



GLOBAL
CAUSE PARTNER
CIRQUE DU SOLEIL
ENTERTAINMENT GROUP



**TOGETHER,
WE TURN
WATER
INTO ACTION**





ONE DROP AT A GLANCE

One Drop™ is an international foundation created by Cirque du Soleil founder Guy Laliberté with the vision of a better world, where all have access to living conditions that allow empowerment and development, today and forever. One Drop's mission is to ensure sustainable access to safe water and sanitation for the most vulnerable communities, through innovative partnerships, creativity, and the power of art.

One Drop and its partners deploy a unique Social Art for Behaviour Change™ approach designed to promote the adoption of healthy behaviours around water, sanitation, and hygiene. This approach uses locally inspired social art programs to empower communities to take ownership of their water projects, which ensures both long-term impact and sustainability.

In order to make these projects possible, One Drop creates and produces novel fundraising initiatives supported by a visionary community of partners and donors. Together, we turn water into action.

WHY WATER?

WATER IS ESSENTIAL TO LIFE, AND ACCESS TO SAFE WATER IS ONE OF THE MOST EFFICIENT WAYS TO SUPPORT INDIVIDUAL AND COLLECTIVE DEVELOPMENT.

2.1 BILLION
PEOPLE DO NOT HAVE
ACCESS TO SAFE
WATER AT HOME

896 MILLION
PEOPLE USE
HEALTHCARE FACILITIES
THAT HAVE NO WATER
SERVICES

NEARLY
570 MILLION
CHILDREN LACK
DRINKING WATER
AT SCHOOL

Sources:

World Health Organization and UNICEF, Joint Monitoring Programme. Progress on Drinking Water, Sanitation and Hygiene 2017 Update and SDG Baselines

World Health Organization and UNICEF, Joint Monitoring Programme. WASH in Health Care Facilities, Global Baseline Report 2019

World Health Organization and UNICEF, Joint Monitoring Programme. Drinking water, sanitation and hygiene in schools: Global Baseline Report 2018

A portrait of Guy Laliberté, a bald man with a grey beard and mustache, smiling. He is wearing a black polo shirt and a necklace. The background is a plain, light grey wall.

“

From the very beginning of this One Drop adventure, I've been amazingly fortunate, having had the opportunity to collaborate with countless artists, companies, and global organizations from all spheres of international development, arts, and business. Leaders of change who join forces and share their efforts, knowledge, and financial resources, united by the common goal of making a difference in the world.

I'm proud to say that today, One Drop and its partners are creating sustainable water projects that truly make the world a better place. One fundraising event at a time, project by project, we get closer and closer to achieving access to safe water and sanitation for all.

Join us! Because together, we really are powerful. Powerful enough to change the world. With sustainability in mind and boundless creativity in our DNA, let's foster positive change. Let's create an impactful partnership. Let's take action now!

”

GUY LALIBERTÉ,

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

WE GO BEYOND BUILDING INFRASTRUCTURE

One Drop ensures that water and sanitation facilities are available and sustainably managed in the vulnerable communities in which we work by providing safe and equitable access to services, activating behaviour change through social art interventions, and supporting market-based solutions. These are the three components we use as a united force to help communities reach their full potential and to create an enabling environment for change.





ACCESS

Access to clean water and sanitation infrastructure has a direct impact on key health, education, and other social outcomes. At One Drop, we go far beyond building wells and latrines. We bring together local leaders, organizations, and communities and help them take ownership of their future by working on capacity-building initiatives concerning the operation, maintenance, and governance of water, sanitation and hygiene infrastructure.

BEHAVIOUR CHANGE

The science is clear: behaviour change is the missing link that ensures the long-term benefits of water and sanitation infrastructure. Communities must embrace healthy hygiene practices, the proper use of water, and the maintenance of the water and sanitation infrastructure in order to preserve water as a resource and to maintain people's health. To address this challenge, we have developed a unique approach called Social Art for Behaviour Change, which is designed to foster the long-term adoption of healthy behaviours around water, sanitation, and hygiene as a means of empowering communities.

CAPITAL

With financial support, water-related initiatives can create a powerful ripple effect and lead to sustainable development for entire communities. Partnering with microfinance institutions, we guide market-based solutions to make water, sanitation, and hygiene accessible to all, and we ensure that the demand for products and services is met by the right offer. By supporting income-generating activities, we increase household incomes and improve living conditions.

WE ACHIEVE CONCRETE RESULTS

with our unique approach

The international water, sanitation, and hygiene sector is in agreement: communities must embrace healthy behaviours to achieve Sustainable Development Goal 6: “Ensure availability and sustainable management of water and sanitation for all”. And this is where our creativity-infused DNA, something we inherited from our founding partner Cirque du Soleil, comes in. It was a deep understanding of local cultures that inspired us to develop an extraordinary approach that puts people and emotions first as a means of tackling hygiene and sanitation-related behaviours such as, among others, hand-washing with soap and properly maintaining a latrine.

SOCIAL ART FOR BEHAVIOUR CHANGE

The idea is to connect with the emotional part of the brain as a way to inspire, activate, and sustain the adoption of healthy behaviours around water. This approach improves individuals’ leadership skills while increasing communities’ sense of involvement, ownership, and empowerment.





In Mexico, following artistic workshops with children, **62% OF THE PARTICIPANTS REPORTED WASHING THEIR HANDS WITH SOAP MORE THAN 5 TIMES A DAY**, up from only 5% prior to the intervention.



In India, community art workshops led to communities participating wholeheartedly in adopting their new water infrastructure, even if it involved a payment plan for maintenance. 54% of the targeted communities participated, which is **A SUCCESS RATE MORE THAN 10 TIMES BETTER THAN THE USUAL 5%** for this type of intervention.



In Nicaragua, a study revealed that **85% OF THE INFRASTRUCTURE INSTALLATIONS WERE STILL IN USE 2 YEARS AFTER THE INTERVENTION**, while statistics typically show only 50-70% functionality rates in water infrastructure projects.

WE HAVE A GLOBAL IMPACT

and it is recognized worldwide



MALI - JI NI BESEYA

(2016-2019)

MALI - BESEYA BLON

(2020-2024)

MALI - SCOFI

(2020-2025)

BURKINA FASO - BANFORA

(2011-2016)

BURKINA FASO - GRAND OUEST

(2016-2018)

BURKINA FASO - ECED-SAHEL

(2016-2020)

MALAWI - INPATH

(2017-2021)

INDIA - ODISHA

(2011-2015)

INDIA - RAJASTHAN

(2016-2022)

INDIA - SHEOHAR

(2014-2018)

INDIA - SHEOHAR 2

(2018-2021)

INDIA - BOOND

(2019-2022)

**WE WILL SOON HAVE IMPROVED
THE LIVING CONDITIONS
OF MORE THAN 1.6 MILLION PEOPLE**

AWARDS AND ACCOLADES

Top 10 International Impact Charities, Charity Intelligence, 2019
Top 10 Impact Charities, Charity Intelligence, 2018
American Water Resources Association Award for Innovation, 2015
United Nations Award for Best Sector Practices, 2015
International Water Association for Innovation, 2013



WE HAVE OUR OWN WAY OF RAISING FUNDS...

Project after project, we demonstrate how art and creativity can actually become a powerful catalyst for change.

And our creativity does not stop at the way we approach our projects.

We are also creative in the way we approach partnerships and in the way we build fundraising initiatives. We have come up with new ways of raising funds, by adding meaning to **MUTUALLY BENEFICIAL PARTNERSHIPS** and designing **NOVEL FUNDRAISING CAMPAIGNS AND EVENTS** worldwide. Thanks to our track record and our wealth of experience, as well as our contacts in the worlds of arts, culture, and entertainment, we have the skills to imagine new sources of financing, often from sectors that are not traditionally associated with philanthropy.



WE HAVE RAISED OVER

US \$141M*

SINCE 2007

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.

*including fundraising events

**with the exception of Guy Laliberté's commitment



...AND OF LEVERAGING THEM

to scale our impact

To achieve our goals, we join forces with experienced executing partners, key local government actors, international development banks and country agencies, like-minded foundations and visionary corporations and philanthropists. By working together with multiple partners, **OUR AIM IS TO MULTIPLY THE AMOUNT RAISED BY AN AVERAGE FACTOR OF 6.**



We put the right people around the table to increase funding and scale up our projects. These collaborators also contribute by sharing their knowledge and expertise. By partnering with like-minded organizations, we benefit from synergies and economies of scale and therefore considerably increase the number of lives we transform.



For example, in the ECED-SAHEL project in Burkina Faso, over **7 times** more than the initial investment was raised.

Global Affairs Canada
investment
US \$9M

In-kind
contribution
US \$0.5M

One Drop
investment
US \$1.9M

IAMGOLD
investment
US \$1.9M





WE ADD VALUE TO OUR PARTNERS

by fostering unique opportunities for corporate
engagement and communication

The projects we build have a positive impact on the world, but also on our partners. **WE ARE AN INTERNATIONAL CHARITABLE FOUNDATION, WITH AN INTERNATIONAL BUSINESS MINDSET.** One Drop's brain is both boundlessly creative and results-oriented, something we inherited from our founding partner, Cirque du Soleil. Our innovative events, extensive network, and global project portfolio offer an unparalleled platform to activate your brand on multiple levels. One Drop goes beyond the role of a traditional foundation by providing the technical support and quality assurance required to ensure projects are delivered in accordance with the highest standards.

CORPORATE ENGAGEMENT

Partnering with One Drop can **BOOST EMPLOYEE ENGAGEMENT**. Research shows that a growing number of employees choose to work for companies that have strong philanthropic involvement.* Showing a sense of social engagement by helping some of the world's most vulnerable communities suggests to employees that your values align with theirs, and places you in a better position to attract and retain talent. Furthermore, taking part in life-changing projects engaging host communities can **HELP YOU IMPROVE THE WAY YOU ARE PERCEIVED** by these communities and strengthen your company's social license to operate.

CORPORATE IMAGE

Our unique events and strong communication campaigns **BENEFIT FROM CONSIDERABLE VISIBILITY ON INTERNATIONAL MEDIA PLATFORMS** and are often amplified by the participation of well-known celebrities, bringing considerable additional exposure. Campaigning with us also lets you **REINFORCE THE POSITIVE WAY YOUR ORGANIZATION IS SEEN BY YOUR CUSTOMERS** as a creative and innovative leader that has a positive impact on the world!

Our portfolio of fundraising events is the ideal context for you to **ACTIVATE YOUR STEWARDSHIP STRATEGY** by inviting your clients, collaborators, and prospects to one-of-a-kind experiences. Think of our fundraising initiatives as an opportunity to experience exclusive and memorable moments that can bring your business relationships to the next level. They are also a great place for you to **START CONVERSATIONS WITH THE INFLUENTIAL INDIVIDUALS AND CORPORATIONS WHO ATTEND** each year.

Here is a glimpse of some of the visionary partners we are honoured to have worked with over the years:



*A Cone Communications Millennial Employee Engagement Study found that “64% of millennials consider a company’s social and environmental commitments when deciding where to work,” and “64% won’t take a job if a company doesn’t show strong corporate social responsibility (CSR) values”.

HOW TO PARTNER IN A PROJECT



DEVOTE FUNDS TO A PROJECT

ENHANCE THE WAY YOUR ORGANIZATION IS PERCEIVED BY PARTNERING IN MEANINGFUL CORPORATE SOCIAL RESPONSIBILITY INITIATIVES

Benefit from the project's overall visibility and impact and let One Drop and our executing partners on the ground take care of its delivery. Funding a One Drop project is a turnkey way for your organization to make a huge difference and bring solutions to hundreds of thousands of people in need.

- **Multiply the impact of your funds by contributing to a larger initiative**
- **Receive impact reports with content that can drive your corporate social responsibility communications**
- **Boost your brand awareness, and benefit from corporate recognition in all communications related to the project**
- **Foster employee engagement and connect with the aspirations of younger generations**

METRO

METRO AG partnered with One Drop to support community-based interventions that focused on improving safe access to water and sanitation for over 500,000 people in the State of Bihar, India. Our initiatives put an emphasis on empowering women's groups to generate household income and to become agents of change in their communities.





CO-INVEST IN A PROJECT AS AN ENGAGED DONOR

BE AN ACTIVE PARTNER
IN PROJECT DECISION-MAKING

Leverage your social investment dollars through a co-financing model where you play an active role. Our major partners include in-country development agencies, local governments, NGOs, and other corporate actors.

- **Seize the opportunity to maximize synergies in a specific geographical area by working together on a common cause**
- **Remain actively involved in the project's major decision-making**
- **Benefit from the added value of One Drop and partner expertise**



In Burkina Faso, IAMGOLD partnered with One Drop and Global Affairs Canada to provide sustainable and safe access to water and sanitation for over 100,000 people in communities and schools across the Sahel region.



HOW TO PARTNER IN A CAMPAIGN



BECOME A BRAND PARTNER

DEVELOP MUTUALLY BENEFICIAL FUNDRAISING AND MARKETING CAMPAIGNS

Brand partnership programs can meet your exact needs, from traditional naming rights, to the most unusual brand activation opportunities; the possibilities are endless!

- **Benefit from co-branding and cross-promotion opportunities**
- **Increase corporate visibility through signature events**
- **Engage your client base with custom activations and unique brand-driven events**
- **Activate client acquisition through high-level networking and global public relations efforts**



VALMONT

Over the years, we have developed various ways to collaborate with our partner Valmont, including licencing campaigns around the launch of new product ranges, activations and product sponsorships at our signature events, social media campaigns that include influencer and blogger events, co-activations at selected points of sale, and more.



4

BECOME A MATCHING PARTNER

MAXIMIZE THE IMPACT OF DONATIONS MADE BY INDIVIDUALS BY MATCHING THEIR GIFT

Associate your brand with great results and impactful fundraising and incentivize and motivate public donations through philanthropic efforts. In other words, help us increase donor participation as you simultaneously increase awareness of your brand.

- **Have your donation included in the final results of a signature event**
- **Work together to define the specific amount to be associated with our results**
- **Create an employee program where donations to One Drop are matched**

Etam
PARIS

During One Drop's 10th anniversary "Ten waves of One Drop" campaign, ETAM France created an online fundraising campaign with supermodel Constance Jablonski and matched all funds raised through public donations.



100% OF NET PROCEEDS RAISED THROUGH OUR FUNDRAISING

HOW TO PARTNER IN AN EVENT

5

BECOME A STRATEGIC EVENT PARTNER

DEVELOP HIGH-PROFILE SIGNATURE EVENTS WITH US, AND SHOW YOUR EMPLOYEES AND CLIENTS YOUR SOCIAL COMMITMENT

Join forces with One Drop and add a philanthropic bonus to your company's business model.

- Create a mutually beneficial campaign or activation and co-design its parameters with our team
- Develop new high-level connections by engaging with our network
- Join in on our international public-relations efforts and get valuable press coverage
- Associate your brand with the event's results and global impact

PHILLIPS

In September 2018, Phillips auction house joined with One Drop to create a signature contemporary art auction that raised US \$8.8M for One Drop's program in Latin America, Lazos de Agua. Thanks to Phillips, participating artists, and a joint network of art collectors, we are impacting the lives of more than 250,000 people.



EVENTS GO DIRECTLY TO SUPPORT ONE DROP'S MISSION.



DONATE AN AUCTION LOT

SHOWCASE YOUR FINEST PRODUCTS, AND ENGAGE WITH A NEW NICHE AUDIENCE OF BUYERS

Partner with One Drop by providing a unique experience or product to be auctioned off at one of our signature events or through a targeted online campaign.

- Promote your product to an extensive network of buyers
- Create targeted activations to showcase your products and engage with potential buyers
- Benefit from a strong sales strategy to sell over the market price for a good cause
- Create specific products or experiences that target identified niche audiences

AUDEMARS PIGUET

Le Brassus

For more than 10 years, Audemars Piguet has partnered with One Drop through various collaborations, including the donation of unique timepieces for our signature events. Beyond the significant amount raised through the sale of these generously donated items, our partnership has resulted in strong connections between One Drop and Audemars Piguet clients, as is the case for other participating brands in the same sector.



ONE DROP'S PARTNERS ARE INDUSTRY-LEADING PIONEERS
WHO BELIEVE THAT WE HAVE TO TAKE ACTION NOW.

CIRQUE DU SOLEIL
ENTERTAINMENT GROUP



PRINCE ALBERT II
OF MONACO
FOUNDATION



POWER CORPORATION
OF CANADA



PHILLIPS



MGM RESORTS
INTERNATIONAL



Foundation



FUNDACIÓN
FEMSA



United
Technologies



IAMGOLD
CORPORATION

CONRAD N.



FOUNDATION

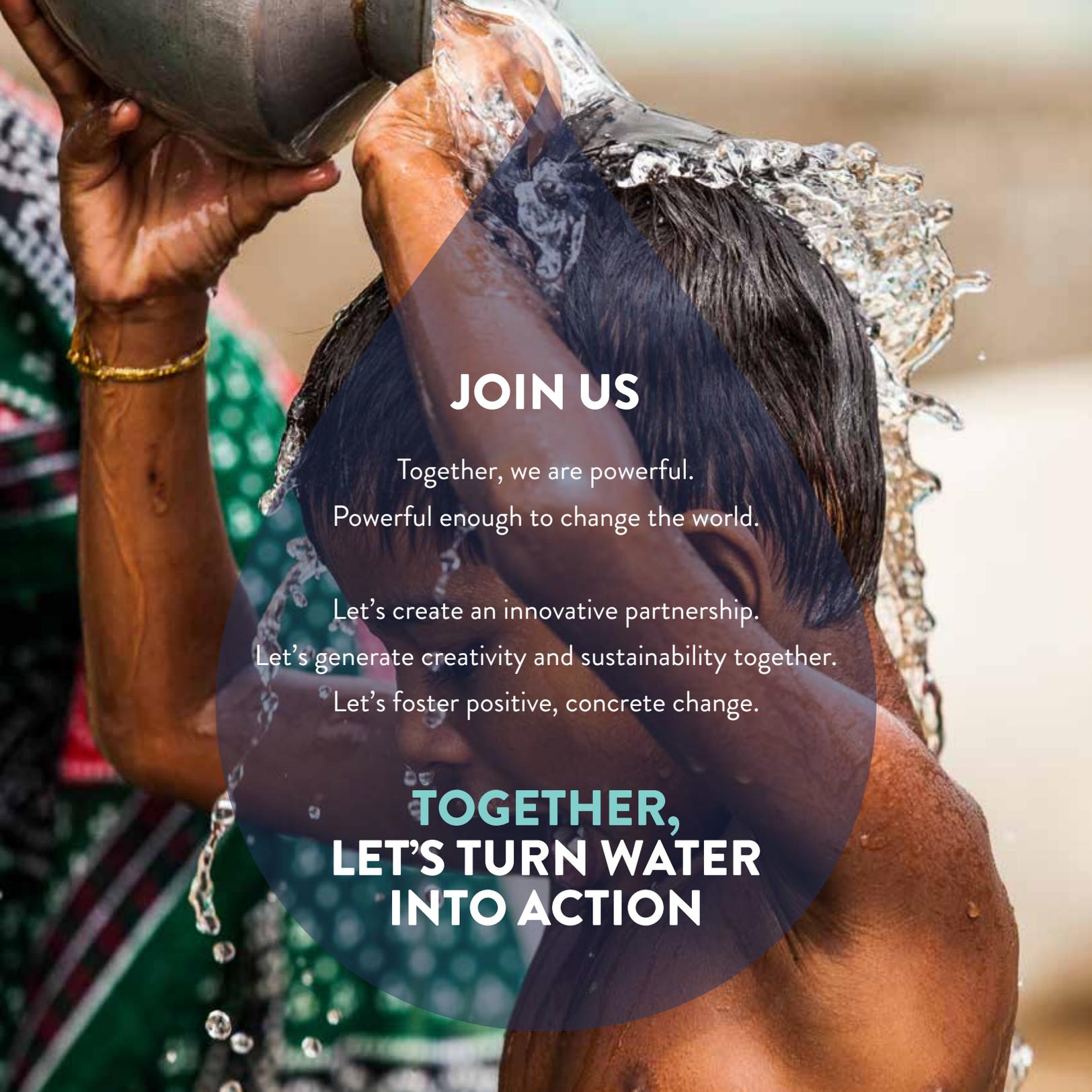
BARRICK

METRO

Photo credit: Heidy Cabrera (Armadillo Group), Terry Hughes and Raïsa Mirza

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JOIN US

Together, we are powerful.
Powerful enough to change the world.

Let's create an innovative partnership.
Let's generate creativity and sustainability together.
Let's foster positive, concrete change.

TOGETHER,
LET'S TURN WATER
INTO ACTION

onedrop.org