



*ONE DROP*  
**TAKING WATER FURTHER**



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# MISSION

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*ONE DROP—an initiative of Guy Laliberté, founder of Cirque du Soleil®—fights poverty by supporting access to water and raising individual and community awareness of the need to mobilize so that safe water is accessible to all, in sufficient quantity, today and tomorrow.*

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# VALUES

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1

## **WATER: A COMMON HERITAGE RESOURCE AND A FUNDAMENTAL HUMAN RIGHT**

We consider water to be a resource that is essential to life and part of our common heritage. And we believe that it should therefore be preserved and accessible to all. The challenge is twofold: to provide access to sufficient quantities of water in the present, and to protect this life-sustaining resource for future generations.

2

## **SOLIDARITY AND SHARING OF WEALTH**

We are nothing without those around us—family, neighbours and fellow citizens of the world. Working together to share knowledge, experience, dreams and networks as well as human, material and financial resources is the only way to fight poverty and allow for sustainable development.

3

## **TRANSPARENCY AND INTEGRITY**

In everything we do, we act with transparency and integrity. We strive to remain worthy of the trust and respect of our donors, our partners and the public by reaching the highest standards in terms of ethical practices and accurate reporting.



4

## **CREATIVITY**

We have the power and a responsibility to act, but we still need to develop the appropriate means. We need to implement bold, innovative and creative projects that will have multiplier, spin-off effects; in other words, projects that, beyond their immediate effects, produce leverage and influence—projects that inspire dreams and solutions.

# WATER, A CREATIVE DEVELOPMENT FORCE

Poverty robs humans of their dignity. Water is a creative development force that helps break the cycle of poverty. When people have easy access to water, they have more time to devote to activities for improving their living conditions such as going to school or learning a trade. Food security, health, earning a living wage and equality between men and women also depend on access to water, hence the importance of acting in favour of this issue now!

## DEVELOPING COUNTRIES

In developing countries, ONE DROP projects are part of a “tripod” approach based on three complementary components: a first technical component aimed at improving access to water and promoting responsible water management and preservation; a second microfinance component for granting loans to populations who already have better access to water in order to start productive revenue-generating activities (thus ensuring project sustainability); and finally, a third social arts and popular education component designed to raise collective awareness as well as educate and mobilize the population on water-related issues.

Do you know which criteria guide ONE DROP in choosing a project’s location in developing countries?

- Lack of access to water
- The existence of good local governance
- The existence of an organized civil society
- The possibility of obtaining tangible, measurable results



*I help build a well.  
I take part in a performance about smart water practices.  
I feel good about myself.  
I teach my siblings the drip irrigation techniques I learned.  
Our farm begins to flourish.  
I help my mother find a loan.  
We use the loan to expand our farm.  
Our farm inspires other women and we start a market.  
The world around us blossoms.  
It starts with just ONE DROP.*



## WHAT DOES THE COUNTRY CLUSTER INTERVENTION STRATEGY INVOLVE?

*In order to produce a significant regional impact and maximize the financial, human and material resources required to carry out integrated water access and sanitation projects, ONE DROP advocates a “country cluster” intervention strategy in Latin America, West Sub-Saharan Africa and Southeast Asia.*



## DEVELOPED COUNTRIES

In developed countries, ONE DROP's playful, educational and inspiring activities are aimed at raising individual and community awareness of water-related issues, both on a local and international level, and of the need to mobilize. In addition, these activities urge each and every one to use this precious resource responsibly.

Convinced that a global, integrated approach is required to accomplish the dream of "water for all," ONE DROP puts the issue of water at the forefront of public debate through its actions. Thanks to the strength of Guy Laliberté's voice and our many representations, ONE DROP is also capable of showcasing its vision of water-related issues and its distinctive approach via conferences and certain global discussion platforms.

In all of its initiatives, ONE DROP has chosen to use arts and culture to reach, educate, inspire and mobilize people in support of water for all.

*I see a show about the water crisis.*

*It makes me understand how precious water really is.*

*I stop running the water when I brush my teeth.*

*My brother asks why.*

*I tell him and he tells the school.*

*The teachers tell their classes.*

*The students tell their families.*

*Families turn to cities.*

*Cities become countries.*

*Countries make up global change.*

*It starts with just ONE DROP.*

*"ONE DROP is concerned about the shale gas issue, especially since we advocate access to safe drinking water. However, we must keep our eyes and ears open. I am convinced that we do not currently have all the information we need to make an informed decision on its exploitation."*

Interview by Guy Laliberté with Radio-Canada,  
October 26, 2010

## WATER FOR CULTIVATION

Access to this vital resource is closely linked to food security. Furthermore, the specific solutions set up and the training given when this access is provided ensure more productive farming and generate additional revenues for families. This brings them ever closer to decent living conditions and realizing their dreams.



## WATER FOR LIFE

Water is essential for creating and maintaining life. Contaminated water is at the root of numerous deadly illnesses that kill over 3.5 million people every year. Being particularly vulnerable, children are the most affected. Some 5,000 children die each day—that's one child every 20 seconds. Access to safe water and adequate sanitation facilities is therefore an essential condition to improving human health and reducing child mortality.





## WATER TO EAT

Thanks to water, populations can grow food and raise livestock to ensure their food security. Did you know that agriculture accounts for 70% of the world's water consumption? Producing the food to satisfy the daily requirements of just one person requires up to 5,000 litres of water. Hunger and malnutrition—from which some 25,000 people die each day—are closely connected to the lack of access to water.



## WATER FOR RECONSTRUCTION

Water is essential for human development. Access to this vital resource is closely linked to education, health, food security, gender equality and economic development. Life without water means life without a fundamental right. Life without water means life without the dignity to which all human beings should be entitled. However, this life is reality for almost one billion human beings today.



## WATER FOR LEARNING AND ENTERTAINMENT

Today, some 104 million children cannot go to school due to difficult access to water and sanitation. For some, the burden of collecting water is too great and deprives them of their right to learn. For others, water-borne diseases prevent them from concentrating in class or even attending school altogether. Access to safe water is therefore essential to education and to making the dreams of millions of children come true.



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# ONE DROP HARD AT WORK

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Since it was founded in 2007, ONE DROP has joined forces with hundreds of thousands of people from all walks of life with the aim of creating a powerful ripple effect. Armed with a deep conviction that the dream is within reach, members of this movement work together to build a world where everyone has access to water, always. There is still much to be done on an individual and collective level before this dream becomes a reality—one step at a time in solidarity. Driven by this conviction, ONE DROP and its loyal partners have worked relentlessly over the last three years to directly raise the awareness of

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## A QUARTER OF A MILLION PEOPLE

WITH RESPECT TO THE IMPORTANCE OF WATER IN OUR LIVES. THAT IS WITHOUT COUNTING THE

## 3 MILLION HUMAN BEINGS

WHO HAVE BEEN EXPOSED TO AWARENESS MESSAGES CONVEYED BY ONE DROP THROUGH ITS CAMPAIGNS.

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In addition, thanks to generous donations from friends of ONE DROP across the globe—US\$2.7 million was committed and US\$37 million raised and pledged to achieve these objectives since ONE DROP's inception—we have given some 25,000 people access to water. These people have used this creative force to break the cycle of poverty in which they were trapped.



## ONE DROP'S PROJECT NICARAGUA

**95%**

of families targeted by this project have reported a reduction in gastrointestinal illnesses associated with contaminated water.

**70%**

of women now have access to microfinance.

**4**

local markets have been set up.

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To be more specific, ONE DROP's Project Nicaragua—a CAN\$6.5 million pilot project spread over five years—came to an end in 2010. Today, stakeholders are proud to be in a position to declare: mission accomplished! In fact, 95% of families targeted by this project have reported a reduction in gastrointestinal illnesses associated with contaminated water; the number of harvests in the targeted region of Estelí has almost quadrupled, ensuring food security for these families; no fewer than four local markets have been set up, where families can sell their surplus agricultural produce; and the percentage of women with access to microfinance has increased from 20% to 70%. We should point out that the invaluable lessons learned throughout this pilot project are already being used to fine-tune the innovative approach taken by ONE DROP in areas targeted by its projects.



### PROJECTS IN DEVELOPMENT: 2011–2015

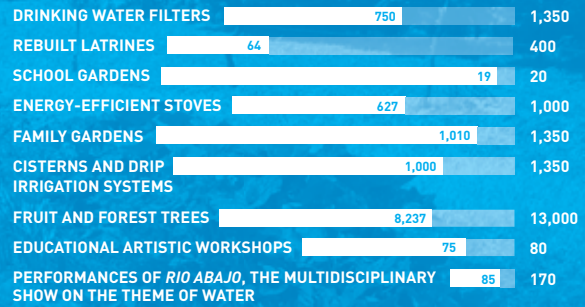
*In an effort to provide even more people with safe water, ONE DROP is already sitting at the drawing board, busy creating innovative integrated projects in Benin, Burkina Faso, Mali, India, Cambodia and Vietnam. Exciting artistic and educational endeavours that aim to raise awareness of water-related issues in developing countries are also in the works. These include the creation of urban murals, the development of colourful characters, the initiation of a project with First Nations people and the design of a social media game.*



## PROJECT HONDURAS

CAN \$5,200,000 | 2008–2011  
invested amount | project time span

In Honduras, ONE DROP focuses its efforts on the Guacirope River basin—an area battling extreme drought due to high temperatures and minimal annual precipitation. This mountainous region suffers from extensive deforestation, which has further deteriorated the soil's capacity to retain water. The area also lacks the resources, materials and infrastructures to collect rainwater. This project directly impacts 1,000 families and will ultimately benefit over 15,000 men, women and children.



## PROJECT EL SALVADOR

CAN \$5,100,000 | 2008–2011  
invested amount | project time span

With its Project El Salvador—whose implementation stage will start in 2011—ONE DROP intends to noticeably improve the living conditions of the rural communities of Cacaoopera and Corinto. This initiative will have a direct impact on 12,000 men, women and children. It will furthermore affect the lives of more than 22,000 individuals indirectly through the project's social art and popular education program.

MICROFINANCE LOANS GRANTED: OVER 400



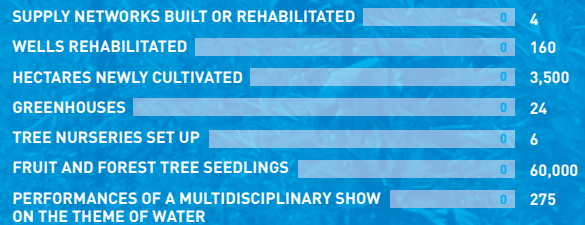
## PROJECT HAITI\*

CAN \$5,200,000 | 2010–2013  
invested amount | project time span

ONE DROP was eager to pitch in and do something concrete to support the courageous reconstruction and rehabilitation efforts made by Haitian men and women in the aftermath of the powerful earthquake that shook the nation on January 12, 2010, and has just completed the preparatory stage of the water-access and sanitation project. The objective of this stage was to identify the specific needs and then devise a project that was truly integrated and sustainable. At this time, ONE DROP estimates that 15,500 families will benefit from the building and rehabilitation of community water infrastructures, 15,000 jobs will be created through the Cash for Work and labour-intensive activity programs, and 14,600 people will take part in improvement activities for agricultural systems. This project—financed in part by the generous donation of \$1 million from the Royal Bank of Canada, one of our founding partners—will especially target rural communities in the devastated region of Léogâne, the epicentre of the earthquake.

COMMUNITY WATER FILTERS: 6, SERVING 6,000 FAMILIES

SEEDS DISTRIBUTED TO PLANTERS: 120 METRIC TONNES



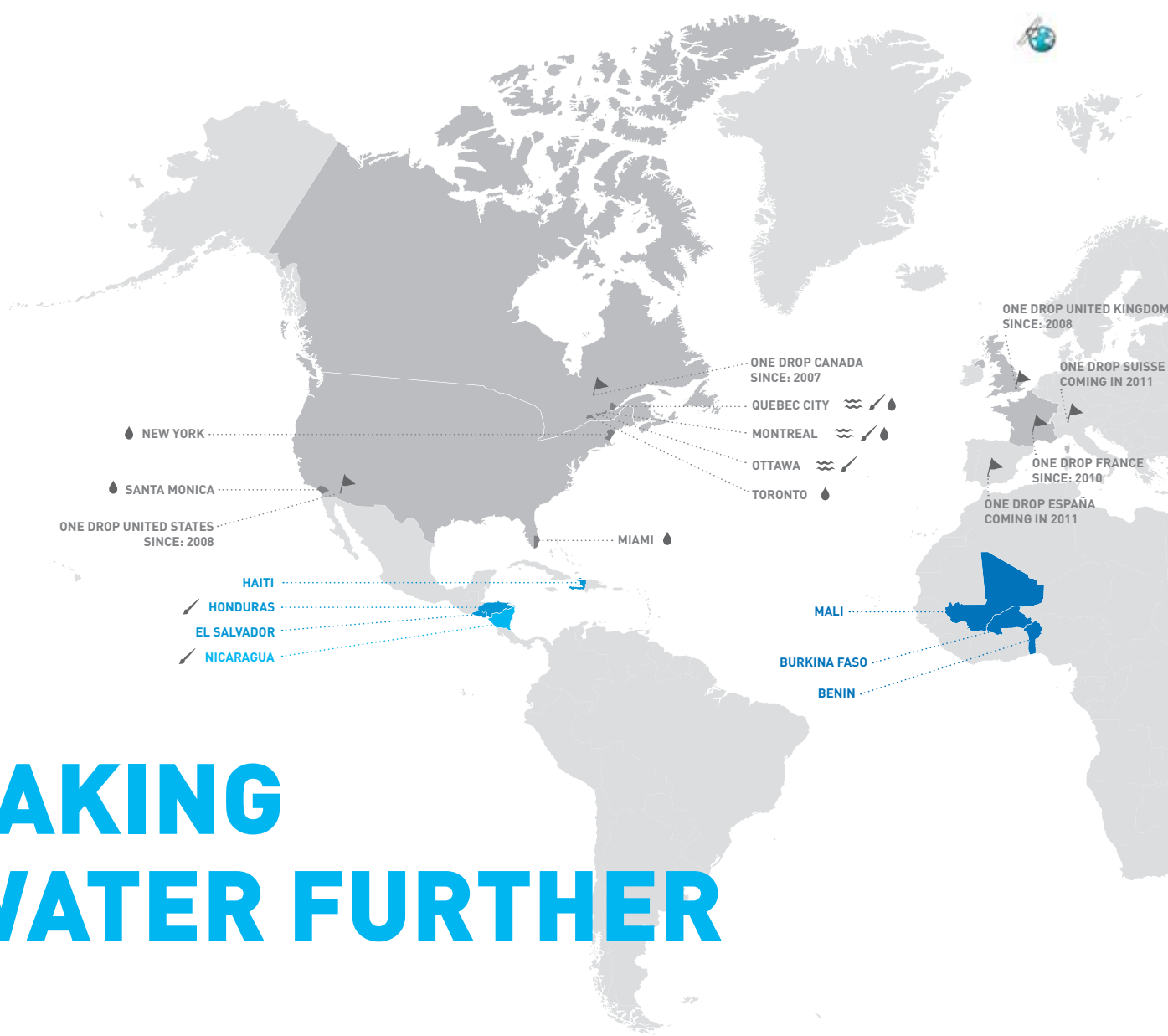
\*These targets are subject to change.

## AQUA: A JOURNEY INTO THE WORLD OF WATER

After enjoying huge success with stints at the Montreal Science Centre and then at the Canadian Museum of Nature in Ottawa, AQUA—a multisensory experience for the whole family—dropped anchor at the Musée de la civilisation in Quebec City. Since its creation, this interactive awareness-raising wave of emotions has already carried almost 200,000 visitors along in its wake, having a positive and lasting impact on the things these people do on a daily basis for the benefit of water.

200,000

approximate number of visitors



# TAKING WATER FURTHER

2005

2006

2007

2008

## PROJECT NICARAGUA PILOT PROJECT

2005–2010

In working with people living in rural areas of the Estelí region, ONE DROP is consolidating experience and building on existing initiatives. Communities have seen a significant improvement in their living conditions thanks to the supply of water.



## OFFICIAL BIRTH OF ONE DROP IN MONTREAL

OCTOBER 29, 2007



## PROJECT HONDURAS

2008–2012

Project Honduras provides access to water and, in so doing, generates growing prosperity among rural communities located in the Guacirope River sub-watershed.





- PROJECT BEFORE 2007
- ONGOING PROJECTS
- OUTLOOK FOR THE FUTURE
- ▶ ONE DROP AFFILIATES

**TOURING EVENTS**

≈ **AQUA: A JOURNEY INTO THE WORLD OF WATER**

Dive into AQUA—a multisensory experience for the entire family. Over the course of a journey divided into three distinct spaces, you will discover water in all its forms and understand why this resource is an essential part of our lives.

✓ **ART AND WATER**

ONE DROP calls on the creativity of artists and communities to underscore the importance of water and its preservation. With this in mind, water-themed murals are created in an urban setting.

◆ **LA SOIRÉE ONE DROP**

These benefit events in support of water for all, centred on a performance by *Cirque du Soleil*, are wonderful opportunities to draw the attention of the general public to the issue of water and to raise funds for the cause in some of the world's greatest cities.



**POETIC SOCIAL MISSION**

Guy Laliberté's ground-breaking, ground-leaving adventure during which he orchestrated *Moving Stars and Earth for Water*, a unique global event bringing together several personalities in order to raise each and every one's awareness of water-related issues.

2009

2010

2011

COMING SOON

**FIRST LA SOIRÉE ONE DROP**

MAY 8, 2009

**WORLD PREMIERE OF AQUA**

MAY 16, 2009



**MOVING STARS AND EARTH FOR WATER'S BROADCAST**

OCTOBER 9, 2009

**PROJECT HAITI**

2010–2013

Project Haiti was developed with the aim of supporting the reconstruction and rehabilitation of certain areas near Port-au-Prince that were devastated by the earthquake of January 12, 2010.



**PROJECT EL SALVADOR**

2010–2014

Project El Salvador was created to provide access to water and promote sound management of this resource by the underprivileged rural communities of the Francisco Morazán Department.

**PROJECT INDIA**

2011–2015

In India, a majority of the population lives without access to safe drinking water. ONE DROP is therefore pleased to announce that a region of this vast country has been chosen to be the next site for one of its water access projects.

**COMING SOON. . .**

The year 2011 will be one of great and wonderful endeavours in which ONE DROP will draw inspiration from the vibrant colours and timeless rituals found in the deepest heart of India, drop anchor in the far-flung ports of Auckland and Sydney, get lost in the labyrinths of a virtual game world, don a fanciful mask and costume to become its own character and release its creativity into the streets of bustling cities. Intrigued? Good! We cannot wait to tell you more about these fantastic new adventures, which will help keep our dream of access to water for all—today and tomorrow—alive.

**BENIN  
BURKINA FASO  
MALI  
CAMBODGE  
VIETNAM**

**TO LEARN MORE, VISIT  
ONEDROP.org**



*Join us and get involved in support of access to water for all, today and tomorrow.*



**ONE DROP**

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THE USE OF 100% RECYCLED PAPER FOR THIS PROJECT HAS ENABLED US TO SAVE:

**45,534**

L of water

**548**

kg of waste

**14**

mature trees

**1,122**

kg of greenhouse  
gas emissions