



ANNUAL REPORT-2021



Our Mission

The mission of Save the Water™ is to conduct water research to identify and remove harmful contaminants in water, and to raise public awareness about water contamination and its health impacts.

Our Vision

Contamination-free, healthy water for all.

A message from the President

Dear Friends of Save the Water™,

With the end of 2021, we can look back at significant accomplishments as an organization! We delivered various campaigns that increased our brand exposure, and we look forward to building more connections on this journey. Our strength has always been the dedicated efforts of our committed volunteers.



The focus in 2022 is growth! We want to use the momentum from 2021 to continue to expand our organization. We have exciting plans to promote public awareness and increase our brand value for the upcoming year. While we strive to accomplish these goals, we will keep our core values at the forefront of all our efforts. These goals will be stepping stones in our mission of conducting water research to identify and remove harmful contaminants in water and to raise public awareness about water contamination and its health impacts.

We value our planet and waterways and hope you will continue to support us to protect clean water for generations to come!

Namatha

A message from the CEO

Dear Save the Water™ Supporters,

As 2021 comes to an end, we look forward to exploring more opportunities in the new year. This past year was a success with our team of dedicated volunteers contributing a total of 33,557 hours towards water protection efforts. In addition, we participated in various collaborations with new partner organizations.



While we had many successes and first-time events and partnerships emerge this year, the focus in 2022 will be to continue our growth streak. We look forward to continuing to evolve as an organization and the ultimate goal this year is to work towards opening an on-site Water Research Laboratory. To help us accomplish this goal, we aim to expand the Board of Directors to a total of nine members who will work with us towards providing the fundraising and research needed to open this lab. The lab will be an important step to accomplishing our ultimate mission of Save the Water™ to conduct water research to identify and remove harmful contaminants in water, and to raise public awareness about water contamination and its health impacts.

We look forward to all of you joining us on this journey as we strive to pursue our mission of using science to provide clean, healthy water for all!



**"Water is life, and
clean water
means health"**

- Audrey Hepburn





Restore the Everglades



Our Efforts

Identify toxic chemicals in the
Everglades to inform decisions
and actions about water
quality and protect the
ecosystem against water
contamination.





World Water Day 2021

#WaterTrivia

How many people are living without access to contamination free, healthy water around the world?

1.6
billion

2.2
billion

2.8
billion

World Water Day



#Water2me

Water, to Save the Water™, is the most precious resource bestowed on us by nature, and keeping it free of contaminants is our continued endeavor.

World Water Day



We Stream LA Live Music concert

Event Highlights



Click image above to view Promo video shot in the middle of the Pacific Ocean

Objective

The objective of partnering for this virtual music concert streamed live from a yacht with an amazing water backdrop, was to build Brand outreach and increase visibility. It was also an opportunity to engage with a partner to take our message to a new audience. Through two highly viewed events online on March 20th and 27th, 2021, our brand was amplified and introduced to many new potential benefactors and well-wishers.

Outcome

This partnership has laid the ground for similar opportunities, the most significant being an upcoming one with Warehouse District- The Give Back Summer Concert series in Florida, scheduled for July. The arrangement for this collaboration is that we receive a portion of sales, apart from having a booth to promote our Brand.

Event Metrics



Westream.LA PRESENTS

LIVE STREAM
MR.C & DAVID SCUBA
PENINSULA LOUNGE

SATURDAY
MAR 20
3:00 PM PST

LOS ANGELES	3 : 00 PM
NEW YORK	6 : 00 PM
LONDON	10 : 00 PM
BERLIN	11 : 00 PM
TOKYO	7 : 00 AM +1
SYDNEY	9 : 00 AM +1

Partners:
@savethewaterinc
@dancetelevision

Track ID: I'm gonna give you s
(David Scuba remix) - Mr.C

971 views
MARCH 19

90K+ Video Views| 400+ Comments

We hope to see more opportunities coming our way

Event Video Links

<https://fb.watch/5DHBfdXo8C/>

<https://fb.watch/5DHEPVaZ-p/>



HAPPY ENVIRONMENT DAY!



Kendra Scott Gives Back

Save the Water™ partnered with Kendra Scott for a special summer fundraising event on June 25th -26th. It was an in-store shopping fundraiser at two Kendra Scott locations. 20% of all purchases within the event hours benefitted Save the Water™



JOIN US FOR A KENDRA GIVES BACK PARTY!

SHOP FOR GOOD!
ENJOY SIPS, SWEETS AND BRIGHT JEWELS
WHILE SHOPPING FOR A CAUSE. 20% OF ALL
PROCEEDS WILL BENEFIT
SAVE THE WATER™.

SATURDAY, JUNE 26
1:00 PM - 5:00 PM

KENDRA SCOTT MIAMI
701 SOUTH MIAMI AVENUE | MIAMI, FL 33131

KENDRA SCOTT BOCA RATON
411 PLAZA REAL | BOCA RATON, FL 33432




 KENDRA SCOTT 

**YOU CAN MAKE A DIFFERENCE!
FLIP ME OVER TO LEARN MORE!**

**Your purchase today will help fund
WATER RESEARCH**



You can help us:

-  **Conduct scientific water research** to identify and remove harmful contaminants in U.S. drinking water
-  **Raise public awareness** about water contamination and its health impacts
-  **Educate young minds** through our Day in the Life of a Scientist (DILOS) STEM program



SAVETHEWATER.ORG

  @savethewater  @savethewaterinc



**Help us by
donating at:**





Good Vibez Give Back Summer Concert Series - Aug 2021

You can help us:

- 💧 **Conduct scientific water research** to identify and remove harmful contaminants in U.S. drinking water
- 💧 **Raise public awareness** about water contamination and its health impacts
- 💧 **Educate young minds** through our Day in the Life of a Scientist (DILOS) STEM program



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  @savethewater  @savethewaterinc



Help us by
donating at:



PayPal



Square



JOIN US AT THE
**GOOD VIBEZ
GIVEBACK CONCERT**



Give Miami Day

Save the Water™ participated in the Give Miami Day, one of the largest annual giving events in the US, hosted by the Miami Foundation to promote philanthropy.



Florida Remediation Conference

Save the Water™ presented capabilities at the FRC 2021. Collaboration opportunities identified with multiple organizations such as UES, Florida Specifier, Eurofins, SGS North America, Inc, and many more

Public Awareness & Outreach



6 WAYS TO PREVENT WATER POLLUTION



Always pick up
litter.



Do not use fertilizer
before rainfall.



Do not blow leaves
into the street.



Wash your car away
from grassy areas.



Properly dispose of
oils.



Do not hose spills
in drains.

Listen & Learn with The STW™ Podcast

Catch up on old episodes of
our podcast anytime at

anchor.fm/savethewater

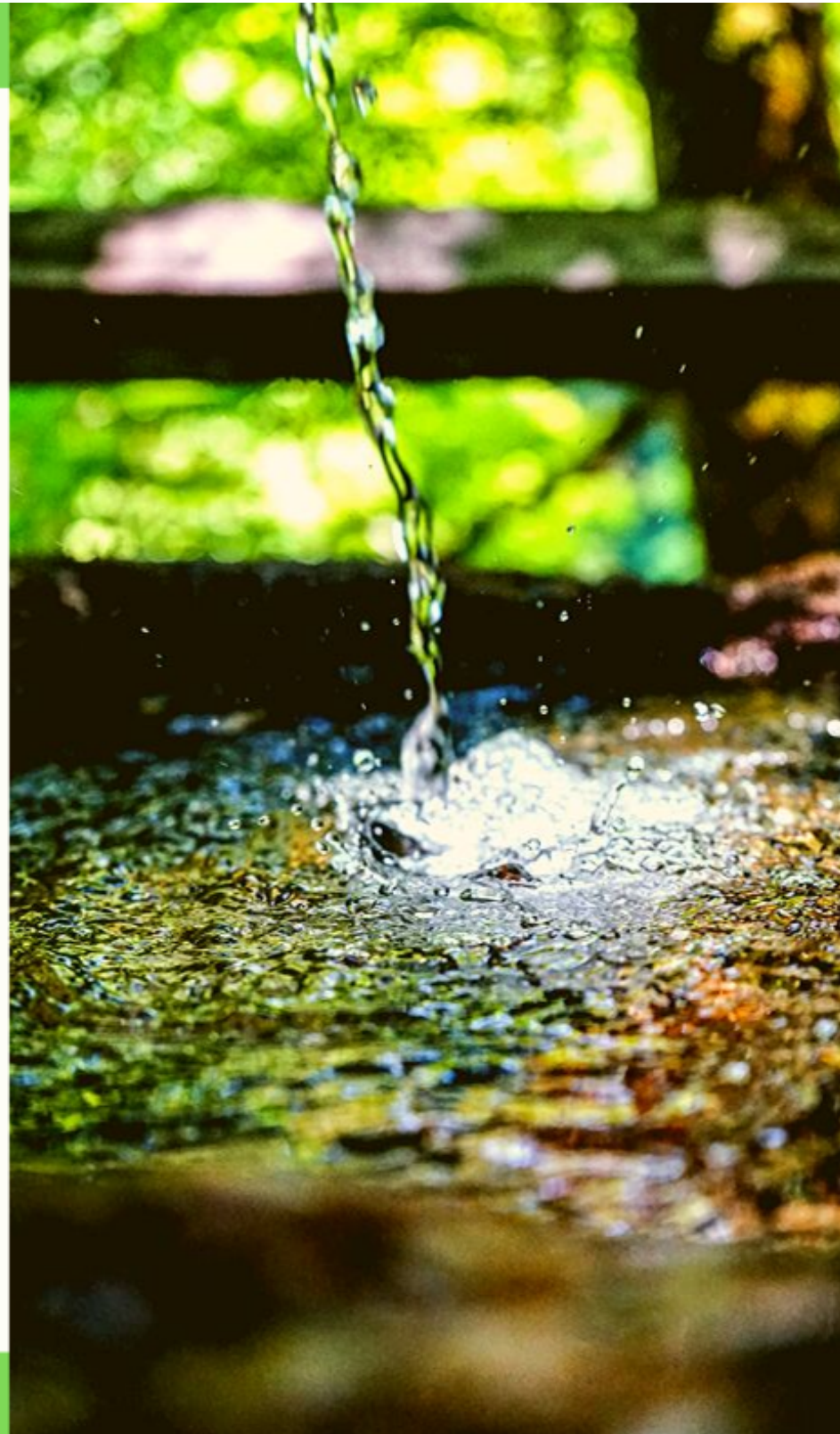




WATER FACT:

“In developing countries, 70% of industrial wastes are dumped untreated into waters, polluting the usable water supply.”

Source: National Geographic



90%

of wastewater in developing countries is discharged into rivers and streams without any treatment.



SOCIAL MEDIA REPORT

THE SAVE THE WATER™ MONTHLY SOCIAL REPORT

TOP POSTS

FACEBOOK

- 295+ PEOPLE REACHED
- 16 ENGAGEMENTS



TWITTER

- 3,414 IMPRESSIONS
- 18 ENGAGEMENTS



LINKEDIN

- 350+ IMPRESSIONS
- 26 ENGAGEMENTS



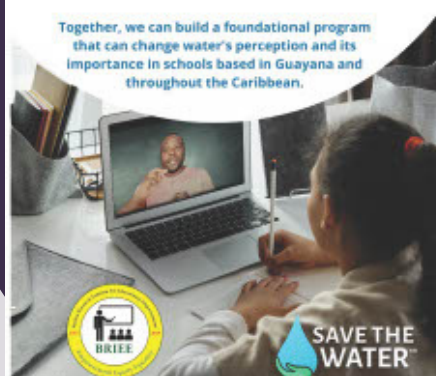
HERE ARE THE HIGHLIGHTS!

Last month, we published 23 posts on Facebook, reaching an audience of 130+ and creating 15+ engagements (likes, shares, and comments) on average. Some of our posts, like the Save the Water™ x BRIEE partnership, reached an audience of 435+ with 20+ engagements.

On Twitter, our tweets earned 22.6K+ impressions, which is a 43% increase over the previous month. Our total number of followers on Twitter is currently 17.9K+. We have also seen a 31% uptick in profile visits for the month as impressions increased.

On LinkedIn, we had 32 updates with an engagement rate of about 7% and have increased our followers to 2,043. Keep an eye out for our Instagram relaunch in July!

CAMPAIGNS AND PARTNERSHIPS



Last month, our the Save the Water™ x BRIEE partnership posts reached a total audience of 6,800+ with 176+ engagements. Our upcoming campaigns for June include our continued partnership with Kendra Scott. We look forward to sharing future content!

SOCIAL MEDIA REPORT

THE SAVE THE WATER™ MONTHLY SOCIAL REPORT

TOP POSTS

FACEBOOK

- 174+ PEOPLE REACHED
- 11 ENGAGEMENTS



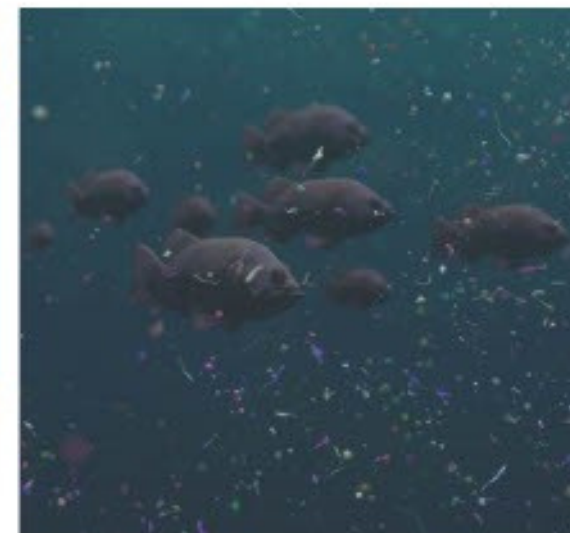
TWITTER

- 2,397+ IMPRESSIONS
- 21 ENGAGEMENTS



LINKEDIN

- 215+ IMPRESSIONS
- 15 ENGAGEMENTS



HERE ARE THE HIGHLIGHTS!

2022 Partnerships & Campaigns



+





SAVE THE WATER™




LIVE

Jan 27, 2022
7:00 PM ET



SAVE THE WATER™

bringing to you



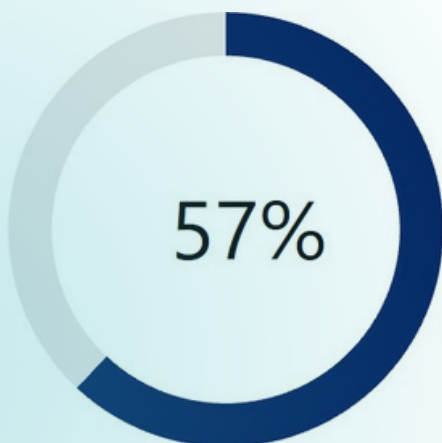
Day In the Life Of a Scientist™

5-day STEM education program for elementary and middle school students

GRADES	5th and 6th
DATE	July 11th – 15th, 2022
TIME	10 A.M. – 12 P.M. EST



Key Org Metrics



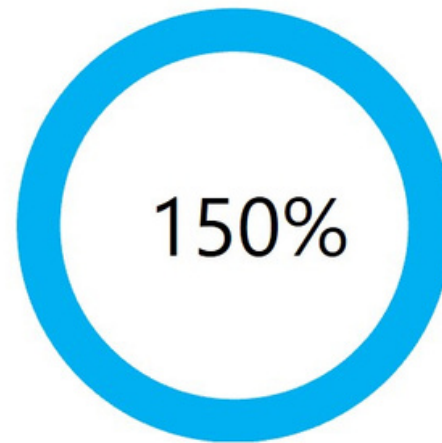
Volunteer Count

88 new hires compared to 51 last year



Donor Count

29 individual donations compared to 13 last year



Brand Promotions

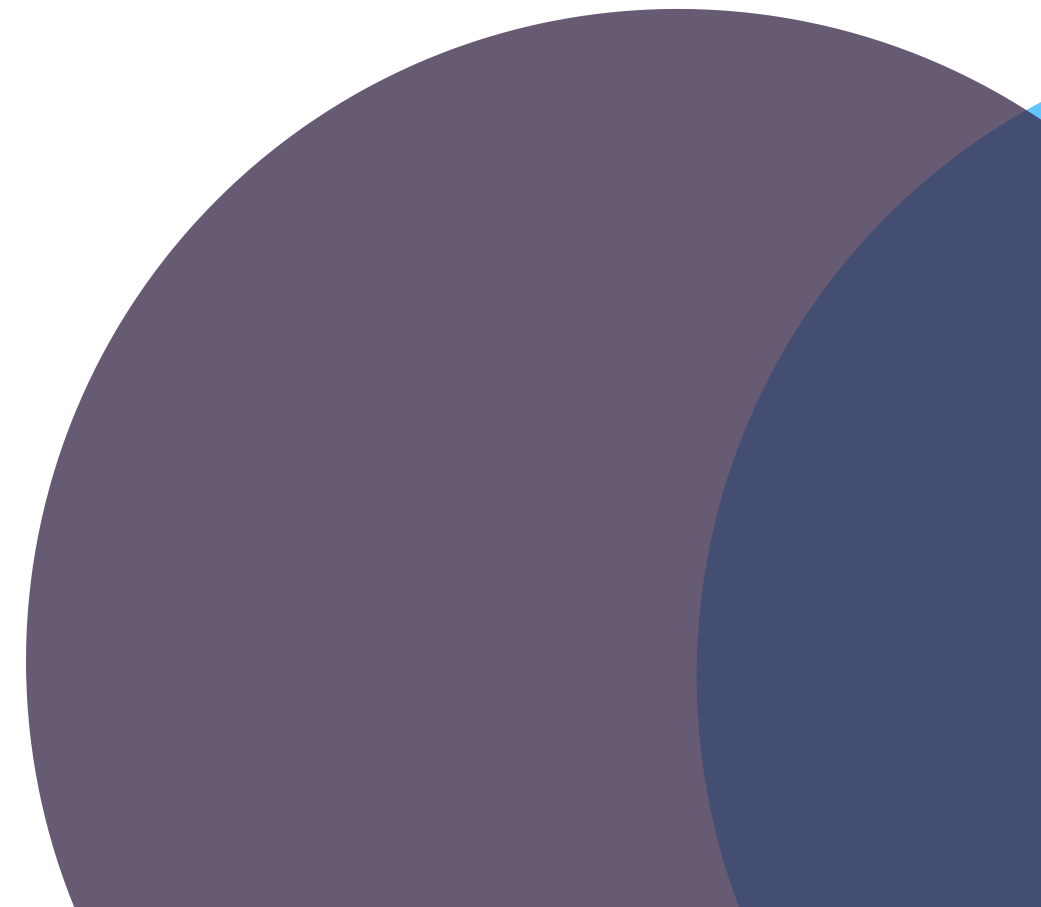
5 Brand promotions compared to 2 last year

Thank You to Our Donors

ebay Foundation
Jay Ramos
David
Louise
Frank Ramos
Denise Jones
Mahima Balsara
Namratha Mysore
Emily Sorbello
Rohan Chung
Emilee Pak
Steven Falk
Sebastian Jano
Clint Lewis
Temitope Owoeye
John Atwater
Beast Electronics

Thank You for Partnering

We Stream LA
Big Blue & You
Parr Solutions
Kendra Scott
Tru Earth
Grandview Public Market





Thank you all for your continued support and
your contributions to achieving the mission
and vision of Save the Water™.

