

A young boy with a joyful expression is washing his hands at a public water station. He is wearing a light-colored long-sleeved shirt. The water station is a concrete structure with several brass faucets. Water is flowing from the faucet he is using. In the background, another person's hand is visible near another faucet. The scene is outdoors, and the overall atmosphere is one of clean, accessible water.

IMPACT AT ITS BEST

2012 ANNUAL REPORT



blue planet
NETWORK



Scaling
the **IMPACT**
of
Water
Programs
WORLDWIDE

LETTER FROM THE CHAIRMAN AND CHIEF EXECUTIVE OFFICER

This year, Blue Planet Network is celebrating its 10th birthday. We wish to thank our many supporters for fueling the growth of our global community and our innovative technology. This combination of human experience and powerful technology is unique, designed to rapidly scale proven solutions to end the global water crisis, one community at a time.

Our decade-long experience has shown us that many of our members working in rural communities across 27 countries possess the technical know-how necessary for their own success. They understand community needs and have frequently defined their own path of how to implement high quality water programs. What they lacked was an advanced, yet user-friendly technology system, easily accessible on a global scale, with capabilities to track, manage and monitor their projects. Many of them wanted to showcase their work to increase funding sources and share best practices so everyone can learn what works.

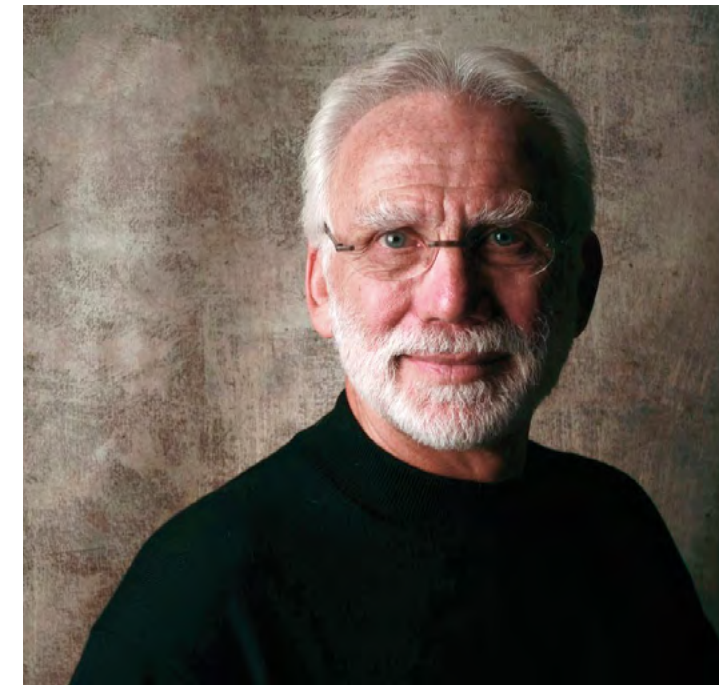
We listened. We acted. And, we delivered. Our global technology platform, simple monitoring tools, and collaborative peer review services are empowering our 94 members with the resources to plan, track and now monitor 1,600 water and sanitation programs benefiting 1,000,000 people.

Together, we are making a brighter future possible for many, especially the women and children who waste 200 million hours daily lugging water. We are excited to continue offering even more innovative online services to scale the impact of water programs, and look to our supporters to help make that happen. We thank you for being part of our vision to increase the opportunities that sustainable clean water brings and to saying yes when people need us the most.

With gratitude,

Jin Zidell
Founder and Chairman of the Board

Lisa Nash
Chief Executive Officer





94 MEMBERS PLANNING, TRACKING, MANAGING AND MONITORING

1,600 PROJECTS ACROSS 2,400 COMMUNITIES IN 27 COUNTRIES TO HELP

1,000,000 PEOPLE WITH SAFE DRINKING WATER AND SANITATION

WHO WE ARE

Blue Planet Network is an award-winning 501(c)(3) nonprofit headquartered in the San Francisco Bay Area. Our mission is to exponentially increase the impact of safe drinking water programs for people around the world. Our vision is a world in which all people have affordable access to sustainable safe drinking water and the chance for health, education and economic opportunity that it brings.

OUR APPROACH

Blue Planet Network's online system and marketplace of services enable its global community of funders, organizations and individuals to effectively plan, fund, manage and monitor their water 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.

Global Community

Blue Planet Network has amassed a global community of water visionaries, funders, and organizations who have delivered safe drinking water and sanitation to 1,000,000 people worldwide. We help funders find quality water projects by knowledgeable organizations working in 27 countries. We empower our members to connect, collaborate and share innovative ideas so the water sector can observe, replicate proven models, and celebrate stories of success.



Technology & Analytics Platform

Blue Planet Network's award-winning Technology & Analytics Platform enables its members to plan, implement and analyze over 1,600 safe drinking water and sanitation projects totaling \$40 million. More than 94 organizations working in 2,400 communities across 27 countries collaborate on our platform to plan projects, report on impact, monitor challenges, and share expertise.

Monitoring Tools & Services

Blue Planet Network offers its members SMS Text Monitoring and Android Smart Phone services to track and sustain the long-term impact of their water projects. Members can quickly and easily send SMS text messages to report on metrics or upload photos illustrating a project's milestones, during and after implementation. These low-cost tools are helping to remedy project challenges, scale sustainable practices, and empower communities to take charge of their own water solutions.



Peer Review Service

Blue Planet Network's Peer Review service encourages members to vet water projects collaboratively and assess their long-term sustainability. Since 2006, 212 project plans have been peer reviewed on Blue Planet Network's platform. This crowd-sourcing process empowers members to learn from one another and exchange critical knowledge about planning, implementing and sustaining water programs. Funders often choose to invest in our member projects due to this service.



25,600 people:
safe drinking water

SAFE DRINKING WATER IN UGANDA

International Lifeline Fund

International Lifeline Fund (ILF), a member of Blue Planet Network since 2011, reduces human suffering in Uganda through water and sanitation initiatives, fuel-efficient stove programs and micro-enterprise.

ILF is using Blue Planet Network's online **Technology & Analytics Platform** to plan, monitor and share best practices of H2O Health Plus (H2O+), an integrated water, health and economic development project that focuses on women and girls in Uganda.

In 2012, ILF drilled five borehole wells near health clinics in five rural communities of Palissa in eastern Uganda. H2O+ is now providing 25,600 people annually with sustainable clean water and better healthcare. In 2013, H2O+ will train the communities about the production and use of latrines and fuel-efficient stoves to further strengthen community health, increase economic opportunities, and reduce environmental degradation. H2O+'s multi-phase program seeks to help more than 250,000 people in Uganda over the next five years.

SAFE DRINKING WATER IN HAITI

Pure Water for the World

Since 2009, Pure Water for the World (PWW) has partnered with Blue Planet Network to increase the impact of their nine water projects, three in Haiti and six in Honduras, serving 10,521 people. PWW uses Blue Planet Network's tools and services to gain best practices within the water sector shared by other members of the network. They also showcase their projects to global partners and interested funders using a comprehensive and attractive dashboard, one of the features of Blue Planet Network's platform.

In 2012, PWW submitted two water project plans for **Peer Review** to Blue Planet Network. Through a collaborative online process, including many questions from a panel of 4-6 members, and thorough responses by PWW, both project plans were approved. By participating in Peer Review, Blue Planet Network members help each other plan high-quality programs designed for sustainability.

PWW's 2012 water project in Port-au-Prince, Haiti helped 1,000 children gain access to clean drinking water by installing water filters in 16 schools. These children are now attending school regularly and living healthier lives, free of water-related diseases.



1,000 people:
safe drinking water



3,000 people:
safe drinking water

SAFE DRINKING WATER IN CALIFORNIA

Community Water Center

Blue Planet Network's California water program was launched in 2012 with its member, Community Water Center (CWC), to mitigate the high levels of nitrates and arsenic in the water. The San Joaquin Valley, California program is providing water filtration systems in schools, child care centers and in homes to support more than 3,000 low income children and families.

Eunice Martinez, a 47-year-old woman who lives in Central California, will benefit from CWC's safe drinking water program. Since 2002, Eunice and her family have not been able to drink the tap water. If they do, they get stomach cramps, skin rashes, and severe diarrhea. "We miss drinking the tap water," shared Eunice.

Project Well, Blue Planet Network's member who works on arsenic-free wells in West Bengal, India, provides guidance to CWC on removing arsenic from the water in California. The power of collaboration is commonplace across Blue Planet Network's global community. CWC will track, monitor and share project status reports regularly on Blue Planet Network's platform and use its **Android Smart Phone** application to track water filter installations.

CLEAN WATER AND SANITATION IN INDIA

Palmyra

Palmyra is appreciated by local and state governments for its pioneering efforts in water conservation and rural development across India. Palmyra partners with Blue Planet Network to share best practices of its ten water and sanitation projects totaling nearly \$2,938,000. These projects are tracked and monitored on Blue Planet Network's platform.

In 2012, Palmyra launched a women-led water, sanitation and hygiene project to provide 250 rural villagers with clean drinking water and latrines in the Karasanur Village of southern India. Palmyra submitted the project for **Peer Review** and received high ratings by five Blue Planet Network members with key experiences. This quality control process provides funders with a high level of investment confidence.

Palmyra utilized Blue Planet Network's **SMS Text Monitoring** service in 2012 to report on the project's impact. Palmyra's personnel texted 35 SMS status reports which were featured on Blue Planet Network's platform. Project stakeholders were able to easily follow the project's milestones and celebrate its successes.



250 people: clean
water and sanitation

BLUE PLANET NETWORK MEMBERS

Funders, Implementing Organizations and Researchers

A Single Drop
A Single Drop for Safe Water, Inc.
Aa Foundation for Community Development
Africa Ahead
African Empowerment Project
African Indigenous Women's Organization
Agua Para La Salud
Agua Para La Vida
Aguayuda
Akash Ganga Trust (Rain Centre)
Andheri Hilfe
ANEPO
Aqua Clara International
Arghyam
Bank-On-Rain
Barefoot College
Blue Heart Charity
Boda Boda Initiatives
CARE
Charity: Water
Coastal Salinity Prevention Cell
Common River
Community Water Center
Comprehensive Rural Health Project
Crabgrass
d.o.b foundation
Daemen College
Dept. of Environment & Water Management
of Anugrah Narayan (A.N.) College
Drink Local. Drink Tap.
Each One Teach One
EarthCare Africa Policy Monitoring Institute
East Meets West
Ekoventure
El Porvenir
Esperança
ESTAMOS
Etta Projects
Farm Africa
Global Water
Global Women's Water Initiative
Gram Vikas
Gram Vikas Mandal, Dethali
GRAVIS
Green Empowerment
Greenovation Hub
Groundwater Abstractions in Kenya Outreach
Himmothan Pariyojana
Humana People to People India
Indians for Collective Action
International Lifeline Fund
Jevan Dhara Foundation
Kairos
Lifewater International
Manna Energy Limited
May and Stanley Smith Charitable Trust
Melghat Mitra
Millennium Water Alliance
Mukono Womens AIDS Task Force
Neer Jaal
Norwegian Church Aid
Nyaka AIDS Orphans Project
Ocean Foundation
Oywa 'A' Solar Support Group

Pacific Environment
Pacific Institute
Palmyra
PhotoPhilanthropy
Power Positive
Project Well
Protos
Pure Water for the World
Rainbows4Children
Rainwater Club
Rotary District 5450
Row for Water
Sabore's Well
Safer Future Youth Development Project
The Samburu Project
Shohratgarh Environmental Society
Sir Dorabji Tata Trust and Allied Trusts
Sir Ratan Tata Trust
SNS Foundation
Tanzania Mission to the Poor & Disabled
Tei Wa Wo
Together Association for Development &
Environment
Uganda Community Based Association for Child
Welfare
Utthan
VMWare
Water For People
Water For The Americas
WaterAid
Watershed Organization Trust
Women Initiative for Sustainable Environment
Women's Earth Alliance

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, Oji Life Labs

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

Andrew Popell, Secretary; Partner, Olive Hill Investment Partners

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

Curtis Mo, Officer; Partner, DLA Piper

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

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

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.

Sumer Johal, Founder, Agni Energy

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

Karen Kanan Corrêa, Creative Media Producer

Jackie Goneconti Gibbons, Community Outreach Manager

Ajaya Agrawalla, Technology Lead

BANGALORE, INDIA

Rajesh Shah, Head of Water Programs

Vinita Colaco, Administrative Manager

Arpan C J, User Interface Developer

Madhusudhan Sambhojhu, Software Developer

Madan Kumar, Software Developer

Seema Albal, Mobile Applications Developer

Shakeeb Ahmed, Infrastructure Developer

FOUNDATIONS, TRUSTS & ASSOCIATIONS

ABC Academy Preschool	Oster Home & School Club	Brecksville Laser Eye Center, LLC	Kaiser Permanente	Saks Fifth Avenue
Adobe Foundation	Our Lady of the Lake Parish	Bridgeway Bight, Inc. dba Bar Bocce	Kenwood Inn and Spa	S.F. Pro Speed Auto Body
All Saints Inter Parochial School	Park Day School, Inc.	Buckeye Roadhouse, Inc.	Kinetico Incorporated	San Francisco Motorsports
Arghyam	Peninsula Heritage School	Burke Williams Spa	Korbel Champagne Cellars	San Francisco Opera
Arntz Family Foundation	Riverfield School PTA	Cain's Tire	L.G. Exotic Auto Transport	San Francisco Sports Cars
Beachwood Junior Achievement	Rockefeller Philanthropy Advisors	Caledonia Culinary Capers, Inc.	London & Bryant, LLC	San Francisco Symphony
Bellarmino College Preparatory	Rotary Club of Solon Ohio	Captains Charities, Inc.	Mac Ink Signing Service	San Francisco Wine Trading Co.
Blue Water Ensemble	S.L. Gimbel Foundation	Chess Ventures, Inc.	Marin Luxury Cars	Sausalito Picture Framing
Castilleja School	Schools for Water	Chubb Federal Insurance Company	Marinitas	Schlosser Properties Co., Inc.
Chabot School Parents Club	Silicon Valley Community Foundation	Classic Auto Craft, Inc.	Meadow Napa Valley	SF Sports Cars
Cisco Foundation	Silicon Valley Social Venture Fund	Concorso Italiano	Michi's Catering	SFBAG Insurance Services, Inc.
Fairmount Minerals Foundation	SS Robert and William School	Copymat Digibranch	Mill Valley Musketeers	Sheila R. Taylor CS, FWS, CWAS
Ferrari Owners Charitable Foundation	St. Dominic School	Cork Pops	Miro Cellars	Skip Barber Racing School
Fred Gellert Family Foundation	St. Gabriel Church	Diversified Equity Holding LP	Neiman Marcus	Solution Designs, Inc.
Gateway School	St. Noel Church	Dolce & Salato Cafe	New Trent, Inc.	Splash Publications
Jarb Family Foundation	Strenk Family Trust	Dutton-Goldfield Winery	Nika Water	Sree Sripathy
Jewish Community Federation and Endowment Fund	The West Foundation	Ekoventure	Nonprofit Insurance Alliance of California	Sterling Racing Service
Kenston Local School District	Toleo Foundation	Ellsworth Management Group, LLC	Norcal Auto Concepts, Inc.	Storage Sonoma
Kothari Saura Family Fund	Wells Fargo	Equinox	Novitec North America, LLC	ThermoFisher Scientific
Kwyjibo Charitable Foundation	Yahoo! Employee Foundation	Essence Printing, Inc.	Nuveen Investments Holdings	Tire Rack
Lake Catholic High School		Fairmont San Francisco	OMG Wraps	Tom AHL Chrysler-Dodge, Inc.
Lawrence Weissberg Foundation	CORPORATIONS & DONATED SERVICES >\$100	Four Seasons Resort	Pacific Promotional Group	Tourneau
Los Altos Community Foundation		Francis Ford Coppola Winery, LLC	Training	Track Classic
Lumpkin Family Foundation	25 Lusk Restaurant	Golden State Warriors	Parmigiani Fleurier	Trentadue Winery, LLC
Marin Community Foundation	Adornment Painting, Inc.	Grgich Hills Estate	Plycar	Trentadue Winery, LLC
May and Stanley Smith Charitable Trust	Andretti Winery	Grossmann Group	Poggio	Western Athletic Clubs
Mentor Public Library	Anne Rainwater	Hagerty Insurance Agency, LLC	Prestige Automotive, LLC	The Wild Orchid
Multnomah County School District	Anthony's Auto Craft, Inc.	Happy Hollow Corp.	Price Automotive	Wilson Sonsini Goodrich & Rosati
National Philanthropic Trust	Applied Materials	Hartmann Studios	Ricambi America, Inc.	XOJET, Inc.
Norton City School District	Audio Symphony	Heffernan Insurance Brokers	Robert S. Ltd.	Yerba Buena Center for the Arts
Old Trail School	Axel Johnson, Inc.	J. K. Group, Inc.	Robin Woolard Precious Jewels, Inc.	Your Private Raceway.com
	Big O Tires, LLC	JB Mobile Detailing		ZD Wines, LLC

STATEMENT OF FINANCIAL POSITION

	Unrestricted	Temporarily Restricted	2012 Total	2011 Total
ASSETS				
Current assets				
Cash and cash equivalents	\$516,791	\$73,381	\$588,172	\$620,188
Grants receivable	--	--	--	20,477
Prepaid expenses	--	--	--	8,595
	<u>516,791</u>	<u>71,381</u>	<u>588,172</u>	<u>649,270</u>
Tradename & trademark costs, less amortization of \$117,230	213,604	--	213,604	186,267
Furniture, equipment & website, at cost	289,072	--	289,072	289,072
Less: accumulated depreciation	(288,298)	--	(288,298)	(281,233)
	<u>744</u>	<u>--</u>	<u>744</u>	<u>7,839</u>
	<u>\$731,166</u>	<u>\$71,381</u>	<u>\$802,547</u>	<u>\$843,376</u>
LIABILITIES AND NET ASSETS				
Current liabilities				
Accounts payable	39,113	--	39,113	82,053
Loans from Founder*	3,352,825	--	3,352,825	3,352,825
	<u>\$3,391,938</u>	<u>--</u>	<u>\$3,391,938</u>	<u>\$3,434,878</u>
Net assets (deficit)	(2,660,772)	71,381	(2,589,391)	(2,591,502)
	<u>\$731,166</u>	<u>\$71,381</u>	<u>\$802,547</u>	<u>\$843,376</u>

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

STATEMENT OF ACTIVITY

	Unrestricted	Temporarily Restricted	2012 Total	2011 Total
SUPPORT AND REVENUE				
Corporate grants	\$60,688	\$142,690	\$203,378	\$28,500
Foundation grants	722,939	68,719	791,658	790,019
Donated services	56,310	107,091	163,401	32,884
Individual contributions	310,120	19,689	329,809	97,352
Book sales, rent & other	3,955	--	3,955	2,784
Interest income	454	--	454	860
	<u>1,154,466</u>	<u>338,189</u>	<u>1,492,655</u>	<u>952,399</u>
Net assets released by the passage of time or satisfaction of restrictions	330,015	(330,015)	--	--
Total public support & revenue	<u>\$1,484,481</u>	<u>\$8,174</u>	<u>\$1,492,655</u>	<u>\$952,399</u>
FUNCTIONAL EXPENSES				
Program services:				
Program events	\$372,779	\$--	\$372,779	\$82,298
Public education	203,769	--	203,769	124,487
Water projects & PWX	704,469	--	704,469	395,339
	<u>1,281,017</u>	<u>--</u>	<u>1,281,017</u>	<u>602,124</u>
Supporting services:				
Management & general	64,967	--	64,967	75,815
Resource development	144,560	--	144,560	71,553
	<u>209,527</u>	<u>--</u>	<u>209,527</u>	<u>147,368</u>
Total functional expenses	<u>\$1,490,544</u>	<u>\$--</u>	<u>\$1,490,544</u>	<u>\$749,492</u>
CHANGE IN NET ASSETS	(6,063)	8,174	2,111	202,907
Net assets, beginning of year	(2,654,709)	63,207	(2,591,502)	(2,794,409)
Net assets, end of year	<u>\$(2,660,772)</u>	<u>\$71,381</u>	<u>\$(2,589,391)</u>	<u>\$(2,591,502)</u>



blue planet
NETWORK

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