



***ONE DROP's behaviour change through social arts approach
recognized as best practice***

"Project Odisha, India, stands out for its vision and commitment to work for and with those that have the least, with respect and understanding."

- Josefina Maestu, United Nations

MONTREAL and NEW YORK, March 30, 2015 /CNW/ - ONE DROP's Project Odisha, India, will be presented today with the "Water for Life" UN-Water Best Practices Award in the category "best participatory, communication, awareness-raising and education practices" during a ceremony at the UN headquarters in New York City. This prestigious award recognizes outstanding best practices that ensure sustainable long-term management of water resources and contribute to achieving the access to safe water and basic sanitation targets of the Millennium Development Goals, Agenda 21 and the Johannesburg Plan of Implementation.

"This Best Practice Award confirms the merits of ONE DROP's innovative approach of using social arts to induce behaviour change and bring about sustainable, profound results," said Catherine B. Bachand, Chief Executive Officer of ONE DROP. "The impacts on the ground of the artistic activities being deployed by ONE DROP's local partners are immediately felt. They generate greater awareness, community participation, cohesion and mobilization around water, sanitation and hygiene issues," she added.

"Project Odisha, India, stands out for its vision and commitment to work for and with those that have the least, with respect and understanding. There has been a significant impact to improve sanitation practices in these communities," said Josefina Maestu, Director of the United Nations Office to Support the International Decade for Action: Water for Life 2005-2015. "More projects like this are needed, it is leading the way."

Project Odisha, India: improving living conditions through social arts

Project Odisha aims to empower the local people in one of India's poorest states to improve their living conditions through the sustainable implementation of a water, sanitation and hygiene (WASH) program. ONE DROP's mission was to accelerate the implementation of its Indian partner Gram Vikas' WASH program in 100 villages by deploying appealing educational and entertaining artistic activities anchored in local culture to raise collective awareness and mobilize communities around the theme of access to water and sanitation to improve their

lives. Social art activities deployed included children's theatre plays, travelling shows, art workshops, an art exhibition and a "Bollywood" feature film. These activities generated greater awareness, community participation, cohesion and mobilization around WASH issues.

"This award is shared among all of our partners and the people of the state of Odisha, who empowered themselves to improve their living conditions. We therefore intend to take the award back to them as they genuinely earned it," Ms. Bachand concluded.

About ONE DROP

ONE DROP, a non-profit organization created by Cirque du Soleil founder Guy Laliberté, strives to ensure that water is accessible to all, today and in future. ONE DROP significantly and sustainably improves living conditions through innovative projects which promote self-reliance in communities worldwide. ONE DROP draws inspiration from circus creativity to develop professional artistic activities that are highly aesthetic, educational and entertaining, in order to increase awareness around water issues, inspire people and enable the process of social change. To learn more, visit ONEDROP.org or follow us on Twitter [@onedrop](https://twitter.com/onedrop) or Facebook (Facebook.com/ONEDROP).

SOURCE One Drop

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PRESS RELEASE

ONE DROP RECOGNIZED BY CHARITY INTELLIGENCE AS TOP 10 IMPACT CHARITY OF 2018

*International Water Foundation One Drop Recognized for its Global Safe Water Initiatives
as Top Nonprofit Organization in Canada*

MONTREAL, CANADA – November 1, 2018 – This week, international water foundation [One Drop](#) was named one of the top 10 charities “making a difference” by [Charity Intelligence](#), an organization that conducts independent researches and develops in-depth reports in the philanthropic sector. As one of the Top 10 Impact Charities of 2018, One Drop was acknowledged for the measurable return and high proven impact obtained for every dollar raised.

"It's an incredible honor to be recognized as a leader among Canadian and international charities for the impact we've made in providing safe water access to more than one million people over the past 10 years," says Marie-Claude Bourgie, One Drop Chief Development Officer. "We believe our unique approach, *Social Art for Behaviour Change™*, is a key factor to implementing safe water access programs and we are proud to contribute to the United Nations' Sustainable Development Goal 6 - aiming to ensure availability and sustainable management of water and sanitation for all by 2030."

Established in 2007 by Cirque du Soleil founder Guy Laliberté, the One Drop Foundation currently has 13 ongoing projects in Latin America and the Caribbean, Asia (India) and Africa. One Drop's unique approach to international development is intrinsically linked to the arts, leveraging its knowledge from Cirque du Soleil in the creation of targeted initiatives using *Social Art for Behaviour Change™*. Through locally-inspired social art activities such as theater, murals, videos and exhibitions, One Drop fosters positive behavior change and empowers communities with the ultimate goal of ensuring the longevity of its projects.

Charity Intelligence reviews and rates over 750 Canadian charities and the top 10 released this week are the organizations that have the highest measurable impact, delivering returns of six times for every dollar donated, compared with average returns of 1-2 times on the dollar. Charity Intelligence's reports are independent – charities do not pay for ratings or accreditation. For more information about One Drop's safe water initiatives visit: www.onedrop.org.

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ABOUT ONE DROP

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. Our mission is to ensure sustainable access to safe water and sanitation to the most vulnerable communities through innovative partnerships, creativity and the power of art. Together with its partners, One Drop brings its unique *Social Art for Behaviour Change™* approach to promote the adoption of healthy practices around water, sanitation and hygiene through locally inspired social art programs, empowering the communities to take ownership of the projects



over time. For this to be possible, One Drop puts together novel fundraising initiatives supported by a visionary community of partners and donors. One Drop counts over 10 years of turning water into action with projects that will transform the lives of over 1.4 million beneficiaries around the world.

To learn more about One Drop, visit www.onedrop.org
Interact with One Drop on Facebook and Twitter at @onedrop, or on Instagram @1dropwater

ABOUT CHARITY INTELLIGENCE

Charity Intelligence researches Canadian charities for donors. Charity Intelligence's website (www.charityintelligence.ca) reviews and rates over 750 Canadian charities as well as providing in-depth reports on philanthropic sectors like Canada's environment, cancer, and homelessness. Today over 345,000 Canadians use Charity Intelligence's website as a go-to source for information on Canadian charities and have downloaded over 6 million charity reports. Through rigorous and independent research, Charity Intelligence helps donors be informed and give intelligently. Charity Intelligence aims to assist Canada's dynamic sector to be more transparent, accountable and focused on results.



LA FONDATION ONE DROP RECONNUE COMME L'UN DES 10 MEILLEURS ORGANISMES CARITATIFS INTERNATIONAUX AU CANADA POUR SES INITIATIVES LIÉES À L'EAU POTABLE

Montréal, Canada (10 décembre 2019) – La fondation internationale One Drop^{MC} a été désignée comme l'un des 10 organismes caritatifs internationaux au Canada ayant contribué à changer les choses en 2019 par l'organisation *Charity Intelligence*, qui effectue des études indépendantes et élabore des rapports approfondis dans le secteur philanthropique. Cette distinction reconnaît la Fondation pour le grand impact de ses projets réalisés à l'étranger, ainsi que pour le rendement élevé de chaque dollar investi dans ses initiatives d'accès à l'eau potable à travers le monde. L'an dernier, la Fondation One Drop s'était également hissée au palmarès des 10 meilleurs organismes caritatifs au Canada de l'organisme *Charity Intelligence*.

« Nous sommes ravis que la Fondation One Drop se soit classée cette année comme l'un des 10 principaux organismes caritatifs internationaux au Canada. La mission de la Fondation est d'assurer aux communautés les plus vulnérables un accès durable à une eau potable et à des services d'assainissement adéquats. Elle est alignée avec l'objectif de développement durable n° 6 des Nations Unies : garantir l'accès de tous à des services d'alimentation en eau et d'assainissement gérés de façon durable, d'ici 2030 », explique Véronique Doyon, vice-présidente aux Programmes internationaux chez One Drop.

Créée en 2007 par le fondateur du Cirque du Soleil Guy Laliberté, la Fondation One Drop met présentement en œuvre 13 projets en Afrique, en Asie (Inde), ainsi qu'en Amérique latine et dans les Caraïbes. Son approche unique en matière de développement international, intimement liée aux arts, met à profit les connaissances du Cirque du Soleil pour créer des initiatives ciblées qui utilisent *l'Art social pour le changement de comportement*^{MC}. En mettant sur pied des activités d'art social d'inspiration locale telles que des pièces de théâtre, des murales, des vidéos et des expositions, One Drop promeut le changement positif et stimule l'engagement des communautés dans le but d'assurer la durabilité de ses projets.

Charity Intelligence procède à l'évaluation et au classement de plus de 750 organismes de bienfaisance canadiens. Le Top 10 récemment publié dresse la liste des organisations ayant le plus grand impact mesurable, avec un rendement de sept fois chaque dollar reçu en don, comparativement au rendement moyen d'une ou deux fois chaque dollar.

Les rapports de *Charity Intelligence* sont indépendants – les organismes ne versent aucun paiement pour leur classement ou accréditation. Par ses recherches indépendantes et rigoureuses, *Charity Intelligence* souhaite aider le secteur philanthropique au Canada à être plus transparent, responsable et centré sur les résultats. Pour en savoir plus sur les initiatives liées à l'eau potable de One Drop, consultez le www.onedrop.org.

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À PROPOS DE ONE DROP^{MC}

One Drop est une fondation internationale créée par Guy Laliberté, fondateur du Cirque du Soleil et de Lune Rouge, avec la vision d'un monde meilleur, où tous auraient accès à des conditions de vie permettant leur développement et leur épanouissement. Sa mission est d'assurer aux communautés les plus vulnérables un accès durable à une eau potable et à des services d'assainissement adéquats, grâce à des partenariats novateurs, à la créativité et à la force de l'art. Avec ses partenaires, One Drop a développé une approche unique pour encourager l'adoption de comportements sains en matière d'eau, d'assainissement et d'hygiène : *l'Art social pour le changement de comportement*^{MC}. Les programmes d'art social d'inspiration locale de One Drop stimulent l'engagement des communautés en leur permettant de s'approprier les projets d'accès à l'eau, à long terme. Pour que tout cela soit possible, One Drop met sur pied des activités de collecte de fonds audacieuses appuyées par des partenaires et des donateurs visionnaires. One Drop transforme l'eau en action depuis plus de 12 ans avec des projets qui auront transformé la vie de plus de 1,6 million de personnes à travers le monde. En 2019, la Fondation a été reconnue pour une deuxième année consécutive par l'organisation *Charity Intelligence Canada*, cette fois comme l'une des 10 meilleures fondations internationales.

Pour en savoir plus sur One Drop, visitez le www.onedrop.org

Interagissez avec One Drop sur Facebook et Twitter @onedrop, ou sur Instagram @1dropwater

À PROPOS DE CHARITY INTELLIGENCE

Charity Intelligence fait des recherches sur les organismes de bienfaisance canadiens pour informer les donateurs et leur permettre de donner de façon éclairée. Son site Web (www.charityintelligence.ca) publie des rapports gratuits sur plus de 750 organismes de bienfaisance canadiens, ainsi que des documents d'introduction approfondis sur des secteurs philanthropiques tels que l'environnement, le cancer et l'itinérance au Canada. Aujourd'hui, plus de 360 000 Canadiens et Canadiennes utilisent ce site Web comme source d'information sur les organismes de bienfaisance du pays, et lisent au-dessus de 1,3 million de rapports sur ceux-ci. Par ses recherches indépendantes et rigoureuses, *Charity Intelligence* souhaite aider le secteur dynamique de la philanthropie au Canada à être plus transparent, responsable et centré sur les résultats.



ONE DROP RECOGNIZED AS TOP NONPROFIT INTERNATIONAL ORGANIZATION IN CANADA FOR ITS SAFE WATER INITIATIVES

Montreal, Canada (12, 10, 2019) – International water foundation One Drop™ was named one of the Top 10 International Impact Charities in Canada for 2019 for ‘making a difference’ by Charity Intelligence, an organization that conducts independent research and develops in-depth reports in the philanthropic sector. As part of this recognition, One Drop was acknowledged for delivering high-impact projects overseas and for its high return per each dollar invested in its safe water access initiatives worldwide. One Drop was also recognized last year by Charity Intelligence as one of the Top 10 Impact Charities of 2018 for Canada.

“We are thrilled that One Drop has climbed this year into one of the 10 international leading charities in Canada. One Drop’s mission is to ensure sustainable access to safe water and sanitation for the most vulnerable communities. It is aligned with the United Nations’ Sustainable Development Goal 6: to ensure availability and sustainable management of water and sanitation for all by 2030,” said Véronique Doyon, One Drop Chief Program Officer.

Established in 2007 by Cirque du Soleil founder Guy Laliberté, the One Drop Foundation currently has 13 ongoing projects in Latin America and the Caribbean, Asia (India) and Africa. One Drop’s unique approach to international development is intrinsically linked to the arts, leveraging its knowledge from Cirque du Soleil in the creation of targeted initiatives using *Social Art for Behaviour Change*™. Through locally inspired social art activities such as theater, murals, videos and exhibitions, One Drop fosters positive change and empowers communities with the ultimate goal of ensuring the longevity of its projects.

Charity Intelligence reviews and rates over 750 Canadian charities and the Top 10 recently released are the organizations that have the highest measurable impact, delivering returns of seven times for every dollar donated, compared with average returns of 1-2 times on the dollar.

Charity Intelligence’s reports are independent – charities do not pay for ratings or accreditation. Through rigorous and independent research, Charity Intelligence aims to assist Canada’s dynamic charitable sector in being more transparent, accountable and focused on results. For more information about One Drop’s safe water initiatives visit: www.onedrop.org.

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Charity Intelligence researches Canadian charities for donors to be informed and give intelligently. Its website (www.charityintelligence.ca) posts free reports on more than 750 Canadian charities, as well as in-depth primers on philanthropic sectors like Canada's environment, cancer, and homelessness. Today over 360,000 Canadians use this website as a go-to source for information on Canadian charities reading over 1.3 million charity reports. Through rigorous and independent research, Charity Intelligence aims to assist Canada's dynamic charitable sector in being more transparent, accountable and focused on results.