A voice and a platform for water use efficiency and water conservation that has never before existed, bringing a critical new perspective to an increasingly thirsty North America.

2010 Annual Report
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## From the President and CEO

In 2010 the Alliance for Water Efficiency steadily continued to gain momentum despite challenges presented by the global economy. We have become the most comprehensive source of water efficiency information on the web, formed valuable partnerships, released an updated version of our Water Conservation Tracking Tool, alerted our membership to pending water efficiency legislation, and held numerous workshops. None of these accomplishments could happen without our network of members. In turn, we make every effort to support them and meet their needs by tirelessly promoting the efficient and sustainable use of water in our quest to ensure that water resources are available for future generations.

Mary Ann Dickinson  
President and CEO
Summary of 2010

2010 has been an active year for the Alliance for Water Efficiency. We moved into a new permanent office in Chicago, continued to expand our membership, provided technical assistance to members, managed and updated our web content, shared news as it broke, promoted research and education, served on codes and standards committees, and alerted our members to pending water efficiency legislation.

Most importantly, the year proved to be a year of partnership building for the Alliance. We saw a number of new collaborative relationships, including:

- A partnership with American Rivers and the Environmental Law Institute, funded by the Walton Family Foundation, to study the linkages between water efficiency and in-stream flows in the Colorado River Basin.
- Creation of the WATER Coalition, a group of manufacturers and environmental organizations pushing for Congressional authorization of WaterSense.
- A partnership with the American Council for an Energy Efficient Economy (ACEEE) related to several efforts, including a blueprint for collaborative action on issues related to the water-energy nexus.
- A collaborative relationship with the Johnson Foundation at Wingspread for work on foundational documents for “Charting New Waters,” an effort designed to address freshwater challenges in the U.S.
- Agreement for joint membership and fund-raising efforts with the Clean Water America Alliance.
- A partnership with the Water Supply Association of Australia (WSAA) to research and evaluate conservation initiatives.
- A partnership with the Pacific Institute related to the water-energy nexus that included review work in 2010 and workshops in 2011.
- A founding member role with the Plumbing Efficiency Research Coalition (PERC), including the historic signing when PERC formed a collaborative partnership with the Australasian Scientific Review of Reduction of Flows on Plumbing and Drainage Systems (ASFlow).
- Participation in an international agreement with Waterwise in the UK and the savewater!® Alliance in Australia to develop and communicate best practice water efficiency information.

In addition, the Alliance continued to build on established relationships, including:

- Sponsorship of the annual Water Smart Innovations conference in Las Vegas.
- Continued engagement with the California Irrigation Institute, with Alliance Executive Director Mary Ann Dickinson taking on vice-presidential responsibilities in 2010.
- Continued engagement with the American Water Works Association, including active membership and Board Trustee status in the Conservation Division and a dinner event at Chicago’s Shedd Aquarium to welcome AWWA delegates to the City of Chicago.
New Permanent Office in the Heart of Chicago

The Alliance moved into a new, permanent office of almost 3,000 square feet at the heart of the business district in Chicago’s Loop. From the beginning, the Alliance’s offices had been temporary. The City of Chicago donated the first office as a gift to welcome the fledgling organization to the city. In 2008, the Alliance moved to a temporary space in the South Loop. Now in its new permanent home, the Alliance has the ability to hold conferences, training workshops, and meetings in a space that will serve proudly as a hub for water efficiency discussions among stakeholders.

Alliance for Water Efficiency Committees

The Alliance for Water Efficiency’s three committees provided members an opportunity to be engaged with a diverse group of water efficiency stakeholders. The three committees are:

- Education and Outreach (39 members)
- Water Efficiency Research (38 members)
- WaterSense and Water-Efficient Products (38 members)

The committee structure and the community of participating professionals provide a valuable resource to members. All of the committee activities, including meeting notes, schedules, and related resources, may be found on the Alliance website, www.allianceforwaterefficiency.org. Each committee met in person one day before the WaterSmart Innovations Conference in October and by conference call throughout the year. The committees have become and will remain a core function of the Alliance for Water Efficiency.
The Alliance continues to be guided by its diverse and committed Board of Directors. The Board held four meetings in 2010, three in person and one via teleconference. Teleconference meetings not only save money, they also reduce the environmental impacts associated with air travel. Similarly, the October Board meeting was held in Las Vegas, one day before the start of the WaterSmart Innovations conference since most Board Members attend this event.

Schedule of 2010 Board Meetings:
March 12, 2010, Chicago
June 19, 2010, Chicago
October 4-5, 2010, Las Vegas
December 16, 2010 via teleconference

Pictured above, from left to right:
Alice Miller Keyes, Georgia Environmental Protection Division
J.B. Hoyt, Whirlpool Corporation
Al Dietemann, Saving Water Partnership
Rebecca Pearson, Great Lakes Commission
Betsy Otto, American Rivers
Kelly Kopp, Utah State University
Timothy Brick, Metropolitan Water District of Southern California
Amy Vickers, Amy Vickers & Associates
Susan Stratton, Energy Center of Wisconsin
Glen Pleasance, Regional Municipality of Durham, Ontario
Alice Darilek, PCR Consulting
Ron Wolfarth, Rain Bird Corporation
David Bracciano, Tampa Bay Water
Carole Baker (Chair), Harris-Galveston Subsidence District
Warren Gorowitz, Ewing Irrigation Products
Richard Harris, East Bay Municipal Utility District
Gunnar Baldwin, TOTO USA
Elizabeth Gardener, Denver Water

Not pictured:
John Sommers, The Home Depot
Thomas Swihart, Florida Department of Environmental Protection
David Viola, International Association of Plumbing and Mechanical Officials (IAPMO)
J. Coffee, Chicago Department of the Environment
James Heaney, University of Florida
Outreach to a Growing Membership

The Alliance expanded its interactions with members during the year through the continuously updated website, 59 different global emails, 9 electronic newsletters, 75 public speaking engagements, 15 committee meetings, numerous events, and the annual in-person membership meeting.

Some of the significant news items during the year included:

- DOE enforcement of action against four showerhead manufacturers in February.
- The State of Georgia enacting a Water Stewardship Bill in March.
- Lake Meade hitting its lowest levels since the 1950s.
- Numerous legislative updates.
- The PERC and ASFlow MoU signing in December.

Jamie Workman, author of the book Heart of Dryness, delivered the keynote address at the annual member meeting, which was open to current and prospective members.
Alliance for Water Efficiency/Environmental Protection Agency WaterSense Awards Banquet

For the second year in a row, the Alliance for Water Efficiency partnered with the U.S. Environmental Protection Agency to sponsor the WaterSense Partner of the Year Awards Banquet at Water Smart Innovations. In addition to the awards presented to WaterSense Partners of the Year, George Kunkel of the Philadelphia Water Department received the Alliance for Water Efficiency Water Star Award for his stellar achievements in comprehensive water loss management. The banquet has proven to provide an excellent opportunity for water efficiency professionals to gather, network, and recognize leaders in the industry.

George Kunkel receiving the Water Star Award

Technical Assistance

The Alliance continued to support technical assistance as a principal function in 2010, providing information and assistance on water efficient products, water conservation planning, and implementation of water conservation programs. Our team of experts answered questions by email or by phone on topics that included water saving products, savings analyses, efficiency programs, water rates, plumbing, green building, research, planning, and ordinances.

The Alliance for Water Efficiency also provided technical assistance through workshops. On September 17, 2010, for example, a one-day workshop entitled, “Demystifying Asset Management: Everything You Need to Know to Get Started,” reviewed international best asset management practices and provided a practical guide to developing approaches to optimize program value while minimizing water losses. The presenter, Jo Parker, is one of the world’s leading experts on the topic.

Jo Parker presenting “Demystifying Asset Management” to almost 100 people in the training room of the Alliance’s new offices in Chicago.
Alliance for Water Efficiency

Water Conservation Tracking Tool

In October 2010, the Alliance released Version 1.2 of the Water Conservation Tracking Tool, an Excel-based model used to evaluate the water savings, costs, and benefits of conservation programs for a specific utility. This update included functional changes and improvements that grew from user feedback and graphic enhancements. Alliance members receive the Tracking Tool and technical assistance related to its use free of charge.

The Alliance also released a special Georgia edition of Version 1.2 that incorporated legislative changes made to the state plumbing code. With the Georgia-specific copy, the Tracking Tool became available in four editions: Standard, California/Texas, Georgia, and Australia. The Alliance will continue to update the Tracking Tool to provide value to members.

A number of Water Conservation Tracking Tool workshops took place in 2010:

- January 21  San Francisco, California
- February 3  Everett, Washington
- February 4  Lacey, Washington
- March 24  Greeley, Colorado
- April 14  Albuquerque, New Mexico
- May 5  Austin, Texas
- July 23  Melbourne, Australia
- September 9  Houston, Texas
- September 15  Madison, Wisconsin
- November 15  El Segundo, California
Legislative Activity

The Alliance for Water Efficiency has continued to be a voice for water efficiency on a variety of platforms, including national policy. In 2010, the Alliance provided information on water efficiency measures to Congressional staffers working on legislative drafts and provided up-to-date alerts to members on water efficiency legislation by tracking federal legislative activity and sending regular informative emails.

The Alliance’s Legislative Watch page kept members, water conservation professionals, and the public informed of legislative activity related to water conservation. During one span during the year, the Legislative Watch page tracked and providing information on 28 bills.

The bulk of our legislative information outreach efforts focused on the Home Star Retrofit Act of 2010, which became part of the Clean Energy Jobs and Oil Company Accountability Act of 2010. The Act included consumer rebates for WaterSense products, homeowner rebates for reductions in household water use, and grants for states and municipalities for water programs. On August 2, 2010, the Alliance joined 17 other stakeholder organizations as part of the WATER Coalition, a diverse group representing plumbing contractors, union members, equipment manufacturers, wholesalers, retailers, utilities, environmental groups, water efficiency organizations, real estate organizations, and other allied organizations in support of the WaterSense rebate provisions. The WATER Coalition urged members to contact their senators and sent a formal letter to Senator Reid, who introduced the bill. Unfortunately the bill failed to pass, but the effort helped pave the way for future efforts.

Alliance Website

The Alliance for Water Efficiency’s website and online resource library house a great variety of information of interest to water professionals, consumers, developers, local officials, product manufacturers, and others who need up-to-date information on water efficient products and programs. The website received near-daily updates in 2010, including new resource library content, breaking news items, important home page items, events, and other water efficiency related information. In addition, the Alliance continued to publish the popular monthly newsletter Water Efficiency Watch.

The website continued to receive heavy traffic throughout 2010. From January 1 through December 31, 2010 the site had:

- 653,650 unique visits
- 8,341,730 hits
- 165,362 downloaded documents and online resources.
The Water/Energy Nexus

On December 9, 2010, the Alliance for Water Efficiency partnered with the American Council for an Energy-Efficient Economy (ACEEE) to bring the water and energy communities together to establish a blueprint for future joint efforts and to envision a policy agenda that could drive actions at the federal, state, local, and watershed levels.

The meeting, which was funded by the Turner Foundation, resulted in the creation of the Water-Energy Blueprint for Action and Policy Agenda. It focused on three broad elements: policy/codes, research, and programs and laid the foundation for collaborative action, funding, and policy development. In developing the Blueprint, the Alliance and ACEEE analyzed and consolidated contributions from more than fifty thought-leaders from across the energy and water efficiency communities.

Transforming the Market

The marketplace is a crucial component of the water efficiency movement. Consumers must be provided a selection of water efficient products that meet their needs and perform well. In 2010, the Alliance supported market transformation efforts primarily through its strong support of the WaterSense program, including maintaining a WaterSense page on the website, remaining an active WaterSense promotional partner, providing the full Alliance mailing list with WaterSense news updates via global emails, commenting on draft specifications, and openly promoting WaterSense at all Alliance speaking events and meetings of the WaterSense and Water-Efficient Products committee.

The Alliance’s Water Efficiency Research committee also holds meetings throughout the year that track the development of new water efficiency technologies that will transform the marketplace.
Green Building

In 2010, the Alliance for Water Efficiency stayed active in four major national green building efforts:

**U.S. Green Building Council Leadership in Energy and Environmental Design**

Two Alliance representatives sat on the U.S. Green Building Council (USGBC) Leadership in Energy and Environmental Design (LEED) Water Efficiency Technical Advisory Group (WETAG), contributing comments on the documents being developed for implementation with LEED 2012.

**American Society of Heating, Refrigerating and Air Conditioning Engineers ANSI Standard 189.1—High Performance Buildings**

The Alliance was represented on the full standards committee for the American Society of Heating, Refrigerating and Air Conditioning Engineers (ASHRAE) ANSI Standard 189.1—Standard for the Design of High-Performance Green Buildings Except Low-Rise Residential Buildings. The committee finalized and published the standard in January of 2010.

**American Society of Heating, Refrigerating and Air Conditioning Engineers ANSI Standard 191—Water Efficiency**

The Alliance was part of the full standards committee for the development of the ASHRAE American National Standards Institute (ANSI) Standard 191—for the Efficient Use of Water in Building, Site and Mechanical Systems.

**Green Globes/Green Building Initiative (GBI) Green Building ANSI Standard**

The Alliance continued its support of the Green Globes/Green Building Initiative although there was little activity to report in 2010.

International Federation for Water Efficiency

On June 21, 2010, the Alliance for Water Efficiency signed an international agreement with Waterwise in the UK, and savewater!® Alliance in Australia to develop and communicate best practice water efficiency information. The agreement resulted in the formation of the International Federation for Water Efficiency (IFWE), which will act as a global body focused on water efficiency best practices.

The IFWE will focus on a number of activities, including:

- Undertaking water conservation projects that will provide benefit to the global water community.
- Sharing water efficiency project results and solutions.
- Standardizing global definitions and nomenclatures used in the water sector.
- Compiling and maintaining a central database of best practice in water efficiency.
- Sharing information on and helping to promote water efficient products.
- Working together with other global regions on relevant projects.
Plumbing Efficiency Research Coalition

On December 3, 2010, the Plumbing Efficiency Research Coalition (PERC) and the Australasian Scientific Review of Reduction of Flows on Plumbing and Drainage Systems (ASFlow) Committee signed a historic Memorandum of Understanding (MoU) at U.S. EPA headquarters in Washington D.C. The MoU brought the two organizations together to investigate the impact of reduced water flows in sanitary drainage systems that result from reductions in water use from plumbing fixtures and fittings, appliances, and commercial and institutional equipment. Mary Ann Dickinson, a founding member of PERC, represented the Alliance.

The MoU detailed several areas of collaboration to ensure that information and research results are shared between the two organizations and that those efforts are unique and original. In addition, the MoU calls for both organizations to interact internationally with researchers and standards developing organizations to improve global water efficiency efforts.
Plumbing Standards & Codes

Plumbing standards and codes—the unsung heroes of water efficiency—provide “passive” savings that directly shape water consumption patterns. The Alliance provides an active voice at the table, helping to shape the development of national plumbing standards and codes. This annual report provides an opportunity to highlight some of these efforts.

Plumbing Standards
The Alliance stayed actively involved in maintaining and creating plumbing standards that support water efficiency, largely through direct representation on many American National Standards Institute (ANSI) plumbing standards committees and project teams in the U.S. and Canada. These include:

- American Society of Mechanical Engineers (ASME) A112.18.1/CSA (Canadian Standards Association) B125.1 Plumbing Supply Fittings—Joint Harmonization Task Group (JHTG) on Water-Efficient Shower Heads
- ASME A112.19.2/CSA B45—Vitreous China Plumbing Fixtures and Hydraulic Requirements—Project Team
- ASME A112 Plumbing Materials and Equipment—Main Committee
- ASME A112.19.5/CSA B125.3 JHTG on Trim for Water Closet Bowl, Tanks, and Urinals—Project Team
- ASME A112.18.1/CSA B125.1 Plumbing Supply Fittings—JHTG on Water Conservation
- ASME A112.19.10 Dual Flush Devices for Water Closets (to be disbanded by ASME)
- ASME A112.19.14 Six-Liter Water Closets Equipped with a Dual Flushing Device
- ASME A112.19.19 Vitreous China Nonwater Urinals
- IAPMO Z124 Plastic Plumbing Fixtures
- CSA B45 Technical Committee on Plumbing Fixtures

Plumbing Codes

IAPMO Uniform Plumbing Code
Participated in the International Association of Plumbing and Mechanical Officials (IAPMO) Uniform Plumbing Code (UPC) revision process for the 2012 version of the UPC.

IAPMO Green Technical Committee
Participated on the IAPMO Green Technical and took part in sessions to develop code language for the next edition of the IAPMO Green Plumbing and Mechanical Code Supplement.

ICC International Plumbing Code (IPC)
Attended hearings held in Dallas, Texas in May 2010 for the IPC.

ICC Green Construction Code (IGCC)
Participated in the ICC Sustainable Building Technologies Committee (SBTC) to develop green model codes and submitted many code change proposals to promote water efficiency.
Despite the global recession, in 2010 the Alliance experienced a 17 percent growth in membership with an increase in annual members from 272 to 318. Charter sponsors continued to be recognized through monthly online profile postings. These Charter Sponsor profiles will conclude in 2011. 2010 members are listed below.

A & N Technical Services
Aclara
ACT Inc. D’Mand Systems
Acton Water District
Adobe Energy Management Co., Inc.
Affiliated International Management, LLC
Alan Plummer Associates, Inc.
Allen Boone Humphries Robinson, LLP
American Rivers
American Standard Americas, Inc.
Apple Valley Ranchos Water Company
Aqaba Water Company (Jordan)
Aqua Engineering, Inc.
Aqua Water Supply Corp.
Aquacraft, Inc.
Aquatrols Corporation of America
Arizona Municipal Water Users Association
Arlington Water Utilities Association of Water Board Directors
Atascadero Mutual Water Company
Athens-Clarke County Public Utilities Department
Austin Water Utility
Best Management Partners
Bill Jacoby Water Resources Consulting
Birch Bay Water & Sewer District
Bradley Corp.
Brunswick-Glynn Cty Joint Water & Sewer Com.
Cal Am Water—Baldwin Hills
Cal Am Water—Larkfield District
Cal Am Water—Monterey County District
Cal Am Water—Sacramento District
Cal Am Water—San Diego County District
Cal Am Water—Ventura County District
California State Water Resource Control Board
California Urban Water Conservation Council
California Water Conservation Company
California Water Services Company
Canadian Water & Wastewater Association
Capital Regional District
Carol Fraser
Caroma USA
Cascade Water Alliance
Castleman & Sons Plumbing, Inc.
CDM
Center for Neighborhood Technology
Central Basin Municipal Water District
Central Utah Water Conservancy District
CH2M Hill
Chappell Roberts
Chicago Faucets
Chicago Metro Agency for Planning
Cinco Municipal Utility District #1
City of Albany, OR
City of Atlanta, GA
City of Bellevue, WA
City of Bellingham, WA
City of Bend, OR
City of Bloomington, IL
City of Boulder, CO
City of Bremerton, WA
City of Calgary, Alberta
City of Charlotte, VA
City of Chicago, IL
City of Chino Hills, CA
City of Chino, CA
City of College Station, TX
City of Dallas, TX
City of Fair Oaks Ranch, TX
City of Fort Worth, TX
City of Gallup, NM
City of Greeley, CO
City of Guelph, Ontario
City of Hayward, CA
City of Hillsboro, OR
City of Janesville, WI
City of Lafayette, CO
City of Lomita, CA
City of Manhattan Beach, CA
City of Mansfield, TX
City of McKinney, TX
City of Napa, CA
City of Ontario, CA
City of Oxnard, CA
City of Palo Alto, CA
City of Phoenix, AZ
City of Pittsburgh, CA
City of Prescott, AZ
City of Renton, WA
City of Round Rock, TX
City of San Angelo, TX
City of San Diego, CA
City of Santa Barbara, CA
City of Santa Cruz, CA
City of Santa Fe, NM
City of Santa Rosa, CA
City of Savannah, GA
City of Southlake, TX
City of Tumwater, WA
City of Upland, CA
City West Water, Ltd.
Cobb County Water System
Colorado Springs Utilities
Colorado Water Conservation Board
Connecticut Water
Conserve Florida Water Clearinghouse
Cucamonga Valley Water District
Cyber-Rain, Inc.
Cypress Forest PUD
DBLive Corp.
Denver Water
Desert Spring Products
Douglas County
DuPage Water Commission
East Bay Municipal Utility District
East Cherry Creek Valley Water & Sanitation District
Eastern Research Group
Ecoblu
Econnics Eco-Efficiency
Edwards Aquifer Authority
El Dorado Irrigation District
El Paso Water Utilities
Energy Center of Wisconsin
Enia Reggio Emilia s.r.l. (Italy)
EnviroMedia Social Marketing
Ewing Water & Electric Board
Ewing Irrigation Products, Inc.
Exloco
Florida Department of Environmental Protection
Fluidmaster, Inc.
Fontana Water Company
Forester Media, Inc.
Fort Bend County MUD #25
Fort Collins Water Utilities
Gardnerville Water Company
George Kunkel, Jr.
Georgia Environmental Protection Division
Georgia River Network
Georgia Water Coalition
Georgia Water Wise Council
Gerber Plumbing Fixtures, LLC
Golden State Water Co., W. Basin/Southwest CSA
Great Lakes Commission
Great Western Institute
Green Water Infrastructure
GreenPlumbers USA
H.W. (Bill) Hoffman & Associates, LLC
H2O Applied Technologies
Harlingen Irrigation District
Harris County MUD #120
Harris County MUD #208
Harris County WCID 132
Harris-Galveston Subsidence District
Hazan and Sawyer
Headwaters Corporation
Herndon Solutions Group
High Plains Underground WCD No. 1
Hunter Industries
Inland Empire Utilities Agency
Innovative Water Solutions, LLC
Institute for Sustainable Futures (Australia)
International Code Council
International Association of Plumbing and Mechanical Officials
Irrigation Consulting, Inc.
Irrigation Water Management Society
Irrometer Company, Inc.
John G. Shedd Aquarium
Kitsap Public Utility District
Kleinwood Municipal Utility District
Koeler and Company
Kohler Co.
Lake Conroe Communities Network
Lakehaven Utility District
Lakeway Municipal Utility District
Lone Star Chapter, Sierra Club
Lone Star Groundwater Conservation District
Los Alamos County, DPU
Lower Colorado River Authority
M.Cubed
Maddaus Water Management
Madison Water Utility
Marin Municipal Water District
Masco Corporation
Maureen Erbeznik & Associates
McHenry County Government
Melbourne Water (Australia)
Metro West Council of Government
Metro North GA Water Planning District
Metropolitan Planning Council
Metro Water District of Southern California
Miyahuna (Jordan)
Moen Incorporated
Monte Vista Water District
Monterey Peninsula Water Management District
Montgomery County MUD #8
Montgomery County MUD #9
National Turf Grass Federation, Inc.
National Water Services, Inc.
Natural Resources Defense Council
NEOPERL, Inc.
New Mexico Water Conservation Alliance
Niagara Conservation Corporation
North Carolina Department of Environment & Natural Resources
North Fort Bend Water Authority
North Harris County RWA
North Marin Water District
North of the River MWD
North Texas Municipal Water District
Northern Governorate Water Administration (Jordan)
Northwest Energy Education Institute
Olivenhain Municipal Water District
Ontario Water Works Association
OpCon Technologies, Inc.
Orlando Utilities Commission
Pacific Northwest National Laboratory
Pacific Water Associates
Panhandle Groundwater Conservation District
Park City Municipal Corporation
Partnership for Water Conservation
Pasadena Water & Power
PCR Resources
Platte Canyon Water
Plumbing Manufacturers Institute
Plumbing-Heating-Cooling Contractors Association
Portland Water Bureau
Potomac-Hudson Engineering, Inc.
Public Service Commission of Wisconsin
PUC Services
PVA, Inc.
QA Consulting & Testing, LLC
Rain Bird Corporation
Regenesis Management Group, LLC
Region of Durham
Region of Halton
Region of Peel
Regional Municipality of York
Regional Water Authority
ReGreen, Inc.
Resource Action Programs
Resource Solutions Group
River Network
River Systems Institute
Rosamond Community Services District
San Antonio Water Company
San Antonio Water System
San Diego County Water Authority
Santa Clara Valley Water District
Santa Clarita Water Division
Saving Water Partnership
SBW Consulting, Inc.
Smart Markets
SMART Watering Systems
SMW Geosciences, Inc.
Sonoma County Water Agency
S. Adams County Water & Sanitation District
South Central Connecticut RWA
South East Water (Australia)
South Florida Water Mgmt District
Southern Nevada Water Authority
Southwest Florida Water Management District
Spanaway Water Company
Spartanburg Water
Thank You to Our Funders

The Alliance for Water Efficiency wishes to thank the following organizations for their additional support of our efforts in promoting the efficient and sustainable use of water in 2010.

- The Kresge Foundation
- The Walton Family Foundation
- Turner Foundation
- Home Depot Foundation

Staff and Technical Advisors

Mary Ann Dickinson
President and CEO

Jeffrey Hughes
Administrative Director

Molly Garcia
Accountant

William “Bill” Christiansen
Program Planner

John Koeller
Technical Advisor

Peter Mayer
Website Manager

Thomas Pape
Technical Advisor

Alice Darilek
Project Manager

Cece Kramer
Government Affairs
Financial Statements

Total Support and Revenues 2010

- Investment income: $2,195
- Other: $1,995
- Membership dues: $466,041
- Donated services: $18,631
- Special projects: $171,740
- Grants and contributions: $234,620

Total Expenses 2010

- Fundraising and membership development: $32,191
- General and administrative: $145,256
- Program services: $899,646
## Statements of Financial Position

December 31, 2010 and 2009

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$323,618</td>
<td>$316,967</td>
</tr>
<tr>
<td>Investments, Note C</td>
<td>102,862</td>
<td>151,653</td>
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<tr>
<td>Grants receivable</td>
<td>17,000</td>
<td>100,000</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td>44,549</td>
<td>47,549</td>
</tr>
<tr>
<td>Inventories</td>
<td>7,462</td>
<td>8,934</td>
</tr>
<tr>
<td>Prepaid expenses and deposits</td>
<td>32,380</td>
<td>8,807</td>
</tr>
<tr>
<td>Furniture and equipment, Note D</td>
<td>27,095</td>
<td>7,029</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td>$554,966</td>
<td>$640,939</td>
</tr>
</tbody>
</table>

| **Liabilities**          |          |          |
| Accounts payable         | $64,246  | $19,146  |
| Accrued expenses         | 64,036   | 25,042   |
| Deferred revenues        | 232,228  | 318,945  |
| Funds held for other entities | 98,521 | -        |
| **Total liabilities**    | 459,031  | 363,133  |

| **Net assets**           |          |          |
| Unrestricted             | 60,935   | 102,806  |
| Temporarily restricted, Note I | 35,000 | 175,000  |
| **Total net assets**     | 95,935   | 277,806  |

| **Total liabilities and net assets** | $554,966 | $640,939 |

*The accompanying notes (page 23) are an integral part of these financial statements.*
## Statements of Activities

For the years ended December 31, 2010 and 2009

<table>
<thead>
<tr>
<th></th>
<th>2010 Unrestricted</th>
<th>2010 Temporarily Restricted</th>
<th>2010 Total</th>
<th>2009 Unrestricted</th>
<th>2009 Temporarily Restricted</th>
<th>2009 Total</th>
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<tr>
<td><strong>Support and revenue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership dues</td>
<td>$ 466,041</td>
<td>$ –</td>
<td>$ 466,041</td>
<td>$ 472,391</td>
<td>–</td>
<td>$ 472,391</td>
</tr>
<tr>
<td>Grants and contributions</td>
<td>199,620</td>
<td>35,000</td>
<td>234,620</td>
<td>145,416</td>
<td>175,000</td>
<td>320,416</td>
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<tr>
<td>Special projects</td>
<td>171,740</td>
<td>171,740</td>
<td>171,740</td>
<td>73,205</td>
<td>–</td>
<td>73,205</td>
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<tr>
<td>Donated services, Note E</td>
<td>18,631</td>
<td>–</td>
<td>18,631</td>
<td>151,170</td>
<td>–</td>
<td>151,170</td>
</tr>
<tr>
<td>Investment income</td>
<td>2,195</td>
<td>2,195</td>
<td>4,501</td>
<td>–</td>
<td>4,501</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>1,995</td>
<td>1,995</td>
<td>1,995</td>
<td>–</td>
<td>1,628</td>
<td></td>
</tr>
<tr>
<td>Net assets released from</td>
<td>175,000</td>
<td>(175,000)</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>restrictions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total support and revenue</strong></td>
<td>1,035,222</td>
<td>(140,000)</td>
<td>895,222</td>
<td>848,311</td>
<td>175,000</td>
<td>1,023,311</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program services</td>
<td>899,646</td>
<td>–</td>
<td>899,646</td>
<td>825,364</td>
<td>–</td>
<td>825,364</td>
</tr>
<tr>
<td>General and administrative</td>
<td>145,256</td>
<td>–</td>
<td>145,256</td>
<td>151,428</td>
<td>–</td>
<td>151,428</td>
</tr>
<tr>
<td>Fundraising and membership</td>
<td>32,191</td>
<td>–</td>
<td>32,191</td>
<td>15,801</td>
<td>–</td>
<td>15,801</td>
</tr>
<tr>
<td>development</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td>1,077,093</td>
<td>–</td>
<td>1,077,093</td>
<td>992,593</td>
<td>–</td>
<td>992,593</td>
</tr>
<tr>
<td><strong>Change in net assets</strong></td>
<td>(41,871)</td>
<td>(140,000)</td>
<td>(181,871)</td>
<td>(144,282)</td>
<td>175,000</td>
<td>30,718</td>
</tr>
<tr>
<td><strong>Net assets at beginning of</strong></td>
<td>102,806</td>
<td>175,000</td>
<td>277,806</td>
<td>247,088</td>
<td>–</td>
<td>247,088</td>
</tr>
<tr>
<td>year</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Net assets at end of year</strong></td>
<td>$ 60,935</td>
<td>$ 35,000</td>
<td>$ 95,935</td>
<td>$ 102,806</td>
<td>$ 175,000</td>
<td>$ 277,806</td>
</tr>
</tbody>
</table>
Statement of Functional Expenses

For the year ended December 31, 2010

<table>
<thead>
<tr>
<th></th>
<th>Program services</th>
<th>General &amp; administrative</th>
<th>Fundraising &amp; membership development</th>
<th>2010 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries</td>
<td>$283,012</td>
<td>$69,378</td>
<td>$22,458</td>
<td>$374,848</td>
</tr>
<tr>
<td>Payroll taxes and benefits</td>
<td>61,649</td>
<td>15,412</td>
<td>–</td>
<td>77,061</td>
</tr>
<tr>
<td>Total salaries and related costs</td>
<td>344,661</td>
<td>84,790</td>
<td>22,458</td>
<td>451,909</td>
</tr>
<tr>
<td>Consultant and program costs, Note E</td>
<td>299,798</td>
<td>–</td>
<td>–</td>
<td>299,798</td>
</tr>
<tr>
<td>Special projects</td>
<td>69,433</td>
<td>–</td>
<td>–</td>
<td>69,433</td>
</tr>
<tr>
<td>Occupancy, Note H</td>
<td>42,293</td>
<td>19,224</td>
<td>2,563</td>
<td>64,080</td>
</tr>
<tr>
<td>Telephone and internet costs</td>
<td>31,024</td>
<td>12,226</td>
<td>35</td>
<td>43,285</td>
</tr>
<tr>
<td>Travel</td>
<td>38,280</td>
<td>–</td>
<td>4,186</td>
<td>42,466</td>
</tr>
<tr>
<td>Professional services</td>
<td>23,017</td>
<td>4,120</td>
<td>–</td>
<td>27,137</td>
</tr>
<tr>
<td>Bad debt expense</td>
<td>25,915</td>
<td>–</td>
<td>–</td>
<td>25,915</td>
</tr>
<tr>
<td>Board of Directors</td>
<td>3,419</td>
<td>13,675</td>
<td>–</td>
<td>17,094</td>
</tr>
<tr>
<td>Dues and subscriptions</td>
<td>7,603</td>
<td>1,823</td>
<td>–</td>
<td>9,426</td>
</tr>
<tr>
<td>Meetings and conferences</td>
<td>2,269</td>
<td>2,269</td>
<td>1,945</td>
<td>6,483</td>
</tr>
<tr>
<td>Depreciation</td>
<td>3,102</td>
<td>3,102</td>
<td>–</td>
<td>6,204</td>
</tr>
<tr>
<td>Supplies</td>
<td>1,753</td>
<td>1,753</td>
<td>–</td>
<td>3,506</td>
</tr>
<tr>
<td>Printing and postage</td>
<td>2,267</td>
<td>674</td>
<td>319</td>
<td>3,260</td>
</tr>
<tr>
<td>Insurance</td>
<td>1,330</td>
<td>909</td>
<td>–</td>
<td>2,239</td>
</tr>
<tr>
<td>Equipment costs</td>
<td>1,650</td>
<td>509</td>
<td>–</td>
<td>2,159</td>
</tr>
<tr>
<td>Public outreach</td>
<td>1,042</td>
<td>–</td>
<td>260</td>
<td>1,302</td>
</tr>
<tr>
<td>Publications</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Staff development</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>790</td>
<td>182</td>
<td>425</td>
<td>1,397</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$ 899,646</strong></td>
<td><strong>$ 145,256</strong></td>
<td><strong>$ 32,191</strong></td>
<td><strong>$ 1,077,093</strong></td>
</tr>
</tbody>
</table>
## Statement of Functional Expenses

For the year ended December 31, 2009

<table>
<thead>
<tr>
<th>2009</th>
<th>Program services</th>
<th>General &amp; administrative</th>
<th>Fundraising &amp; membership development</th>
<th>2009 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries</td>
<td>$ 149,783</td>
<td>$ 32,228</td>
<td>–</td>
<td>$ 182,011</td>
</tr>
<tr>
<td>Payroll taxes and benefits</td>
<td>34,716</td>
<td>8,679</td>
<td>–</td>
<td>43,395</td>
</tr>
<tr>
<td><strong>Total salaries and related costs</strong></td>
<td><strong>184,499</strong></td>
<td><strong>40,907</strong></td>
<td>–</td>
<td><strong>225,406</strong></td>
</tr>
<tr>
<td>Consultant and program costs, Note E</td>
<td>394,928</td>
<td>13,348</td>
<td>4,449</td>
<td>412,725</td>
</tr>
<tr>
<td>Special projects</td>
<td>48,481</td>
<td>–</td>
<td>–</td>
<td>48,481</td>
</tr>
<tr>
<td>Occupancy, Note H</td>
<td>21,674</td>
<td>9,852</td>
<td>1,313</td>
<td>32,839</td>
</tr>
<tr>
<td>Telephone and internet costs</td>
<td>47,619</td>
<td>15,231</td>
<td>–</td>
<td>62,850</td>
</tr>
<tr>
<td>Travel</td>
<td>28,060</td>
<td>3,379</td>
<td>5,748</td>
<td>37,187</td>
</tr>
<tr>
<td>Professional services</td>
<td>39,889</td>
<td>46,697</td>
<td>–</td>
<td>86,586</td>
</tr>
<tr>
<td>Bad debt expense</td>
<td>25,176</td>
<td>–</td>
<td>–</td>
<td>25,176</td>
</tr>
<tr>
<td>Board of Directors</td>
<td>1,833</td>
<td>7,334</td>
<td>–</td>
<td>9,167</td>
</tr>
<tr>
<td>Dues and subscriptions</td>
<td>7,959</td>
<td>1,990</td>
<td>–</td>
<td>9,949</td>
</tr>
<tr>
<td>Meetings and conferences</td>
<td>3,518</td>
<td>3,518</td>
<td>–</td>
<td>7,036</td>
</tr>
<tr>
<td>Depreciation</td>
<td>2,185</td>
<td>2,185</td>
<td>–</td>
<td>4,370</td>
</tr>
<tr>
<td>Supplies</td>
<td>1,767</td>
<td>1,766</td>
<td>–</td>
<td>3,533</td>
</tr>
<tr>
<td>Printing and postage</td>
<td>4,452</td>
<td>2,218</td>
<td>2,870</td>
<td>9,540</td>
</tr>
<tr>
<td>Insurance</td>
<td>1,015</td>
<td>1,015</td>
<td>–</td>
<td>2,030</td>
</tr>
<tr>
<td>Equipment costs</td>
<td>719</td>
<td>719</td>
<td>–</td>
<td>1,438</td>
</tr>
<tr>
<td>Public outreach</td>
<td>5,686</td>
<td>–</td>
<td>1,421</td>
<td>7,107</td>
</tr>
<tr>
<td>Publications</td>
<td>5,496</td>
<td>–</td>
<td>–</td>
<td>5,496</td>
</tr>
<tr>
<td>Staff development</td>
<td>263</td>
<td>–</td>
<td>–</td>
<td>263</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>145</td>
<td>1,269</td>
<td>–</td>
<td>1,414</td>
</tr>
</tbody>
</table>

|                           | $ 825,364        | $ 151,428                | $ 15,801                               | $ 992,593  |
# Statement of Cash Flows

For the years ended December 31, 2010 and 2009

<table>
<thead>
<tr>
<th>Cash flows from operating activities</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in net assets</td>
<td>$(181,871)</td>
<td>$30,718</td>
</tr>
<tr>
<td>Adjustments to reconcile the change in net assets to net cash (used in) provided by operating activities:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Depreciation</td>
<td>6,204</td>
<td>4,370</td>
</tr>
<tr>
<td>Bad debts</td>
<td>25,915</td>
<td>25,176</td>
</tr>
<tr>
<td>Unrealized gain on investments</td>
<td>(1,209)</td>
<td>(916)</td>
</tr>
<tr>
<td>Changes in:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts and grants receivable</td>
<td>60,085</td>
<td>(158,592)</td>
</tr>
<tr>
<td>Inventories</td>
<td>1,472</td>
<td>5,725</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>(23,573)</td>
<td>17,161</td>
</tr>
<tr>
<td>Accounts payable</td>
<td>45,100</td>
<td>(78,023)</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>38,994</td>
<td>5,727</td>
</tr>
<tr>
<td>Deferred revenues</td>
<td>(86,717)</td>
<td>78,286</td>
</tr>
<tr>
<td>Funds held for other entities</td>
<td>98,521</td>
<td>–</td>
</tr>
<tr>
<td><strong>Net cash used in operating activities</strong></td>
<td>$(17,079)</td>
<td>$(70,368)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cash flows from investing activities</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash paid for furniture and equipment</td>
<td>(26,270)</td>
<td>(481)</td>
</tr>
<tr>
<td>Proceeds from sale of investments</td>
<td>50,000</td>
<td>150,000</td>
</tr>
<tr>
<td>Purchases of investments</td>
<td>–</td>
<td>(150,737)</td>
</tr>
<tr>
<td><strong>Net cash used in investing activities</strong></td>
<td>23,730</td>
<td>(1,218)</td>
</tr>
</tbody>
</table>

| Net (decrease) increase in cash and cash equivalents | $ 6,651 | $(71,586) |

| Cash and cash equivalents at beginning of year | 316,967 | 388,553 |
| Cash and cash equivalents at end of year       | $323,618 | $316,967 |

During the years ended December 31, 2010 and 2009, no cash was paid for interest or income taxes.
Notes to Financial Statements

Note A – Organization
The Alliance for Water Efficiency (Alliance) is an Illinois-based non-profit corporation dedicated to the advocating of efficient and sustainable use of water in North America through education of water users, training of water conservation professionals, and research projects. Approximately 50% of the Alliance’s funding is provided by membership dues. Benefits of membership include access to water efficiency tools and information, ability to attend training, and notification of events, technical updates, and recent developments. Other support is provided by private foundation grants and special projects and events.

Note B – Significant Accounting Policies

Basis of Accounting: The financial statements of the Alliance have been prepared on the accrual basis.

Basis of Presentation: Financial statement presentation follows the recommendations of the Financial Accounting Standards Board (FASB) which requires that the Alliance report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. At Dec. 31, 2010 and 2009, the Alliance’s net assets consisted only of unrestricted and temporarily restricted net assets.

Cash and Cash Equivalents: The Alliance considers all short-term investments with an original maturity of three months or less and money market mutual funds to be cash equivalents.

Investments: The Alliance carries investments in fixed income and equity securities at their fair values in the Statements of Financial Position. Unrealized and realized gains and losses are included in the accompanying Statements of Activities and included as changes in net assets consistent with the purpose of the investment and donor-imposed restrictions, if any.

Receivables: Grants receivable represent amounts due under grants that qualify as either contributions or exchange transactions. Accounts receivable consist primarily of membership dues receivable. The Alliance considers receivables to be fully collectible; accordingly, no allowance for doubtful accounts is considered necessary, if amounts become uncollectible, they are charged to operations as bad debt expense when that determination is made.

Fair Value: As of January 1, 2009, the Alliance adopted FASB ASC 820-10, Fair Value Measurements. ASC 820-10 introduces a framework for measuring fair value and expands required disclosure about fair value measurements of certain assets and liabilities. ASC 820-10 defines fair value as the exchange price that would be received for an asset or paid to transfer a liability (an exit price) in the principal or most advantageous market for the asset or liability in an orderly transaction between market participants on the measurement date. ASC 820-10 also establishes a fair value hierarchy which requires an entity to maximize the use of observable inputs and minimize the use of unobservable inputs when measuring fair value. The standard describes three levels of inputs that may be used to measure fair value, whereby level 1 uses quoted prices and active markets for identical assets or liabilities when determining fair market value; level 2 uses non active quoted prices for similar assets and liabilities that can be corroborated with market data; and level 3 uses unobservable information with little or no market data. The Alliance utilizes the active market approach (level 1) to measure fair value for its financial assets and liabilities. The carrying value of the Alliance’s nonfinancial assets and liabilities approximates fair value.

Inventories: Inventories consist of various educational publications sold or distributed by the Alliance. Inventory is recorded at the lower of cost or market, using the first-in, first-out method. Materials that have become obsolete are not included in the inventory balance.

Furniture and Equipment: The Alliance capitalizes all expenditures for property and equipment in the year they pertain. Revaluations or exchange transactions. Accounts receivable consist primarily of membership dues receivable. The Alliance considers receivables to be fully collectible; accordingly, no allowance for doubtful accounts is considered necessary, if amounts become uncollectible, they are charged to operations as bad debt expense when that determination is made.

Functional Allocation of Expenses: The costs of providing the program services have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the program services based on employees’ time incurred and on resource usage.

Use of Estimates: The presentation of financial statements in conformity with accounting principles generally accepted in the U.S. requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Actual results could differ from those estimates.

Reclassifications: Certain prior year amounts have been reclassified for comparative purposes.

Note C – Investments

Investments consisted of the following at Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed income mutuals</td>
<td>$101,943</td>
<td>$102,862</td>
<td>$919</td>
<td>$100,737</td>
<td>$101,245</td>
<td>$508</td>
</tr>
<tr>
<td>Certificates of deposits</td>
<td>–</td>
<td>–</td>
<td>–</td>
<td>50,000</td>
<td>50,408</td>
<td>508</td>
</tr>
<tr>
<td>Total</td>
<td>$101,943</td>
<td>$102,862</td>
<td>$919</td>
<td>$150,737</td>
<td>$151,653</td>
<td>$916</td>
</tr>
</tbody>
</table>

Note D – Furniture and Equipment

Furniture and equipment at Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture, fixtures and equipment</td>
<td>$1,463</td>
<td>$1,543</td>
</tr>
<tr>
<td>Leasehold improvements</td>
<td>10,610</td>
<td>14,213</td>
</tr>
<tr>
<td>Total</td>
<td>12,073</td>
<td>15,943</td>
</tr>
<tr>
<td>Less accumulated depreciation</td>
<td>15,118</td>
<td>8,914</td>
</tr>
<tr>
<td>Balance</td>
<td>$27,095</td>
<td>$7,029</td>
</tr>
</tbody>
</table>

Note E – Donated Services

Donated services include board member travel and membership in another organization that amounted to $18,631 and $2,863, respectively, for the years ended Dec. 31, 2010 and 2009. During the year ended Dec. 31, 2009, the salary and benefits of the Alliance’s then-Executive Director, amounting to $148,307, were paid by the Metropolitan Water District of Southern California. Effective Jan. 1, 2010, the Executive Director was brought on to the Alliance’s payroll as the CEO/President.

Note F – Concentrations of Credit Risk

Cash: The Alliance maintains its cash in bank deposit accounts insured by the Federal Deposit Insurance Corporation (FDIC). The balances in such accounts may at times exceed FDIC limits. The Alliance has not experienced any losses in such accounts. Management believes the Alliance is not exposed to any significant credit risk related to cash.

Financial Instruments: In 2010 and 2009, all of the Alliance’s financial instruments were maintained by the same investment brokerage firm, a high-quality financial institution insured by the Security Investment Protection Corporation. At Dec. 31, 2010 and 2009, the Alliance had $208,089 and $306,514 in money market cash funds, fixed income mutual funds, and csd.

Note G – Employee Benefit Plan

The Alliance has a retirement plan under IRS Code Section 401(k) that covers all eligible employees. Employees are eligible after six months of continued employment. The Alliance contributes up to 6% of the employee’s annual salary to the plan and matches 100% of the employee contributions to the plan up to 3% of the employee’s contribution. Employer contributions vest immediately. Employer contributions to the 401(k) plan amounted to $14,150 and $9,862 for the years ended Dec. 31, 2010 and 2009, respectively.

Note H – Commitments

The Alliance leased office space under a month-to-month operating lease during the year ended Dec. 31, 2009. In June 2010, the Alliance entered into a lease for new office space for its headquarters in Chicago, IL. The lease agreement provided for free rent totaling $14,668 within the first twelve months of the lease term. Total rental expense under this non-cancellable operating lease was recognized under a straight-line basis and amounted to $38,418 during the year ended Dec. 31, 2010. Deferred rent at Dec. 31, 2010 amounted to $23,973 and is included in “Accrued Expenses” in these financial statements. Future minimum lease payments under this lease are as follows: $211,656, 2012–$71,875, 2013–$73,320, 2014–$74,767, and 2015–$44,209.

Note I – Temporarily Restricted Net Assets

Temporarily restricted net assets at Dec. 31:

<table>
<thead>
<tr>
<th>Foundation</th>
<th>2010</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kresge</td>
<td>$97,000</td>
<td>–</td>
</tr>
<tr>
<td>State scorecard project</td>
<td>25,000</td>
<td>–</td>
</tr>
<tr>
<td>Georgia modeling workshop</td>
<td>10,000</td>
<td>–</td>
</tr>
<tr>
<td>Total</td>
<td>$155,000</td>
<td>$75,000</td>
</tr>
</tbody>
</table>

Note J – Subsequent Events

In preparing the financial statements, the Alliance has evaluated events and transactions for potential recognition or disclosure through July 7, 2011 the date that the financial statements were available to be issued.
Primary Benefits of the Alliance for Water Efficiency

Stand as a clear and authoritative national voice for water efficiency.
The Alliance for Water Efficiency is a forceful advocate for the sustainable use and stewardship of our precious water resources.

Provide comprehensive information about water-efficient products, practices, and programs—what works and what doesn’t.
The Alliance for Water Efficiency has created a web-based water conservation clearinghouse that offers product information, best practices specifications, research reports, training materials, program descriptions, codes and standards, program evaluation tools, drought planning and response, and professional expertise.

Represent the interest of water efficiency in the development of codes and standards.
Codes and standards that mandate water efficiency have driven significant water-use savings. The Alliance provides knowledgeable representation in standards writing and advocacy.

Transform the market for fixtures and appliances.
Consumers want to do the right thing, and water efficiency should be an easy choice. The Alliance for Water Efficiency will help ensure that efficient products are available, tested, and clearly labeled.

Coordinate with green building initiatives to institutionalize water efficiency.
New green building programs are working to integrate water conservation into other efficiency practices. The Alliance for Water Efficiency coordinates these efforts to ensure that water savings are part of the overall effort.

Train water conservation professionals.
Water efficiency is a diverse field drawing upon a broad range of disciplines. The Alliance for Water Efficiency will develop core curriculum and technical training materials, and it will work with colleges and universities, trade organizations, and other educational entities to support the development of a professional water conservation work force.

Educate water users.
Good consumer education is key to the long-term success of water conservation efforts. The Alliance for Water Efficiency will provide up-to-date information on water efficient products, practices, and behaviors for the general public.

When the well’s dry, we know the worth of water. — Benjamin Franklin