# Ricky Martin: The Role of Reputation in a Celebrity's Career
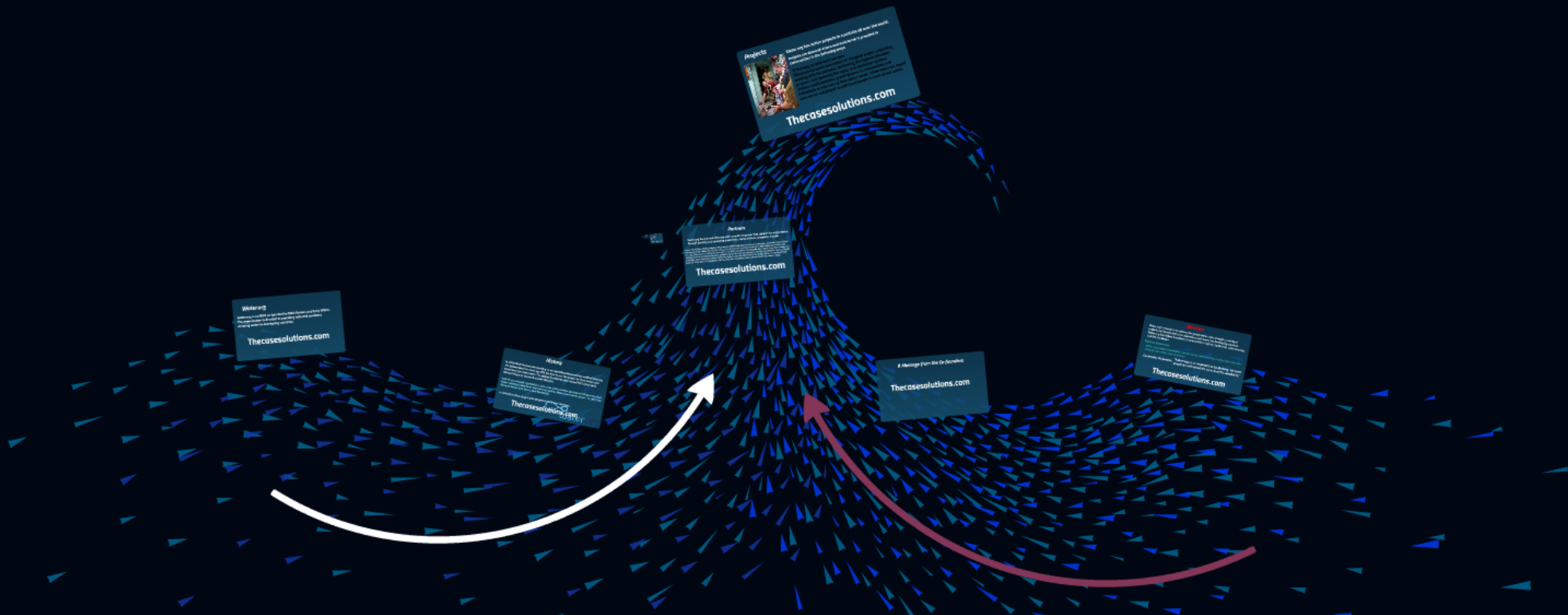
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# Ricky Martin: The Role of Reputation in a Celebrity's Career

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# *Water.org*

**Water.org is an NGO co-founded by Matt Damon and Gary White. The organization is devoted to providing safe and sanatary drinking water to developing countries.**

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# History

In 2006 Matt Damon was working on an expedition/documentary entitled *Running the Sahara* when he came up with the idea to use the project to raise money and awareness for clean water. The official foundation was named H20 Africa with Richard Klopp as launch Executive Director.

H20 Africa promoted organizations such as the United Nations Development Programme Clean Water Initiative, Living Water International, and the Millennium Promise project. In 2007 H20 Africa partnered with Ryan's Well Foundation.

In 2009 H20 Africa merged with WaterPartners to from Water.org

# Mission

Water.org's mission is to address the global water crisis through a variety of projects and events that raise awareness and money for developing countries. Water.org has helped hundreds of communities in Africa, South Asia, Latin America, and the Caribbean.

## Website Statement:

Water.org provides innovative, market-based solutions that change lives every day through safe water and sanitation

**Co-founder Statement:** "Awareness is as important as fundraising. We want people to understand the issue in all its complexity."

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# *Partners*

**Water.org has formed alliances with several companies that support the organization through funding and spreading awareness. Some of these companies include:**

Pepsico foundation, Skoll foundation, Mastercard, CATERPILLAR, Bank of America, Stella Artois, Camelbak, Clinton Global Initiative, Conrad N Hilton foundation, HULT, Levi's, Michael and Susan Dell foundation, WASH advocacy initiative, AOL Inc., Bruce Campbell, Cisco Systems Foundation, The EKTA Foundation, Emerging Markets Traders Association, George and Patricia A. Fisher Foundation, Groupon, Jeff and Carol Crowe, Johnson & Johnson Corporate Contributions, Lowe's, The ONE Campaign, Open Square Foundation, Orrick, Herrington & Sutcliffe LLP, Reader's Digest Foundation, Richard and Rhoda Goldman Fund, Swiss RE Foundation, Twitter, VML, Voss Foundation, Warmenhoven Family Foundation, Zynga

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# Projects



Water.org has active projects in countries all over the world.

Projects are demand-driven and assistance is provided to communities in the following ways:

1) Teaming up with local partners
2) Community water committees in charge of project scheduling, working with the partners, facilitating the hygiene education program, and operating the water and sanitation systems
3) Water credit initiative: granting loans to communities and individuals to take care of their water needs. When loans are repaid they can be redeployed to additional people in need of safe water.

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# The Results

## Statistics from 2009

- Served 137,400 people with clean water and sanitation.
- Completed 135 community-based water improvements such as hand-dug wells, borehole wells, spring catchment systems, and roof water harvesting systems.
- Established more than 6,000 individual household water connections and constructed more than 2,500 toilets.
- Incorporated health and hygiene education into each project.
- Made 1,820 WaterCredit loans with repayment rates of nearly 100 percent.
- Certified five new partner organizations.
- Launched programs in Ghana and began expansion into Uganda and Haiti.

## 2013

*served 606,012 people with clean water and sanitation
*8 new partner organizations certified
*73,081 Toilets constructed
*174 Community-based water projects completed
*66,632 household water connections established
*34 water and sanitation programs around the world
*150% increase of people reached compared to last year
*97% Of all borrowers are women
*99% average repayment rate of waterCredit loans
*1.1 million people reached by waterCredit
*565,683 people directly benefited from waterCredit
*$200 average loan size
*37 active partners

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