

# BUILDING A HUMAN NETWORK

2011 ANNUAL REPORT



blue planet  
NETWORK





# BUILDING A **HUMAN** NETWORK



## **BLUE PLANET NETWORK'S MISSION**

Blue Planet Network exponentially increases the impact of safe drinking water programs for people around the world. Our collaborative online solution empowers funders, organizations and communities to increase the long-term success of water programs, and the life-transforming changes they bring.

## LETTER FROM THE CHAIRMAN AND CHIEF EXECUTIVE OFFICER

We wish to thank all of our generous supporters who have enabled Blue Planet Network and our members to bring safe drinking water to so many children, families and communities in 24 countries around the world.

Through our award-winning technology, online services and peer review process, Blue Planet Network is helping our human network of nearly a hundred expert organizations, individuals, corporations and foundations to increase the impact of safe drinking water programs for 822,000 people.

We will continue to tap the expertise of our global network to design better plans. We will expand our monitoring service to help our members ensure that water keeps flowing. We will introduce new ways for our supporters to track the impact of their projects on Blue Planet Network and to provide them with better tools to increase program efficiency and sustainability.

As always, we are indebted to the many individuals and organizations who fuel our efforts. Together, with our global network, we are enabling quality programs, sharing insights, and empowering communities around the world to increase the opportunities that sustainable clean water brings. Thank you!

With gratitude,



Lisa Nash  
Chief Executive Officer



Jin Zidell  
Founder and Chairman of the Board



822,000

PEOPLE AROUND THE WORLD

90

GLOBAL MEMBERS



# Improving the **IMPACT** of Water Programs

Since 2002, Blue Planet Network's global community of 90 members has brought safe drinking water and sanitation to 822,000 people in 24 countries. They use our online technology solutions and human network approach for maximum impact.

24  
COUNTRIES

1,100  
COMMUNITIES



**WHO WE ARE:** Blue Planet Network is an award-winning 501(c)(3) nonprofit headquartered in the San Francisco Bay Area. Our vision is a world in which all people have affordable access to sustainable safe drinking water and the chance for better health, education and economic opportunity it brings.

**OUR APPROACH:** Blue Planet Network's technology platform and marketplace of services enable its online community of funders, organizations and individuals to plan, fund, manage and monitor water and sanitation programs. Our human network approach, powered by technology solutions, is scaling our efforts to bring safe drinking water and sanitation to an ever-expanding number of people around the world.

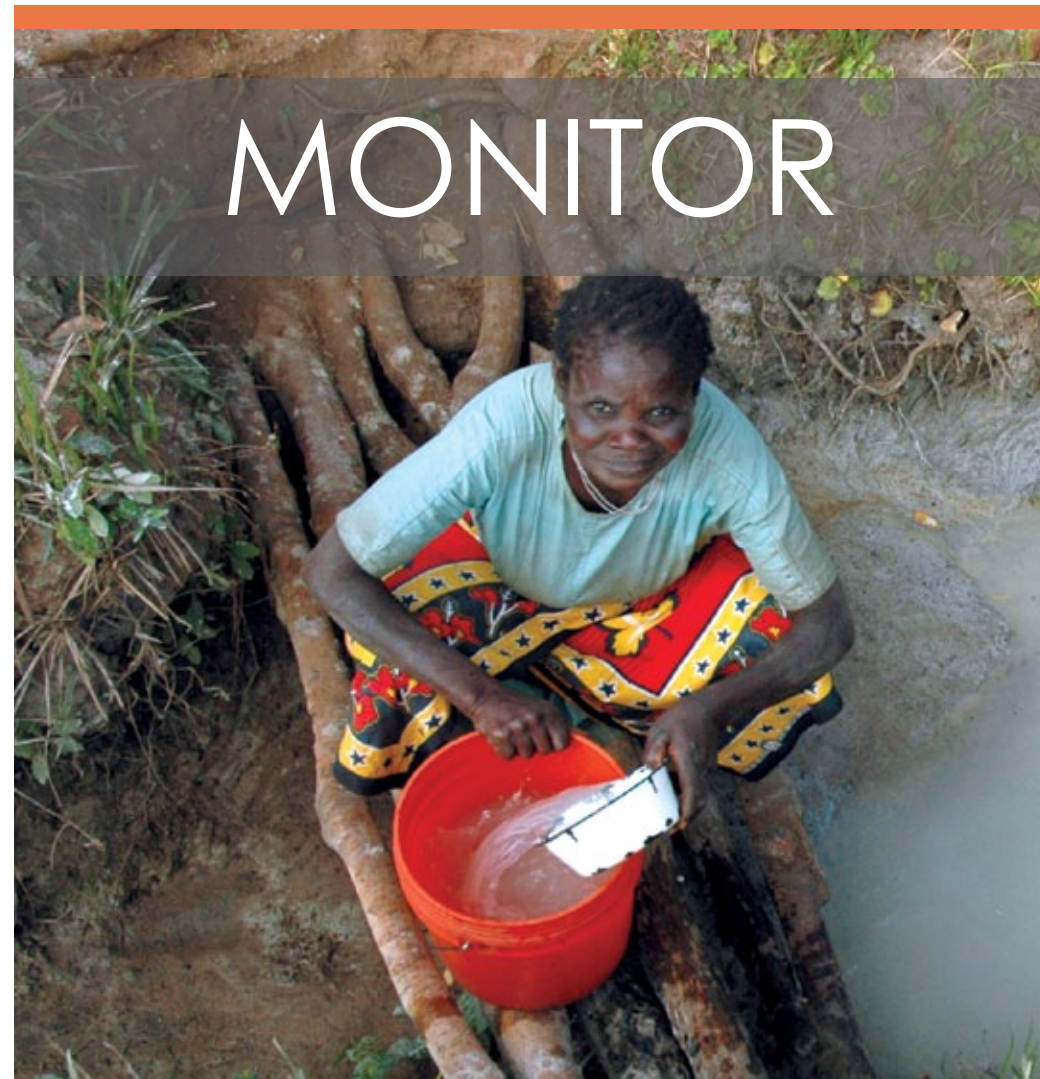
# FIND & FUND



## BLUE PLANET NETWORK FUNDERS CAN:

- Find in-depth analysis of projects vetted by an international network of experts
- Fund quality projects that match funding priorities

# MONITOR



## BLUE PLANET NETWORK MEMBERS CAN:

- Track and report on water and sanitation projects online from anywhere in the world
- Confidently monitor projects through their full lifecycle to maximize impact



# SHARE

## BLUE PLANET NETWORK IMPLEMENTERS CAN:

- Promote best practices, share insights and connect with new partners and funders
- Learn from other member organizations and the world's largest online portal of water and sanitation projects



# SUSTAIN

## WORKING TOGETHER, WE CAN:

- Sustain safe drinking water access and engage communities in ongoing monitoring and reporting
- Scale effective solutions to radically increase impact



# SAFE DRINKING WATER IN INDIA

## Project Well

Project Well, an organization that works in an arsenic-affected district of West Bengal, India, is one of Blue Planet Network's founding members.

Since 2006, Project Well has tracked, managed and monitored all of their 173 water projects on Blue Planet Network's platform. Additionally, by participating in a collaborative peer review process online, Project Well is identifying problems, promoting solutions and improving the impact of their programs.

In 2011, Project Well's Arsenic Safe Drinking Water program helped 373 families and 1,575 people gain access to safe drinking water in West Bengal, India. This project has created a sustainable, community-based mitigation program that provides clean water through modern bore-dug wells. Thank you, Project Well, for serving people most in need in West Bengal, India!

**1,575** people: safe drinking water

# SAFE DRINKING WATER IN KENYA

## The Samburu Project

Since 2010, The Samburu Project has partnered with Blue Planet Network to manage 100% of their water projects on the platform, totaling \$766,000. It is now their complete project tracking system, and allows them to share best practices with peers, international agencies and funders.

The Samburu Project aims to create wells for rural communities in Kenya which otherwise suffer the health and livelihood consequences of being without water. One of their goals is to free women from spending endless hours each day looking for water.

In 2011, they completed a project that provided 1,870 people in Samburu with safe drinking water. Now that everyone has access to clean drinking water, women have more time to engage in income-generating opportunities, such as crop farming, and children have the chance to attend school.

**1,870** people: safe drinking water





# SANITATION AND HYGIENE IN NICARAGUA

## El Porvenir

El Porvenir is a grassroots organization committed to helping rural Nicaraguans lift themselves out of poverty through safe drinking water and sanitation. Hygiene education and reforestation components are added to create a holistic model of intervention.

El Porvenir has partnered with Blue Planet Network since 2004 to manage, track and monitor 24 water and sanitation projects, totaling more than \$300,000. El Porvenir recognizes the value of having peers review their programs on a collaborative and transparent online platform. Shared insights are helping to increase the impact of their work.

In 2011, El Porvenir launched two successful projects to provide 46 latrines for 43 families in Nicaragua. Community members also received sanitation and hygiene workshops to sustain good health.

**700** people: sanitation and hygiene

# SANITATION AND SAFE DRINKING WATER IN CAMBODIA

## East Meets West

Since 2006, East Meets West (EMW) has partnered with Blue Planet Network to showcase its impact and decade-long achievements in WASH practices to international agencies, rural communities and governments. EMW has more than 40 water and sanitation projects in Cambodia and Vietnam on Blue Planet Network's platform, totaling approximately \$918,500.

Blue Planet Network's platform enabled EMW to pilot their first Cambodia safe drinking water project which has helped to expand their work further. As a result, EMW has seen an increase in project efficiencies, and an increase in funding due to their transparent data on the platform.

In 2011, EMW implemented a safe drinking water and sanitation project in two rural villages in the Kampong Chhnang Province, Cambodia, to increase the health and livelihood of 1,819 people.

**1,819** people: safe drinking water and sanitation



## BLUE PLANET NETWORK MEMBERS

*Funders, Implementing Organizations and Researchers*

A Single Drop	East Meets West Foundation	Pacific Environment
A Single Drop for Safe Water, Inc.	Ekoventure	Pacific Institute
Aa Foundation for Community Development	El Porvenir	PALMYRA
African Empowerment Project	Esperança	PhotoPhilanthropy
African Indigenous Women's Organization	ESTAMOS	Power Positive
Agua Para La Salud	Etta Projects	Project Well
Agua Para La Vida	FARM-Africa	Protos
Aguayuda	Global Water	Pure Water for the World
Akash Ganga Trust (Rain Centre)	Global Women's Water Initiative	Rainbows4Children
Andheri Hilfe	Gram Vikas	Rainwater Club
ANEPO	Gram Vikas Mandal, Dethali	Rotary District 5450
Aqua Clara International	GRAVIS	Row for Water
Arghyam	Green Empowerment	Safer Future Youth Development Project
Bank-On-Rain	Groundwater Abstractions in Kenya Outreach	Shohratgarh Environmental Society
Barefoot College	Himmothan Pariyojana	Sir Dorabji Tata Trust and Allied Trusts
Blue Heart Charity	Humana People to People India	Sir Ratan Tata Trust
Boda Boda Initiatives	Indians for Collective Action	Tanzania Mission to the Poor & Disabled
CARE	International Lifeline Fund	Team Blue
charity: water	Jevan Dhara Foundation	Tei Wa Wo
Coastal Salinity Prevention Cell	Kairos	The Samburu Project
Common River	Lifewater International	Together Association for Development & Environment
Community Water Center	Manna Energy Limited	Uganda Community Based Association for Child Welfare
Comprehensive Rural Health Project	Melghat Mitra	Utthan
Crabgrass	Millennium Water Alliance	VMWare
d.o.b foundation	May and Stanley Smith Charitable Trust	Water for People
Daemen College	MWATF	Water For The Americas
Dept. of Environment & Water Management	Neer Jaal	WaterAid
A.N. College	Norwegian Church Aid	Watershed Organization Trust
Drink Local. Drink Tap.	Nyaka AIDS Orphans Project	Women Initiative for Sustainable Environment
Each One Teach One	OCEAN Foundation	Women's Earth Alliance
EarthCare Africa Policy Monitoring Institute	Oywa 'A' Solar Support Group	

## BLUE PLANET NETWORK'S FAMILY

*Board of Directors, Advisory Committee and Staff*

### BLUE PLANET NETWORK BOARD OF DIRECTORS

**Jin Zidell**, Chair; Founder, Blue Planet Network

**Matt Kursh**, Vice Chair; Chief Executive Officer, Generator Life Labs

**Stuart Rudick**, Treasurer; Managing Partner, Mindful Investors, LLC

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**Peggy Dulany**, Officer Emeritus; Founder and Chair,  
The Synergos Institute

**Peter Gleick**, Officer; Co-Founder and President, Pacific Institute

**Curtis Mo**, Officer; Partner, DLA Piper

**Lisa Nash**, Officer; Chief Executive Officer, Blue Planet Network

### BLUE PLANET NETWORK ADVISORY COMMITTEE

**Jan Bohuslav**, Senior Scientist, Bionovo Inc.

**Michael Cohen**, Technologist

**Maureen Gannon**, Founder and President, M. Gannon, Inc.

**Jerry Gramaglia**, Non-Executive Chairman of Acxiom Corp.

**Pam Kramer**, President, Lightt

**Isha Ray**, Associate Professor, Energy and Resources Group, UC Berkeley

**Faith Sedlin**, Chief Marketing and Operations Officer, Range Networks Inc.

**Rick Smolan**, Chief Executive Officer and Co-Founder,  
Against All Odds Productions

**Jan Wikman**, VP, Marketing & Customer Engagement, BI Worldwide

### BLUE PLANET NETWORK STAFF

#### SAN FRANCISCO, HEADQUARTERS

**Lisa Nash**, Chief Executive Officer

**Robert Lerner**, Chief Financial Officer

**Mark Steele**, Creative Director

**Silke Knebel**, Development Director

**Lia Marshall**, Partnership Manager

**Jenna Hubbard**, Project Manager

**Jackie Goneconti**, Community Outreach Manager

**Ajaya Agrawalla**, Technology Consultant

#### BANGALORE, INDIA

**Rajesh Shah**, Head of Water Programs

**Vinita Colaco**, Administrative Manager

**Arpan C J**, User Interface

**Vamsee Kanakala**, System Administrator

**Madhusudhan Sambhojhu**, Software Developer

## BLUE PLANET NETWORK SUPPORTERS

*Investors, Sponsors, In-Kind Contributors*

### FOUNDATIONS, TRUSTS & ASSOCIATIONS

Arntz Family Foundation  
Atkinson Foundation  
The Applied Materials Foundation  
Center for Spiritual Living, Santa Cruz  
Chagrin Valley Rotary Foundation  
Cisco Foundation  
The Bill and Pam Cordingley Family Foundation  
The Divination Foundation  
Donahue Family Foundation  
The Eisenbud Family  
Fairmount Minerals Foundation  
The Fred Gellert Family Foundation  
Girls Gone Green  
Intuit Foundation  
Jewish Community Federation and Endowment Fund  
Joyce & Irving Goldman Family Foundation  
Keybank Foundation  
The Lawrence Weissberg Foundation  
Edward A & Catherine L Lozick Foundation  
The Lumpkin Family Foundation  
Marin Community Foundation  
May and Stanley Smith Charitable Trust  
The Moca Fund  
National Philanthropic Trust

Pasadena Athletic Association  
Roberts Foundation  
Rockefeller Philanthropy Advisors  
Silicon Valley Social Venture Fund (SV2)  
The West Foundation  
Yahoo! Employee Foundation

### CORPORATIONS

Adobe Systems Inc.  
Cascia, LLC  
Columbia Bank  
Dwight-Englewood School  
Google Matching Gifts Program  
Gwendolyn Books dba Lifestyle Management  
GU  
KOR Water  
Kineticco  
Levi Strauss & Co.  
Mercyhurst College Corporation  
People Water Inc.  
Propell Corporation  
URS Corporation  
Veterans Elementary  
Wilson Sonsini Goodrich & Rosati

# BLUE PLANET NETWORK FINANCIAL STATEMENTS

## Financial Position and Activity

### STATEMENT OF FINANCIAL POSITION

	Unrestricted	Temporarily Restricted	2011 Total	2010 Total
<b>ASSETS</b>				
Current assets				
Cash and cash equivalents	\$556,991	\$63,207	\$620,198	\$504,158
Grants receivable	20,477	--	20,477	--
Prepaid expenses	8,595	--	8,595	--
	<u>586,063</u>	<u>63,207</u>	<u>649,270</u>	<u>504,158</u>
Tradename & trademark costs, less amortization of \$89,639	186,267	--	186,267	186,320
Furniture, equipment & website, at cost	289,072	--	289,072	289,072
Less: accumulated depreciation	<u>(281,233)</u>	<u>--</u>	<u>(281,233)</u>	<u>(267,549)</u>
	<u>7,839</u>	<u>--</u>	<u>7,839</u>	<u>21,523</u>
	<u>\$780,169</u>	<u>\$63,207</u>	<u>\$843,376</u>	<u>\$712,001</u>
<b>LIABILITIES AND NET ASSETS</b>				
Current liabilities				
Accounts payable	\$ 82,053	\$ --	\$ 82,053	\$ 37,613
Water grants payable	--	--	--	115,972
Loans from founder*	<u>3,352,825</u>	<u>--</u>	<u>3,352,825</u>	<u>3,352,825</u>
	<u>3,434,878</u>	<u>--</u>	<u>3,434,878</u>	<u>3,506,410</u>
Net assets (deficit)	(2,654,709)	63,207	(2,591,502)	(2,794,409)
	<u>\$780,169</u>	<u>\$63,207</u>	<u>\$843,376</u>	<u>\$712,001</u>

\* This loan is non-interest bearing and will not be repaid using grants received.

### STATEMENT OF ACTIVITY

	Unrestricted	Temporarily Restricted	2011 Total	2010 Total
<b>SUPPORT AND REVENUE</b>				
Corporate grants	\$ --	\$28,500	\$28,500	\$84,405
Foundation grants	555,529	234,490	790,019	364,725
Donated services	32,884	--	32,884	213,444
Individual contributions	68,943	28,409	97,352	224,984
Book sales, rent & other	2,784	--	2,784	4,202
Interest income	860	--	860	1,117
	<u>661,000</u>	<u>291,399</u>	<u>952,399</u>	<u>892,877</u>
Net assets released by the passage of time or satisfaction of restrictions	335,794	(335,794)	--	--
Total public support and revenue	<u>\$996,794</u>	<u>\$(44,395)</u>	<u>\$952,399</u>	
<b>FUNCTIONAL EXPENSES</b>				
Program services:				
Run & other events	\$82,298	\$ --	\$82,298	\$145,762
Public education	124,487	--	124,487	154,504
Water projects & PWX	<u>395,339</u>	<u>--</u>	<u>395,339</u>	<u>417,737</u>
	<u>602,124</u>	<u>--</u>	<u>602,124</u>	<u>718,003</u>
Supporting services:				
Management & general	75,815	--	75,815	69,039
Resource development	<u>71,553</u>	<u>--</u>	<u>71,553</u>	<u>88,507</u>
	<u>147,368</u>	<u>--</u>	<u>147,368</u>	<u>157,546</u>
Total functional expenses	<u>749,492</u>	<u>--</u>	<u>749,492</u>	<u>875,549</u>
CHANGE IN NET ASSETS	247,302	(44,395)	202,907	17,328
Net assets, beginning of year	(2,902,011)	107,602	(2,794,409)	(2,811,737)
Net assets, end of year	<u>\$(2,654,709)</u>	<u>\$63,207</u>	<u>\$(2,591,502)</u>	<u>\$(2,794,409)</u>



2011 Annual Report photo credits: Rudi Dundas, Chris Majors, Jon Polka, Neil Brander, Rajesh Shah, and other Blue Planet Network members

Visit us: [www.blueplanetnetwork.org](http://www.blueplanetnetwork.org)

Email us at: [info@blueplanetnetwork.org](mailto:info@blueplanetnetwork.org)

Support us: [donate@blueplanetnetwork.org](mailto:donate@blueplanetnetwork.org)

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WATER IS LIFE. PASS IT ON.