

2025 Impact Report



project **WET**

WATER EDUCATION TODAY

2025 Introduction

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**Celebrating 30
Years of Project
WET Curriculum**

Summary of Accomplishments

In 2025, Project WET celebrated 30 years of advancing water education since the publication of its first Curriculum and Activity Guide in 1995. Over the last three decades, Project WET has grown to publish more than 75 titles and educate more than 50 million people worldwide.

Project WET entered a new era with the appointment of women Co-Executive Directors and the launch of a 2025–2028 Strategic Plan focused on meeting audience needs, expanding diversity among audiences and leadership, strengthening organizational management, and advancing fundraising and marketing efforts.

The organization also continued to evolve its curriculum offerings with the publication of Water in Earth Systems, the second educator guide in its updated curriculum series. WET also updated the popular Conserve Water Kids Booklet, originally published in 2002. Through expanded educator training and outreach, Project WET increased its impact, educating more than 4.6 million people through its programs.



2025 Educational Impacts



4.6 million
educated
worldwide



11,655
educators
trained



69
local
partners



96%

of educators learned
something that helped
them **improve**
professional
knowledge skills.

4.5 million
students educated



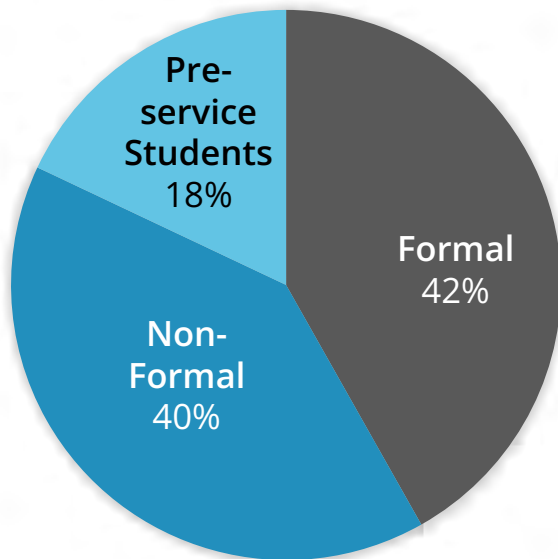
50,585
teachers using
Project WET



611 → **46,709**
workshops training
hours



What types of educators did we train?



Formal = classroom/school teachers

Non-formal = nature centers, afterschool, camps, utilities

Pre-service = student teachers/college students

Grade Levels of Educators Trained (USA)

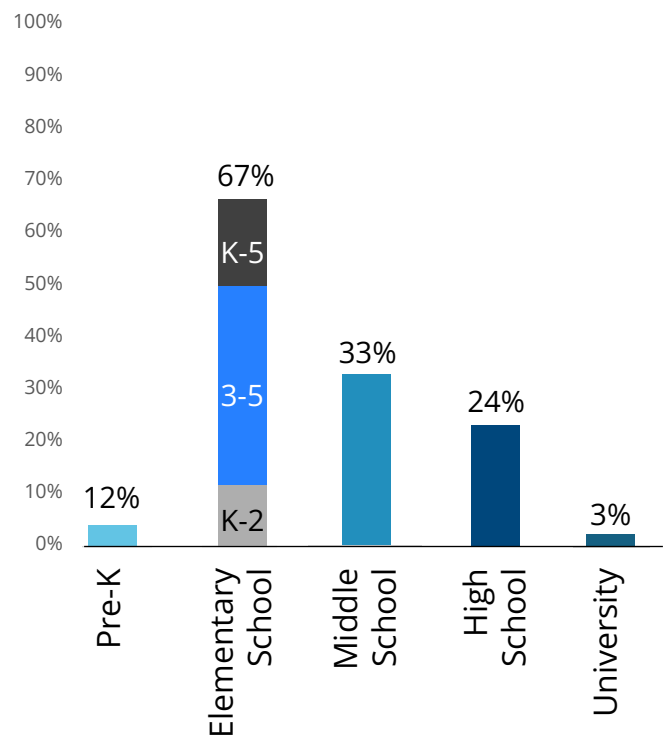


Photo by WV Dept.
of Environmental Protection



“Our students love getting up and moving around. They also love doing hands-on activities. It increases engagement. They will make great memories and build their background knowledge for many topics.”

- West Virginia educator

97%

of educators said their **students will learn** from Project WET.



Photo by The National
Great Rivers Research
& Education Center

93%

of educators reported
the workshop **increased
their knowledge** of how
to use water resources
as the **context for
interdisciplinary
teaching** and learning.



911

educators trained
through virtual trainings



136,283

people educated on
DiscoverWater.org

4,500

students used
eLessons

94

water
festivals

**“I will include more hands-on and inquiry-based activities to
help students understand environmental concepts.”**

*- Florida educator after
attending a Project WET training*





Updated Mission, Vision, and Values

Mission

Project WET empowers educators to engage youth to understand water and solve local and global challenges.

Vision

Inspiring communities around the world to value and protect water.

Core Values

Connection

Life cannot exist without water; it connects everyone and everything on Earth.

Protection

Water resources need to be protected to maintain healthy ecosystems and ensure sustainable access for future generations.

Inclusion

Clean and safe water is a fundamental human right and should be accessible to everyone regardless of their community, background, or geography.

Inspiration

Water inspires communities and is embedded in culture.

Education

Knowledge empowers communities to take action that creates a lasting and positive impact on water resources.

New Leadership

Project WET embraced a co-leadership model when Julia Beck and Morgan Close, who both had been at Project WET for 15 years, became Co-Executive Directors in June 2025. This transition to a women-led organization is rooted in collaboration and shared purpose. Julia serves as Executive Director of Programs, while Morgan serves as Executive Director of Operations. Together, they provide balanced leadership that strengthens decision-making, ensures organizational continuity, and positions Project WET for long-term growth.



2025-2028 Strategic Plan Priority Goals

Reorganize resources for each audience that Project WET serves.

Expand and strengthen Project WET's network and programs by tailoring resources, training educators across audiences, and enhancing partner engagement.



Create and implement products that are more accessible and aligned with current trends.

Develop and deliver accessible, innovative products, training, and services, expand digital offerings, strengthen evaluation, and create revenue opportunities.



To be recognized by our brand as the leader in water education.

Strengthen brand recognition through consistent branding, enhanced digital presence, targeted marketing strategies, and research-driven outreach to better engage audiences.



Expand the Board and staff to represent the audience that we aim to serve.

Strengthen leadership and governance by building a diverse Board and investing in ongoing professional development for Board and staff.



Develop and implement clear systems and processes for knowledge management.

Improve organizational management by standardizing operations, enhancing staff/network support, and applying clear performance, onboarding, and succession processes.

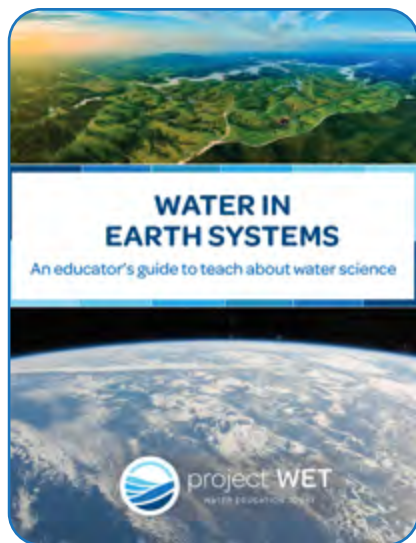


Diversify, increase, and secure funding through multiple sources of revenue.

Diversify and strengthen revenue streams through strategic fundraising, donor engagement, partnership development, sales growth, and co-branding.



2025 New Resources

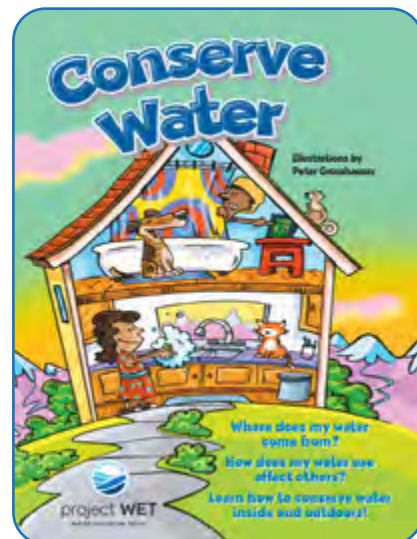


Water in Earth Systems

Water in Earth Systems is a educator curriculum guide that helps students understand how water moves through and connects Earth's systems. Through hands-on, inquiry-based investigations, students explore the water cycle, watersheds, groundwater, climate, weather, ecosystems, human impacts, and water resource management. The guide emphasizes systems thinking, scientific practices, and real-world problem-solving, helping students understand the role of water in Earth's processes and the importance of sustainable water stewardship. The lessons are aligned with science standards and are designed for K-12 students.

Conserve Water Kids Activity Booklet

Project WET updated its most popular children's activity booklet, *Conserve Water*. With up-to-date information on water use and conservation, and more inclusive and relevant illustrations, youth ages 8-12 can learn about how to conserve water in their communities.



"I will include more activities that get kids to go outside and move around the classroom."

- Texas educator after attending a Project WET training

Photo by The National Great Rivers
Research & Education Center



94%
of educators
intend to become
a **better water
steward** as
a result of a
workshop.