

2020 IMPACT REPORT

PROJECT WET FOUNDATION

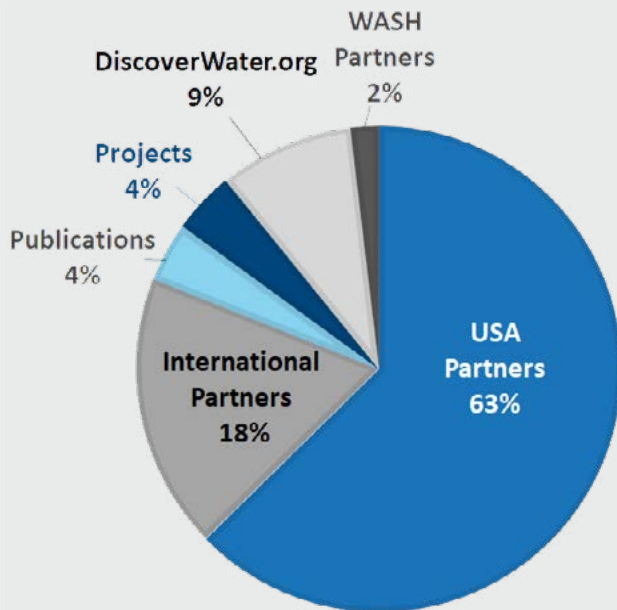


**EDUCATED
2.8 MILLION
PEOPLE WORLDWIDE
ABOUT WATER RESOURCES**

**PROJECT WET WORKS WITH
87 PARTNER
ORGANIZATIONS
WORLDWIDE
TO ADVANCE WATER EDUCATION
AND INSPIRE LOCAL SOLUTIONS**



HOW WE REACH MILLIONS



**PROJECT WET USED WORLDWIDE IN
107 COUNTRIES
UP FROM 82 COUNTRIES IN 2019
THANKS TO OUR DIGITAL
PRESENCE IN THE PANDEMIC**



project WET
WATER EDUCATION TODAY

89% OF EDUCATORS EVALUATED PROJECT WET'S VIRTUAL TRAINING AS EXCELLENT

COVID-19 PANDEMIC RESPONSE

PROJECT WET RE-IMAGINED HANDS-ON EDUCATION FOR DISTANCE LEARNING.

2020 CHANGED EDUCATION FOREVER.

We increased our reach by 300,000 people and 25 countries in 2020

thanks to our digital presence during the pandemic. Educators downloaded our resources, accessed our virtual lessons and completed professional development through virtual trainings.

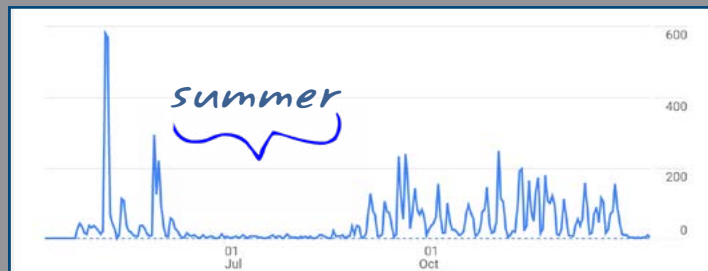
We led **19 TRAINING WEBINARS** for Project WET partners to help them continue to deliver hands-on education.



7,827 USERS OF VIRTUAL STUDENT eLESSONS

We created hands-on, self-paced versions of our activities for students and educators using common household items.

456 DOWNLOADS OF PDF VERSIONS OF STUDENT LESSONS



VIRTUAL eLESSONS ARE PRIMARILY USED DURING THE SCHOOL YEAR

Use drops in summer and on weekends.



1,542 digital downloads of activities
(up 32% from 2019)



6,685 visits to our distance learning webpage with educational resources



1,080 views of early childhood explainer videos for at-home activities

STUDENT DEMOGRAPHICS

2.3
MILLION
STUDENTS
EDUCATED

59%
OF TEACHERS
EDUCATE
LOW-INCOME
STUDENTS

78%
OF TEACHERS
EDUCATE
PRIMARILY
ETHNIC
MINORITY
STUDENTS

**92% OF
EDUCATORS SAID
PROJECT WET
WORKSHOPS
HELPED THEM
TO TEACH
ABOUT WATER**

DiscoverWater.org

AN INTERACTIVE WEBSITE ABOUT WATER
252,000 TOTAL USERS IN 2020



**USE UP 43% IN THE PANDEMIC
USERS IN 86 COUNTRIES**



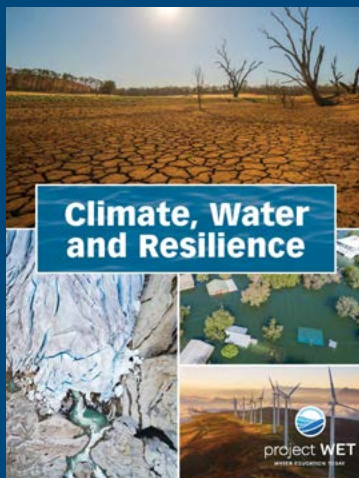
**4,558
EDUCATORS
PARTICIPATED IN
PROJECT WET'S
VIRTUAL EDUCATOR
TRAINING**

(up from 17 in 2019)

INTRODUCING: CLIMATE, WATER AND RESILIENCE

**CLIMATE CHANGE
IS THE MOST IMPORTANT
ENVIRONMENTAL
ISSUE OF OUR TIME.
WE WANT EVERYONE
TO LEARN ABOUT IT.**

Print and Digital Options
Virtual Training Available

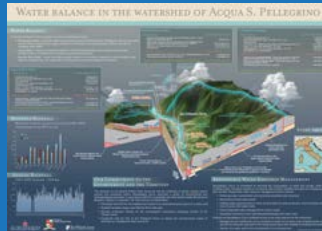


You have all done an excellent job preparing the online training and resources (in addition to your wonderful book and suite of supporting materials). The fact that kids are drawn to them means they are engaging!

*-Beth Del Real, California
Project WET Facilitator*

The WaterCourse: Water Stewardship Solutions

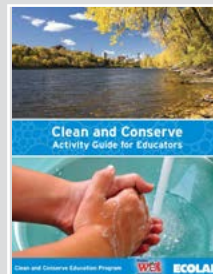
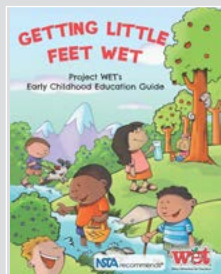
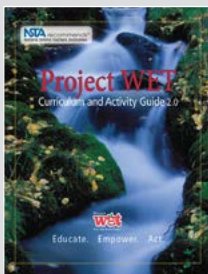
The WaterCourse raises awareness of business' critical water stewardship impacts. Through the development of watershed posters, The WaterCourse has helped multiple corporations engage stakeholders in global markets.



I have really enjoyed the Project WET online training and the many activities, which are organized, informational and fun. One of the activities was titled 'A Grave Mistake.' It was a pleasure seeing everyone taking interest and being challenged to find the source of the ground water contaminant and their surprise when they discovered the truth.

- Cynthia Rushton, virtual training participant, on practicing a lesson at home with her family

FORMAL & NONFORMAL EDUCATORS USE PROJECT WET



30%

OF EDUCATORS TRAINED DO NOT WORK IN FORMAL CLASSROOMS

51%

OF EDUCATORS TRAINED ARE FORMAL CLASSROOM TEACHERS

94% OF EDUCATORS SAID STUDENTS WILL LEARN FROM PROJECT WET ACTIVITIES



We advance water education to understand global challenges and inspire local solutions.

2020 FINANCIALS

PROJECT WET



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FINANCIAL REPORT

Total Revenue: \$743,373
Total Expense: \$1,015,519
 Programs: \$605,426
 Fundraising: \$122,616
 Management and General Expense: \$287,477
Ending Net Assets: \$1,205,805

CORPORATE SPONSORS:



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www.projectwet.org



project **WET**
WATER EDUCATION TODAY