

# TOGETHER, WE TURN WATER INTO ACTION



The One Drop Foundation envisions a better world, where all have access to living conditions that allow empowerment and development. Our mission is to ensure sustainable access to safe water, sanitation, and hygiene for communities facing extreme barriers **through innovative partnerships, creativity, and the power of art.**

In our quest for sustainable change, we work with an ecosystem including funders, partners, local governments, community members, and artists to ensure that all projects mobilize knowledge and demonstrate **impact in Canada and around the world.**

**2 billion**  
PEOPLE LACK  
SAFE WATER  
AT HOME<sup>1</sup>



**17 million**  
WOMEN IN LEAST  
DEVELOPED COUNTRIES  
GIVE BIRTH IN HEALTH  
CARE FACILITIES WITH  
**INADEQUATE WATER,  
SANITATION, AND HYGIENE**  
EVERY YEAR<sup>2</sup>



*“Water is required to deliver almost all other Sustainable Development Goals, from global health to food security, and it is essential for resilience to climate change.”*

Secretary-General of the United Nations,  
António Guterres



We currently support **14 PROJECTS IN 12 COUNTRIES** and are scaling our regional work in Latin America and Canada.



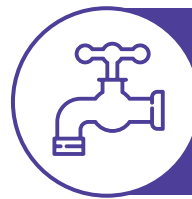
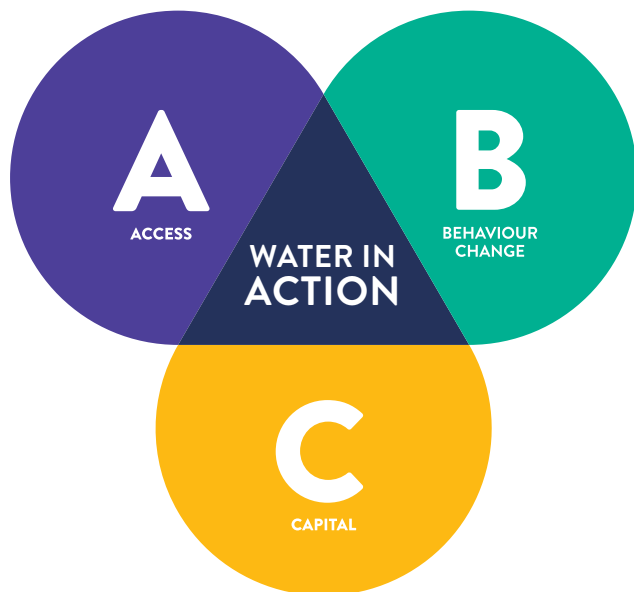
Together, we are improving the living conditions of more than  
**2.7 MILLION PEOPLE.**

1. Joint Monitoring Program, Progress on household drinking water, sanitation, and hygiene 2000-2020 - 2. WHO, 1 in 4 health care facilities lacks basic water services, 2019

# RETELLING THE STORY OF WATER

## A·B·C for Sustainability™ - A Systems Change Model

The One Drop Foundation believes that people—especially women and youth—are at the heart of changing their communities and supports initiatives that promote change through collective action and improving and sustaining the health and well-being of the most vulnerable. This systems-based model is at the intersection of three complementary outcomes:



**ACCESS** — Increasing access to water, sanitation, and hygiene through improved local infrastructure and governance.



**BEHAVIOUR** — Harnessing art and co-creation to inspire and sustain new behaviours and attitudes around water, sanitation, and hygiene through One Drop's *Social Art For Behaviour Change™* (SABC) model.



**CAPITAL** — Empowering entrepreneurs and strengthening local economies, with a focus on women, to secure sustainable access to water, sanitation, and hygiene resources.

Improved infrastructure and technologies offer opportunities, but they must be environmentally responsible, socially-attuned, and accessible for all. There needs to be harmony between **Access**, **Behaviour**, and **Capital** to promote systems change, build resilient communities, and lead to new behaviours.

## WATER & ART EMPOWERS COMMUNITIES!

**Water and art—and the emotions they trigger in people and communities—are necessary for sustainable change.**

Through art, the One Drop Foundation empowers youth, women, and girls to become agents of change through co-designed artistic processes, breaking down barriers, and eliciting an emotional response. The Leaders of Change who emerge from this process act as intermediaries, emboldened to influence long-lasting behaviour change and systemic shifts.

Knowledge alone cannot change water-related behaviours. Science has shown the value of evoking emotion to prompt action.<sup>1</sup> Through creative and participative processes, in addition to working with local artists and art forms, *Social Art for Behaviour Change™* (SABC) interventions are co-designed and implemented with communities.

**ART PROMPTS EMOTION,  
INSPIRING PARTICIPANTS TO  
ACT FOR SUSTAINABLE CHANGE  
IN THEIR COMMUNITIES.**



<sup>1</sup> Heath, Chip & Heath, Dan. *Switch: How to Change Things When Change Is Hard*. Random House, Basic Books, 2010; Haidt, Jonathan. *The Happiness Hypothesis: Finding Modern Truth in Ancient Wisdom*. 2006

# WATER IS THE ESSENCE OF EVERY CHANGE IN THE WORLD

Over 15 years, the One Drop Foundation's work has expanded beyond connecting households and communities to water, sanitation, and hygiene solutions.

One Drop is working towards achieving several United Nations Sustainable Development Goals (SDGs):<sup>1</sup>

## SUSTAINABLE DEVELOPMENT GOALS



Together, let's turn water into SDG action. It is through partnership and working with communities that we can make a lasting impact in Canada and around the world.



One Drop holds a **GOLD RATING**  
from **Candid** (formerly GuideStar) and an  
**A-RATING** from **Charity Intelligence Canada.**



<sup>1</sup> The SDGs are a collection of 17 interlinked global goals designed to be a "blueprint to achieve a better and more sustainable future for all."

\$1

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# MORE IMPACT, TOGETHER

Your donation goes  
**SEVEN TIMES FURTHER!**

Each \$1 donated to the One Drop Foundation unlocks \$7 in actual funding—from project partners, local governments, and communities—and it all goes directly to our water mission, worldwide.

## 2021 USE OF FUNDS

(In millions of USD)

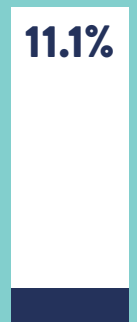
Project funding	\$7,992
Revenue generation	\$1,118
Administration	\$0,897
	<hr/>
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Project  
funding



Administration



Revenue  
generation

# LET'S TURN WATER INTO ACTION

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