends of ONE DROP.

Lili-Anna Pereša Executive Director

# A WORD ON GOVERNANCE

# ONE DROP SETS ITS SIGHTS ON OTHER HORIZONS

ONE DROP is firmly committed to demonstrating transparency, both in terms of its actions and its accountability. This is why the organization calls on trustworthy people to support and guide its ideas and decisions. Above all, ONE DROP seeks to show respect to its partners and donors and the people who take part in its projects.

# ONE DROP'S INTERNATIONAL HEADQUARTERS

ONE DROP Canada serves as the organization's international headquarters. Administration for development programs and international cooperation is also centralized there, for the sound management and optimization of the considerable financial, human and material resources required for their accomplishment.

### MANAGEMENT TEAM

The management team at ONE DROP international headquarters harnesses its wealth of expertise for its daily activities. 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 Danielle Valiquette, Interim International Cooperation

and Development Director

Catherine Loubier, Director of Communications Alexandre Meunier, Director of Development and Corporate Partnerships

**Nicole Ollivier,** Director of Awareness and Mobilization Programs



# ONE DROP CANADA

# BOARD OF DIRECTORS

The ONE DROP Canada Board of Directors includes six members elected during 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, Chair France Chrétien Desmarais, Vice-Chair Clément Guimond, Secretary Robert Blain, Treasurer Claudia Barilà, Trustee Claude Laverdure, Trustee

### **GOVERNANCE COMMITTEE**

This committee was set up by ONE DROP in May 2010. It ensures that the ONE DROP Board of Directors applies governance best practices.

# SCIENTIFIC COMMITTEE

This advisory committee comprises four members from some of the world's leading universities and public institutions. It shares its expertise with the Board of Directors on water issues and knowledge transfer.

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



## FINANCE AND INVESTMENT COMMITTEE

This committee ensures that ONE DROP observes sound financial ethical principles, applies good financial governance and manages its investment portfolio prudently and efficiently.

Robert Blain, Chair Robert Bélisle Jacques Faille

### AUDIT COMMITTEE

This committee is responsible for guiding the Board of Directors in monitoring the organization's financial information reporting process. Committee members are the same as those listed above.

#### **PROGRAM COMMITTEES**

ONE DROP enjoys the invaluable support of many people who possess considerable expertise and experience. These experts make up the International Cooperation and Development Program Management Committee, the Awareness and Mobilization Program Management Committee and the Philanthropic Development Committee. Their goal is to support members of the management team in performing their duties and to make recommendations to the Board of Directors of ONE DROP Canada with respect to the orientations and strategies adopted, as required.

#### AFFILIATES

ONE DROP is undertaking innovative awareness-building and mobilization activities in Canada, the United States, France and the United Kingdom. ONE DROP affiliates also participate in fundraising, an essential activity for realizing the organization's dream of providing everyone with access to water, today and tomorrow. An international committee formed by a representative from each affiliate was created so as to coordinate the efforts deployed by its members.

# **ONE DROP FRANCE**

Laurent Dassault, Chair Lili-Anna Pereša, Secretary Arnaud Vial, Treasurer Patrick Bruel, Administrator Maud Fontenoy, Administrator

# ONE DROP UNITED STATES (TRANSITION COMMITTEE)

Robert Blain France Chrétien Desmarais Karen Gay

# ONE DROP UNITED KINGDOM (TRANSITION COMMITTEE) \_\_

Robert Blain France Chrétien Desmarais Clément Guimond THE VARIOUS BOARDS OF DIRECTORS COMPRISE THE FOLLOWING MEMBERS:

WHAT IS GOVERNANCE?

ONE DROP defines governance as an organization's exercising of authority, guidance and control to ensure that its mission is accomplished, by seeing to its organizational efficiency through sound management of its activities in terms of accountability, planning, transparency and participation.

# WATER, A CREATIVE DEVELOPMENT FOR

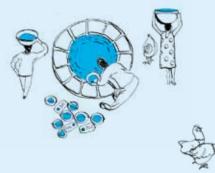
Poverty robs humans of their dignity. Water is a creative development force that helps break the cycle of poverty. When people have easy access to water, they have more time to devote to activities for improving their living conditions, such as going to school or learning a trade. Food security, health, earning a living wage and equality between men and women also depends on access to water, hence the importance of acting in favour of this issue now!

# **DEVELOPING COUNTRIES**

In developing countries, ONE DROP projects are part of a "tripod" approach based on three complementary components: a first technical component aimed at improving access to water and promoting responsible water management and preservation; a second microfinance component for granting loans to populations who already have better access to water in order to start productive revenue-generating activities (thus ensuring project sustainability); and finally, a third social arts and popular education component designed to raise collective awareness as well as educate and mobilize the population on water-related issues.

Do you know which criteria guide ONE DROP in choosing a project's location in developing countries?

- Lack of access to water
- The existence of good local governance
- The existence of an organized civil society
- The possibility of obtaining tangible, measurable results



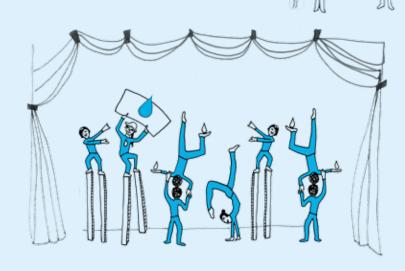


I help build a well.

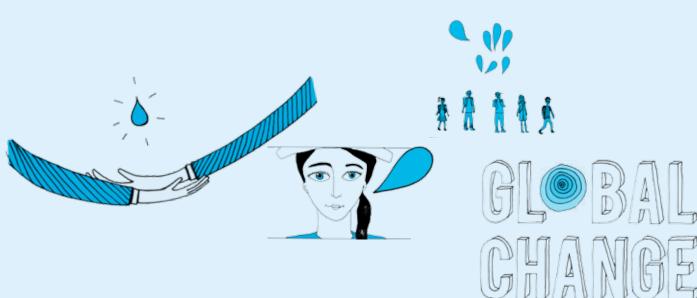
- I take part in a performance about smart water practices.
- I feel good about myself. I teach my siblings the drip irrigation techniques I learned. Our farm begins to flourish. I help my mother find a loan.
- We use the loan to expand our farm.
- Our farm inspires other women and we start a market
- The world around us blossoms. It starts with just ONE DROP.



In order to produce a significant regional impact and maximize the financial, human and material resources required to carry out integrated water access and sanitation projects, ONE DROP advocates a "country cluster" intervention strategy in Latin America, West Sub-Saharan Africa and Southeast Asia.



# CE



# **DEVELOPED COUNTRIES**

In developed countries, ONE DROP's playful, educational and inspiring activities are aimed at raising individual and community awareness of water-related issues, both on a local and international level, and of the need to mobilize. In addition, these activities urge each and every one to use this precious resource responsibly.

Convinced that a global, integrated approach is required to accomplish the dream of "water for all," ONE DROP puts the issue of water at the forefront of public debate through its actions. Thanks to the strength of Guy Laliberté's voice and our many representations, ONE DROP is also capable of showcasing its vision of water-related issues and its distinctive approach via conferences and certain global discussion platforms.

In all of its initiatives, ONE DROP has chosen to use arts and culture to reach, educate, inspire and mobilize people in support of water for all.

"ONE DROP is concerned about the shale gas issue, especially since we advocate access to clean drinking water. However, we must keep our eyes and ears open. I am convinced that we do not currently have all the information we need to make an informed decision on its exploitation."

Interview with Guy Laliberté by Radio-Canada, October 26, 2010.

I see a show about the water crisis. It makes me understand how precious water really is. I stop running the water when I brush my teeth. My brother asks why. I tell him and he tells the school. The teachers tell their classes. The students tell their families. Families turn to cities. Cities become countries. Countries make up global change. It starts with just ONE DROP.



# WATER FOR

# AQUA

Water is a great traveller, and its course around the world is governed by the rhythm of the water cycle. As it moves, water brings life. Water is present in every culture. It is found inside all living beings, in the air they breathe and in the ground on which they walk.

The amount of fresh water that allows life on Earth to flourish has remained the same since the dawn of time. We drink from the same source as our great-great-grandparents before us. We are the guardians of this resource on behalf of future generations and if we take good care of this priceless gift, our great-great grandchildren will be able to do the same.

Although most people enjoy relatively easy access to enough water to meet their basic needs, there are still close to a billion human beings today who are forced to go to great lengths every day to get a few litres of often contaminated water. These inequalities cannot be attributed solely to climatic differences. In actual fact, these inequalities are more often than not the result of decisions taken by all of us, within our communities, with regard to sharing wealth: the financial, human and material resources that could allow everyone to live in dignity and good health.

In developed countries, the main tool for sharing this critical information, created by ONE DROP in 2009, is called AQUA: A Journey into the World of Water. ONE DROP guides visitors through this touring multisensory experience, where they become aware that everything we do has an impact: on water, on other people, on the world of today and tomorrow. Together, in global solidarity, we have both the power and the responsibility to act!

Water for all, all for water.

## WATER FOR ALL, ALL FOR WATER

- Water is essential to life. It is everywhere.
- Water is unevenly distributed and unequally accessible. It is ever more contaminated because o how we use it.
- We have the power and the responsibility to take real action so everyone has access to safe water, today and tomorrow.



"Ohhh. . . So water is essential to life, otherwise we wouldn't be able to live." Antoine, 7 years old, while going through the water curtain, Ottawa.



"I realized that we consume a huge amount of water here. We waste a lot of water when in other places, some people have very little. It's really difficult to imagine a situation like that as it doesn't directly affect us." Anne-Catherine, 15 years old, Quebec City.

"We just went to see AQUA. It was really moving—I cried!" Geneviève Lagrange, Facebook.

"We went in July and really loved it. For me, it was the interactive aspect that made it such a marvellous and memorable experience. The kids also had lots of fun playing around with the drops of water!"

Jacqui Tondreau, Facebook.





# HONDURAS PROJECT CAN \$5,200,000 | 2008-2011

rested Lime span

If someday you happen to be in the neighbourhood of El Rincon, a community in the Nacaome municipality, take the time to visit the small farm of Los 3 Mangos. This is where ONE DROP and Oxfam-Québec are backing seven families, including the owner of the small farm and his wife—Jose Antonio Ortiz and Vidalina—along with six of their children.

Antonio is proud of his region's agricultural success. The water access projects do much more than just feed families—they provide food security. Antonio sees this every day. Thanks to the efforts made by his family, their neighbours, ONE DROP and Oxfam-Québec, the community's harvests are more abundant and diversified. They get up to three harvests a year, with a greater variety of fruits and vegetables. A source of water was recently rehabilitated and provides the gardens with safe water. Antonio's family now has an irrigated garden, a cistern, renovated sanitation facilities, an energy-efficient stove, water filters and a composter. David, the eldest child, is studying agricultural technology nearby. There is no doubt that he will also one day work for Los 3 Mangos and other small farms that need his expertise. "I was impressed to see that families manage to overcome their poverty. They are no longer in survival mode. Thanks to the agricultural techniques learned (e.g. drip irrigation and crop rotation), women can now feed their families and sell a part of their harvest to make a bit of money."



# WATER FOR

# CULTIVATION



PROJECT EL SALVADOR

CAN \$5,100,000 2010-2013 time span

In the municipalities of Cacaopera and Corinto, located in Morazán-the poorest and most arid department in El Salvador—one out of every two families must struggle with relative to extreme poverty. Here you will find the country's highest illiteracy rate (33%) and lowest monthly household income, at US \$296. As this region borders the area targeted for Project Honduras, ONE DROP decided that it would be pertinent to expand its efforts here in 2010, especially since most families living in these municipalities grow staple crops and practise small-scale livestock farming; as these activities depend on access to water, their yields are not sufficient to ensure food security. The lessons ONE DROP has learned in Nicaragua and Honduras have convinced it of the soundness of its distinctive integrated approach, which uses water as the driving force towards the sustainable development of at-risk communities. This is why the organization stakes so much on acquiring adapted rainwater capture and irrigation systems, instilling good water management habits and providing appropriate equipment to enable families to increase yields in order to meet their basic needs and, eventually, generate production surpluses. Through Project El Salvador's microfinance component-and in cooperation with its partners and the families themselves-ONE DROP has identified profitable, adapted alternative activities and also promoted the sale of surplus produce on local and regional markets and the diversification of livestock. For rural communities, microfinance opens the door to traditional financial institutions and brings hope for a better, more dignified and more fulfilling life.

Ivania, a woman in Nicaragua, tells us: "We bought a scale. Every week, women from the village get together to pool their surplus produce. One of us then goes to market to find out what the competition is like and to set a price. As we go by bus, the driver reserves some seats for us at the front—he wants the first pick of the vegetables for himself." For a family, tending a vegetable plot requires about four hours' work a day, but it is truly worth the effort. "I don't ever want to be poor again," she declares.





## WHAT IS MICROFINANCE?

Microfinance seeks to provide financial services such as savings, credit and investment as well as nonfinancial services such as consulting and insurance to a low-income clientele:

- Which lacks access to common financial institutions;
- Which is disadvantaged by its geographical location;
- which has lew guarantees of solvency

For these communities, access to microfinance means being able to borrow the money they need to pursue and develop their agricultural and commercial activities and, in so doing, escape poverty.

# WATER FOR

# LEARNING AND ENTERTAINMENT



Just as the Nicaragua Project team was finalizing preparations for preserving the knowledge and making sure that the initiatives implemented over the past five years would be continued by the Nicaraguans, its members were delighted to attend the first show by local troupe Teatro y Agua (HAYTA). Here's their story.

#### HAYTA TAKES OFF

Arising from the social arts and popular education component of the Nicaragua Project, HAYTA could have settled for raising the awareness of close to 23,000 people on the importance of water, and then taken its final bow. Luckily, it chose to continue fuelling the ripple effect it had generated instead. Working with the Asociación de Promotores de la Cultura, its creators have launched a website at http://www. apchayta.com/. They developed a toolbox with a logo and a brochure to promote their educational projects, and results were quickly seen. HAYTA recently won two contracts. The first is for conducting a series of artistic and educational workshops on the children's rights and access to water. The workshops will be implemented in cooperation with Cumuches, a local organization. The second will be carried out in partnership with the international aid organization CARE. The participation of new companies will allow HAYTA to tour five Nicaraguan departments to educate and entertain thousands of people.

#### WALLS HAVE A VOICE

It is said that walls have a voice. ONE DROP believes that they also have a voice in calling for access to water for all, today and tomorrow. These walls are found a few minutes from Parliament Hill in Ottawa, the location of a 13.7- by 7.6-metre fresco by renowned Nicaraguan mural artist Julio Cesar Moreno. They are also found in Estelí, where Moreno has painted a mural inspired by typically Latin American imagery. And finally, they are located in La Caserne, in Quebec City, where painter Paul Béliveau has highlighted the beauty and fragility of this resource, under the artistic direction of Robert Lepage.

ONE DROP would also like to recognize the work of its loyal ally MU, a non-profit organization whose mission is to promote and support public art. MU is in charge of the production of the said works in North America. The murals in Ottawa and Quebec City were made possible through the financial support of the RBC Foundation<sup>®</sup>.

For ONE DROP, harnessing the creativity of artists and communities to illustrate the vital and sacred nature of water is second nature! Water inspires artists who in turn inspire communities. It is well known that a work of art can stimulate the imagination, suggest innovative solutions and unite people dealing with a particular issue.



# WATER FOR **CULTIVATION**

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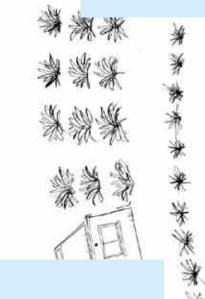
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Access to this vital resource is closely linked to food security. Furthermore, the specific solutions set up and the training given when this access is provided ensure more productive farming and generate additional revenues for families. This brings families ever closer to decent living conditions and realizing their dreams.





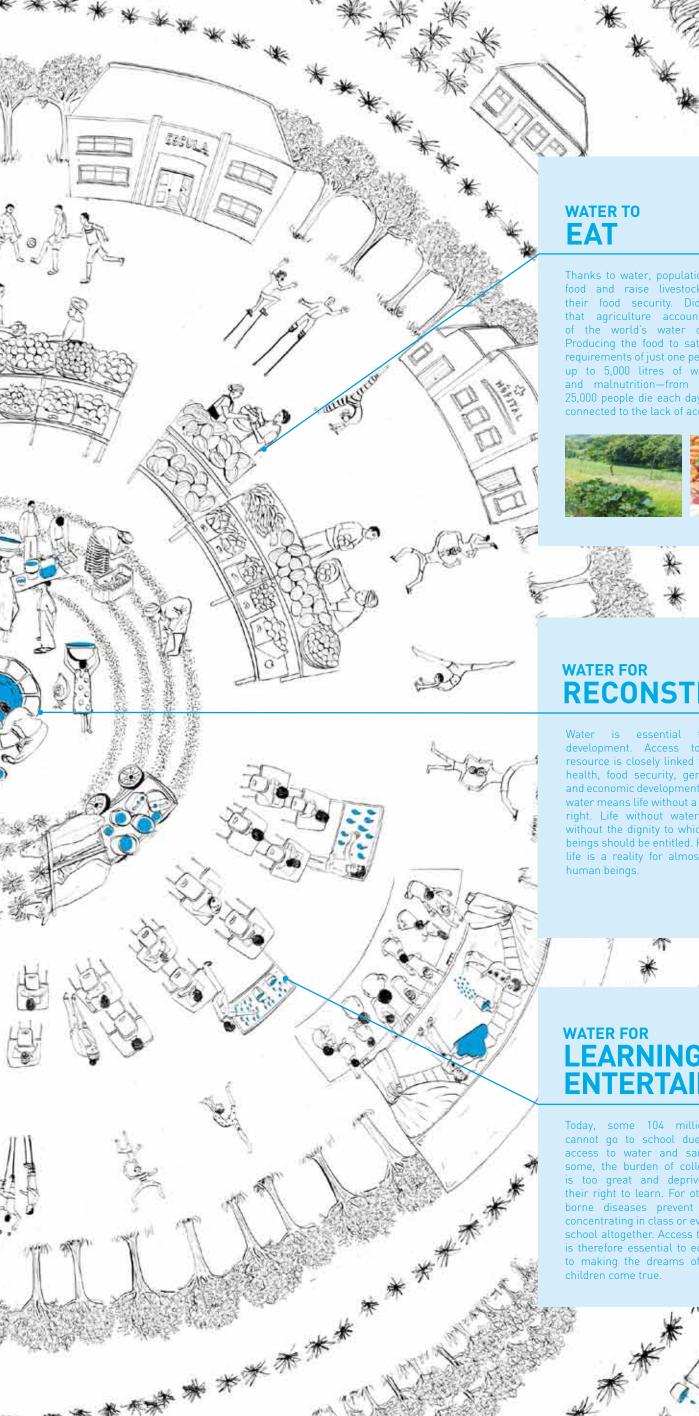


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# WATER FOR

Water is essential for creating and maintaining life. Contaminated water is at the root of numerous deadly illnesses that kill over 3.5 million people every children are the most affected. Some 5,000 children die each day—that's one child every 20 seconds. Access to safe water and adequate sanitation facilities is therefore an essential condition to improving human health and reducing child mortality.





# WATER TO EAT

Thanks to water, populations can grow food and raise livestock to ensure their food security. Did you know that agriculture accounts for 70% of the world's water consumption? Producing the food to satisfy the daily requirements of just one person requires up to 5,000 litres of water. Hunger and malnutrition-from which some 25,000 people die each day-are closely connected to the lack of access to water.



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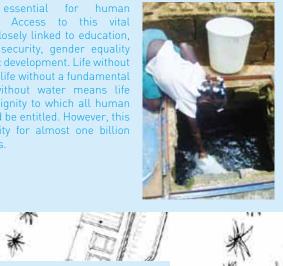
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# WATER FOR RECONSTRUCTION

Water is essential for human development. Access to this vital resource is closely linked to education, health, food security, gender equality and economic development. Life without water means life without a fundamental right. Life without water means life without the dignity to which all human beings should be entitled. However, this life is a reality for almost one billion human beings.



# WATER FOR **LEARNING AND** \* **ENTERTAINMENT**

Today, some 104 million children cannot go to school due to difficult access to water and sanitation. For some, the burden of collecting water is too great and deprives them of their right to learn. For others, waterborne diseases prevent them from concentrating in class or even attending school altogether. Access to safe water is therefore essential to education and to making the dreams of millions of children come true.

WATER FOR

# RECONSTRUCTION



Following the earthquake that struck Haiti on January 12, 2010, at 4:53 p.m. local time, horror turned to dismay as we caught glimpses of scenes that defied description. The distressing pictures coming out of the capital, Port-au-Prince, and its environs showed the devastation wrought on this small country and its proud inhabitants—the guardians of a fascinating culture—who were already living precariously. This was enough for ONE DROP to decide to take immediate action by setting up Project Haiti, developed in partnership with Oxfam-Québec, which seeks to reconstruct and rehabilitate systems to provide sustainable access to water and sanitation facilities to the hardest-hit communities of Léogâne, the epicentre of the quake.

ONE DROP then entered the launch phase for the project, which is a crucial step before implementation. In concrete terms, this consists of making a complete assessment of the site's condition as well as conducting biophysical and socioeconomic analyses of the area. The data collected had to be updated due to two additional disasters, which struck the country in October: Hurricane Tomas and an outbreak of cholera. Hurricane Tomas affected four of the six communities targeted by the project, further degrading the living conditions of their inhabitants. As infrastructures suffered significant damage, certain regions became all the more isolated, particularly in the foothills of the mountains. An outbreak of cholera then swept across the country. By mid-December, the epidemic had affected some 122,000 people, leaving at least 2,600 dead.

Despite these major setbacks, ONE DROP has stayed the course, drawing energy and inspiration from the enduring courage of the Haitian people. Every day, we continue to lay the foundation stones on which this nation will be rebuilt, working side by side with a people who looks resolutely towards the future.

Before the earthquake of January 12, only 19% of the Haitian population had access to adequate sanitation facilities. The earthquake destroyed most of the country's sanitation infrastructure.

# WHAT IS "THE GREAT COLLECTION

# OF WORDS?"

Thanks to "The Great Collection of Words", a creative process developed by Le Théâtre des petites lanternes, one of ONE DROP's partners in Project Haiti's social arts and popular education component, Haitians living in Montreal and in Haiti have attempted to express their thoughts and emotions in the aftermath of the earthquake. They have addressed four different themes: the earthquake, water, reconstruction and the beauty of their country. Using the so-called "condensation method," we went through the texts written by participants and identified raw and colourful expressions that will form the first draft of a script for a multidisciplinary show on the abovementioned themes, placing a particular focus on water.



for pour lot 2000 un To rebuild Haiti, we must unite while showing each other respect. Yom Nouvo Haiti Belle . 0000000 Ou Dlo nan je va fini. - A new Haiti where no more tears will be shed .. 22 Ann panse, Ann Mete Men positiv mon travay la ap fe - Let's think positive thoughts and work together. tout po duple gen more defo - It has been a pleasure to fill these notebooks with our thoughts and feelings. Thank you!

# **REVIEW: THE SEEDS ARE BEARING FRUIT!**

Since it was founded in 2007, ONE DROP has joined forces with hundreds of thousands of people from all walks of life with the aim of creating a powerful ripple effect. Armed with a deep conviction that the dream is within reach, members of this movement work together to build a world where everyone has access to water, always. There is still much to be done on an individual and collective level before this dream becomes a reality—one step at a time in solidarity. Driven by this conviction, ONE DROP and its loyal partners have worked relentlessly over the last three years to directly raise the awareness of

# A QUARTER OF A MILLION PEOPLE

WITH RESPECT TO THE IMPORTANCE OF WATER IN OUR LIVES. THAT IS WITHOUT COUNTING THE

# THREE MILLION HUMAN BEINGS

WHO HAVE BEEN EXPOSED TO AWARENESS MESSAGES CONVEYED BY ONE DROP THROUGH ITS CAMPAIGNS.

In addition, thanks to generous donations from friends of ONE DROP across the globe—US \$2.7 million were committed and US \$37 million raised and pledged to achieving these objectives since ONE DROP's inception we have given some 25,000 people access to water. These people have used this creative force to break the cycle of poverty in which they were trapped.

SINCE ONE DROP'S INCEPTION

# \$41 M

Amount raised and pledged by friends of ONE DROP across the globe.

## **25,000** Number of people now able to enjoy direct access to water and its benefits.

# ONE DROP'S PROJECT NICARAGUA

70 %

# 95 %

of families targeted by this project have reported a reduction in gastrointestinal illnesses associated with contaminated water of women with access to microfinance

local markets have been set up

4

To be more specific, ONE DROP's Project Nicaragua—a CAN \$6.5 million pilot project spread over five years—came to an end in 2010. Today, stakeholders are proud to be in a position to declare: Mission accomplished! In fact, 95% of families targeted by this project have reported a reduction in gastrointestinal illnesses associated with contaminated water; the number of harvests in the targeted region of Estelí has almost quadrupled—ensuring food security for these families; no fewer than four local markets have been set up, where families can sell their surplus agricultural produce; and the percentage of women with access to microfinance has increased from 20% to 70%. We should point out that the invaluable lessons learned throughout this pilot project are already being used to fine-tune the innovative approach taken by ONE DROP in areas targeted by its projects.

# **PROJECT HONDURAS**

time span



In Honduras, ONE DROP focuses its efforts on the Guacirope River basin—an area battling extreme drought due to high temperatures and minimal annual precipitation. This mountainous region suffers from extensive deforestation, which has further deteriorated the soil's capacity to retain water. The area also lacks the resources, materials and infrastructures to collect rainwater. This project directly impacts 1,000 families and will ultimately benefit over 15,000 men, women and children.

PARTICIPANTS: 11,500				
DRINKING WATER FILTERS		750		1,350
REBUILT LATRINES	64			400
SCHOOL GARDENS			19	20
ECOENERGY COOKING STOVES		627		1,000
FAMILY GARDENS		1,01	0	1,350
CISTERNS AND DRIP		1,00	0	1,350
IRRIGATION SYSTEMS				
FRUIT AND FOREST TREES		8,237		13,000
EDUCATIONAL ARTISTIC WORKSH	OPS		75	80
PERFORMANCES OF <i>RIO ABAJO</i> , T SHOW ON THE THEME OF WATER	HE MULTIDISC	IPLINARY	85	170

# **PROJECT EL SALVADOR**

CAN \$5,100,000 | 2010-2013

With its Project El Salvador-whose implementation stage will start in 2011-ONE DROP intends to noticeably improve the living conditions of the rural communities of Cacaopera and Corinto. This initiative will have a direct impact on 12,000 men, women and children. It will furthermore affect the lives of more than 22,000 individuals indirectly through the project's social art and popular education program.

MICROFINANCE (LOANS GRANTED): OVER 400		
DRINKING WATER FILTERS	0	1,800
REBUILT LATRINES	0	300
SCHOOL GARDENS	0	20
ECOENERGY COOKING STOVES	0	200
FAMILY GARDENS	0	1,100
CISTERNS AND DRIP IRRIGATION SYSTEMS	0	1,100
FRUIT TREES	0	7,700
EDUCATIONAL AND ARTISTIC WORKSHOPS	0	162
PERFORMANCES OF A MULTIDISCIPLINARY SHOW	0	200



# **PROJECT HAITI** CAN \$5,200,000 2010-2013

time span

ONE DROP was eager to pitch in and do something concrete to support the courageous reconstruction and rehabilitation efforts made by Haitian men and women in the aftermath of the powerful earthquake that shook the nation on January 12, 2010, and has just completed the preparatory stage of the water access and sanitation project. The objective of this stage was to identify the specific needs and then devise a project that was truly integrated and sustainable. At this time, ONE DROP estimates that 15,500 families will benefit from the building and rehabilitation of community water infrastructures, 15,000 jobs will be created through the Cash for Work and labourintensive activity programs, and 14,600 people will take part in improvement activities for agricultural systems. This project-financed in part by the generous donation of \$1 million from the Royal Bank of Canada, one of our founding partners-will especially target rural communities in the devastated region of Léogâne, the epicentre of the earthquake.

COMMUNITY WATER FILTERS: 6 SERVING 6,000 FAMILIES		
SEEDS DISTRIBUTED TO PLANTERS: 120 METRIC TONNES		
SUPPLY NETWORKS BUILT OR REHABILITATED	0	4
WELLS REHABILITATED	0	160
HECTARES NEWLY CULTIVATED	0	3,500
GREENHOUSES	0	24
TREE NURSERIES SET UP	0	6
FRUIT AND FOREST TREE SEEDLINGS	0	60,000
PERFORMANCES OF A MULTIDISCIPLINARY SHOW	0	275

# **AQUA:** A JOURNEY INTO THE WORLD OF WATER

and nen at th AQUA—a multi-sensory experience for the whole family—dropped creation, this interactive awareness-raising wave of emotions has already carried almost 200,000 visitors along in its wake, having a positive and lasting impact on the things these people do on a daily 200.000



2005 2007 2008 2006 **OFFICIAL LAUNCH OF ONE PROJECT HONDURAS PROJECT NICARAGUA DROP IN MONTREAL** (PILOT PROJECT) 2008-2011 Project Honduras provides access to water and, in so doing, generates growing prosperity among rural communities located in the Guacirope OCTOBER 29, 2007 2005-2010 In working with people living in rural areas of the Estelí region, ONE DROP is consolidating experience and building on existing initiatives.









# 2009

## FIRST *LA SOIRÉE* ONE DROP

MAY 8, 2009

WORLD PREMIERE OF AQUA

MAY 16, 2009



BROADCAST OF MOVING STARS AND EARTH FOR WATER

OCTOBER 9, 2009

# 2010

# PROJECT HAITI

### 2010-2013

Project Haiti was developed with the aim of supporting the reconstruction and rehabilitation of certain areas near Port-au-Prince that were devastated by the earthquake of January 12, 2010.



# PROJECT EL SALVADOR

### 2010-2013

Project El Salvador was created to provide access to water and promote sound management of this resource by the underprivileged rural communities of the Francisco Morazán Department.

# 2011

# **PROJECT INDIA**

#### 2011-2014

In India, a majority of the population lives without access to safe drinking water. ONE DROP is therefore pleased to announce that a region of this vast country has been chosen to be the next site for one of its water access projects.

### COMING SOON...

The year 2011 will be one of great and wonderful endeavours, in which ONE DROP will draw inspiration from the vibrant colours and timeless rituals found in the deepest heart of India, drop anchor in the far-flung ports of Auckland and Sydney, get lost in the labyrinths of a virtual game world, don a fanciful mask and costume to become its own character, and release its creativity into the streets of bustling cities. Intrigued? Good! We cannot wait to tell you more about these fantastic new adventures, which will help keep our dream—of access to water for all, today and tomorrow alive.

# PROJECT BEFORE 2007

- ONGOING PROJECTS
- OUTLOOK FOR THE FUTURE
- ONE DROP AFFILIATES

#### TOURING EVENTS

#### ↔ AQUA: A JOURNEY INTO THE WORLD OF WATER

BEFORE 2010: MONTREAL; 2010: OTTAWA, QUEBEC CITY; AFTER 2010: AUCKLAND, SYDNEY.

Dive into AQUA—a multisensory experience for the entire family. Over the course of a journey divided into three distinct spaces, you will discover water in all its forms and understand why this resource is an essential part of our lives.

### 🖌 ART AND WATER

BEFORE 2010: ESTELÍ [NICARAGUA], PESPIRE [HONDURAS], LANGUE [HONDURAS], SAN MARCOS [HONDURAS], MONTREAL; 2010: OTTAWA, QUEBEC CITY.

ONE DROP calls on the creativity of artists and communities to underscore the importance of water and its preservation. With this in mind, water-themed murals are created in an urban setting.

#### **LA SOIRÉE ONE DROP**

BEFORE 2010: MONTREAL, QUEBEC CITY, SANTA MONICA, TORONTO; 2010: MONTREAL, NEW YORK, QUEBEC CITY, MIAMI.

These benefit events in support of water for all, centred on a performance by *Cirque du Soleil*, are wonderful opportunities to draw the attention of the general public to the issue of water and to raise funds for the cause in some of the world's greatest cities.

# POETIC SOCIAL MISSION

FROM SEPTEMBER 30 UNTIL OCTOBER 11, 2009, INTERNATIONAL SPACE STATION.

Guy Laliberté's ground-breaking, ground-leaving adventure during which he orchestrated Moving Stars and Earth for Water, a unique global event bringing together several personalities in order to raise each and every one's awareness of waterrelated issues.

# FUTURE PROJECTS

BENIN BURKINA FASO MALI CAMBODIA VIETNAM

# FINANCIAL INFORMATION

# **REVENUE AND EXPENDITURE FOR THE YEAR 2010 (U.S. DOLLARS)**

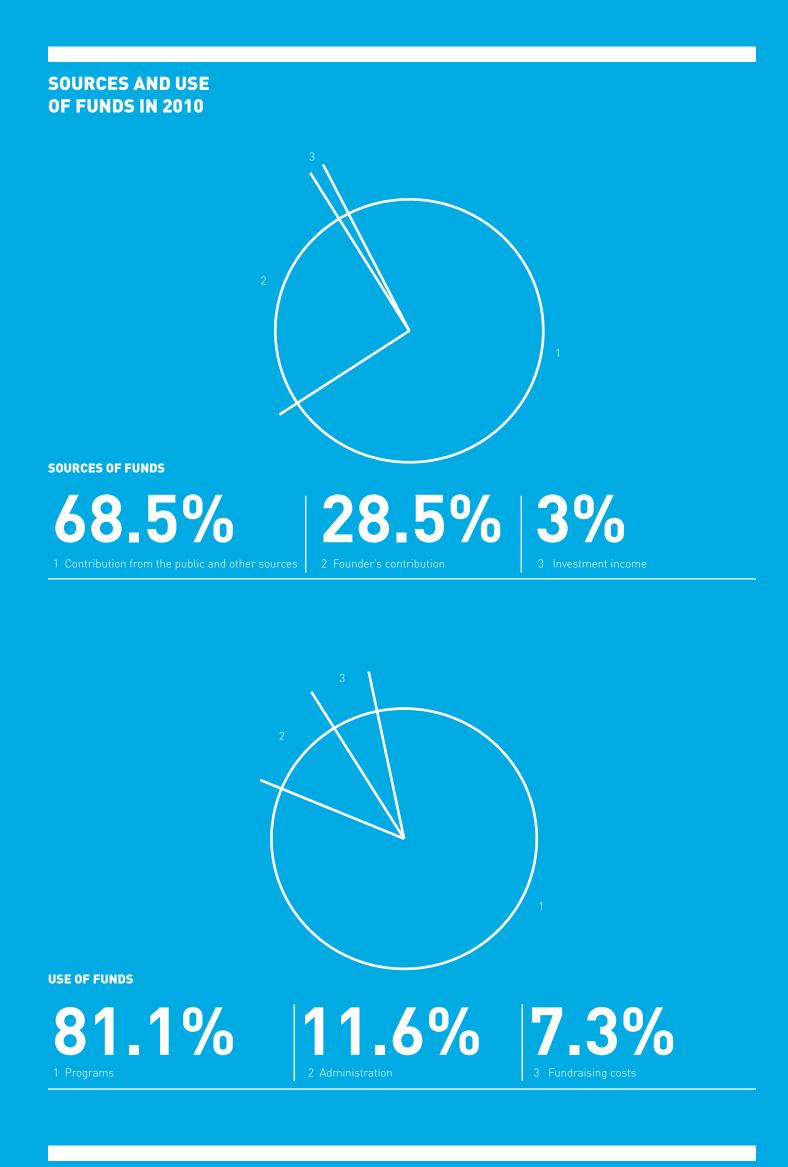
REVENUE	
FOUNDER'S CONTRIBUTION	2,229,312
CONTRIBUTIONS FROM THE PUBLIC AND OTHER SOURCES: Contributions received:	
Benefit events	2,239,153
Individuals	825,797
Businesses	537,191
Foundations Others	1,838,623 787,761
Total of contributions received	6,228,525
Net contributions to projects deferred to the following year	(857,592)
Contributions recorded as revenue for the fiscal year	5,370,933
INVESTMENT INCOME	234,909
TOTAL OF REVENUE	7,835,154
EXPENDITURE	
INTERNATIONAL COOPERATION AND DEVELOPMENT PROGRAMS (Nicaragua, Honduras, Salvador, Haiti and India)	2,977,316
AWARENESS AND MOBILIZATION PROGRAMS:	
(AQUA, CYCL 0, murals painting, interactive game and animated movie	2,578,240
Total of programs	5,555,556
FUNDRAISING EXPENSES	496,146
ADMINISTRATION	795,727
TOTAL OF EXPENDITURE	6,847,429
EXCESS OF REVENUE OVER EXPENDITURE	987,725

This data is taken from the combined financial statements as at December 31, 2010 of the international network of ONE DROP entities, which include ONE DROP Canada, ONE DROP France, ONE DROP USA and ONE DROP UK.

Revenue excludes contributions received for the Continuity Fund. These contributions amount to \$2,718,183, of which \$1,456,169 come from the Founder and \$1,262,014 from other sources.

The expenditures related to benefit events are deducted from the contributions received for these events. In the combined financial statements, these expenditures are presented with development and corporate partnerships expenditures.

An amount of \$459,563 was restricted mainly to programs and an amount of \$169,081 was transferred to the Continuity Fund from the excess of revenue over expenditure.



# FUNDRAISING: BRINGIN WATER TO THE MILL

# **CONTRIBUTION OF GUY LALIBERTÉ**

Guy Laliberté is committed to donating \$100 million over 25 years to ONE DROP. Over this period, half of the contribution will be used to finance projects and cover the everyday administrative costs of the organization, while the other half will be allocated to a fund with the aim of securing the long-term future of ONE DROP. In 2010, Guy Laliberté's contribution to programs and administrative costs was US \$2,229,312. An amount of US \$1,456,169 was also donated to the endowment fund.

# WHEN CREATIVITY AND SOLIDARITY COME TOGETHER: THE CONTRIBUTION OF CIRQUE DU SOLEIL

### **CIRQUE EMPLOYEES**

It is a well-known fact that *Cirque du Soleil* was behind the original drop, the same drop that created the compelling ripple effect in favour of access to water, which means that ONE DROP can today reach out to the citizens of faraway lands. Cirque employees, scattered to the four winds, also spread the message demanding a fairer world, where everyone can make their dreams come true. They also help finance projects organized by ONE DROP through deductions at source—in 2010, US \$220,536 were donated in this way—while some even go as far as using their art to support the organization through their own initiatives.

There is, for example, the IHQ employees' annual fundraising campaign, expertly organized by the Yield Committee. The campaign—which ran from September 16 to November 4—raised the impressive sum of US \$51,142 for Project Haiti. A really exceptional achievement! Whether in the form of the inspirational ONE DROP Fund Sun Run, the innovative Sans-Zo car wash, the silent auction, the colourful souk or the delicious spaghetti dinner, ONE DROP is grateful that it can draw on a united commitment that is as renewable as the energy radiating from the star that gave its name to Cirque. In 2010, a total amount of US \$ 271,678 will therefore have been donated by *Cirque du Soleil* employees to ONE DROP.



### THANKS

Special thanks go to members of the Yield Committee: Marie-Josée Gagnon, Chairperson Maxime Lajoie, Treasurer Geneviève Doré, Secretary Agathe Alie Jaki Ellenby Mélissa Kucbel-Saumier Geneviève Lacoursière Curt McCormick, Head of the Las Vegas committee Patrick Garcia, Head of the Touring Shows committee

ONE DROP would also like to thank Céline Courchesne and Julie Godbout for organizing these various activities, the volunteers who lent them a hand and those men and women who worked behind the scenes to make this campaign a roaring success!

# WITH "POCKET CHANGE," LOOSE CHANGE POURS INTO THE COFFERS!

"When I went to see TOTEM<sup>™</sup> in Montreal with my family, I wanted to give the box office assistant a tip. She refused the tip, but with a fabulous smile, she pointed to a money box and asked me to put my change in there instead. 'The money raised will go to ONE DROP,' she told me, 'a great cause that provides access to water in developing countries and makes communities aware about the correct use of water.' The tour team had clearly told her about the ONE DROP mission and its 'Pocket Change' pilot project. This collection project at the show venue raises about \$250 at every performance, which is how much ONE DROP needs to free someone in Honduras or El Salvador from the cycle of poverty. Thanks to all artists and staff who took part in the collection. The results were ten times better than we expected!" Alexandre Meunier, Development and Corporate Partnerships Director. This year, the efforts of employees on tour as well as the generous contribution of the audience have enabled ONE DROP to collect US \$125,530 in this manner.

G

# WHEN CREATIVITY AND SOLIDARITY COME TOGETHER: THE CONTRIBUTION OF CDS

Working with Outbox, *Cirque du Soleil* developed an online contribution system for spectators to make a donation to ONE DROP when they purchase a Cirque show ticket. This raised US \$87,059 for ONE DROP in 2010.

# LA SOIRÉE ONE DROP: ROLL OUT THE BLUE CARPET FOR WATER!

Thanks to *Cirque du Soleil*, ONE DROP has an exceptional platform to reach out to the whole world. LA SOIRÉE is a golden opportunity to focus the attention of thousands of people on the issue of water and to raise funds through unforgettable performances given by its founding partner in some of the world's greatest cities. ONE DROP uses Cirque's goldmine of inventiveness on a daily basis, putting considerable creative resources to good use; as a result of this partnership, it is able to organize unique local events—a vital ingredient in the success of ONE DROP projects throughout the world.



### ONE DROP PRODUCTS

ONE DROP also benefits from the generous input of *Cirque du Soleil* and the indisputable talent of its artisans in the design of an attractive range of useful products. In 2010, these products—on sale at tour venues and from the online stores at cirquedusoleil.com and ONEDROP.org—not only raised US \$72,842 for the organization, but also allowed thousands of donors to declare loud and clear their support for the ONE DROP mission of giving everyone access to water, today and tomorrow.



### **GLOBAL LEADERS CIRCLE**

Together, we have the power and the responsibility to act. This declaration emphasizes the importance of sharing resources, a value promoted by ONE DROP and enshrined in its mission statement. Made up of influential figures, this group of visionaries want to help build fairer societies by advocating innovative solutions with the potential to lead to tangible and lasting results. By donating one million dollars to ONE DROP-at least 50% of which goes to the organization's endowment fund—these inspirational leaders have chosen to accept the wager that it is entirely possible to break the vicious circle of poverty; when underprivileged families are given the means to live in dignity, they are then in a position themselves to create prosperity for others. Is it not right that every human being should be able to better themselves and to enjoy the resources needed to guarantee a promising future for generations to come?



# **OUR FOUNDING PARTNERS**

As founding partners of ONE DROP, *Cirque du Soleil*, Oxfam, the Royal Bank of Canada and the Prince Albert II of Monaco Foundation have joined forces to fight poverty, taking up the cause of access to water as their primary concern. It is by sharing financial, human and material wealth and thanks to the creativity of all, as well as our common aspirations, that we will achieve our dream of water for all, today and tomorrow.

#### CIRQUE DU SOLEIL

Cirque only had 20 or so performers when it first began in 1984. Today, Quebec-based *Cirque du Soleil* is a leading provider of quality entertainment with 5,000 employees, including over 1,300 artists, who hail from some fifty different countries. *Cirque du Soleil* performs on five continents; it is a veteran globetrotter—just like its founder! Guy Laliberté's many travels over the years have inspired him to become involved in the fight 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. Cirque supports ONE DROP's mission and provides it with numerous services. Its thousands of employees also offer invaluable support on a daily basis through their social engagement. For more information, visit cirquedusoleil.com.

#### OXFAM

International aid association Oxfam has been associated with ONE DROP since 2005 through Oxfam-Québec, and participates in carrying out projects in Nicaragua, Honduras, Haiti and El Salvador. As a leader in humanitarian aid and sustainable development, Oxfam-Québec brings its expertise to bear on the choice of projects and their implementation in the field. For more information, visit http://oxfam.qc.ca/en/home.

#### ROYAL BANK OF CANADA

One of North America's largest financial services companies, Royal Bank of Canada (RBC) boasts a workforce of 79,000 employees, with 18 million clients in 52 countries. Through the RBC Blue Water Project<sup>™</sup>, RBC is a founding partner of ONE DROP, with a commitment of CAN \$10 million over 10 years. Funding from the RBC Blue Water Project will allow ONE DROP to undertake initiatives that improve water access and increase education about the value and vulnerability of the world's freshwater resources. This grant to ONE DROP is the largest sum ever committed to a single organization in RBC's history. To learn more, visit rbc.com/bluewater.

#### PRINCE ALBERT II OF MONACO FOUNDATION

The Prince Albert II of Monaco Foundation (Fpa2) was the first international organization to sign a collaboration agreement with ONE DROP. The Foundation's purpose is to protect the environment and to encourage sustainable development worldwide. Its efforts are focused on three main objectives: climate change and renewable energy, biodiversity, and water and desertification. It supports projects in three main geographic areas including the Mediterranean Basin, polar regions and in the leastdeveloped countries. The Foundation supports the initiatives of public and private organizations in the fields of research, technological innovation and practices that take social issues into account. For more information, visit http://www. fpa2.com/home.html.

# **OUR DONORS**

## **\$1 MILLION AND MORE**

Guy Laliberté Paul & Jacqueline Desmarais RBC Foundation

#### FROM \$100,000 TO \$500,000

André & France Desmarais Gianni Kovačević

#### FROM \$50,000 TO \$100,000

Prince Albert II of Monaco Foundation

#### FROM \$25,000 TO \$50,000

National Bank Financial Group Bombardier Labatt Breweries of Canada Fondation Daniel Lamarre Industrial Alliance Insurance and Financial Services Inc. Ogilvy Renault S.E.N.C.R.L., s.r.l. Outbox Technology Sid Lee Simon Carpentier Société générale de financement du Québec

#### FROM \$10,000 TO \$25,000

ABP Location and Sofa to go Andrei Smirnov **BBDO/ Proximity Canada** Benoit Jutras BMO Financial Group Montreal Canadiens COSSETTE Dan Palikrousis Dessau Felix D. Rappaport Ferrari Maserati Quebec Financière Banque Nationale Fondation René Malo Fonds Achbée Inc. Garival Inc. JUTRAS GROUPE IMMOBILIER Kaizen Sushi Bar & Restaurant Inc. La Presse, Ltée Les Productions Feeling Inc. Letko, Brosseau & Associates Inc. Marc & Tracy Bibeau Mathieu Duguay McDonald's Restaurants of Canada Limited MostWanted Events Navilon Inc. Octane Racing Group Inc. Orange Business Services Prestige Telecom Inc. Quebecor **RBC Dexia Investor Services** Robert Blain Ryan Dellazizzo Samson Bélair / Deloitte & Touche s.e.n.c.r.l. Secor Group David Forest Financial Services Ltd Solotech Inc Transcontinental Inc. Violaine Corradi / Créations Alkimia Wolfgang Entertainment Inc.

## FROM \$5,000 TO \$10,000

Aéroports de Montréal ALCOA : Innovation Ameublements Tanguay André Chagnon BMO Harris Private Banking Boa-Franc NATIONAL Public Relations Charles Moreau Château Bonne Entente Devencore NKF Dominic Champagne Ergonet Inc. Fondation F. Catania Fondation Ultramar François Girard Garaga Inc. Gilles Ste-Croix Groupe Canam inc. Groupe Quintessence Investors Group Financial Services Inc. Journal Le Soleil JTI-Macdonald Le Georgesville Inc. Le Réseau des Sports (RDS) Les Chaînes Télé Astral Les Entreprises Miabec Inc. Mallette, S.E.N.C.R.L., comptables agréés Mario D'Amico Merrill Lynch Canada Inc. Michel Kirouac Multi-Tape (M.T.I.) Inc Pomerleau inc. Pratt & Whitney Canada RAYMOND CHABOT GRANT THORNTON Rio Tinto Alcan Robert Lepage inc. Roche Ltd, Consulting Group Rodney Landi Scène Éthique Inc. Show Distribution group SOPREMA CANADĂ INC. SSQ Financial Group Stein Monast S.E.N.C.R.L. AVOCATS Suzanne H. Pringle, Avocats Trudeau Corporation Inc. Ville de Montréal Ville de Québec

#### **DONATIONS OF SERVICES (\$50,000 AND MORE)**

*Cirque du Soleil* Ergonet Inc. Samson Bélair / Deloitte & Touche s.e.n.c.r.l. Sid Lee

### FRANCE

### FROM \$15,000 TO \$25,000

SAUR

## FROM \$5,000 TO \$10,000

AXA Private Equity Balas Mahey SA Daniel Conte Fondation Daniel Lamarre François Choquette Frederic Banjout Goldman Sachs IMERYS JCDecaux S.A. PDRR GIACALONE Phibor Entreprises SCP Normand, Bresjanac, Notaires

#### **UNITED STATES**

#### FROM \$25,000 TO \$50,000

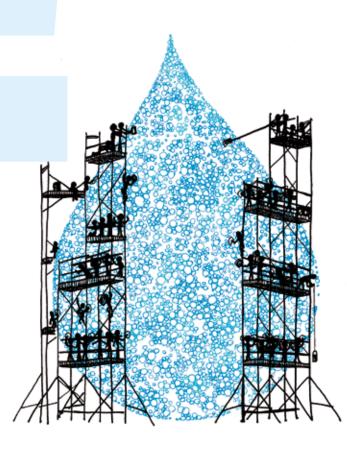
Audemars Piguet (North America) Inc. Bob & Jody Dickinson Fontainebleau Resorts Iacovelli Family Foundation Russell Martin United Capital Market Inc.

#### FROM \$10,000 TO \$25,000

Barry Kringstein Continental Grain Company DFS-Starboard Cruise Services / DFS Group Limited Dwight Anderson Estee Lauder Companies Inc. Florence Kriete & Jorge Arguelles Fondation Daniel Lamarre Fried Frank Harris Shriver & Jacobson LLP Gloria Estefan Foundation Hamilton Sundstrand Jacqueline Desmarais John D. Idol Karim Masri Mr. & Mrs. Dan Friedberg Romero Britto Saguenay Capital Solus Alternative Asset Management Space Adventures Spencer Stuart The Jeffrey A. Altman Foundation The John S. & Amy S. Weinberg Foundation Tom Cabrerizo Trailer Transit Inc. Ugo Colombo

#### FROM \$5,000 TO \$10,000

Solotech Inc Without a paddle LLC







# TO LEARN MORE, VISIT ONEDROP.org

Join us and get involved in support of access to water for all, today and tomorrow.





THIS COPY OF ONE DROP'S 2010 ANNUAL REPORT IS BROUGHT TO YOU BY L'IMPRIMERIE L'EMPREINTE AND LENZING PAPER. ONE DROP WISHES TO THANK THEM MOST WARMLY FOR THEIR PRECIOUS SUPPORT.



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26,751	204	16	894
l of water	kg of waste	mature trees	kg of greenhouse gas emissions