



THE PROBLEM

2.2M+ Americans still don't have hot and cold running water, a bathtub or shower or a working flush toilet. At least 44 million more don't have clean water that's safe to drink.

THE MISSION

DigDeep is a non-profit organization working to ensure that every American has equitable access to clean, running water forever.



IMPACT MODEL

1.

Advance Community-Led Solutions by deploying proven WASH* strategies to ensure that every American has clean, running water forever.

2.

Develop an Evidence Base by collecting, sharing and leveraging domestic WASH data to inform our progress toward universal access.

3.

Mobilize America by empowering people to solve this problem in their lifetimes.

4.

Build an Ecosystem of Change by facilitating high-impact collaboration to lead a diverse, sustainable movement.

[VIEW THE FULL IMPACT MODEL](#)

*WASH (or WaSH) is an acronym that stands for "water, sanitation and hygiene". Universal, affordable and sustainable access to WASH is a key public health and equity issue and is the focus of UN Sustainable Development Goal 6.



1.

ADVANCE COMMUNITY-LED SOLUTIONS

Our community-led projects bring clean, hot and cold running water and sanitation into American homes.



NAVAJO WATER PROJECT

Oh what a difference a day makes.

It takes us just 24 hours to bring clean, hot and cold running water to a Navajo family—which is important, since more than 30% still don't have a tap or toilet at home.



120

FAMILIES

We doubled our home water system install rate from 2018.

4

PROJECT LOCATIONS

We're expanding from Thoreau, NM, into Whitehorse Lake, NM, Dilkon, AZ, Navajo Mountain, and our new HQ in Flagstaff, AZ.

300+

HOMES

These families now have access to running water thanks to our work.

MORE GOOD NEWS

SMASE

When we first met the students and staff at St. Michael's Special Education School, their tap water was poisonous. Now, clean water flows through every bath, shower and faucet.

[Celebrate with us](#)

COMMUNITY PLUMBING CHALLENGE

This year we continued the Community Plumbing Challenge with our partner IWSH. We led a team of volunteer plumbers, pipefitters, unions, and manufacturers from all over the United States to bring water to families in Navajo Mountain, and to help the community move its Chapter House.

[Learn More](#)

PIUTE MESA

We brought clean running water to Piute Mesa in Navajo Mountain, one of the *most remote* communities on the entire Navajo Nation, and we completed the project months ahead of schedule!



QUICK HITS

BANDIT

This is the story of a boy and his pup, and how their lives changed one day. Thousands of kids on the Navajo Reservation have to haul their drinking water on foot. It takes just one day to change their lives with running water forever.

[Watch the Video](#)



VELMA & SILAS

Read Velma and Silas' report from our Field Notes archive. Silas served his country in Vietnam. He and his wife Velma thought they would never have clean, running water at home. But because of you, that dream became real this year.

[Read the Report](#)



EXPANDING OFF NAVAJO

In 2019, DigDeep staff traveled 35,285 miles to visit communities around the US without access to running water. We're planning new projects launching in 2020!



2.

DEVELOP AN EVIDENCE BASE

We're investing in sector-leading research to understand who experiences water poverty, what drives the challenge, how communities are coping, and how DigDeep and others can most powerfully assist.



CLOSING THE WATER GAP

Most Americans take their taps and toilets for granted, but those basics are still out of reach for millions of the most vulnerable people in the US.

Our new report, the first of its kind in the US, shines a light on America's hidden water crisis and proposes a plan of action. It tells the story from inside six affected communities and identifies promising solutions that can help us extend water access to everyone.

[Read the full report](#)



19

TIMES

Native American households are 19x more likely than white households to lack indoor plumbing.

2

TIMES

Black and Latinx households are twice as likely as white households to lack indoor plumbing.

6

STATES

The number of Americans without running water is increasing in 6 states and Puerto Rico.

14

PERCENT

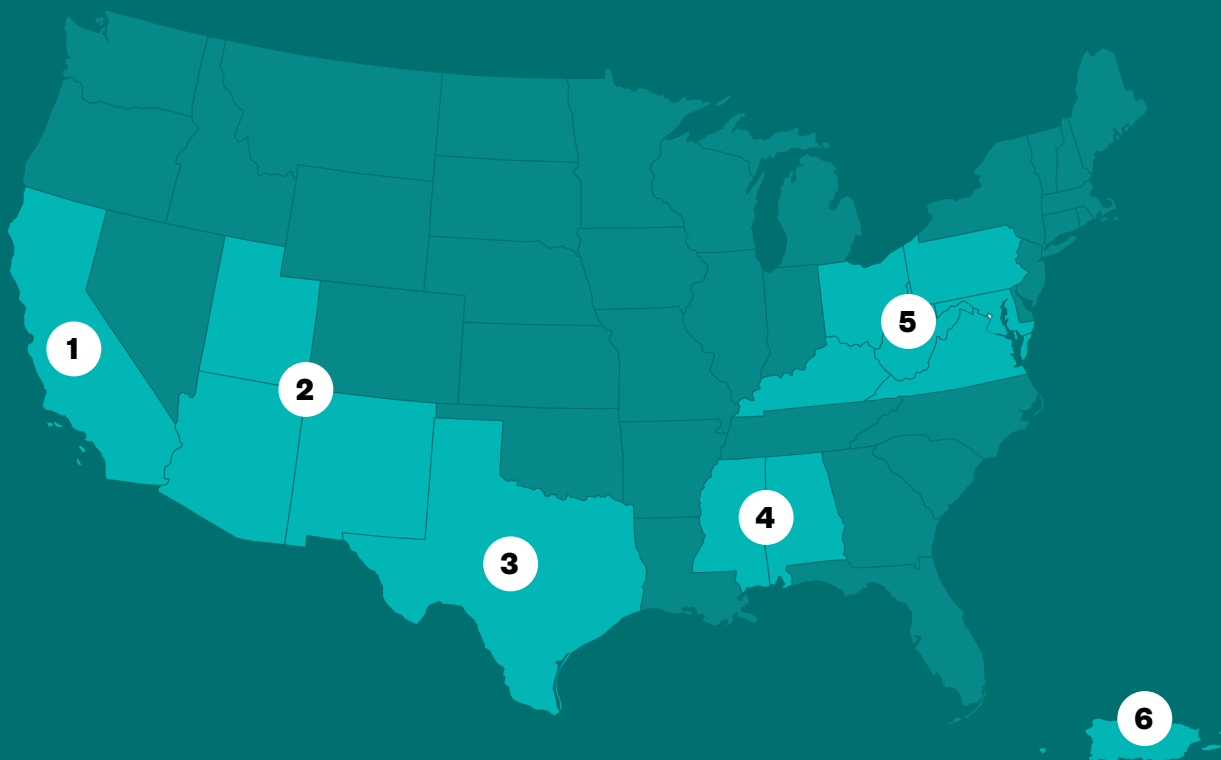
Federal funding for water is only 14% of what it was in 1977.

MAJOR FINDING

More than 2.2 million Americans still don't have running water or basic plumbing, like a flush toilet, and race is the strongest predictor of access to water and sanitation in the US.

SIX HOTSPOTS

In addition to national data analysis, we conducted interviews and listening sessions with residents, community leaders, service providers, policy-makers, and others in six communities that face significant water access challenges: California's Central Valley, the Navajo Nation, the Texas colonias, rural areas in the South, Appalachia, and Puerto Rico.



PRESS

Our findings have been shared with millions of people worldwide through press coverage like these:



3.

MOBILIZE AMERICA

Americans without access to water have been forgotten. DigDeep amplifies and centers their voices in our storytelling... through press outreach, writing, fellowships, workshops, advocacy campaigns, and more. Our goal: to build a movement that changes the way Americans think about water.



A COMMUNITY FOR CHANGE

More than 2 million Americans have fallen into the Water Gap, but that's not the end of the story. We're building a diverse movement that will ensure everyone can drink water from the tap and flush their toilet without a second thought.



11,000

DONORS

DigDeep received donations from more than 11,000 individuals across the US in 2019.

89

DOLLARS

The average online donation amount was \$89.

196

FUNDRAISERS

Raising money online through our new platform.

LEARN ABOUT THE CRISIS

If you're new to our work, here are the three most important things to read if you want to understand the domestic water crisis and how to solve it.

[View All Press](#)



Washington Post

It's Almost 2020, and 2 Million Americans Still Don't Have Running Water, According to New Report.

[Read More](#)



GQ

The Hidden Racial Inequities of Access to Water in America.

[Read More](#)



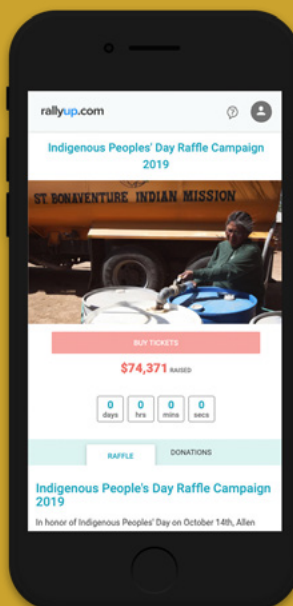
NPR

New Study Shows Two Million Americans Lack Access to Running Water and Toilet.

[Read More](#)

INDIGENOUS PEOPLE'S DAY

In honor of Indigenous Peoples' Day in October, we teamed up with Native influencer Allen Salway (@lilnativeboy) for our second annual Indigenous People's Day Campaign, supporting Native artists and raising enough funds to bring running water to 16 families. The campaign was powered by give-aways from native-owned brands like J.Okuma, Bison Star Naturals, Cheekbone Beauty, and Quw'wut'sunmade.



TOTAL AMOUNT RAISED

\$74,371

NUMBER OF DONORS

2,729

CAMPAIGN LEADERS

@lilnativeboy

@sivanalryarose

@dinaesthetics

@reztothecity

A FUNDRAISER'S STORY

When Charlie Hopkins and Mark Jacobs of Charlotte, North Carolina were first inspired to join the DigDeep community, they had no idea the impact it would have on their lives. They have been fighting the U.S. water crisis since 2015, when Charlie first learned about our work on CBS Sunday Morning.

Hearing of the shame that young people experience when they don't have access to running water struck a chord within Charlie—he grew up in Welch, West Virginia, and his grandparents were the first in their “hollow” to have running water.

Fun fact: DigDeep visited Welch, West Virginia during our research for the Close the Water Gap report, and is planning to launch the Appalachia Water Project there in the coming year.

Charlie was the first high school and college graduate in his family, and he is a proud Disabled Veteran of Operations Desert Shield and Desert Storm. His decision to harness his hard-earned privilege to be of service to communities without running water has caused a ripple effect within his family and community. His generosity toward DigDeep has inspired his husband Mark to join in the effort. Mark, a Charlotte native, is also tremendously active in the LGBTQ+ community. Charlie and Mark are passionate about advocating for the human right to water, and they are proud to support the dignity, mental health, resiliency, and well being of families on the Navajo Nation and beyond.



4.

BUILD AN ECOSYSTEM OF CHANGE

DigDeep was the first global WASH organization to return home, shifting our work from rural Africa to the Navajo Nation.

If the United States is going to solve this problem, we need to confront it as we have in other countries, as an urgent public health crisis that demands an intelligent, coordinated and rapid response.



BUILDING A DOMESTIC WASH SECTOR

We can't go it alone.

We're building a sector of dedicated founders, implementers, government agencies and community representatives to close the water gap in our lifetimes. Read our founder, George's, vision in SSIR.

[Learn More](#)



32

LEADERS

Joined our cross-sector advisory council.

1

COMPANY

We welcomed our first national, corporate partner, Ferguson.

16

FOUNDATIONS

And 5 national corporations joined our work.

THE ADVISORY COUNCIL

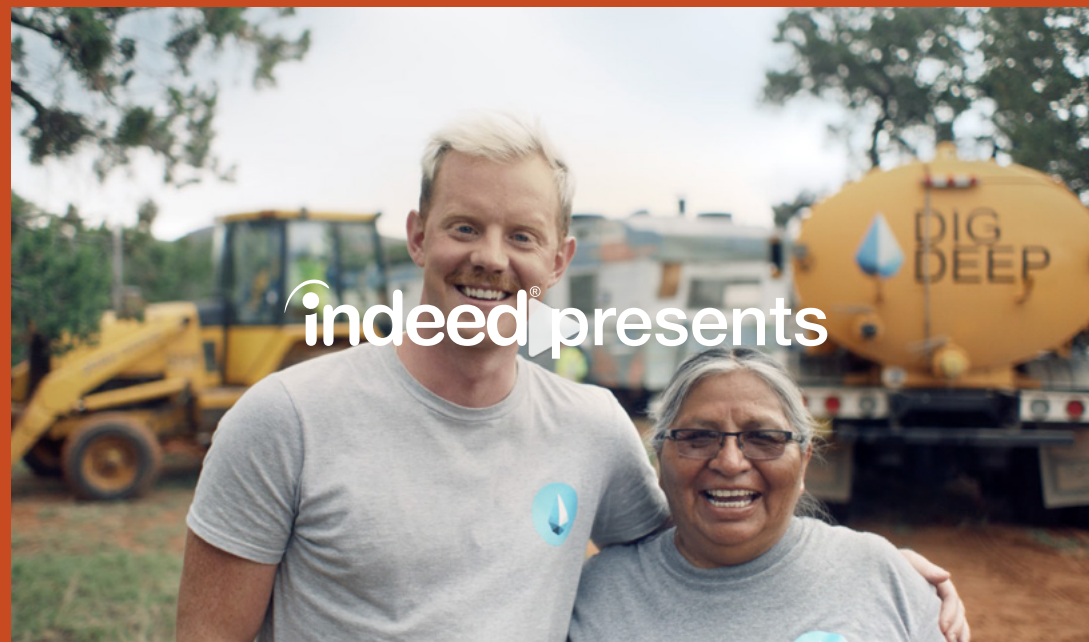
In partnership with the US Water Alliance, we assembled a group of more than 30 national leaders to guide our research work around the country. Our advisors include affected community members, national equity leaders, innovation officers from key federal agencies, designers and industry reps. Members of the Hotspot Study's Advisory Council were encouraged to make "Commitments to Action" tailored to their communities.



COMPANIES

This year, Ferguson became DigDeep's first national partner. Ferguson, the largest distributor of plumbing supplies in the US, announced a three year partnership to support the Navajo Water Project and new Community Plumbing Challenges around the country.

Other companies that supported our work in 2019 include Ralph Lauren, Atlas Copco, HDR, and Indeed.com. Indeed.com even made this incredible campaign video "Jobs Define Us." Take a look:



OUR PHILANTHROPIC PARTNERS

Philanthropic support grew to \$850,000 in 2019, with grants from 16 public foundations who invested in water projects, research, and operations.



FINANCIALS

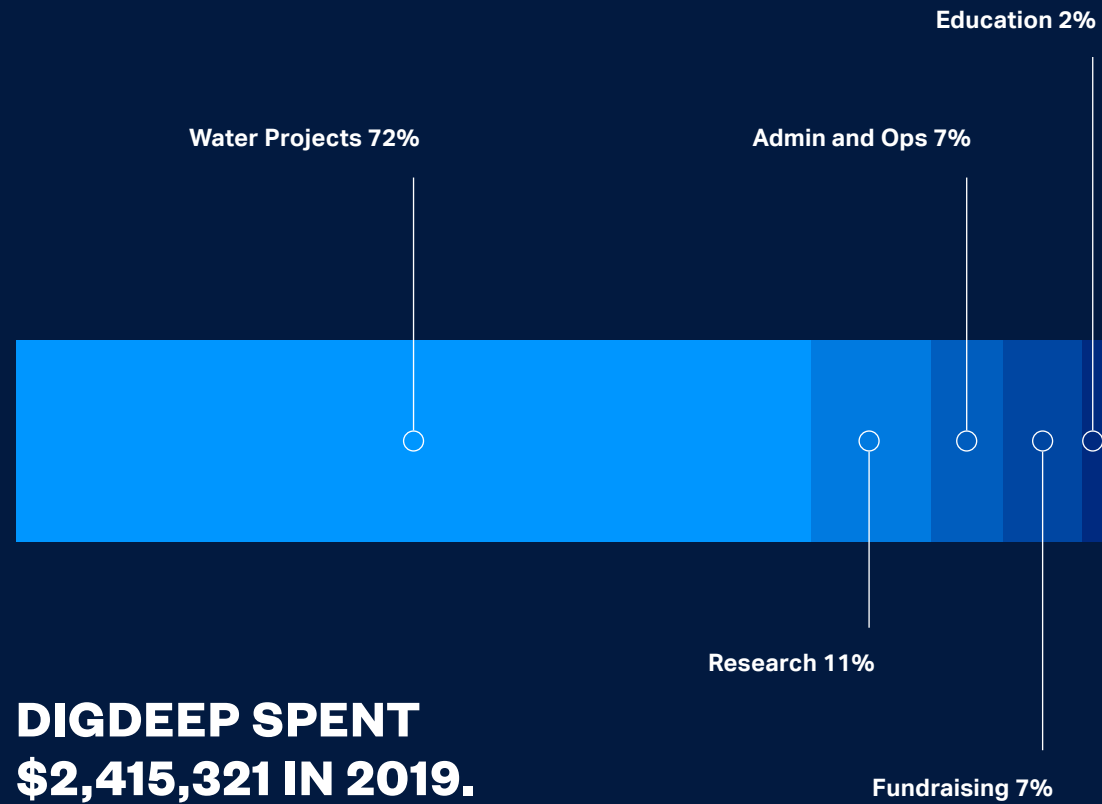
**DIGDEEP RAISED
\$3,121,460 IN 2019.**

100% of public gifts support water projects, creating a transparent engine for change.

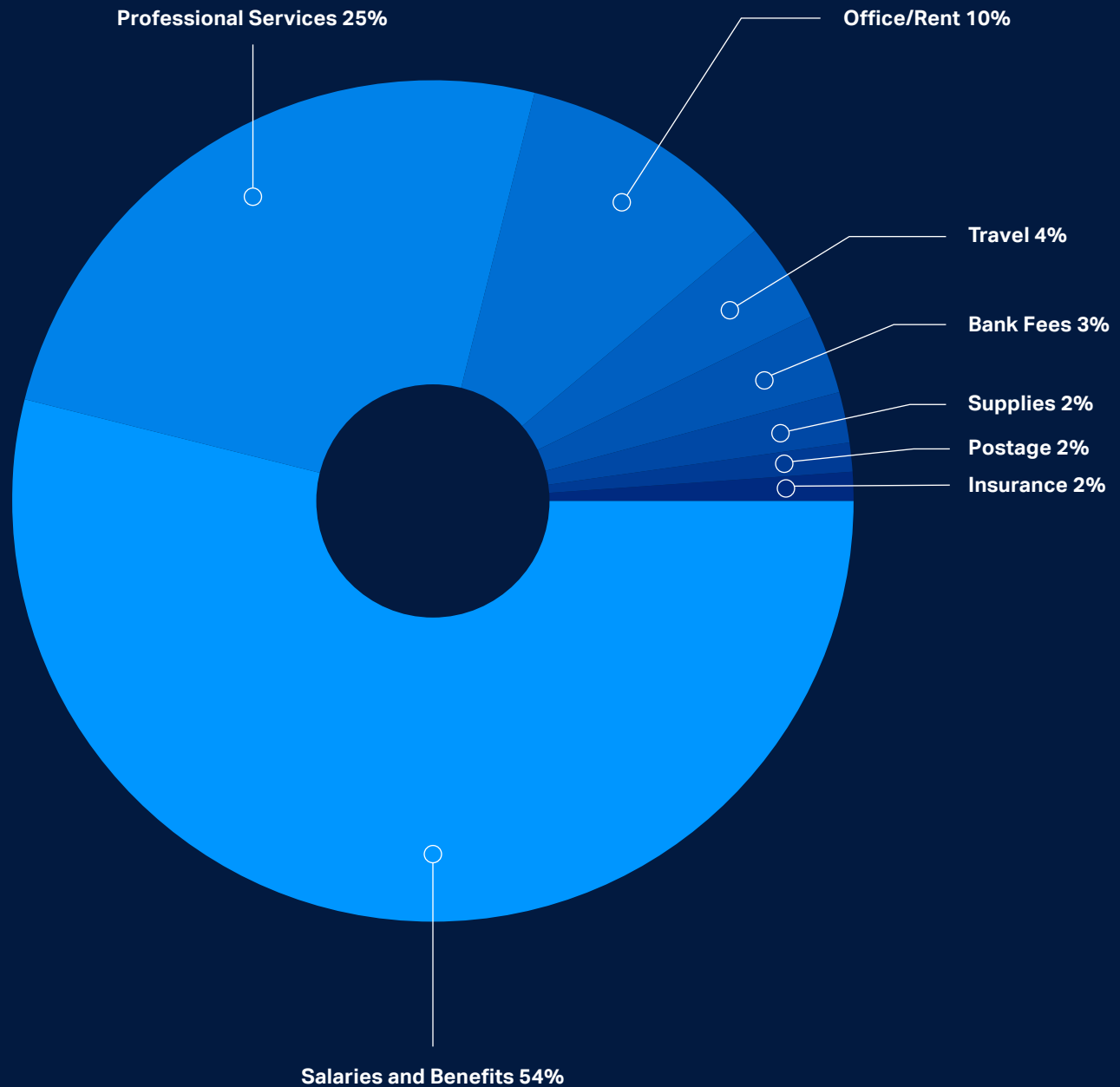
[REVIEW OUR AUDITED FINANCIALS](#)



ALLOCATION OF EXPENSES



BREAKDOWN OF OPERATIONAL EXPENSES



PLATINUM SEAL OF TRANSPARENCY

We're proud to have a Platinum Seal of Transparency from Guidestar, the world's largest source of information on trusted nonprofit organizations.

THE WATER COUNCIL

We know that every dollar you invest in our work is hard earned and thoughtfully given, so we commit 100% of every donation to water programs.

A special group of donors covers our operating expenses. We call them The Water Council.

[JOIN THE WATER COUNCIL](#)

The logo for The Water Council, consisting of the letters 'WC' in a bold, black, serif font, set against a yellow rectangular background.

TEAM DIGDEEP

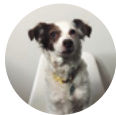
At DigDeep, we believe that great work requires a great job. We pride ourselves on creating industry-leading employment opportunities for our team across the United States.



A GROWING TEAM

We added 17 new staff in 2019.

We're a team of managers and social workers, artists and administrators, storytellers and technicians, fundraisers and financiers, creators, coordinators, engineers, leaders, experts, teachers, students... and one dog named Cindy \$herman.



SECTOR-LEADING BENEFITS

DigDeep pays a nation-wide \$15 minimum wage and offers 100% employer paid medical benefits to all full-time employees. In 2019, we grew our benefits package to a whopping \$4,800 per employee, per year in value.



85

PERCENT

85% of our staff are BIPOC.

60

PERCENT

60% of our staff identify as women, 40% as men. DigDeep is a loving home to several members of the queer community.

7

STATES

Our staff are based in seven states all over the US.

20-70

YEARS

Our staff has tons of experience, and ranges in age from their early 20's to their 70's.



MONTGOMERY TRIP

DigDeep staff and our partners, spouses, and some special friends took a trip to Montgomery and Selma, Alabama—the cradle of the Civil Rights movement—to reflect on our work dismantling systems of injustice that continue to reverberate today.



NOTES FROM THE STAFF



Katie Janss
Research Assistant

What is a work memory from 2019 that brings a smile to your face?

“Going to Navajo Mountain for the first time for the Community Plumbing Challenge there. It’s one of the most beautiful places I have ever been. I was so excited to meet and work with people from all over the world who had all come together for a common cause.”



Don Begay
Water Tech

Share a time when a coworker inspired or motivated you.

“Our brother, Ernest Largo [who recently passed away from COVID-19] with his daily prayers and faith in us. I am not a religious person, but Ernest made me understand our direction in life and changes in life. Spiritually, I stepped back from the edge and accept all human beings as brothers and sisters. Sadly, Ernest has gone on to another level to educate other beings on spiritual love. Ernest was our brother and motivator.”



Yma Dandridge
Culture & Operations Manager

What is the accomplishment you are most proud of from 2019?

“Completing construction to expand into our beautiful, new office space! Organizing the board retreat in Los Angeles for our amazing board members. Successfully planning a deeply impactful trip for DigDeep employees and their family members to Montgomery, AL to visit the Equal Justice Museum & Memorial, which I was so fortunate to be a part of and will never forget.”

LEADERSHIP 2019

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(Retired 2019)

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