

2010 - 2011 ANNUAL REPORT

BUILDING BRIGHTER FUTURES WITH CLEAN WATER FOR ALL





LEADERSHIP

HONORARY PRESIDENT

Margaret Trudeau

WATERCAN BOARD OF DIRECTORS

Jack Baker, Chair
Agrodev, Retired

Ron Cheek
Vice-President, J.L. Richards & Associates Limited, Consulting
Engineers, Architects and Planners, Retired

John Connolly
Government of Canada, Retired

Bruce Dean
Principal, Director of Water Resources, Calgary Office, Golder
Associates Ltd.

Elizabeth MacSween
Dentist

David McInnes
President & CEO, Canadian Agri-Food Policy Institute

Arlene McKechnie
Corporate Counsel, Mitel Networks Corporation

Karen Meades, CA
President, Ottawa Health Services Network Inc.

Rudy Putns
CEO, The Leukemia and Lymphoma Society of Canada, Retired

Andrés Sanchez, P.Eng.
Senior Program Specialist, EcoHealth, International Development
Research Centre

Carole Sheppard
Lawyer

Katherine Thomas B. Comm (Hon)
Senior Partner, Hamilton, Thomas & Associates Ltd.

Bron Vasic CA, CMC
B. Vasic and Associates Inc.

Andrew Wilson
Wilson Law Partners LLP

SENIOR MANAGEMENT

Gary H.J. Pluim
Executive Director

George Yap
International Program Director

Message from the Chair & Executive Director 3

Your Support in Action 5

International Programs 7

Public Engagement 11

Fundraising 13

Finances 16

WaterCan Thanks 19

Andrea Helfer, Editor
Wendy Tung, Volunteer Editor
Design by Andrew Peck, Milkshake
Online Production by Cyan Solutions
Translation by Suzanne Beauchemin
Cover Photo by WaterCan

WaterCan
321 Chapel Street
Ottawa, Ontario
K1N 7Z2
Canada

Tel: 613 230 5182
1 800 370 5658
Fax: 613 230 0712

info@watercan.com
www.watercan.com
www.facebook.com/watercan

WaterCan is a registered
Canadian charity

Charity registration
#119288934 RR0001



A MESSAGE FROM THE CHAIR & EXECUTIVE DIRECTOR



Jack Baker
Chair



Gary H.J. Plum
Executive Director

Earlier this year one of Ottawa's major water lines broke, requiring an undetermined long-term fix, which resulted in water rationing for several thousand residents. The immediate consequence was that there would be no outside water usage for lawns, gardens, washing cars, etc. We must admit we were not ready for the negative reactions from the public, even though the city generously offered to top-up swimming pools and hot tubs, and agreed to reimburse individuals up to \$50 for the purchase of a rain barrel.

Truthfully, we believe it was a constructive exercise as it made many of us realize how blessed we are to live in Canada with clean water available to us at the turn of a tap. Consider this: the cost of one rain barrel could provide safe drinking water, sanitation facilities and hygiene education to two people for life in a world where almost one billion have NO access to safe drinking water at all!

Upon reflection, the past year has been another active and productive one for WaterCan. Let us highlight just a few of our undertakings.

The Board and staff jointly refocused the organization through a renewed 5-year Strategic Plan (2010-2015), with a challenge to advance our vision of *Clean Water for All* by reaching one quarter of a million additional citizens in eastern Africa by 2015.

Significant international programming efforts resulted in over 46,000 children, women and men throughout Ethiopia, Kenya, Tanzania and Uganda gaining access to sustainable sources of clean safe drinking water, basic sanitation facilities and hygiene education.

A commitment to a strong public engagement program was reinstated, ensuring that Canadians of all ages, backgrounds and beliefs are better informed on the issues of access to clean water and sanitation in developing countries.

As part of this Public Engagement Program Strategy and as a valuable first-time effort, WaterCan hosted one of our African partners in Canada for a two-week speaking tour. Mr. Getu Hunde, General Manager of Oromo Self Reliance Association in Addis Ababa, made presentations in Ottawa and

Toronto, at schools, churches, and corporations. He also addressed committees at the Canadian International Development Agency, our long-term Government of Canada funding partner.

This past year we became a member of Imagine Canada, a non-profit resource organization that works to advance the role and interests of the charitable and voluntary sector for the benefit of Canadians. Imagine Canada, widely accepted by foundations, government and other organizations, helps to ensure charities are transparent and open to scrutiny by stakeholders.

We would like to take this opportunity to publicly thank WaterCan's Board members for their dedication throughout the year. Over the past few years, almost half of the Board's membership, at their own expense, has participated in our annual Study Tour, visiting WaterCan projects in Ethiopia, Uganda and Kenya. Members value the experience, which enables them to see first-hand how WaterCan's programs are implemented and their impact on urban and rural communities.

THE SIGNIFICANCE OF BUILDING BRIGHTER FUTURES

We are also pleased to report that another WaterCan milestone was reached this past year: our revenue reached \$2.1 million. The expense ratio continued to be a healthy 80.6 % for programs and 19.4 % for fundraising and administration.

In closing, our heartfelt thanks for the continued enthusiasm of WaterCan staff, committed Board members, and to you, our donors and stakeholders. Your support and dedication to our vision of *Clean Water for All* are an ongoing encouragement.



Jack Baker
Chair, WaterCan Board of Directors



Gary H.J. Plum
Executive Director



Margaret Trudeau
Honorary President

A future bright with hope, health, happiness and opportunity — this is what every mother, everywhere in the world, wants for their child. I know this to be true because throughout my years working with WaterCan I've had the privilege of meeting many women and their children. The words of gratitude that flood from their smiling mouths typically have little to do with being relieved from the drudgery of daily walks for water, but have everything to do with the improved health and well-being of their children. Where clean water flows, a priceless sense of hope for their children's futures is regained.

I am dedicated to my work with WaterCan because I know the need is great and water is the start. With access to clean water, children are healthier and are able to spend more time learning and playing; women are granted more time to pursue empowering activities; and entire communities find their way onto the path toward self-sufficiency. In a nutshell, water enables brighter futures and this is why we have chosen to explore this theme in WaterCan's 2010 – 11 Annual Report.

At WaterCan, we share each mother's big dreams for her children, but we also recognize that the fight against global water poverty is a collaborative process. WaterCan doesn't give hand outs, but rather, a helping hand. We capitalize on the power, vision and knowledge of local communities. Our talented African partners work alongside residents to create positive and lasting change through access to locally-appropriate clean water solutions.

I thank all WaterCan donors and supporters who have contributed to our important work over the past year. Your caring contributions aren't just building wells; they're transforming lives and building brighter futures.



Margaret Trudeau
Honorary President

YOUR SUPPORT IN ACTION

THE NEED IS GREAT = WATERCAN'S SUPPORTERS TAKE ACTION = BRIGHTER FUTURES ARE BUILT

NEED

Nearly 1 billion people worldwide do not have access to clean safe drinking water. A further 2.6 billion live without access to basic sanitation facilities, like toilets or latrines. This lack of access to clean water and adequate sanitation constitutes a global health emergency that hinders nearly every aspect of social and economic development in affected communities. At any given time, half the world's hospital beds are occupied by people suffering needlessly from water- and sanitation-related diseases. For many, in particular children, these diseases can have deadly consequences. For example, more children under the age of 5 die of diarrhea than of AIDS, measles and malaria combined.

Statistics from the World Health Organization show that progress is being made. For the first time, the number of people without access to clean drinking water has dropped below 1 billion worldwide and more than 1.5 billion people have gained access since 1990. Despite this encouraging progress, there still remains much work to be done, particularly in sub-Saharan Africa where progress on water and sanitation coverage continues to lag dangerously behind.

ACTION

The fight against global poverty begins here. With access to clean water, basic sanitation, and hygiene education, the cycle of poverty and disease can be broken. This is a crisis to which there are cost-effective solutions, and these solutions transform lives and communities.

WaterCan focuses its efforts on the communities of greatest need in four East African countries: Ethiopia, Kenya, Tanzania and Uganda. Partnership and local ownership lie at the heart of WaterCan's approach to international development. Working in collaboration with 15 African partner organizations, WaterCan supports small-scale community-driven projects that:

- ◆ Are long-term development initiatives
- ◆ Use low-cost, locally appropriate technologies
- ◆ Integrate water supply, sanitation and hygiene education activities
- ◆ Emphasize community ownership of planning and management
- ◆ Benefit and involve women

IMPACT

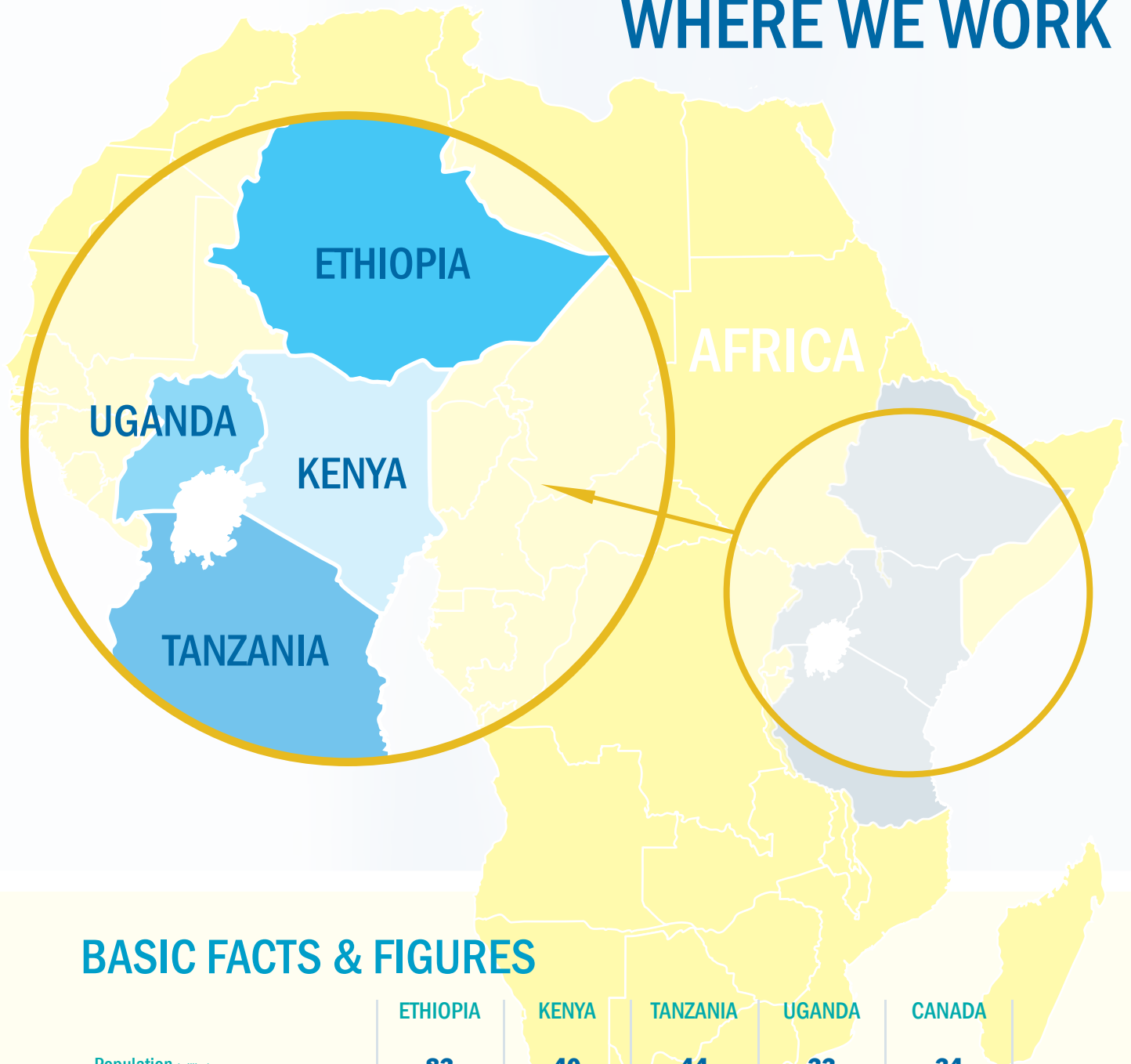
Over the past twenty-four years, WaterCan has witnessed the immediate and long-term benefits that access to clean water and sanitation facilities bring to communities marred by poverty. In all cases, access to these vital necessities has a profound ripple effect, promoting development in multiple areas from health and education to gender equality and economic growth.

With your help, WaterCan achieved the following results in 2010-11:

- ◆ **46,590** children, women and men gained access to clean water, basic sanitation and hygiene education
- ◆ **112** community water-supply systems were constructed
- ◆ **161** community sanitation facilities were completed
- ◆ **75** school-based health and hygiene clubs were trained
- ◆ **62** water and sanitation management committees were formed



WHERE WE WORK



BASIC FACTS & FIGURES

	ETHIOPIA	KENYA	TANZANIA	UGANDA	CANADA
Population (million)	83	40	44	33	34
Water supply coverage (%)	38	59	54	67	100
Sanitation coverage* (%)	19	56	47	74	100
Child mortality (under age 5) per 1,000 live births	104	84	108	128	6
Maternal mortality per 100,000 live births	470	530	790	430	12
Average life expectancy	54	60	55	52	81
Reported cases of cholera in 2009	31,509	11,425	7,700	1,095	2
Physicians (per 10,000 people)	0.2	1.4	0.1	1.2	19.1

YEAR IN REVIEW

INTERNATIONAL PROGRAM

Building Brighter Futures Through Sustainable Water & Sanitation Solutions

Over the past year WaterCan has continued to work in partnership with 15 local organizations in the East African countries of Ethiopia, Kenya, Tanzania and Uganda to provide safe drinking water, sanitation and hygiene education to vulnerable schools and communities. Through these strategic partnerships, WaterCan has assisted over 46,000 children, women and men to gain access to improved water and sanitation facilities, and as a result helped to create brighter futures for all through improvements in health, education, gender equality, and economic growth.

With co-funding provided by the Canadian International Development Agency, in mid-2009 WaterCan launched the East African Water, Sanitation and Hygiene Education Program (EA-WASH). The goal of this three-year program is to assist at least 40,000 people living in rural and urban areas of Ethiopia, Kenya, and Uganda. Informed by the findings of technical field surveys and community consultations carried out in the previous year, field teams were fully engaged in the construction of various types of water systems that included wells, protected springs schemes, and rainwater tanks. New facilities that became operational in the past year are now benefitting over 16,500 additional people. As always, WaterCan works closely with local partner organizations to ensure that the development of these water supply facilities are properly complemented by culturally appropriate hygiene education and environmental sanitation activities. To date, EA-WASH has assisted more than 21,500 people.

The past year also marked the successful completion of remaining projects supported by Phase II of WaterCan's *Clean Water for Schools Program (2009-2010)*, resulting in 30,090 additional students and their teachers gaining improved access to clean drinking water and sanitation facilities. New and innovative approaches were utilized during Phase II to meet the needs of the children and

youth most affected by a lack of adequate water and sanitation facilities at schools. For example, smaller drop holes and transparent roof tiles were installed in latrines constructed for young children, shower stalls were included in the designs for female latrine blocks, and raised pedestals and support bars were installed in stalls built to cater to the specific needs of people with disabilities. Building on these experiences, in mid-2010 WaterCan launched Phase III (2010-2011), which aims to assist a further 37,000 students and teachers in 41 schools.

Strengthening the technical and administrative capacities of local partner organizations to deliver high quality water and sanitation services continues to be an important dimension of WaterCan's international program. WaterCan's April 2010 regional meeting held in Entebbe, Uganda, provided local partner organizations with a valuable opportunity to share best practices in school and community-based programming, as well as visit several local partner organizations working in urban and rural areas of the country. Additionally, WaterCan employed its responsive Capacity Building Fund to provide targeted grants to individual local partner organizations to address specific training needs such as financial management, and monitoring and evaluation. Local partner organizations also benefitted from the technical assistance provided by WaterCan's multi-disciplinary International Program Team comprising Canadian and African development specialists.

To help mark WaterCan's year-long 25th anniversary celebrations in 2012, several new and exciting international program initiatives are under development. As always, WaterCan remains dedicated to supporting grassroots efforts in East Africa to achieve its vision of *Clean Water for All*.



OUR YEAR IN PICTURES **INTERNATIONAL PROGRAM**

“I believe in building brighter futures with clean water for all because I have seen the smiling faces of the mothers and children who have benefited from WaterCan’s work.” Margaret Trudeau, WaterCan Honorary President



NANCY'S

Worldwide, 443 million school days are lost each year due to preventable water and sanitation related diseases. The lack of clean drinking water and basic toilet facilities in schools and communities throughout the developing world results in millions of children missing out on a chance to attend school, which would equip them to build brighter futures for themselves.

CLEAN WATER & BASIC SANITATION = CHILDREN SURVIVING & THRIVING = BRIGHTER FUTURES

ROSIE'S STORY

It's the youngest in the developing world that are most vulnerable to the detrimental health effects caused by dirty drinking water, poor hygiene and inadequate sanitation. Diarrhea alone kills an estimated 1.5 million children under the age of 5 each year, accounting for a greater loss of life amongst young children than of AIDS, malaria and measles combined.

When we first met Rosie in the fall of 2009 she was toddling down a dirt path in oversized flip-flops with brightly coloured pint-sized jerry cans in hand. As she did each day, Rosie (age 5) was accompanying her mother to a stream near their home in Wakiso District, Uganda to collect water for drinking, cooking and cleaning. Like Rosie, most children, women and men in Wakiso District relied on unsafe sources of drinking water.

The absence of clean water sources, basic sanitation and hygiene education led to a high rate of water- and sanitation-related diseases within the community. Diarrhea, skin and eye infections were common among residents, and contributed significantly to high infant and child mortality rates.

Thanks to WaterCan's supporters, a dedicated African partner organization and community members conditions in this beautiful corner of the world are changing. Through the three-year East African Water, Sanitation and Hygiene Education Program WaterCan has committed to bringing clean drinking water to 7,500 Wakiso District residents, many for the very first time in their lives. This fiscal year saw the completion of eight hand-dug wells and one protected spring, and many more will be completed over the coming year. The sense of hope is palpable. Brighter futures are being built.

Through our work in four east African countries, three of which have amongst the highest diarrheal death rates in the world, we have seen firsthand how children survive and thrive when given the opportunity to grow up in clean and healthy environments. Where sustainable access to clean drinking water is available, where human waste is adequately removed from human contact and where good hygiene practices are promoted, children are sick less often. As a result, school attendance increases and performance improves, and, most importantly, children are given the chance to laugh and play, and enjoy the bright futures they deserve.

"I want to be a lawyer, and then I can help my people, the people of Kenya!" These are the determined words of Nancy, a 12 year old girl attending Bar Chando public school in Bondo District, Kenya. She beams from ear to ear as she explains that her favorite subjects are English and writing. "I study hard and want to go to Kenya High, a national level school in Nairobi. I must get high marks on my exams next year, otherwise I can't apply for a scholarship." Nancy, an orphan, is persevering against incredible odds. Throughout sub-Saharan Africa young girls just like Nancy are missing out on a chance to learn, to become community leaders and agents of positive change because of their daily struggle for clean water and sanitation.

CLEAN WATER & BASIC SANITATION = A CHANCE



STORY

“Before the new (rainwater harvesting) tank was constructed, we would need to collect water from the pond. I remember having to miss class time not only to collect the water but also because I suffered a lot from stomach pains and diarrhea. But this isn’t the case anymore! Now that we have clean water, and water to last us the term, we can drink it, the teachers can have tea, we can wash our hands and the girls can even shower.”

In 2010 WaterCan, in partnership with our African Partner SANA and the school community completed the construction of a 25-litre rainwater harvesting tank, 4 handwashing facilities and 13 basic toilet facilities to benefit the 447 students at Bar Chando. According to Mr. Mahyanda, head teacher, the school has seen a marked increase in enrollment and reduction in absenteeism.

Access to clean water, basic sanitation and hygiene education are like the ABC’s of international development and form the building blocks of social and economic development in communities around the world. We thank WaterCan’s supporters for sharing Nancy’s big dreams and for helping to create healthy conditions in schools and communities so that children are able to reach their full potential.

TO LEARN = BRIGHTER FUTURES



CLEAN WATER & BASIC SANITATION = WOMEN’S EMPOWERMENT = BRIGHTER FUTURES

JITU’S STORY

Inadequate water and sanitation services affect all community members, but not all equally. For women and girls, the consequences can be severe and life altering. When women are given access to clean safe drinking water and basic sanitation, a ripple-effect of benefits occur that provide families and entire communities with a chance at building a brighter future.

Mrs. Jitu Dadi from Dame Village, Ethiopia is the backbone of her family and her community. She has a gentle sprit, an admirable work ethic and a strong will to persevere. Her difficult life has left scars, but the dream of a more prosperous future for her six children has not been dampened.

Like so many women throughout sub-Saharan Africa her life, until recently, was impacted daily by the lack of safe drinking water and basic sanitation facilities. Imagine having to wait an entire night after giving birth before being able to quench your thirst and wash your newborn, or witnessing your children suffer needlessly from diarrhea and intestinal parasites because of the water you gave them to drink, or having to spend hours walking each day to collect water from distant sources. This was Jitu’s reality.

In 2010 WaterCan, with the support of Canadian donors, our African partners and community members, completed a water and sanitation project at Keta Insilale Primary School in Dame Village to complement the community well constructed in Dame a year earlier.

According to Jitu, access to clean safe drinking water and basic toilet facilities at school and in the community have made a world of difference. “There are no words to reflect my happiness,” she says. “Justice has come and lifted us from the situation we were in. We all feel reborn. I feel sorry for our elders who passed away and never got to know this better situation. We can take better care of ourselves and our children now. We manage the water as if it were one of our children, because we never want to return to the previous situation and lose what we have now.” Jitu know, like millions of others around the world, just how truly precious water is and how access to this resource cannot be taken for granted.

YEAR IN REVIEW

PUBLIC ENGAGEMENT PROGRAM

Building Brighter Futures by Inspiring Canadians to Care

An important part of WaterCan's mission is to encourage Canadians to lend their support to our vision of *Clean Water for All*. WaterCan's public engagement efforts over the past year have aimed to educate, inspire and provoke meaningful action amongst Canadians of all walks of life.

This year, WaterCan used the occasion of World Water Day (March 22, 2011) to host our inaugural *We Unite for Water Speaking Tour*, which reached over 2,000 students, professionals, policy-makers and parishioners throughout Ottawa and Toronto. The tour featured Getu Hunde, General Manager of Oromo Self Reliance Association, one of WaterCan's Ethiopian partner organization joined by Rhiannon Cobb, WaterCan's Youth Ambassador and David Celia, musician.

WaterCan's *Water for Life: An African Photo Exhibit* featuring the work of renowned photographer Peter Bregg, officially began its nationwide tour. Thanks to over a dozen host venues, including the Canada Science and Technology Museum, Stanfield International Airport in Halifax and Canadian International Development Agency, the exhibition reached thousands over the course of the year.

WaterCan's growing corporate partnerships with Collega International and the Aveda network in Canada, Naturalizer Inc. and National Event Management continued to afford WaterCan exceptional public education opportunities. Collega for Aveda's third annual *Walk for Water* held on April 22, 2010, engaged over 1,800 walkers in 15 cities across Canada. WaterCan won the *Friends of Naturalizer* online voting contest with over 67,000 votes cast over a 4 day period and reached thousands as the official charitable partner of National Event Management's Ottawa Go Green Expo and Toronto National Women's Show.

Reaching out to the youthful generation remained a high priority for WaterCan this year. Through the WaterCan@Schools and WaterCan@Universities programs, we engaged an ever-growing network of students and teachers. In order

to connect effectively with this new generation of globally-minded supporters, we continued to enhance our online presence through the integration of new media into our outreach strategies. Over the past year WaterCan garnered 425 Twitter followers, reached the 600 friends milestone on Facebook and saw YouTube video views exceed 19,500.

While new media has moved from the margins to the mainstream of WaterCan's public education efforts, traditional media coverage has also remained strong. Over the past year, WaterCan received coverage on CBC News, CTV News, Vogue.com and Rogers TV, as well as in Diplomat and International, Embassy Magazine, The Chronicle Herald and Kingston Whig Standard among others.

Each year, we provide a small number of donors and supporters an opportunity to witness, at their own cost, the impact of their contributions to WaterCan. In January 2011, ten intrepid Canadian travelers visited numerous rural and urban project sites throughout Kenya. It is our experience that participants return with a renewed desire to spread WaterCan's message to their families, friends and communities.

For the fourth year, WaterCan served as the national coordination office for the Sanitation and Water Action Network Canada a coalition of 19 Canadian international development non-governmental organizations. WaterCan also participated in a number of international efforts including endorsement of the Tear Fund report in advance of the G8 Summit in Canada and participation in the official launch of United Nations University – INWEH's *Sanitation as Key to Global Health* report in New York and Ottawa.

Looking ahead to our 25th anniversary year, we see that it is brimming with opportunities to strengthen our network of supporters across Canada. We look forward to celebrating this important milestone with the introduction of a variety of new and engaging initiatives that will place a keen focus on bringing Generations X and Y into the WaterCan family.



OUR YEAR IN PICTURES PUBLIC ENGAGEMENT PROGRAM

“I believe in building brighter futures with clean water for all because water sustains life. Everyone has the right to life.” Emily Barber, WaterCan Facebook Fan

YEAR IN REVIEW

FUNDRAISING PROGRAM

Building Brighter Futures One Penny at a Time

Staff at WaterCan are frequently asked “How do you keep hope alive to make a difference when so many live without clean water?” Daily, we find inspiration in the generosity and heartfelt support we receive from Canadians coast to coast and the incredible partnership opportunities that arise unprompted, which allow us to generate momentum toward our vision of *Clean Water for All*.

And that is the kind of year it has been. Generosity flourished. Partnerships abounded. Let us briefly summarize.

Many corporate partnerships were strengthened over this past year, and new ones were forged. Highlights included the Earth Month 2010 efforts of Collega International and the Aveda network in Canada. Salon, store and spa owners, employees and clients participated in 15 *Walk for Water* events across the country, raising an incredible \$325,000, enough to provide 13,000 children, women and men with access to clean water and sanitation for life.

The Brown Shoe Company's *Friends of Naturalizer* contest presented a new and exciting fundraising opportunity for WaterCan. A voting competition among three charities over the course of a weekend, declared WaterCan as the winner of \$20,000, making us eligible for continued participation in this biannual consumer-driven charity initiative.

WaterCan was selected to participate in Aeroplan's Charitable Pooling Program. For the month of November, 2010 WaterCan accepted donated miles from Aeroplan members. These donated miles will be used to help eliminate some of our overhead costs. This program will continue on an annual basis.

We celebrated our 16th annual *Embassy Dinner* presented by Golder Associates, which raised over \$138,805 in support of our international programming efforts. The generous support of Ottawa's diplomatic community, corporate sponsors, media sponsors and nearly one hundred volunteers made this possible.

Canadian treasure and internationally acclaimed pianist Angela Hewitt played a concert to benefit WaterCan at the University of Saskatchewan's Convocation Hall. Over 200 people attended the concert and were treated to a program of beautiful music by Bach, Chopin and Brahms. The evening raised \$10,280 for WaterCan's work and took WaterCan's message into Saskatchewan.

One of the special highlights of this year was seeing our school- and youth-based fundraising gain great momentum. An ever-growing number of primary, high school and university students demonstrated their commitment to raising funds and awareness for WaterCan. This year students, through the WaterCan@Schools and WaterCan@Universities programs, raised over \$77,000 in support of the *Clean Water for Bondo District Project*, which will bring clean water and sanitation to 6,000 students in Bondo District, Kenya. Youth fundraisers also contributed significantly to the incredible growth in the *My WaterCan Fundraiser* campaign, which allows donors to build their own personal fundraising webpages. The campaign saw 938% growth over last year, raising \$69,652.

WaterCan's 2nd annual month-long *Gifts of Water* campaign was very well received and met its goal just in time for Christmas. Every dollar raised through this symbolic giving campaign went to support the *Clean Water for Wakiso District Project*, bringing clean water to 3,410 children, women and men.

In closing, we cannot thank enough our 4,000+ donors including individuals like you, foundations, service clubs, faith-based organization and corporations who continue to support us through our special proposals, quarterly appeal letters and through our Monthly Donation Program. Thank you also to the Canadian International Development Agency for continuing to recognize the great value of WaterCan's work.



OUR YEAR IN PICTURES FUNDRAISING PROGRAM

“I believe in building brighter futures with clean water for all because water is essential...it is the key that opens the door of life.” Debbie and Kaitlynn Anderson, WaterCan Donors

SUMMARIZED STATEMENT OF REVENUE & EXPENDITURES (YEAR ENDED MARCH 31, 2011)

REVENUE	2011	2010
Canadian International Development Agency	813,107	376,000
Donor Contributions	1,446,205	1,288,819
Other Income	6,818	5,143
Deferred Revenue - Beginning of Year	62,091	206,700
Deferred Revenue - End of the Year	(179,504)	(62,091)
TOTAL REVENUE	\$2,148,717	\$1,814,571
EXPENDITURES		
International Program	1,597,900	1,639,400
Public Engagement Program	278,502	265,425
Fundraising Program	325,475	296,511
Canadian Administration	124,992	111,786
TOTAL EXPENDITURES	\$2,326,869	\$2,313,122
NET EXPENDITURES FOR THE YEAR	(\$178,152)	(\$498,551)

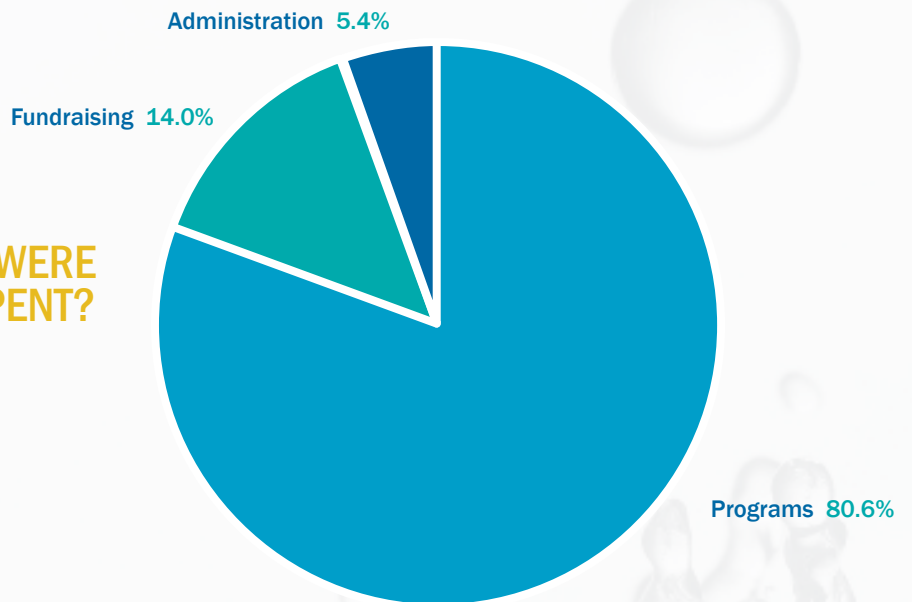
SUMMARIZED BALANCE SHEET (AS OF MARCH 31, 2011)

ASSETS	2011	2010
CURRENT ASSETS		
Cash & Short-Term Investments	75,221	171,225
Accounts Receivable & Prepayments	58,284	44,121
Advances to Projects	158,061	115,495
	291,566	330,841
CAPITAL ASSETS	11,385	6,223
	302,951	337,064
LIABILITIES		
Accounts Payable & Accrued Liabilities	76,377	49,751
Deferred Revenue	179,504	62,091
	255,881	111,842
NET ASSETS		
Invested in Capital Assets	11,385	6,223
Reserve Fund	30,000	-
Operating Fund	5,685	218,999
	47,070	225,222
	\$302,951	\$337,064

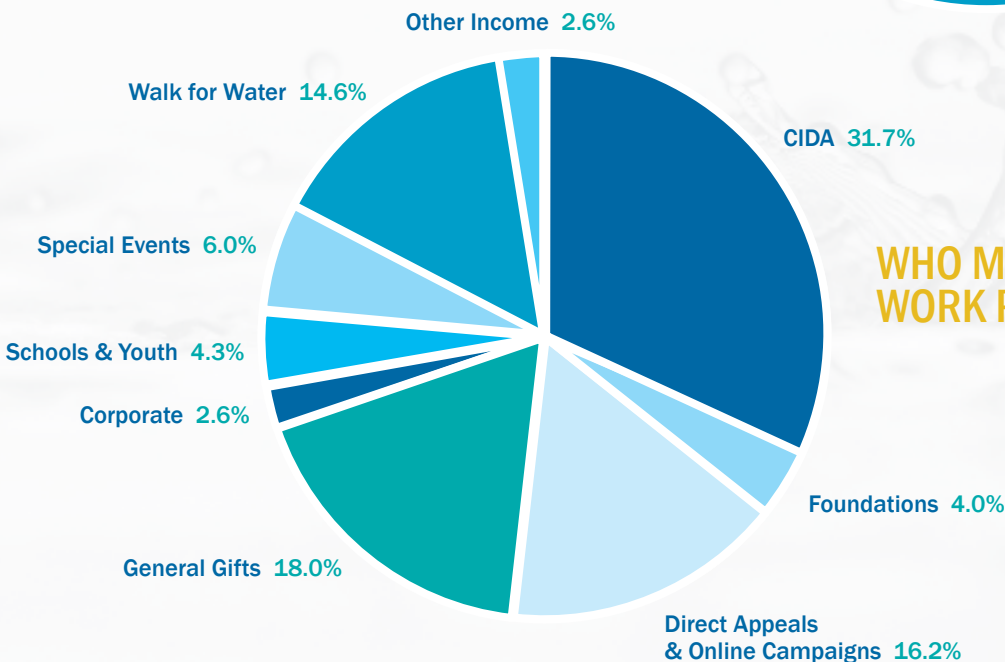
FINANCES

A combination of increased CIDA funding and higher general donor contributions allowed WaterCan to record revenues totaling \$2.15 million, an increase of 18.4% over the previous fiscal year. Total expenditures increased slightly to \$2.33 million; 80.6% of this amount directly supported WaterCan’s international development and public engagement programs, with the remaining balance of 19.4% used to support fundraising and administration. Due to a combination of faster than expected completion rates of various water and sanitation project activities overseas, higher Canadian-based expenses, and the need to carry forward to the next fiscal year \$179,504 or 7.7% of total revenue actually received in the period, WaterCan recorded a year-end net deficit of \$178,152. To address this situation, WaterCan will continue its efforts to grow and diversify its revenue streams, and contain discretionary non-program expenditures.

HOW WERE DONATIONS SPENT?



WHO MADE OUR WORK POSSIBLE?



REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY FINANCIAL STATEMENTS

TO THE BOARD OF DIRECTORS, WATERCAN/EAUVEVE CORPORATION.

The accompanying summary financial statements, which comprise the balance sheet as at March 31, 2011, and the summary statement of revenue and expenditure are derived from the audited financial statements of WaterCan/EauVive Corporation for the year ended March 31, 2011. We expressed a qualified audit opinion on these financial statements in our report dated June 7, 2011. Those financial statements and the summary financial statements do not reflect the effects of events that occurred subsequent to the date of our report on those financial statements.

The summary financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of WaterCan/EauVive Corporation.

MANAGEMENT'S RESPONSIBILITY FOR THE SUMMARY FINANCIAL STATEMENTS

Management is responsible for the preparation of a summary of the audited statements in accordance with Canadian generally accepted accounting principles.

AUDITORS' RESPONSIBILITY

Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements."

OPINION

In our opinion, the summary financial statements derived from the audited financial statements of WaterCan/EauVive Corporation for the year ended March 31, 2011 are a fair summary of those financial statements, in accordance with Canadian generally accepted accounting principles. However, the summary financial statements are qualified to the equivalent extent as the audited financial statements of WaterCan/EauVive Corporation for the year ended March 31, 2011.

The limitation of our verification of revenues and expenditures of the audited financial statements is described in our qualified audit opinion in our report dated June 7, 2011. Our qualified audit opinion is based on the fact the Corporation derives revenues from the general public in the form of donor contributions and fundraising, the completeness of which is not susceptible to satisfactory audit verification. In addition, the Corporation is involved with projects in developing countries, the occurrence and measurement of expenditures related to these projects are not susceptible to satisfactory audit verification. Our qualified audit opinion states that except for the effects of the described matters, those financial statements present fairly, in all material respects, the financial position of WaterCan/EauVive Corporation as at March 31, 2011, and its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.



McCay Duff LLP
Licensed Public Accountants
Ottawa, Ontario
June 23, 2011.



THANK YOU

WATERCAN'S WORK IS POWERED BY OUR DONORS AND SUPPORTERS WHO SHARE OUR BELIEF THAT CLEAN WATER AND BASIC SANITATION HAVE THE POWER TO BUILD BRIGHTER FUTURES. THANK YOU TO ALL WHO HAVE, OVER THIS PAST YEAR, CHAMPIONED OUR VISION OF CLEAN WATER FOR ALL. WHILE IT IS NOT POSSIBLE TO LIST ALL WHO HAVE GENEROUSLY CONTRIBUTED, WE WOULD LIKE TO GIVE SPECIAL RECOGNITION TO THE FOLLOWING THAT PROVIDED SUPPORT TO WATERCAN BETWEEN MARCH 31, 2010 AND APRIL 1, 2011.

WE APPRECIATE THE CONTINUED SUPPORT OF THE CANADIAN INTERNATIONAL DEVELOPMENT AGENCY



Canadian International Development Agency Agence canadienne de développement international

FOUNDATIONS

Audrey S. Hellyer Charitable Foundation
Derick Brenninkmeyer Charitable Foundation
Donner Canadian Foundation/ Fondation canadienne Donner
Fitzhenry Family Foundation
Ken and Oli Johnstone Foundation
N.A. Taylor Foundation
The Lamb Foundation
The Landry Family Foundation
The William Pearson Family Fund
The Chawkers Foundation
Victoria Foundation - Anne's Social Justice Fund
Victoria Foundation - Annette Marie Hart Fund

FAITH-BASED ORGANIZATIONS

Franciscan Poor Clare Nuns
Anglican Church Women Diocese of Ontario
Bethel United Church Women
Bracebridge United Church
Central United Church
Christ Church Bells Corners
Doon Presbyterian Church
Dublin Street United Church
Harriston UCW
Knox Edwards United Church
Knox United Adult Fellowship
Mission & Outreach Committee, First Presbyterian Church
St. Andrews Anglican Church ACW
St. Andrew's United Church
St. Andrews United Church Women
St. Edmund Anglican Church Women
St. Mark's United Church Women
St. Martin's Parish
St. Theresa's Parish Council, Catholic Women's League
St. Timothy's Presbyterian Church
Wexford Heights United Church
The Church of St. Bartholomew



EDUCATIONAL DONORS

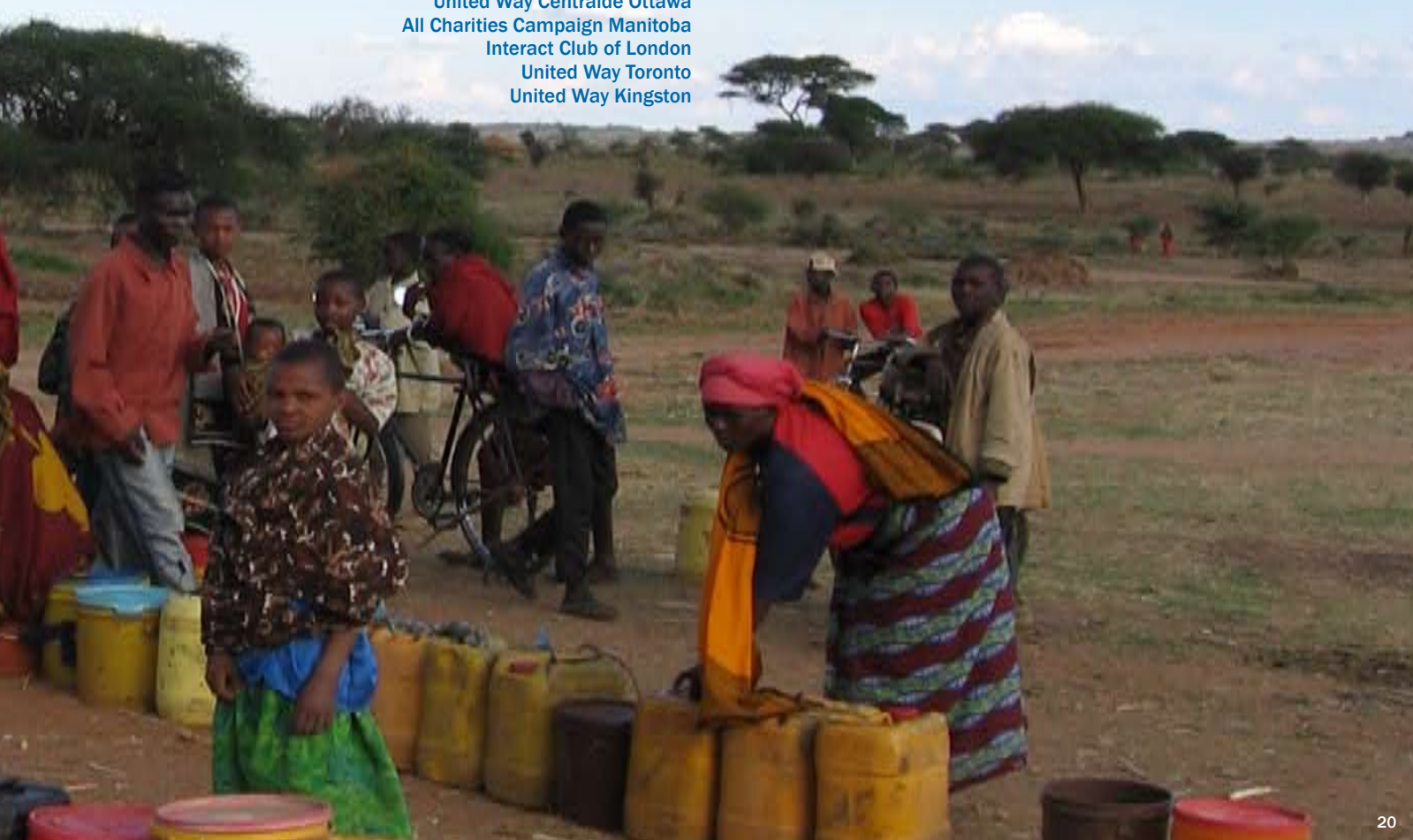
Cedarland School
Charles H Hulse Primary School
Chinook Center School
Clifton School
Copeland Park Kindergarten School Age Program
Earl Haig Secondary School
Emily Carr Middle School
Halifax Independent School
Laurier Macdonald High School
Lord Selkirk Regional School Office
École Merton School
Monarch Park Collegiate
École Quarterway School
R.C. MacDonald Elementary School
Sam Sherratt Public School
Scarborough Campus Students' Union
St. Clement's School
St. Mildred's-Lightbourn School
St. Paul's R.C.S.S.D. #20
The Potomac School
Towson University
University of Saskatchewan
Viewpoint School
Warman Elementary School
WaterCan@ Wilfrid Laurier University
WaterCan@McGill University
WaterCan@University of Toronto
WaterCan@St. Mary's University
WaterCan@Queen's University
Weymouth Consolidated School
White City School
York House School

OTHER ORGANIZATIONS

Rotary Club of Ottawa South
United Way Centraide Ottawa
All Charities Campaign Manitoba
Interact Club of London
United Way Toronto
United Way Kingston

CORPORATE DONORS

2872706 Canada Inc.
2Keys Corporation
Accenture
Alberta Beverage Container Recycling Corporation
Brown Shoe Company of Canada Ltd.
Busch Systems International Inc.
Canadian Golf Tours Inc.
CanSav Tax Consultants
CH2M Hill Canada Limited
Conestoga-Rovers and Associates (CRA)
Dessau
Dr. Elizabeth MacSween Professional Corporation
Enco Seat Covers
Genivar Consultants Limited Partnership
Golder Associates Ltd.
HI Consulting
J.L. Richards & Associates Limited
Lette, Whittaker Barristers & Solicitors
March Networks Corporation
McNally Robinson Booksellers
MHPM Project Leaders
National Event Management
Nova Scotia Liquor Corporation
Robinson Consultants
Royal LePage Performance Realty
Scotiabank/ Banque Scotia
Solvera Solutions
The Body Shop
Timberwolf Technologies Inc.
Travel Guild Incorporated
Tree World Plant Care Products Inc.
Tyler & Associates Financial Services
Union Securities Ltd.
Waste Management
Water Matrix Inc.







2010 - 2011 ANNUAL REPORT

BUILDING BRIGHTER FUTURES WITH CLEAN WATER FOR ALL

