Project WET’s mission is to reach children, parents, educators and communities of the world with water education.
Dear Friends and Colleagues:

On behalf of the Project WET Foundation, we would like to express our gratitude for your continued support in 2009, the year of our 25th Anniversary.

As we look back on Project WET’s quarter century of water education, we are thankful for our partners and donors and for the individuals and institutions around the world that use our publications. The collaboration not only makes possible the award-winning publishing activities for which Project WET is known but also enhances our implementation of ActionEducation™, a bridge between awareness of water problems and solutions that local communities can take to tackle them.

Prompted by a frank question about how Project WET’s activities change lives on the ground, Project WET’s ActionEducation™ builds awareness of the many issues that surround water and empowers students to take solution-based action and appropriately effect positive change in their communities. In 2009, youth from the United States all the way to Kenya and beyond—inspired by Project WET lessons taught to them in schools—worked to conserve water, improve hygiene, protect ground water, restore wetlands and more.

At one school in Uganda, hand washing rates rose nearly 800 percent following the implementation of the Project WET water, sanitation and hygiene (WASH) curriculum, contributing to a drop in school absences and an increase in national exam pass rates for the school. Closer to home, Arizona middle schoolers who had been taught Project WET lessons on water conservation put the lessons into action and saved the school more than 50,000 gallons of water per year. Results such as these encapsulate our guiding principle:

**Educate. Empower. Act.**

We look forward to further collaboration with you in our next 25 years. Together, we can continue to educate and empower children, parents, educators and communities to act on the water challenges that we all face.

With warm regards,

Heidi Paul
Chair
Project WET Foundation Board of Directors

Dennis Nelson
President and CEO
Project WET Foundation
2009 Project WET Foundation Highlights

February: Project WET’s successful water, sanitation and hygiene (WASH) education materials—developed in 2007 with funding from USAID—are distributed to all 5,500 schools in Malawi, impacting millions of students across the country.

March: Project WET joins more than 33,000 participants at the Fifth World Water Forum in Turkey, leading the forum’s children and school education activities and delivering the keynote address at the Youth Forum.

March: The Discover Floods Educators Guide and companion Kids in Discovery series (KIDs) Activity Booklet are released, presenting information on flooding through diverse, hands-on methods and educating teachers, students, families and communities worldwide about risk assessment, flood management, preparedness and planning.

May: Project WET teaches the world to sing...about hand washing. On its website, Project WET makes Hand Washing How-To and the Hand Washing Song freely available to teachers, community educators, parents, day-care and after-school providers.

June: Project WET’s Healthy Water, Healthy Habits, Healthy People Educators Guide receives a Distinguished Achievement Award from the Association of Educational Publishers (AEP), the 17th Project WET publication to earn AEP recognition.

June: A writing conference for the Project WET Curriculum and Activity Guide, Generation 2.0, a revised version of Project WET’s flagship publication, is held in New Orleans.

July: A pilot teacher training program is held in post-conflict Northern Uganda. Those trainers will go on to train more than 500 teachers, who will share the lessons on water, health and disease prevention with more than 40,000 students.

July: Discover the Nile River KIDs booklets and posters are distributed throughout five East African nations, helping to teach the importance of the watershed surrounding the longest river in the world.

September: National field testing for the Generation 2.0 Guide gets underway.

September: In time for the rainy season, Project WET delivers 150,000 copies of the Healthy Water, Healthy Habits, Healthy People Educators Guide for use in Zimbabwe, a country that was devastated the previous year by a largely preventable epidemic of cholera.

October: Through a new partnership with the Río Grande International Study Center in Laredo, Tex., Project WET takes part in the first ever Río Grande-Río Bravo Watershed Alliance Conference. The Project WET USA executive director is the event’s featured presenter.
Project WET Publications Embrace ActionEducation™

With work already underway for Generation 2.0 of Project WET’s flagship publication, the Project WET Curriculum & Activity Guide, the organization is taking advantage of the chance to incorporate ActionEducation™ into many of the book’s planned 75 hands-on activities.

“Students may organize a local stream clean-up, emphasizing the connection to our oceans, implement a public service advertising recycling campaign through social media or educate local fishermen about invasive aquatic species,” Project WET Vice President of Publications Sandra DeYonge said. “Through ActionEducation™, students move beyond activity engagement to educating others about local water resources and helping solve community water issues.”

With a late 2010 targeted completion date, the Generation 2.0 Guide could be in the hands of educators by early 2011—and inspiring more individual and community action shortly thereafter.

One set of publications released in 2009 already includes a strong ActionEducation™ component. Discover Floods, offered as both an Educators Guide and a Kids in Discovery (KIDs) booklet, helps students understand the common and potentially dangerous phenomenon of floods. Moreover, it encourages them to take real-world actions to prepare themselves and their families in the event of a flood.

Arizona Kids Act to Save Water

ActionEducation™ is already impacting students and communities. In Glendale, Ariz.—which receives fewer than eight inches of rainfall per year on average—the Project WET Water Audit activity inspired students at Deer Valley Crossroads School to apply for a University of Arizona Water Efficiency Grant. They were awarded the grant, and the project—replacing three regular toilets with high-efficiency models—yielded a yearly water savings of more than 52,500 gallons in the arid desert community.

“Students may organize a local stream clean-up, emphasizing the connection to our oceans, implement a public service advertising recycling campaign through social media or educate local fishermen about invasive aquatic species,” Project WET Vice President of Publications Sandra DeYonge said. “Through ActionEducation™, students move beyond activity engagement to educating others about local water resources and helping solve community water issues.”

With a late 2010 targeted completion date, the Generation 2.0 Guide could be in the hands of educators by early 2011—and inspiring more individual and community action shortly thereafter.

One set of publications released in 2009 already includes a strong ActionEducation™ component. Discover Floods, offered as both an Educators Guide and a Kids in Discovery (KIDs) booklet, helps students understand the common and potentially dangerous phenomenon of floods. Moreover, it encourages them to take real-world actions to prepare themselves and their families in the event of a flood.

Arizona Kids Act to Save Water

ActionEducation™ is already impacting students and communities. In Glendale, Ariz.—which receives fewer than eight inches of rainfall per year on average—the Project WET Water Audit activity inspired students at Deer Valley Crossroads School to apply for a University of Arizona Water Efficiency Grant. They were awarded the grant, and the project—replacing three regular toilets with high-efficiency models—yielded a yearly water savings of more than 52,500 gallons in the arid desert community.

“Students may organize a local stream clean-up, emphasizing the connection to our oceans, implement a public service advertising recycling campaign through social media or educate local fishermen about invasive aquatic species,” Project WET Vice President of Publications Sandra DeYonge said. “Through ActionEducation™, students move beyond activity engagement to educating others about local water resources and helping solve community water issues.”

With a late 2010 targeted completion date, the Generation 2.0 Guide could be in the hands of educators by early 2011—and inspiring more individual and community action shortly thereafter.

One set of publications released in 2009 already includes a strong ActionEducation™ component. Discover Floods, offered as both an Educators Guide and a Kids in Discovery (KIDs) booklet, helps students understand the common and potentially dangerous phenomenon of floods. Moreover, it encourages them to take real-world actions to prepare themselves and their families in the event of a flood.
Between November 2007 and December 2009, Project WET—with the support of USAID’s Africa Education Initiative—distributed and trained teachers in hands-on water, sanitation and hygiene (WASH) education materials in 15 African countries, reaching some 200,000 teachers and more than five million children. With the program underway for more than a year, data collected in 2009 proved that the Project WET WASH program is changing the lives of children and communities for the better throughout Africa.

Based on Project WET’s Association of Educational Publishers-award winning Healthy Water, Healthy Habits, Healthy People Educators Guide and Student Activity Booklet, the Project WET WASH program has been shown to change habits and improve health. Schools using the program report increased rates of hand washing, decreased absences, fewer visits to school health officers and improved pass rates for national exams.

Outside of the school, communities are also embracing the WASH program, with “Tippy-Taps”—simple, economical hand washing stations that can be made with readily available materials—being built to accommodate more frequent hand washing. The end result is expected to be fewer deaths from largely preventable water-borne illnesses. As one teacher from Uganda wrote in an evaluation of the program, “If schools include (Project WET) materials, over time we shall not have any water-related diseases.”

**Ugandan Students Act to Improve Health**

In 2007, the Lake Victoria Primary School in Entebbe, Uganda, suffered a devastating cholera outbreak, cutting the student body from more than 2,000 students to just 400 in a matter of months. The school adopted Project WET materials in 2008, coupling them with health and sanitation lessons that are worked into existing curriculum. The result has not only been increased enrollment thanks to better health but also increased personal responsibility.

“Students started asking teachers, ‘Where is the soap?’ after learning the Hand Washing Song,” Aggrey Oluka, the school’s science teacher, said. They also requested increased access to clean water.

In response, the school found and began to utilize a previously side-lined water tank and set up a large water-boiling station to serve the students’ daily drinking water needs. Moreover, the lessons spread into the community when students and teachers committed to constructing a number of “Tippy-Taps” in Entebbe.

**Project WET Acts to Reduce Cholera in Zimbabwe**

While the situation in Zimbabwe is dire on many fronts, a cholera epidemic that started in 2008 highlighted some of the country’s most intractable problems. More than 4,000 people died from the largely preventable disease, and most of the country’s public schools were closed for almost half a year.

In response to the crisis, and with funding from USAID, Project WET prepared and arranged for distribution of 150,000 teacher guides explaining proper hand washing techniques. The guides arrived just in time for the rainy season—the time of year when cholera is most likely to spread without proper hand washing.
Project WET Links East African Nations

With July 2010 set as the start date for the East African Community (EAC) Common Market, the education ministries of Kenya, Uganda, Rwanda, Burundi and Tanzania have been working to standardize curriculum across countries and borders. Since all five of the countries also lie also within the Nile Watershed, Project WET cooperated with USAID and several local schools and ministries to create the *Discover the Nile River* Kids in Discovery series (KIDs) student activity booklet.

The colorful booklet and poster—both printed in English, one of the EAC’s three official languages—were published in Uganda in 2009, and 10,000 sets were distributed through a partnership with the United States Peace Corps. The materials demonstrate with hands-on activities and lessons the important notion that all of the countries share the same resources, regardless of nationality or culture.

In addition to being distributed and used throughout East Africa, *Discover the Nile River* has also been recognized as a finalist for the Association of Educational Publishers Distinguished Achievement Award.

Local NGO Acts to Promote Awareness

The Wildlife Clubs of Uganda (WCU)—one of the country’s oldest NGOs—partnered with Project WET in 2009 to distribute hundreds of tear- and water-resistant “Discover the Nile River” posters to its member clubs throughout Uganda. Targeting WCU after-school clubs specifically, the poster campaign is designed to teach Ugandan youth about the key role that the Nile plays in all aspects of life in the East African nation—and how it can be protected. According to its website, WCU has more than 1,500 member clubs and over 60,000 individual members.
Project WET Leads at World Water Forum in Turkey

The world’s preeminent water event, the World Water Forum is held every three years to increase awareness of water issues and facilitate cooperation on water problems. After years of advocacy from Project WET and other water education organizations, the theme of water education was included for the first time at the 5th World Water Forum, held in March 2009 in Istanbul, Turkey.

Dr. Laurina Lyle, Project WET USA’s executive director, delivered the keynote address at the Youth Forum and challenged participants to keep water education at the forefront as they prepared their Youth Declaration. Project WET Senior Vice President John Etgen explained that the organization’s participation and leadership in the 33,000-strong event demonstrated Project WET’s relevance worldwide. “Project WET continues to improve teachers’ and students’ understanding of the importance of water around the world;” he said. “No other organization reaches more children, parents, educators and communities with hands-on water education materials for schools.”

In recognition of Project WET’s global reach, the organization was selected to lead the Forum’s children and school education activities, including a day-long Global Water Education Village for participants and local youth. The Water School emphasized water education principles for students within a fun, interactive environment, providing a solid educational framework for teachers and students within the larger context of the Forum.

Project WET Acts to Honor Leaders

In addition to its active participation in the 5th WWF, Project WET also used the opportunity of a world water gathering to present awards of thanks to several key individuals and organizations. Marcene Seavey of Iowa’s Project WET Program Director was honored for her leadership and dedication to Project WET as well as for her unwavering support of children’s education. The UNESCO International Hydrological Programme was recognized for their support for children’s education worldwide. The World Meteorological Organization was also honored, specifically for their role in the development of the Discover Floods program. The Uganda Ministry of Water and Environments was singled out for their implementation of Project WET’s water, sanitation and hygiene programs.

Children, Water and Education

Fifth World Water Forum
Istanbul, Turkey
March 16 to 22, 2009
Project WET Founding Partners and Donors
North Dakota State Water Commission
Montana State University with funding from the United States Department of the Interior Bureau of Reclamation
Valerie Gates
Nestlé Waters

For the complete history of the founding of Project WET and a timeline of its original funders, please visit http://projectwet.org/water-education-project-wet/project-wet-history/.

Project WET 2009 Supporters
Project WET is supported annually by the thousands of individuals and organizations who purchase Project WET materials, by grants and contracts from public and private sector donors and by contributions from partners too numerous to count. Below are a selection of Project WET’s donors and partners during the 2009 calendar year:

USAID
Nestlé Waters MT - Paris, France Headquarters
Nestlé Waters North America
University of Wisconsin
Valerie Gates
NOAA
University Corp for Atmospheric Research
University of Arizona
Georgia Dept of Natural Resources
Water Education Foundation
Foundation of River & Watershed Mgmt
Rogers Environmental Education Center
Austin Peay State University
New England Interstate Water Pollution Co.
Indiana Project WET
Virginia Dept of Enviro. Quality
Arkansas Dept of Enviro. Quality
Southwest Florida Water Mgmt Dist.
Canadian Water Resources
Boise Public Works
University of Nebraska
Marine Learning Institute
Seminole Co Govt Public Works Admin.
State of New Mexico
St. John’s River Water Mgmt Dist. - Florida
National Park Service - Fort Collins, CO
World Meteorological Organization
Minnesota Dept of Natural Resources
City of Phoenix
Oklahoma DEQ
PA Dept of Education
Rutgers University
Avoyelles SWCD
Missouri State University
The Iowa Academy of Science
Kansas Assoc of Conserv & Environ Ed.
MS Museum of Natural Science
Hudson River National Estuarine Research
Grand Valley State University
SD Discovery Center & Aquarium
Palmuone Waters Co., Ltd.
Pamela Harley
Portland Water District
Kentucky Environmental Education Council
Butler County Storm Water Dist.
Ohio Dept of Natural Resources
Pennsylvania Dept of Education
West Virginia DEP
Albany SWCD
Jackson Bottom Education Center
State of Maryland
New Hampshire Dept of Enviro. Services
WaterCAMPWS
Rio Grande International Study Center
Nestle Purina PetCare - Headquarters
Mississippi DEQ
City of Richmond
Morris County MUA
Mid-America Regional Council
University of Houston - Clear Lake
Western Kentucky University
Wisconsin Dept of Natural Resources
National Park Service - NE
New Mexico State University
MSU-Montana Watercourse
North Dakota State Water Commission
Town of Gilbert
Salt River Pima-Maricopa Indian
City of Sedona
Florida DEP
Town of Fishers
North Carolina DENR
Oklahoma Conservation Comm.
Nevada DEP/BWQD
Desert Hills Elementary School
Golden Apple Foundation
Oregon Dept of Human Services
Experiential EE, LLC
Connecticut EPA
City of Woodland
Environmental Concern
Northern Arizona University
City of Glendale
Gaston Natural Resources
Lockwood School District #26
City of Mesa-Environmental and Sust. Prog
Dennis Nelson
Acorn Naturalists
Northwest Natural Resources Institute
Clayton County Water Authority
Kellogg Company - MI
City of Grand Prairie - TX
Mount Sunapee State Park
INDEPENDENT AUDITOR’S REPORT

To the Board of Directors
Project WET Foundation, Inc.:

We have audited the accompanying statements of financial position of Project WET Foundation, Inc. (a nonprofit corporation) as of December 31, 2009 and 2008, and the related statements of activities, functional expenses, and cash flows for the years then ended. These financial statements are the responsibility of the Foundation’s management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform our audits to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Project WET Foundation, Inc. as of December 31, 2009 and 2008, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America.

Anderson Zurmuehlen & Co., P.C.
Bozeman, Montana
June 14, 2010
## Project WET Foundation, Inc.
### STATEMENT OF FUNCTIONAL EXPENSES
#### Year Ended December 31, 2009

<table>
<thead>
<tr>
<th></th>
<th>Management and</th>
<th></th>
<th>Fundraising</th>
<th>2009 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Program</td>
<td>General</td>
<td></td>
<td>Expenses</td>
</tr>
<tr>
<td>Salaries and wages</td>
<td>$ 808,467</td>
<td>$ 89,806</td>
<td>$ 78,559</td>
<td>$ 976,832</td>
</tr>
<tr>
<td>Professional expenses</td>
<td>288,458</td>
<td>3,520</td>
<td>4,599</td>
<td>296,577</td>
</tr>
<tr>
<td>General operating expenses</td>
<td>227,848</td>
<td>3,006</td>
<td>5,897</td>
<td>236,751</td>
</tr>
<tr>
<td>Occupancy expenses</td>
<td>104,927</td>
<td>8,594</td>
<td>7,517</td>
<td>121,038</td>
</tr>
<tr>
<td>Travel</td>
<td>149,881</td>
<td>210</td>
<td>4,652</td>
<td>154,743</td>
</tr>
<tr>
<td>Conferences and workshops</td>
<td>198,066</td>
<td>(33)</td>
<td>142</td>
<td>198,175</td>
</tr>
<tr>
<td>Meetings</td>
<td>4,200</td>
<td>298</td>
<td>492</td>
<td>4,990</td>
</tr>
<tr>
<td>Depreciation</td>
<td>44,981</td>
<td>394</td>
<td>1,060</td>
<td>46,435</td>
</tr>
<tr>
<td>Inventory used in operations</td>
<td>947</td>
<td>644</td>
<td>1,717</td>
<td>3,308</td>
</tr>
<tr>
<td>Business expenses</td>
<td>5,942</td>
<td>126</td>
<td>418</td>
<td>6,486</td>
</tr>
<tr>
<td>Miscellaneous expenses</td>
<td>106</td>
<td>9</td>
<td>42</td>
<td>157</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 1,833,823</strong></td>
<td><strong>$ 106,574</strong></td>
<td><strong>$ 105,095</strong></td>
<td><strong>$ 2,045,492</strong></td>
</tr>
</tbody>
</table>