



2011 Annual Report: Worldwide Water Education

The mission of the Project WET Foundation is to reach children, parents, educators and communities of the world with water education.



Sustaining the Blue Planet: Global Water Education Conference

September 13-17, 2011 | Bozeman, Montana USA



- 200+ attendees from 40 countries
- 90 presentations
- 5 strands
- 2 field tours to Yellowstone National Park
- Launch of *Project WET Curriculum and Activity Guide 2.0*
- Announcement of partnership with the National Park Service

“I would estimate that I have been to more than 500 conferences of all types in the past 37 years of working in the international water sector...*Sustaining the Blue Planet* was without doubt one of the best.”

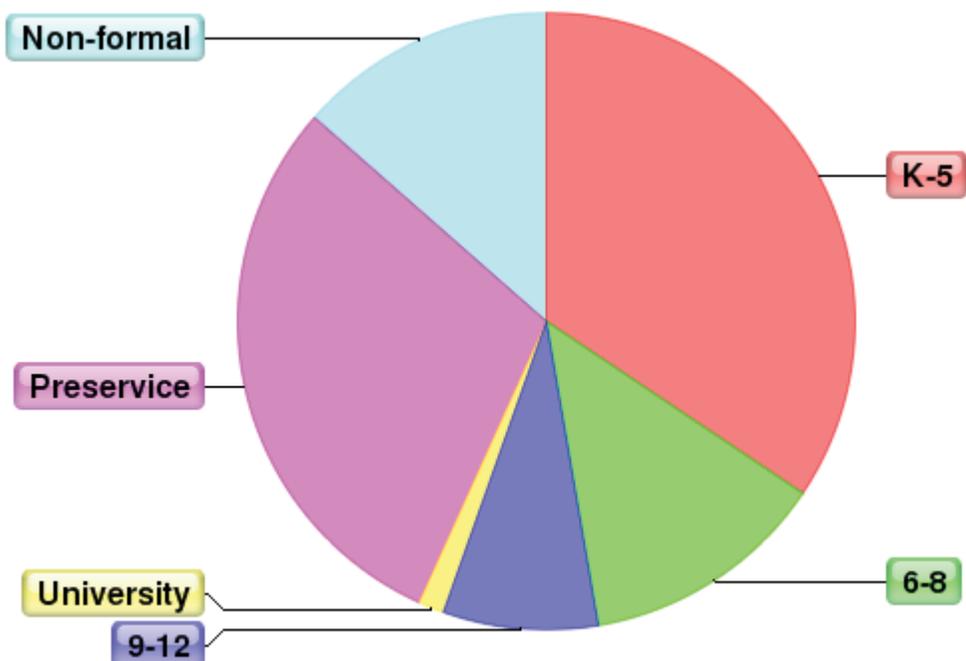
—Dr. Rich Meganck, Rector,
UNESCO Institute for Water
Education (2003-2009)

Training Educators, Reaching Kids

“Students really respond to Project WET activities. They think of it as a game, but they’re really learning some very abstract principles that would be difficult to teach in just a regular lesson. Project WET workshops are invaluable in terms of helping me teach those activities effectively.”

—Lisa Saunders, 5th
Grade Teacher and 2011
Elementary Environmental
Educator of the Year (New
Hampshire Environmental
Educators)

Project WET USA trained **17,605** educators in 2011,
helping them teach an estimated **209,924** students
about everything from the water cycle to water conservation.



Growing Globally



Project WET is active around the world in more than 60 countries. In 2011, Project WET added six partners on three continents, completed translation and customizations of water, sanitation and hygiene (WASH) materials for five Latin American countries with UN HABITAT and started a project in India.

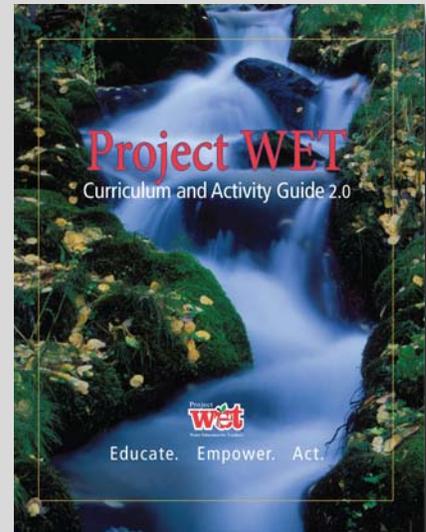
In 2011 data collected in Uganda by Engineers Without Borders, **93 percent** of respondents said that they had seen **at least one healthy habit** instituted at school or home as a result of the use of Project WET materials.



Project WET Curriculum and Activity Guide 2.0

“It is the single-most effective water curriculum collection that we have found.”

—Gary LaShure, high school teacher, Vermont



- Published in August 2011
- 592 pages
- 64 activities
- Completely revised and updated
- Full-color
- Correlated with state and national standards
- Useful across disciplines, ages and grades



Launching DiscoverWater.org

Project WET’s interactive water education website for children, DiscoverWater.org, launched in September 2011. The website’s nine units allow anyone with a computer and Internet connection to learn about water through games, stories, videos and action pledges.

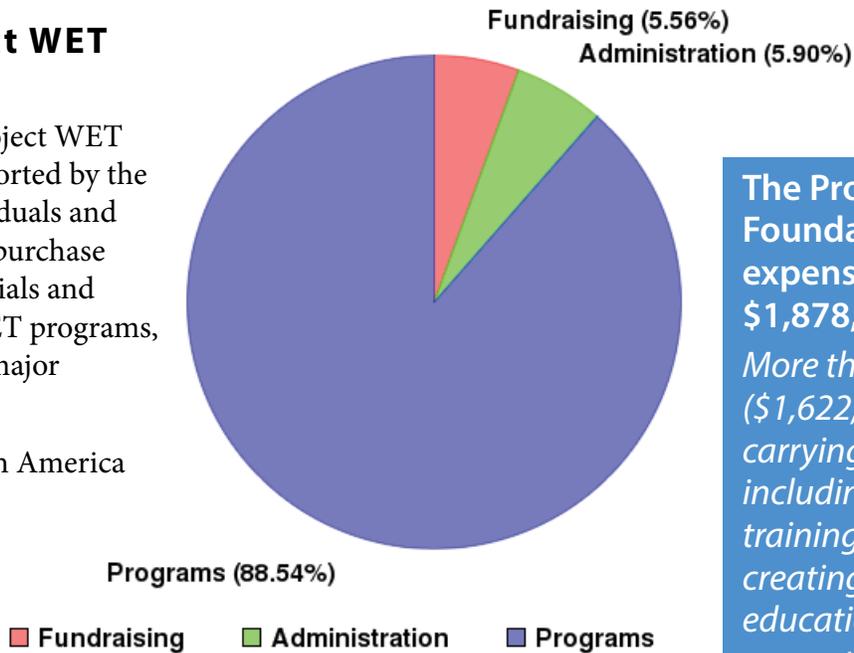
“DiscoverWater.org is **a fun, engaging way** to teach and learn about water!” —Elementary School Teacher, DiscoverWater.org field tests

2011 Expenses

How is Project WET funded?

The work of the Project WET Foundation is supported by the thousands of individuals and organizations who purchase Project WET materials and support Project WET programs, as well as by these major sponsors in 2011:

Nestlé Waters North America
Nestlé Waters MT
UN HABITAT
Valerie Gates



The Project WET Foundation's total expenses for 2011 were \$1,878,120.

More than 88 percent (\$1,622,950) went to carrying out programs, including writing curricula, training educators, creating interactive water education resources and promoting the role of water education as a solution for pressing global water issues.

The Project WET Foundation, a 501(c)(3) nonprofit organization, undergoes an independent audit each year to verify the financial information presented in this report and on the 990s filed with the U.S. Internal Revenue Service. Copies of Project WET Foundation 990s are available by request.

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