



***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

For further information:

Canada:

Stephanie Weinstein, 514-923- 1573, Stephanie.Weinstein@onedrop.org;

Gabriel Beauséjour, 514-843-2399, GBeausejour@national.ca;

US: Flavie Bagnol, 646-266-4770, Flavie.Bagnol@bm.com



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.

###

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.



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.

###

ABOUT ONE DROP™

One Drop is an international foundation created by Cirque du Soleil and Lune Rouge founder Guy Laliberté with the vision of 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 and sanitation for 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 water 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 12 years of turning water into action with projects that will soon have transformed the lives of over 1.6 million people around the world. The foundation was recognized by Charity Intelligence as one of the 2018 Top 10 Impact Charities in Canada and now as one of the 2019 Top International Impact Charities in Canada.

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 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.