Project WET’s mission is to reach children, parents, educators and communities of the world with water education.
Students at an elementary school in Montana learn about macroinvertebrates at a Make a Splash Festival held in honor of Earth Day.
Letter from the Board Chair and President and CEO

Dear Friends and Colleagues:

On behalf of the Project WET Foundation, we would like to thank you for your support in 2010.

The Project WET Foundation continued to expand its international network of partners in 2010 through the establishment of formal partnerships with corporations, cities, states, countries and global organizations. Project WET Foundation partners conducted thousands of school and community workshops and reached more than 30,000 educators with water education materials and training. In Africa alone, nearly 3.8 million children were reached with water, sanitation and hygiene (WASH) education in 2010.

In Africa and elsewhere around the world, Project WET’s focus continues to be on ActionEducation™ — education that leads to meaningful and sustainable action. Whether that is students in Africa forming clubs to teach other kids about the healthy habits that prevent waterborne disease or community organizations in the United States coming together with local corporations to teach about conservation, ActionEducation™ works because it is local.

We would like to thank our sponsors for their continued support and recognize the thousands of people and organizations that use Project WET materials to reach children across the world with water education.

With best regards,

Heidi Paul
Chair
Project WET Foundation
Board of Directors

Dennis Nelson
President and CEO
Project WET Foundation
T

hrough the continued growth of the Project WET USA Network, 2010 marked another record year for teaching U.S. students about our most precious natural resource, water.

Nearly 500 full-length Project WET workshops were held across the country in 2010, and when those workshops were combined with facilitator trainings, specialized professional development, pre-service teacher training and other Project WET-based educator workshops, more than 15,000 formal and informal educators were trained to use Project WET’s innovative, hands-on, science-based water education material with their pre-K through college-aged students.

The year also saw dozens of “Make a Splash with Project WET” festivals, reaching thousands of students around the United States and the world with a day of fun and engaged learning in the great outdoors.

Project WET also inspired young people to make a difference in their communities through ActionEducation™, education that leads to meaningful local action. Students from Arizona to New York planned water conservation programs, stenciled storm drains and organized recycling efforts.
15,146 Educators Trained in the United States in 2010

656,898 U.S. Students Reached in 2010

Approximate cost in 2010 to reach one U.S. child with Project WET’s innovative water education activities: $1.15.
The year 2010 saw the conclusion of Project WET’s three-year water, sanitation and hygiene education project in Africa with the United States Agency for International Development (USAID).

Before USAID began working with the Project WET Foundation in 2007, formal water education in Africa was virtually non-existent. The lack of a systematic program meant that preventable waterborne diseases continued to proliferate unchecked because the healthy habits that can stop disease transmission—hand washing, boiling water and water source protection, for example—had simply not been introduced to African children in a meaningful way.

To address the gap, USAID worked with Project WET to develop, publish and distribute original water education materials. According to data collected in Uganda—one of the project pilot areas—85 percent of schools using the materials reported increased hand washing, leading to decreased disease and school absence.
2010 Africa Project Implementation & Distribution

- Students: Democratic Republic of Congo, Rwanda, Kenya, Malawi, Tanzania, Uganda
- Schools: Democratic Republic of Congo, Rwanda, Kenya, Malawi, Tanzania, Uganda
- Teachers: Democratic Republic of Congo, Rwanda, Kenya, Malawi, Tanzania, Uganda

Map showing the distribution of projects across Africa.
Students in Peru use the school’s only available hand washing station. With support from UN HABITAT, Project WET in 2010 launched water, sanitation and hygiene education projects in five Latin American countries, including Peru.
Launching in China
Montana Senator Max Baucus visited a Project WET China classroom in Shanghai to observe and participate in some of the lessons. “Whether you live in Shanghai or Choteau [Montana], learning about water is a critical part of being a good steward,” Senator Baucus said after his visit.

Read Malawi!
Project WET participated in the development of full-color posters in English and Chichewa as part of Read Malawi!, a multi-year USAID effort to increase literacy in Malawi. Project WET materials were designed to boost literacy skills through engaging and durable materials around the crucial topics of water, sanitation and hygiene.

Peace Corps Training in Rwanda
Project WET in 2010 shipped 88,000 Project WET water, sanitation and hygiene books, including Healthy Water, Healthy Habits, Healthy People and Water is Life KIDs Books, to Rwanda to be implemented through the U.S. Peace Corps to teach both English and WASH concepts. In May, Project WET staff trained 80 incoming Peace Corps volunteers to use the materials and to teach new PCVs as they cycle into Rwanda.
Discover California Coastal Ecosystems
From help for kelp to coastal critters, this Kids in Discovery series (KIDs) booklet offers interactive, classroom-tested lessons and fun activities designed to teach students about California’s coast and the plants and animals that call it home.

Project sponsors: National Oceanic and Atmospheric Administration (NOAA), Aquarium of the Pacific, Birch Aquarium at Scripps, Santa Monica Bay Restoration Commission, Water Education Foundation

Discover the Waters of Nebraska
This KIDs booklet invites readers to spend a day as a Nebraska farmer, investigate a tornado and travel the “Flyway Highway” as a Sandhill Crane while learning about Nebraska’s many water wonders.

Project sponsors: University of Nebraska-Lincoln Extension, Nebraska Project WET, National Drought Mitigation Center, Lower Platte River Corridor Alliance

Discover the Waters of Tennessee
“Discover the Waters of Tennessee” engages children in learning, highlighting remarkable “water places” across the state, including a lake created by earthquakes and an ancient watering hole filled with fossils.

Project sponsors: Middle Tennessee State University, Nestlé Waters, Tennessee Aquarium, WCW, Keep Tennessee Beautiful, Tennessee Department of Agriculture Water Resources, WaterWorks, Tennessee Wildlife Resources Agency, TDOT, City of Franklin Stormwater Management, Ripley’s Aquarium of the Smokies
Teaching Water Conservation

The chief executive of the Project WET Foundation responds to an article about water use in the Southwest.

October 3, 2010

Watersheds and other water issues

When Project WET first began in north central United States in 1958, it aimed to find tools to explain about groundwater to schools and communities. Now 22 years later the center produces a wide variety of water resource materials and training programs for educators in over 50 countries. Sandra Devetinger, Vice President of publications, explains the universality of teaching this subject: "Regardless of culture or geography, one thing that concerns us all is water!"

Senators Bill and Michael Obama's exercise program to combat obesity.

Baucus Highlights Montana Water Conservation Program at Shanghai School Visit

Senator Applauds Bozeman Non-Profit’s Worldwide Water Education Project During China Visit

Postus Friday, October 22, 2010

IMPACTblog

Water Education for African Youth

Published by Blog Administrator on September 10, 2010

John Elger, Senior Vice President of the Project WET Foundation, wrote a great piece this week for Johns Hopkins University’s Global Water Magazine on the booming youth population and the benefits of educating students about water. Here’s a bit of what he had to say:

NOURISHING THE PLANET

A Worldwatch Institute Blog

The Spread of Information Thwarts the Spread of Disease: World Water Week in Washington DC

September 23, 2010

Africa, Agriculture, Disease Prevention, Farmers, Health, Hygiene, Poverty, Safety, Sanitation, School, Waste, Water, disease

2010-09-23
Each year, the thousands of individuals and organizations who purchase Project WET materials support the Project WET Foundation.
Iowa
Iowa Academy of Science

Idaho
University of Idaho

Indiana
Indiana Department of Natural Resources

Kansas
Kansas Association for Conservation and Environmental Education

Louisiana
Office of Soil & Water Conservation

Maryland
Maryland Department of Natural Resources

Maine
Portland Water District

Michigan
Grand Valley State University

Minnesota
Minnesota Dept of Natural Resources

Missouri
Missouri State University

Mississippi
Mississippi Museum of Natural Science

Montana
Montana State University

North Carolina
North Carolina Department of Natural Resources

North Dakota
North Dakota State Water Commission

Nebraska
Nebraska Forest Service

New Hampshire
New Hampshire Dept of Environmental Services

New Jersey
New Jersey Dept. of Environmental Protection

Project WET New Jersey

New Mexico
Albuquerque Bernalillo County Water Utility Authority

Nevada
Nevada Division of Environmental Protection

U.S. Bureau of Reclamation

Ohio
Ohio Dept of Natural Resources

Oklahoma
Oklahoma Conservation Commission

Oregon
Western Oregon University

Pennsylvania
Pennsylvania Department of Education

South Dakota
South Dakota Discovery Center

Tennessee
Austin Peay State University

Texas
Baylor University

El Paso Water Utilities/TecH2O Learning Center

Sky Ranch

Utah
Utah Society for Environmental Education

Virginia
Virginia Department of Environmental Quality

Vermont
Department of Environmental Conservation

Washington
Washington Department of Ecology

Washington State

Wisconsin
WI Department of Natural Resources

West Virginia
West Virginia Department of Environmental Protection

Wyoming
Casper College

INTERNATIONAL

Afghanistan
Green House Organization

American Samoa
American Samoa EPA

Argentina
Amigos de la Patagonia / Ecole de Los Andes

Bolivia
UN Habitat, Bolivia
Canada
Canadian Water Resources Association

Chile
Iniciativa Nacional de Eficiencia Hídrica - Dirección General de Aguas - Ministerio de Obras Públicas

China
Nestlé Waters
Shanghai Ministry of Education

Colombia
UN Habitat, Colombia

Costa Rica
Terra Nostra Association

El Salvador
UN Habitat, El Salvador

Fiji
Live and Learn Foundation

France
Nestlé Waters

Hungary
Nestlé Waters
Kekkuti

Italy
Sanpellegrino
Nestlé Waters

Jamaica
Water Resource Authority

Japan
Foundation of River and Environment Management

Kenya
Engineers Without Borders
His Healing Hands

Lebanon
Nestlé Waters Sohat
Ministry of Education

Madagascar
Peace Corps/USAID

Mexico
Mexico National Water Commission (CONAGUA)
UN Habitat, Mexico
Water Utility of the Municipality of Naucalpan (OAPAS Naucalpan)
Fund for Environmental Communication & Education (FCFEA)
Diseñador en Permacultura

Palau
Republic of Palau Utility

Peru
UN Habitat, Peru
World University Service of Canada - Peru

Philippines
Mother Earth Foundation

Rwanda
Peace Corps

South Africa
South Africa Department of Water & Environment

South Korea
Korea Water Forum
Nestlé Waters/Pulmuone

Tanzania
USAID/Ministry of Education
Project Concern International

Thailand
Nestlé Waters
Ministry of Education

Uganda
Ministry of Water and Environment
Protos
The Water School

United Arab Emirates
Nestlé Waters Dubai

Uruguay
UNESCO-IHP Regional Office

Vietnam
Nestlé Waters LaVie / Ministry of Education
At a “train-the-trainer” workshop in Tanzania, participants learn how to teach engaging and fun lessons about water, sanitation and hygiene. Project WET’s WASH materials in Kiswahili reached more than a million Tanzanian children in 2010.
Heidi J. Paul, Chair of the Project WET Foundation Board of Directors
Nestlé Waters North America

Vice-President of Corporate Affairs for Nestlé Waters North America since 2000, Heidi Paul is responsible for all aspects of the company’s corporate communications and community relations. Prior to taking on the VP position, Ms. Paul served in various brand marketing roles for Nestlé Waters, overseeing the marketing of many of America’s most successful spring water brands, including Poland Spring, Arrowhead, Calistoga, Deer Park, Ozarka and Zephyrhills as well as the leading international brands Perrier and S.Pellegrino. Ms. Paul holds an MBA from Columbia University and a BA from the University of Pennsylvania. Heidi Paul has been involved with Project WET since 1998 and has been the Chair of the Project WET Foundation Board of Directors since 2006.
Thomas R. Atkins  
United States Department of Agriculture, Rural Development

As an Area Director for USDA Rural Development, Tom Atkins oversees Rural Development activities such as loans, technical assistance and community empowerment in 14 Montana counties. Overall, USDA Rural Development has a $115 billion loan portfolio and is set to administer $20 billion in loans, loan guarantees and grants through its programs during this fiscal year. Mr. Atkins began his career in banking, working primarily in rural Montana and North Dakota before moving to Bozeman, Mont.; to join USDA. He studied at both Montana State University in Bozeman and MSU-Billings, formerly Eastern Montana College. Tom Atkins joined the Project WET Foundation Board of Directors in 2010.

Tom Cooper  
Intel Corporation

As the Corporate Water Programs Manager for Intel Corporation, Tom Cooper is responsible for Intel’s water policy and strategy as well as for the company’s sustainable water and wastewater program development, long-range goal setting and related water conservation initiatives. With Intel for 14 years, Mr. Cooper has 26 years of experience working with Environmental Health and Safety programs for major industrial corporations and institutions including Lockheed-Martin, GE, PG&E, NASA-Ames Research Center and Chemical Waste Management. He earned a B.S. in Environmental & Systematic Biology from California Polytechnic State University and an M.S. in Environmental Management from the University of San Francisco. Tom Cooper joined the Project WET Foundation Board of Directors in 2010.

Elaine J. Dorward-King  
Richards Bay Minerals/Rio Tinto

With 25 years of leadership and management experience in strategy and implementation of sustainable development, safety, health and environment in the mining, chemical, and engineering consulting industries, Elaine Dorward-King is currently the Managing Director of Richards Bay Minerals in South Africa. Prior to her appointment as Managing Director, she was global head of Health, Safety and Environment for Rio Tinto, a role she held for eight years following other roles of increasing responsibility. Before joining Rio Tinto, Dr. Dorward-King worked for an engineering consulting firm, Ebasco, and for Monsanto Chemical Company, in the agricultural products division. Dr. Dorward-King graduated from Colorado State University with a Ph.D. in analytical chemistry and from Maryville College in Tennessee with a B.A. magna cum laude in chemistry, with emphasis in biology and mathematics. Elaine Dorward-King joined the Project WET Foundation Board of Directors in 2010.

Mark Johnson  
United Airlines

A pilot with more than three decades of flight experience, Mark Johnson has worked with United Airlines for the past 20 years. Although he makes his home in Bozeman, Mont., Mr. Johnson pilots 777s internationally, flying primarily to the Middle East, Asia and Europe. Before joining United, Mr. Johnson served for 15 years in the U.S. Air Force, based mostly in the southeast United States. He is a graduate of North Dakota State University. Mark Johnson has served on the Project WET Board of Directors since 2006.
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, 2010 and 2009, 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, 2010 and 2009, 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 Zumwahlen & Co., P.C.
Bozeman, Montana
May 2, 2011
Project WET International Foundation, Inc.
Statement of Functional Expenses

Year Ended December 31, 2010

<table>
<thead>
<tr>
<th></th>
<th>Program Services</th>
<th>Management and Administration</th>
<th>Fundraising</th>
<th>2010 Total Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries and wages expense</td>
<td>$899,964</td>
<td>$96,256</td>
<td>$86,131</td>
<td>$1,082,351</td>
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<tr>
<td>Professional expense</td>
<td>477,616</td>
<td>2,071</td>
<td>3,068</td>
<td>482,755</td>
</tr>
<tr>
<td>Operating expense</td>
<td>117,307</td>
<td>4,234</td>
<td>8,057</td>
<td>129,598</td>
</tr>
<tr>
<td>Occupancy expense</td>
<td>88,047</td>
<td>6,481</td>
<td>5,799</td>
<td>100,327</td>
</tr>
<tr>
<td>Travel expense - employees</td>
<td>149,877</td>
<td>47</td>
<td>5,393</td>
<td>155,317</td>
</tr>
<tr>
<td>Travel expense - non-employees</td>
<td>28,355</td>
<td>-</td>
<td>-</td>
<td>28,355</td>
</tr>
<tr>
<td>Conferences and workshops expense</td>
<td>121,918</td>
<td>-</td>
<td>-</td>
<td>121,918</td>
</tr>
<tr>
<td>Meeting expense</td>
<td>4,634</td>
<td>231</td>
<td>592</td>
<td>5,457</td>
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<tr>
<td>Sponsorships and grants expense</td>
<td>4,250</td>
<td>-</td>
<td>-</td>
<td>4,250</td>
</tr>
<tr>
<td>Depreciation and amortization expense</td>
<td>42,301</td>
<td>163</td>
<td>1,166</td>
<td>43,630</td>
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<tr>
<td>Inventory used in operations expense</td>
<td>1,720</td>
<td>-</td>
<td>659</td>
<td>2,379</td>
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<tr>
<td>Business expense</td>
<td>22</td>
<td>-</td>
<td>-</td>
<td>22</td>
</tr>
<tr>
<td>Miscellaneous expense</td>
<td>5,431</td>
<td>100</td>
<td>152</td>
<td>5,683</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$1,941,422</td>
<td>$109,583</td>
<td>$111,017</td>
<td>$2,162,042</td>
</tr>
</tbody>
</table>

2010 Project WET Foundation Expenses

- Program services (90%)
- Management & Administration (5%)
- Fundraising (5%)