



Information Package 2019



Planet Water has deployed more than 1,000 projects, bringing clean water to more than one million people across 15 countries through partnerships with leading global organizations including Xylem, Starbucks, Coca-Cola, Capital One, VF Corp, Eileen Fisher, Columbia Sportswear and Expedia, Inc., among others.

DELIVERING IMPACT FOR COMMUNITIES

GLOBAL WATER POVERTY

A situation where lack of access to safe water and waterborne disease keeps a large portion of the population in a continual cycle of illness, illiteracy, and poverty.



WHY IS THIS HAPPENING?

- Social and economic disparities
- Rapid urbanization & industrialization
- Growing demand for water
- Climate change and natural disasters
- Water scarcity
- Lack of government focus and investment



TODAY

IN OUR WORLD

ONE IN EIGHT PEOPLE



LACKS ACCESS TO
SAFE DRINKING WATER



1,000

Children Die Every Day
from water-related illnesses



fifty-percent
of hospital beds on Earth
are occupied by people with easily preventable
waterborne diseases



TOGETHER
WE CAN CHANGE THIS

OUR ORGANIZATION

US based (501c3) non-profit organization founded in year 2009
Supporting more than one million children in 15 countries



OUR MISSION

Provide clean, safe drinking water to 5 million people by 2025

OUR PLATFORMS



SAFE WATER SUPPLY



SUSTAINABILITY



HYGIENE EDUCATION



CSR ENGAGEMENT

SUPPORTING COMPANIES & BRANDS



CLEAN WATER ACCESS



AQUATOWER



- Operates with ground (well) or surface water
- Water elevation by electric or manual (treadle) pump
- Gravity fed Ultra-filtration system (0.001 μm pore size)
- Centralized liquid soap dispensing system
- Aluminum tower, stainless steel, with six water access points
- Daily cleaning process takes 15 minutes
- System requires no consumables, few spare parts and a very simple maintenance process
- Clean water output of 1,000 liters per hour
- Supports community of up to 1,000 people
- Donor branded vinyl banners with point-of-use hygiene education messaging

SUSTAINABILITY

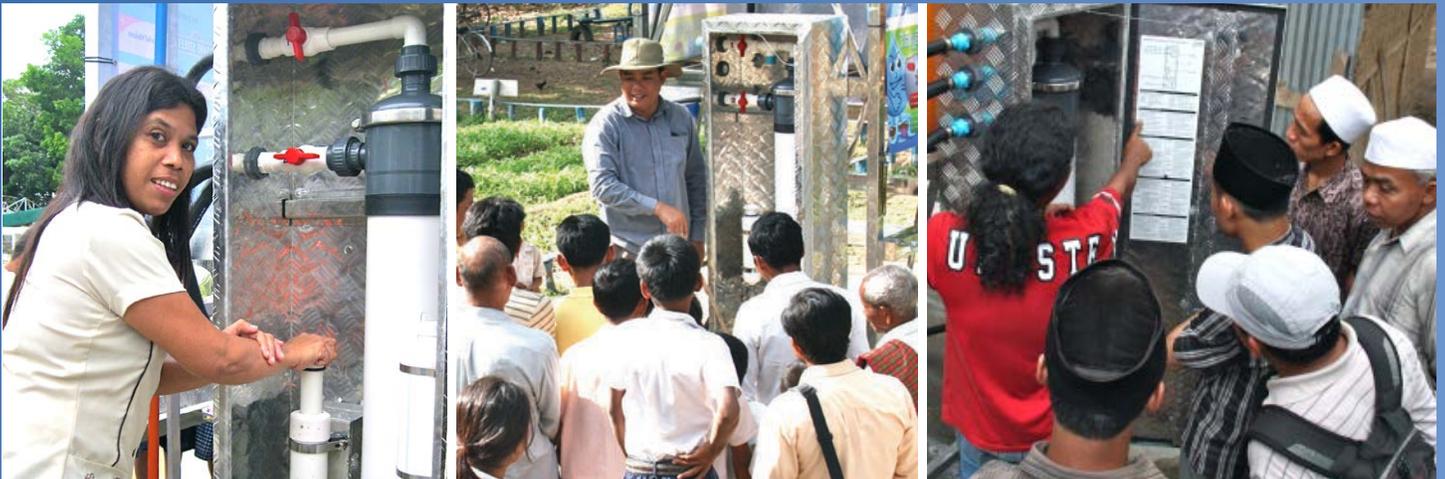


TRAINING

- Post-project training conducted with designated recipients responsible for on-going operation and maintenance
- Step-by-step operation and maintenance guide provided in local language

LONGITUDINAL SUPPORT

- All systems supported for five years – technical, spare parts, etc.
- Planet Water visits to each deployed project every 4 months – water quality testing, metrics, 20-point system audit
- Monitoring program facilitated by Planet Water in-country sustainability staff and NGO deployment partners
- Corrective actions managed via web-based workflow management system



HYGIENE EDUCATION



SCHOOL BASED PROGRAMS

Create a change in behavior, beliefs, and knowledge of water-health & hygiene

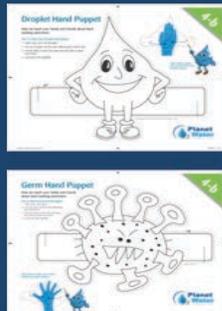
Participants: Headmasters, teachers, students, families, and the community

Teacher Training:

- Introduction of Water-Health & Hygiene content, materials, and teacher's aids
- Explanation / demonstration of program modules, activities, implementation

Student Education:

- Activity-based program incorporating games, drama, song, and dance
- All taught in the local language
- All learning reinforced via AquaTower banners
- Four Modules focused on handwash behavior and protecting against germs





About Planet Water Foundation

Planet Water Foundation is a US-based 501(c)(3) non-profit organization focused on bringing clean water to the world's most disadvantaged communities through the installation of **AquaTowers** - community-based water filtration systems and the deployment of hygiene education programs focused on children, schools, and rural/peri-urban communities across Asia and Latin America. Our **AquaHome** systems combine water filtration technology and solar electric supply to provide basic modern conveniences to homes situated in rural areas of within our geographic focus. Our **AquaPods** are emergency response water filtration systems that provide governments and first responding organizations a mobile, efficient and versatile water filtration system that can be shipped via air cargo and deployed within hours of a disaster occurrence.

To date, **Planet Water has deployed more than 1,000 projects, bringing clean water to more than one million people across 15 countries** through partnerships with leading global organizations including Xylem, Starbucks, Coca-Cola, Capital One, VF Corp, Eileen Fisher, Columbia Sportswear and Expedia, Inc., among others.

Planet Water Locations



For More Information Contact:

Clay Smith
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www.planet-water.org



Providing a Safe Water Supply: AquaTower Solution

Planet Water projects create access to clean drinking water by deploying the AquaTower water filtration solution into primary schools. The AquaTower supports the daily drinking water requirements of up to 1,000 people. The system can operate without power or use of chemicals harmful to the environment and requires no consumables with a very simple maintenance process.

The AquaTower requires an existing water source such as a river, lake, canal, or untreated well. This contaminated water is routed to the AquaTower site and pumped (either with a minimal use of electricity, or with a bicycle or treadle pump, in which case, it requires no electricity) to an elevated water storage tank. Once the water is in the storage tank the system operates by gravity alone, drawing water down through the filter, removing organisms harmful to human health, and producing clean drinking water, which surpasses World Health Organization (WHO) water quality standards.

With the completion of a routine manual cleaning procedure, the system will operate for at least 5-7 years without any consumable components. The Planet Water team provides custodial staff from each school an in-depth training on the cleaning and maintenance procedures of the system. A daily cleaning procedure flushes the system of any buildup while a more thorough weekly process ensures that the system is sanitized.

Project sustainability is central to the Planet Water approach. The deployment of a project marks a long-term commitment to each community. In addition to ensuring ongoing maintenance on the systems, Planet Water's in-country teams visit each project regularly for five years to ensure that all AquaTower systems are fully operational and to reinforce any training necessary on maintenance procedures.

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Planet Water Foundation Impact

Based on a recent impact evaluation study completed in partnership with the University of Nebraska Medical Center (UNMC), College of Public Health, Planet Water's interventions are having a substantial, positive impact on the health and well-being of children. The following results were determined one year after implementation:

- **Health Outcomes:** Children benefiting from Planet Water's interventions experienced an 80% decrease in total number of diarrheal episodes versus a 27% increase (5.6 times more total episodes) among children in schools not participating in Planet Water's program.
- **Healthy Hygiene Knowledge and Practices:** School children benefiting from Planet Water's interventions demonstrated a 17% higher average score in overall knowledge, practices, and attitudes regarding proper hygiene practices (i.e. hand washing) versus children in schools not participating in Planet Water's program.



For more information please visit:
www.planet-water.org

Or contact:
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Promoting Water-Health and Hygiene: Education Programs

As an essential complement to providing clean water access, Planet Water implements two education programs that aim to create change in awareness, knowledge, and behaviors related to water-health and hygiene among both children and their caregivers thereby improving health and well-being of each participating community. Meanwhile, the programs empower children to be agents of change within their schools, families, and communities. Both programs are designed to be engaging and participatory, in a format that is child-friendly and activity-based, incorporating games, drama, song, and dance. Planet Water also has an exciting partnership with Sesame Workshop in support of both education programs, which incorporates multimedia content featuring Elmo and a few of his friends.

- **School-based Education Program:** Our school-based Water-Health & Hygiene education program teaches children the important aspects of hand washing and protecting against germs. Planet Water provides each participating school a comprehensive teacher training on the program, including detailed explanation and demonstration of the four program modules, their accompanying activities, and how to implement the program in the classroom. Each side of the AquaTower includes a banner above the faucets depicting the same key messages taught in the classroom, reinforcing behavior change at the point of use.
- **Community-based Education Program:** "A Clean Me - It's My Right and Responsibility" is a Community-based Education Program comprised of five hands-on, interactive Water-Health and Hygiene Workshops designed to engage both children, beginning at preschool age, as well as their caregivers, in efforts to facilitate co-learning and reinforcement of behavior change at home. Rights and responsibility are central themes throughout the program, emphasizing the importance of empowering children to take responsibility for their health and well-being. In addition, this program includes Mobile Community Viewing events, to engage a wide audience, including children, parents, and teachers, around the importance of clean water and hygiene through additional multi-media materials and activities.

For more information please visit:
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The Global Water Crisis

Water poverty is a cross cutting issue that not only has an impact on health, but also has significant implications for education, gender equity, and social wellbeing.

- 663 million people lack access to an improved water source; approximately one in ten people. Source: *WHO/UNICEF*
- 1.8 billion people globally use a drinking-water source that is contaminated with feces. Source: *WHO*
- Approximately 842,000 people die each year from diarrhea as a result of unsafe drinking-water, sanitation and hand hygiene. Source: *WHO/UNICEF Joint Monitoring Program 2015*
- Each year 361,000 deaths among children under the age of 5 could be avoided if drinking water, sanitation, and hand hygiene were addressed. This is approximately 1,000 per day. Source: *WHO/UNICEF Joint Monitoring Program 2015*
- Up to 4 out of 10 schools and healthcare facilities lack basic water, sanitation and hygiene facilities in many parts of the developing world. Source: *WHO/UNICEF Joint Monitoring Program 2015*
- The UN General Assembly recognizes safe drinking water as a human right. However, this basic right continues to be denied to so many of the poorest people across the world. Source: *UNICEF*
- Contaminated water can transmit many diseases including diarrhea, cholera, dysentery, typhoid, and polio. Contaminated drinking water is estimated to cause more than a half-million deaths due to diarrhea each year. Source: *WHO*



The Global Water Crisis (2 of 2)

- Diarrhea is the second leading cause of death in children under five years old, accounting for 9 percent of all deaths among children in this age group worldwide. Source: *WHO/UNICEF*
- Women and children bear the primary responsibility for collecting water. This time could be spent working, caring for family, or attending school. Source: *WHO/UNICEF*
- 443 million school days are lost each year due to water-related illness. Source: *United Nations Development Programme (UNDP)*
- An estimated 200 million hours are spent across the world each day collecting water. Source: *WHO/UNICEF*
- The number of people without access to soap and water for hand washing is in the hundreds of millions. Source: *WHOGLASS Report 2014*
- By 2025, half of the world's population will be living in water-stressed areas. Source: *WHO*
- Due to the many benefits of access to clean water, interventions in this area provide a \$3 to \$34 return on every dollar invested: *WHO*





Executive Team

Mark Steele – Founder and Chief Executive

Before recently relocating back to the United States, Mark resided in the Asia-Pacific region for 16 years where he worked to establish the operational footprint and regional business for two global companies – most recently as Chief Operating Officer, Tele Atlas Asia-Pacific – the digital mapping subsidiary of leading navigation systems provider TomTom, and prior to that as President, ITT China – a global leader in water and wastewater products and services. During his time in Asia, Mark also led ITT's emergency response efforts in Sri Lanka in the wake of the 2004 Tsunami and served as a member of the Board of Governors of the American Chamber of Commerce in Shanghai and as Chairman of the Corporate Social Responsibility Committee. Mark holds a degree in International Studies (Business) and Japanese from the University of Nebraska at Omaha (USA) during which time he also studied at Shizuoka University in Japan.

Nick Hill – Chairman

Nick is a native of the UK and has resided in the United States for the last 8 years where he most recently was President of ITT Corporation's Motion and Flow Group and Senior Vice President of ITT Corp. Prior to this, Nick headed up a number of businesses within ITT where he first became aware of the crisis around water quality and its affect on underdeveloped countries. Nick was the initiator for ITT's successful philanthropy program Watermark which has pledged millions of dollars to support NGO's in their struggle to bring clean water to those most in need. Nick also headed ITT's Emergency Relief Program designed to respond quickly to natural disasters where ITT's equipment and expertise can rapidly bring much needed help to affected areas. Nick is a graduate of the Farnborough Institute of Technology.

Kristen Steele – Vice President, Education & Development

Education has been a big part of Kristen's life for the past 16 years. With a degree in Education from Creighton University, her career path has led to teaching elementary school, developing corporate training programs, and then operating her own company while residing in Scottsdale, Arizona. Kristen originally dove into Planet Water as Director of Education and her role has since expanded into Development. Her passion for education has enabled her to develop and implement our Water-Health & Hygiene Education Program into elementary schools in rural villages across 15 countries in the developing world.



Executive Team

Mark Cain – Chief Marketing Officer

Mark began working with Planet Water in 2014 as an advisor and now serves as the Chief Marketing Officer. Mark has served a variety of leading brands including: Audi of North America, Infiniti of America, Abercrombie & Kent, American Express, Citibank, Blue Cross Blue Shield and Phoenix Children's Hospital Foundation. In addition, Mark has been a speaker and moderator on marketing and brand topics, and has been featured or quoted in numerous publications including: The Wall Street Journal, The Robb Report, The London Observer, Golfing Magazine and Entrepreneur Magazine, among others. Mark is a University of Kansas alumnus of the William Allen White School of Journalism.

Elizabeth Lawson – Director, Finance & Administration

Elizabeth joined Planet Water in October, 2015. She received her Bachelor of Business Administration in Accounting from Florida Atlantic University. After graduation, Elizabeth joined Ernst & Young, CPAs where she gained experience in auditing a broad base of clients in industries including health care, leisure time industries, not-for-profit organizations, and others. Since leaving public accounting she has served as a Controller and trusted business advisor to a variety of business ventures including a hospital, interior design firm, a successful start-up high-tech venture and an international software company.

Carolina Bravo – Director, Program Operations

Carolina started with Planet Water in March 2014 where she is able to bring together her experiences and interests in community development and health. Carolina comes to Planet Water with past experience in non-profit development and public health programming working previously with projects focused on cancer education, community nutrition, and environmental health. Carolina received her Bachelor's Degree in Nutritional Sciences and Spanish from the University of Connecticut and more recently completed her Master's in Public Health at Columbia University focusing on Health Promotion

Clay Smith – Director, Partnership Development

Clay graduated with an Economics degree from Oklahoma State University and later an M.A. in Psychology from Colorado Christina University. After working in the financial sector for several years, Clay transitioned into nonprofit development over a decade ago and hasn't looked back since. He's successfully created philanthropy programs with health focused nonprofits such as the Crohn's & Colitis Foundation and Dr. Oz's national teen focused foundation, HealthCorps. Clay's experience encompasses nonprofit missions focusing in health & education, art, and at-risk youth.



Executive Team

Lauren Erker – Manager, Partnership Development

Lauren joined Planet Water in September of 2018 with more than 10 years experience in account management and business management. Having previously sat on the board of a non-profit, and volunteering with the American Liver Foundation for almost a decade, Lauren was thrilled for the opportunity to get back involved with an NGO. Living in the Sonoran Desert the preservation and sustainability of one of our most precious resources has been very important to her personally. The opportunity to help take that awareness global and help change the lives of those in great need made it easy for Lauren to join our team.

Penghorn Chheang – Program Manager, Mekong Region

Penghorn, a Cambodia native, joined Planet Water in May of 2010 and currently manages our regional operations in Siem Reap, Cambodia. Penghorn's love for water work has driven his engagement in the water development sector for more than five years prior to joining Planet Water. Penghorn has effectively managed projects for international development organizations and local NGO's – all in effort to improve the health of women and children in need by providing access to clean, safe, water and improved sanitation facilities. Penghorn holds a Master's Degree in Business Administration from the Royal University of Phnom Penh.

Ishak Kasum – Program Manager, Indonesia

Currently residing in Lombok, Indonesia, Ishak has been working with Planet Water since July of 2009, where he led the deployment of a number of clean water projects in Lombok, Indonesia. Ishak has a long career in working with disadvantaged children in impoverished communities. In July, 2008, Ishak founded Yayasan Kasih Sayang – a Lombok-based, non-profit organization focused on providing housing and care for handicapped children. He has also initiated a number of programs to provide assistance to blind children. Ishak was instrumental in Planet Water's emergency response efforts in the wake of the volcanic eruption of Mount Merapi, where clean water systems were deployed to restore clean water access to the survivors.

Prashant R. Deshpande – Program Manager, India

Prashant always had zeal to work in the social development sector which made him pursue a Master's degree in Social Work - 2008. Thereafter, he was involved for seven years working with different social organizations to bring about sustainable development in various strata of society. During this period, Prashant was also recognized with a Pearl Award for "Innovative Work in Tuberculosis" by Population Services International. In 2014, Prashant continued his journey in social work by associating with Planet Water Foundation as Program Manager.



Executive Team

Dario Operario – Program Manager, Philippines

Dario joined Planet Water in November, 2012. As an Engineer, Dario has over 14 years of experience in construction and construction management with extensive experience in the development and supervision of government and non-government building projects in the Philippines. In support of his career achievement, Dario has received several awards for outstanding performance in these areas. In addition to being an advocate for helping those in need as a Lay Minister, Dario also holds a Bachelor's degree in Civil Engineering from Samar State University in the Philippines.