



Alliance
for Water
Efficiency

Alliance *for* Water Efficiency

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.

2011 Annual Report

2011 Annual Report

Alliance *for* Water Efficiency

Contents

- 3 Summary
- 4 Board of Directors
- 5 2011 Accomplishments
- 10 Membership
- 13 Financial Statements
- 15 Primary Benefits



Alliance for Water Efficiency
300 W. Adams Street, Suite 601
Chicago, Illinois 60606

www.allianceforwaterefficiency.org

Message from the CEO



The year 2011 brought a dramatic shift to the role of the Alliance for Water Efficiency in the world of sustainable water use practices. Since our inception in 2007, we have successfully built membership and engaged our resources in programs and projects. In 2011, the platform expanded, and the Alliance began to find its voice. Throughout the year, we were called upon by media, both newspaper and radio. We were invited to speak at the United Nations' International Water Forum. And I began serving as Chair of the International Water Association's Efficient Urban Water Management Specialist Group, which will host its bi-annual conference in Paris in 2013.

Our membership, program, and project agendas continued to expand. They have entailed work efforts such as *Water Efficiency for Instream Flow: Making the Link in Practice*, *Addressing the Water-Energy Nexus: A Blueprint for Action and Policy Agenda*, and the *Great Lakes Rates Primer*. We have updated our popular Water Conservation Tracking Tool to include energy and greenhouse gas emission savings in its analysis, and we have shared our knowledge in over 80 workshops, conferences, meetings, and webinars across North America and the world.

I am extremely proud of the Alliance for Water Efficiency and our 2011 accomplishments. We are particularly grateful to our membership, whose contributions make all these accomplishments possible.



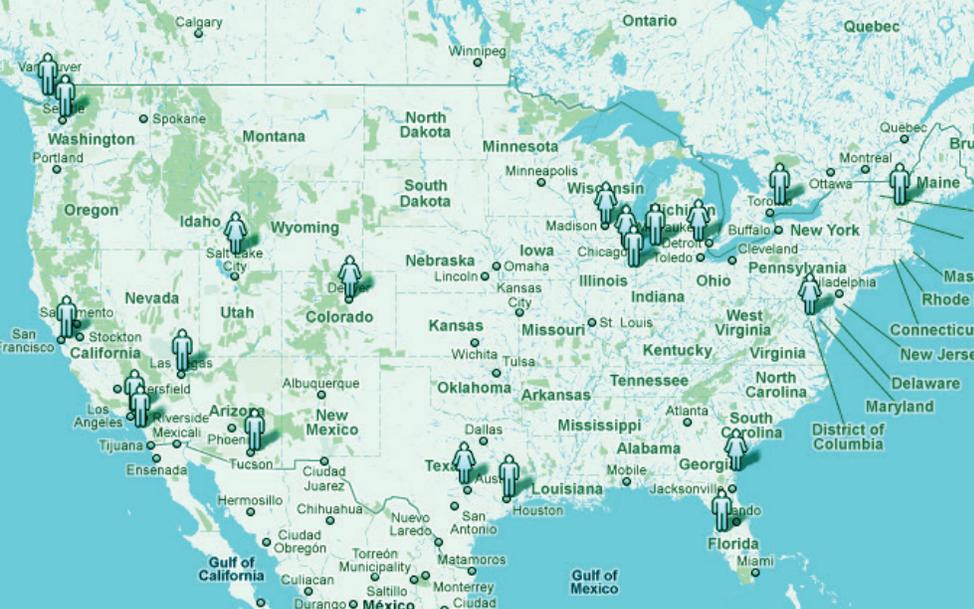
Mary Ann Dickinson
President and CEO

Summary of 2011

Professionally, 2011 was a productive and exciting year for the Alliance; financially, it was a challenging year in light of the continued economic downturn and belt-tightening throughout our stakeholder industries. Despite the challenges, membership continued to grow, and the Alliance continued to provide valuable member benefits in the areas of research, education, and technical assistance. We conducted workshops, released reports, advocated for codes and standards, and collaborated with partners to study, engage and evaluate sustainable water efficient policies, agendas and tools. We spoke at conferences and talked with the media. Much of this work depended on the valuable and effective partnerships we have built and nurtured.

Some of our collaborators and partners during 2011 included the San Francisco Public Utilities Commission, Chicago's Field Museum, The Home Depot Foundation, Michigan State University, the Great Lakes Commission, the Great Lakes Protection Fund, the Water Research Foundation, the Environmental Law Institute, the Pacific Institute, the Water Reuse Foundation, the California Energy Commission, the Canadian Mortgage and Housing Corporation, and the American Council for an Energy-Efficient Economy. In addition, we continued to build on many of our existing relationships and partnerships, such as with American Rivers, River Network, the California Irrigation Institute, the Plumbing Efficiency Research Coalition, the International Water Association, and the annual WaterSmart Innovations Conference held annually in Las Vegas.

The Alliance has laid the foundation for a vibrant and productive future. The journey is maturing.



AWE Advisory Committees

The Alliance for Water Efficiency’s three advisory committees stayed active in 2011, providing members an opportunity to engage with a diverse group of water efficiency stakeholders. The Alliance’s three advisory committees are:

- Education and Outreach
- Water Efficiency Research
- WaterSense and Water-Efficient Products

The committees serve as a platform for member involvement in the organization and stimulate discussions on a wide variety of water efficiency topics. Each committee met in person one day prior to the WaterSmart Innovations Conference held in Las Vegas, Nevada in October. Other meetings took place throughout the year via teleconference, usually on a monthly or bi-monthly basis. Read more about committee activities by following the “Committees” link on the AWE website, www.allianceforwaterefficiency.org.

The Board of Directors

The Alliance is guided by its diverse, committed Board of Directors. The Board held five meetings in 2011, two in person and three by teleconference: February 3 by teleconference; April 14 in Chicago, Illinois; June 2 by teleconference; September 21 in Lake Arrowhead, California; and December 15 by teleconference. The September 21 meeting included a two-day intensive strategic planning retreat for the board and staff.

Carole Baker	<i>Texas Water Foundation</i>
Gunnar Baldwin	<i>TOTO USA, Inc</i>
David “Dave” Bracciano	<i>Tampa Bay Water</i>
Tim Brick	<i>Metropolitan Water District of So. California</i>
Al Dietemann	<i>Seattle Public Utilities</i>
Elizabeth “Liz” Gardener	<i>Denver Water</i>
Warren Gorowitz	<i>Ewing Irrigation Products, Inc.</i>
Richard Harris	<i>East Bay Municipal Utility District</i>
Richard “Rick” Holmes	<i>Southern Nevada Water Authority</i>
J.B. Hoyt	<i>Whirlpool Corporation</i>
Kelly Kopp	<i>Utah State University</i>
Alice Miller Keyes	<i>Georgia Environmental Protection Division</i>
Betsy Otto	<i>American Rivers</i>
Becky Pearson	<i>Great Lakes Commission</i>
Glen Pleasance	<i>Region of Durham, Ontario</i>
Kirk Stinchcombe	<i>Econics - Eco-Efficiency Specialists</i>
Susan Stratton	<i>Energy Center of Wisconsin</i>
Jeff Taylor	<i>Freese and Nichols, Inc.</i>
Dave Viola	<i>IAPMO</i>
Jennie Ward-Robinson	<i>Institute for Public Health and Water Research</i>
Ron Wolfarth	<i>Rain Bird Corporation</i>

2011 Accomplishments

Release of Great Lakes Rates Primer

In February 2011, the Alliance released a new water rates guidance document. Funded by the Great Lakes Commission and the Great Lakes Protection Fund, and written by water rates expert Dr. Janice Beecher of Michigan State University, the *Water Pricing Primer for the Great Lakes Region* provides key principles and concepts of rate-making and conservation pricing not only for the Great Lakes Region but nationally as well.

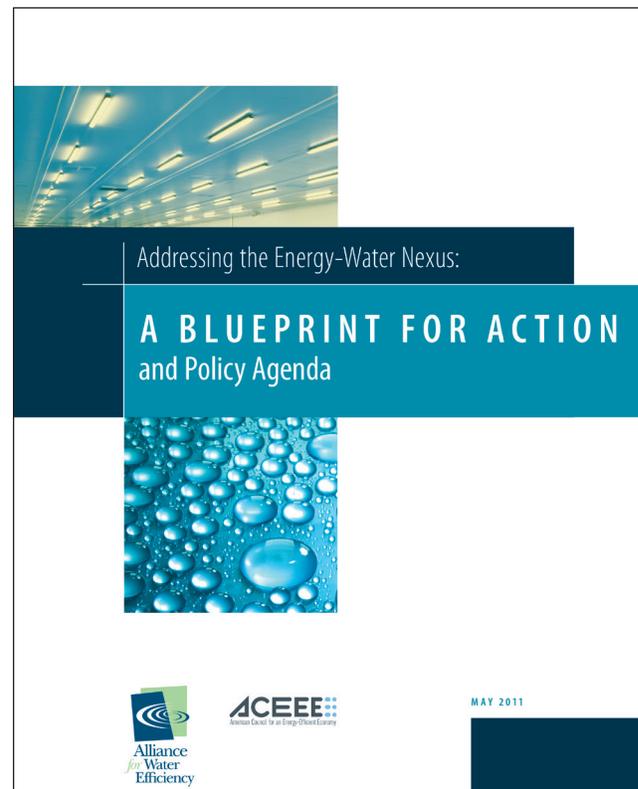
During this project the Alliance conducted workshops on rates and conservation pricing in Ann Arbor, Michigan; Buffalo, New York; and Racine, Wisconsin. We partnered on a fourth workshop in Chicago, Illinois.



A Blueprint for Action and Policy Agenda

In May 2011, the Alliance and the American Council for an Energy-Efficient Economy released a report entitled *A Blueprint for Action and Policy Agenda*. The effort provided a meaningful step toward realizing the substantial economic and environmental benefits that would derive from a combined approach towards more efficient water and energy systems. As the blueprint states, “In simple terms, every drop of water saved, saves energy, and every kilowatt of electricity saved, saves water. The nexus between energy and water has not received the national research and policy attention that it deserves. With this blueprint, we have brought together voices from both energy and water communities to outline what now needs to be done.”

Funded by the Turner Foundation, the effort addresses paths for progress in research, policy, codes and standards, and programs. The Blueprint itself was widely distributed in the U.S. to state governments nationwide, and its contents were presented at numerous meetings and conferences across the country.



2011 Accomplishments

Water Management and Climate Change Workshops

In July 2011, the Alliance teamed with the Pacific Institute, the Water Reuse Foundation, the California Energy Commission, and the Canadian Mortgage and Housing Corporation to present three workshops addressing water management and climate change. Workshops were held in Boulder, Colorado; Chino, California; and Tampa, Florida to present a model that evaluates the water and energy impacts of water supply alternatives.

FREE WORKSHOP • JULY 29 • COLORADO

Assessing the Energy and Greenhouse Gas Implications of Water Management Decisions

Instructional and Data Gathering Workshop

Friday, July 29, 2011
8:30 a.m. to 1 p.m.
 St. Julien Hotel
 Xanadu 1 Room
 900 Walnut St.
 Boulder, CO 80302

RSVP
 Advance registration is required for this free half-day workshop. Please RSVP to: Sandra@boulder.colorado.gov

Agenda topics:
 What were we trying to accomplish?
 Presentation of the model and examples
 Interactive discussion: What does this mean for you?
 Discussion and next steps

Why attend?
 Water management decisions can have significant energy impacts. Multiple factors will influence the energy intensity of the water sector in the future. Climate change will affect water supply, quality, and demand for water, potentially creating a need for new water supply options. Population growth, changing water use patterns, new technologies, and pricing policies will all affect water demand. Stricter water quality requirements and emerging contaminants may require more energy-intensive treatment technologies. Yet, rising energy prices and concerns about greenhouse gas emissions are forcing water agencies to seek new ways to better manage their system's energy use, such as integrating water reuse.

The Pacific Institute, with funding from the WaterReuse Research Foundation, the California Energy Commission, and the Canadian Mortgage and Housing Corporation, are developing an easy-to-use analytical tool that can be applied by water agencies, municipalities, and decision-makers to evaluate the energy and greenhouse gas implications of water management decisions. This model will be demonstrated at the workshop. Input will be solicited from workshop participants before the tool is finalized.

The Alliance for Water Efficiency is also a partner in this project.

Who should attend?
 Water and wastewater utilities and districts, municipalities, planning agencies, policy makers, universities, and anyone interested in the water-energy connection.

Who are the speakers?
Heather Cooley, Co-Director of the Water Program at the Pacific Institute
Robert Wilkinson, Director of the Water Policy Program at the UC Santa Barbara Bren School of Environmental Science and Management

Release of Water Conservation Tracking Tool Version 2.0

In August 2011, the Alliance released Version 2 of its Water Conservation Tracking Tool, which is provided to members free of charge. In addition to enhanced graphics and functional improvements based on user feedback, the update introduced energy-related impacts to its calculations. Utilities receive an accurate assessment of reduced electrical requirements and the related cost savings and greenhouse gas emissions reductions specific to the type of fuel used in generation in the region.

The tracking tool is proving to be a valuable and dynamic tool, advancing modeling capabilities for water efficiency programming. More than 250 individuals were registered to use the tool during the year.

Alliance for Water Efficiency
AWE CONSERVATION TRACKING TOOL
 Version 2.0, Standard North American Edition
[About Tracking Tool](#)

Getting Started:

- The model uses a simple worksheet tab color code:
 Blue Tabs = User Data Entry
 Green Tabs = Model Outputs/Results
 Grey Tabs = Data Storage and Library
- First provide information about your system, customers, and water demands. This is done on data entry worksheets 1 thru 3.
- Next define or import conservation activities and set their annual activity levels. This is done on data entry worksheets 4 and 5.
- You can save conservation activity scenarios at any time. You access the scenario manager on the Common Assumptions worksheet.
- You can navigate to model worksheets by clicking on the model sub-menu below or by clicking on the worksheet tabs at the bottom of the screen.
- Data entry cells on input worksheets look like this: Only enter data in cells with this color coding.

Data Entry Worksheets:

- Model Input: 1. Common Assumptions
- Model Input: 2. Specify Demands
- Model Input: 3. Utility Avoided Costs
- Model Input: 4. Define Conservation Activities
- Model Input: 5. Enter Annual Activity
- (Optional Model Input) 6. GHG Module Inputs

Model Results Worksheets:

- Model Output: Activity Savings Profiles
- Model Output: Water Savings Summary
- Model Output: Utility Costs and Benefits
- Model Output: Utility Revenues and Rates
- Model Output: Customer Costs and Benefits
- (Optional Model Output) GHG Reduction Benefits

Data Storage: Saved Scenarios

Model Library: Predefined Conservation Activities

Data Storage: User Lists and State Variables

Nine workshops and meetings took place in 2011 on the use of the tracking tool:

May	Workshop	Atlanta, Georgia
May	Workshop	Brunswick, Georgia
July	Meetings	Raleigh/Durham, North Carolina and Atlanta, Georgia
September	Meeting	Chicago, Illinois
October	Workshop	San Jose, California
October	Workshop	Sacramento, California
November	Workshop	Atlanta, Georgia
November	Meeting	Rancho Cordova, California
November	Workshop	San Diego, California

Website

The Alliance's website exemplifies the organization's commitment to members in action. The website and online resource library house an immense amount of information for water professionals, consumers, developers, local officials, product manufacturers, and others looking for the most up-to-date information on water efficient products and programs. The website was updated on a near-daily basis in 2011 with new resource library content, breaking news items, important home page items, important events, residential and commercial/industrial water saving tips, and other water efficiency related information.

The website continued to receive heavy traffic throughout 2011. From January 1, 2011 through December 31, 2011 the website had 77,000 unique visits, almost 10 million hits, and more than 3 million page views. Visitors to the site downloaded 372,000 documents and online resources during the year. The Alliance also continued to publish the popular bi-monthly newsletter Water Efficiency Watch and began a Facebook presence in 2011.

International Water Forum at the United Nations

In September 2011, President and CEO Mary Ann Dickinson and Board Chair Carole Baker represented the Alliance at the International Water Forum at the United Nations. This forum convened policy makers, academics, non-governmental organizations, and private sector representatives to take the first steps towards organizing a worldwide education and awareness campaign on the global water crisis. Information and videos from this forum are viewable on the Alliance's web site at: www.allianceforwater-efficiency.org/2011-intl-water-forum.aspx



Board Chair Carole Baker speaks at the International Water Forum at the United Nations.



Report on Water Efficiency for In-Stream Flow in the Colorado River Basin

In October 2011, the Alliance for Water Efficiency issued a comprehensive report entitled *Water Efficiency for Instream Flow: Making the Link in Practice* in partnership with American Rivers and the Environmental Law Institute. Funded by the Walton Family Foundation, the report focused on the Colorado River Basin and outlines contributions of water conservation to the maintenance of healthy in-stream flows.

The Colorado River Basin offered an ideal platform for this effort: water demand exceeds supply; it supports a fragile ecosystem; and virtually every type of water interest relies on this resource. The project drew from the experience of an expert advisory committee, and the authors presented the findings on an AWE-hosted webinar.

Economic and Environmental Benefits of Industrial Water Use Efficiency in the Great Lakes Basin

The Alliance launched this two-year project with funding from the Great Lakes Protection Fund to determine the effects of industrial water conservation efforts on the industries, water and wastewater utilities, and the environment.

In 2011, the project team selected and conducted water use assessments on five representative industrial sites in the Great Lakes Basin that use treated municipal water. They examined the savings to the industries, the economic impacts on the water and wastewater utilities, and the environmental impacts of conserved industrial water throughout the ecosystem. To address a potential barrier to implementation, the team also developed a plan for financing industrial-scale water conservation efforts. The final analyses will be completed and the report issued in 2012.

Updated Residential End Uses of Water Study

As part of a large team collaborating with the Water Research Foundation, the Alliance undertook a key sponsorship role in updating and expanding the landmark *1999 Residential End Uses of Water Study*. This effort began in the spring of 2011 and will continue through late 2013. It investigates residential water use patterns in 26 U.S. and Canadian water utility markets. It expands on the 1999 report by exploring water use over a more geographically diverse area, monitoring hot water use, examining outdoor water use and assessing water conservation efforts in households. The new study also integrates data from additional end use studies to present a more comprehensive picture of residential water use.

Funding for the \$1.6 million effort came from direct grants and in-kind services from the Water Research Foundation, the Alliance for Water Efficiency, Aquacraft, and the participating utilities.



The Alliance in the Media

On the radio, Mary Ann Dickinson was a featured guest on Voice of America's Go Green Radio. In print, she co-authored an op-ed with the president of the San Francisco Utilities Commission, Francesca Vietor. Appearing in the San Francisco Examiner on March 21, it responded to a widespread rumor blaming a sewer odor problem on reduced water demand. The article stressed that "whether odors are caused by engineering design issues or flow patterns, they must not become a clarion call to stop water conservation efforts. Instead they should become part of the long-term capital and operational planning discussion for every utility."

"Water Star" Award Presented to Bill Maddaus

The Alliance presented William Maddaus with the 2011 Alliance for Water Efficiency "Water Star" Awards at the AWE/EPA WaterSense Awards banquet, held during the WaterSmart Innovations conference. The Water Star Award recognizes individual excellence in water efficiency and celebrates the water conservation practitioners working in the trenches who make a huge difference by their dedication, passion, and progressive approaches. Bill Maddaus was recognized for his tireless efforts over the past 40 years to improve water management and to ensure that water conservation is properly included in urban water management planning.

Member Outreach

During 2011 the Alliance continued to interact with its members through its website, global emails, committee meetings, events, social media, and its annual membership meeting held at the WaterSmart Innovations Conference in Las Vegas. Over 50 global emails were sent to members on a variety of water efficiency topics.

Plumbing Standards and Codes

The Alliance spearheaded some exciting advances related to codes and standards during the year. Though not released until 2012, all of the work was completed in 2011 on revisions to the plumbing code of the International Association of Plumbing and Mechanical Officials (IAPMO) plumbing code.

For the first time, this national code includes a full chapter on alternative water resources, such as rainwater capture, and an appendix on water efficiency requirements. With these additions, codes that support water use efficiency are beginning to migrate into the nation's base plumbing codes.

Also for the first time, IAPMO's Green Plumbing and Mechanical Code Supplement includes a meaningful landscape irrigation code crafted in collaboration with the Irrigation Association and the City of Eugene, Oregon. The Alliance also successfully generated interest in and drafted a new standard related to the efficiency of water-powered pumps.



2011 Annual Membership

In 2011, the Alliance for Water Efficiency experienced a 3 percent growth in membership as the number of annual members increased from 318 to 327.

A & N Technical Services	Canadian Water & Wastewater Association	City of Hillsboro, OR
Aclara	Capital Regional District	City of Janesville, WI
ACT Inc. D'mand Systems	Caroma USA, Inc.	City of Lafayette, CO
Acton Water District	Cascade Water Alliance	City of League City, TX
Affiliated International Management, LLC	Castleman & Sons Plumbing, Inc.	City of Livermore, CA
AKT Peerless Environmental & Energy Services	CDM	City of Lomita, CA
Alan Plummer Associates, Inc.	Center For Water Efficient Landscaping, USU	City of Manhattan Beach, CA
Allen Boone Humphries Robinson, LLP	Central Basin Municipal Water District	City of Mansfield, TX
American Rivers	Central Utah Water Conservancy District	City of Napa, CA
American Standard Americas, Inc.	CH2M Hill	City of Ontario, CA
Amy Vickers & Associates, Inc.	Chappell Roberts	City of Oxnard, CA
Apple Valley Ranchos Water Company	Chicago Faucets	City of Palo Alto, CA
Aqua Engineering, Inc.	Chicago Metro Agency For Planning	City of Phoenix, AZ
Aqua Water Supply Corp.	Cinco Municipal Utility District #1	City of Pittsburg, CA
Aquacraft, Inc.	Cinco Municipal Utility District #8	City of Prescott, AZ
Aquatrols Corporation of America	Cindy Dyballa Consulting	City of Renton, WA
Arizona Municipal Water Users Association	City of Atlanta, GA	City of Rio Rancho, NM
Arlington Water Utilities	City of Batavia, IL	City of Round Rock, TX
Association of Water Board Directors	City of Bellevue, WA	City of San Angelo, TX
Atascadero Mutual Water Company	City of Bellingham, WA	City of San Bernardino, CA
Athens-Clarke County Public Utilities Department	City of Bend, OR	City of San Diego, CA
Austin Water Utility	City of Bloomington, IL	City of Santa Barbara, CA
Averitt & Associates	City of Boulder, CO	City of Santa Cruz, CA
Beijing University of Civil Engineering & Architecture	City of Bremerton, WA	City of Santa Fe, NM
Best Management Partners	City of Calgary, Alberta, Canada	City of Santa Rosa, CA
Birch Bay Water & Sewer District	City of Cedar Park, TX	City of Southlake, TX
Brezack & Associates Planning, LLC	City of Charlottesville, VA	City of Tumwater, WA
Brunswick-Glynn County Joint Water & Sewer Commission	City of Chicago, IL	City of Upland, CA
Cal Am Water—Baldwin Hills	City of Chino Hills, CA	City of Woodland, CA
Cal Am Water—Larkfield District	City of Chino, CA	City West Water, LTD
Cal Am Water—Monterey County District	City of College Station, TX	Clean Water America Alliance
Cal Am Water—Sacramento District	City of Corpus Christi, TX	Cobb County Water System
Cal Am Water—San Diego County District	City of Dallas, TX	Colorado Springs Utilities
Cal Am Water—Ventura County District	City of Fair Oaks Ranch, TX	Colorado Water Conservation Board
California State Water Resource Control Board	City of Fort Worth, TX	Connecticut Water
California Urban Water Conservation Council	City of Gallup, NM	Conserve Florida Water Clearinghouse
California Water Conservation Company	City of Gillette, WY	Cucamonga Valley Water District
California Water Services Company	City of Greeley, CO	Cyber-Rain, Inc.
Cambria Community Services District	City of Greeley, CO	Cypress Forest PUD
	City of Griffin, GA	DBLive Corp.
	City of Guelph, Ontario, Canada	Denver Botanic Gardens
	City of Hayward, CA	Denver Water
	City of Highland Park, IL	Desert Spring Products

Douglas County
 Dupage Water Commission
 Earthwise Environmental, Inc
 East Bay Municipal Utility District
 Eastern Research Group
 Ecoblue
 Econnics Eco-Efficiency
 Edwards Aquifer Authority
 El Paso Water Utilities
 Energy Center of Wisconsin
 EnviroMedia Social Marketing
 Environmental Consulting & Technology, Inc
 Erler & Kalinowski, Inc.
 Eugene Water & Electric Board
 Ewing Irrigation Products, Inc.
 Fluidmaster, Inc.
 Fontana Water Company
 Food Service Technology Center
 Forester Media, Inc.
 Fort Bend County MUD #25
 Fort Collins Water Utilities
 Freese and Nichols, Inc.
 Gardnerville Water Company
 George Kunkel, Jr.
 Georgia Environmental Protection Division
 Georgia Water Coalition
 Georgia Water Wise Council
 Golden State Water Co., West Basin/
 Southwest CSA
 Great Lakes Commission
 GreenPlumbers USA
 Gwinnett County Water Resources
 H.W. (Bill) Hoffman & Associates, LLC
 Harlingen Irrigation District
 Harris County MUD #120
 Harris County MUD #208
 Harris County WCID 132
 Harris-Galveston Subsidence District
 Hazen and Sawyer
 Headwaters Corporation
 Herndon Solutions Group
 High Plains Underground WCD No. 1
 Hilton Head Public Service District
 Hunter Industries
 Hunter Water Corporation
 Huron River Watershed Council
 Hydropoint Data Systems, Inc.
 Inland Empire Utilities Agency
 Innovative Water Solutions, LLC
 Institute For Sustainable Futures (Australia)
 Institute of Public Health & Water Research
 International Code Council
 International Association of Plumbing and
 Mechanical Officials
 Irrigation Consulting, Inc
 Irrrometer Company, Inc.
 Jones Edmunds And Associates
 Joyce Coffee
 Kitsap Public Utility District
 Kleinwood Municipal Utility District
 Koeller and Company
 Kohler Co.
 Lake Conroe Communities Network
 Lakehaven Utility District
 Lakeway Municipal Utility District
 Leakage Consultants
 Lone Star Chapter, Sierra Club
 Lone Star Groundwater Conservation District
 Los Alamos County, DPU
 Lowe's Companies, Inc.
 Lower Colorado River Authority
 M.Cubed
 Maddaus Water Management
 Madison Water Utility
 Marin Municipal Water District
 Masco Corporation
 Masuen Consulting, LLC
 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 So. California
 Moen Incorporated
 Monte Vista Water District
 Monterey Peninsula Water Mgmt. District
 Montgomery County MUD #8
 Montgomery County MUD #9
 National Association of Water Companies
 National Turf Grass Federation, Inc.
 Natural Resources Defense Council
 NEOPERL, Inc.
 New Mexico Water Conservation Alliance
 Newton County Water & Sewerage Authority
 Niagara Conservation Corporation
 North Fort Bend Water Authority
 North Harris County RWA
 North Marin Water District
 North Texas Municipal Water District
 Olivenhain Municipal Water District
 Ontario Water Works Association
 Orlando Utilities Commission
 Otay Water District
 Panhandle Groundwater Conservation
 District
 Park City Municipal Corporation
 Partnership for Water Conservation
 Pasadena Water & Power
 PCR Resources
 Platte Canyon Water
 Plumbing Manufacturers International
 PHCC National Association
 Portland Water Bureau
 Potomac-Hudson Engineering, Inc.
 Public Service Commission of Wisconsin
 PVA, Inc.
 Rain Bird Corporation
 Regenesys Management Group, LLC
 Region of Durham, Ontario, Canada
 Region of Halton, Ontario, Canada
 Region of Peel, Ontario, Canada
 Regional Water Authority
 Resource Action Programs
 Resource Management Strategies, Inc.
 Resource Solutions Group
 River Network
 River Systems Institute
 Roth Hill, LLC
 San Antonio Water Company
 San Antonio Water System
 San Diego County Water Authority

San Dieguito Water District
San Francisco Public Utilities Commission
San Jose Municipal Water System
Santa Clara Valley Water District
Santa Clarita Water Division
Save H2O Texas, Inc.
Saving Water Partnership
SBW Consulting, Inc
SDB Consulting
Simmons Environmental Consulting
Sloan Valve Co.
Smart Markets
SMW GeoSciences, Inc.
Sonoma County Water Agency
Soos Creek Water & Sewer District
South 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 Mgmt. District
Spanaway Water Company
Spartanburg Water
St. Johns River Water Mgmt. District
StopWaste.org
T & S Brass and Bronze Works, Inc.
Tacoma Water
Tampa Bay Water
Tarrant Regional Water District
Texas AWWA
Texas Commission on Environmental Quality
Texas Water Development Board
Texas Water Foundation
The Dakota Ridge Partnership
The Home Depot
The Writing Company
Thornhill Associates
Tim Brick
Tom Swihart

TOTO USA, Inc.
Town of Smyrna, TN
Townsville City Council
Travis County WCID #17
Tualatin Valley Water District
UNC Environmental Finance Center
Utah Water Conservation Forum
Utilities Board of the City of Foley, AL
Utiliuse
UWM, Center For Continuing English Education
Valparaiso City Utilities
Veolia Water North America
Vepo, LLC
Veritec Consulting, Inc
Walnut Valley Water District
Water Management, Inc.
Water Media Services
Water Pik, Inc.
Water Replenishment District of Southern California
Water Savers, LLC
Water Services Association of Australia (Australia)
Water Systems Optimization, Inc.
Watershed, LLC
WaterWise Consulting
Waukesha Water Utility
West Basin Municipal Water District
West Harris County RWA
Western Municipal Water District
Whirlpool Corporation
Wisconsin Department of Natural Resources
Wisconsin Energy Conservation Corporation
Wisconsin Water Association
Woodlands Joint Powers Agency
York Region, Ontario, Canada
ZMCAT Enterprises

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 2011.

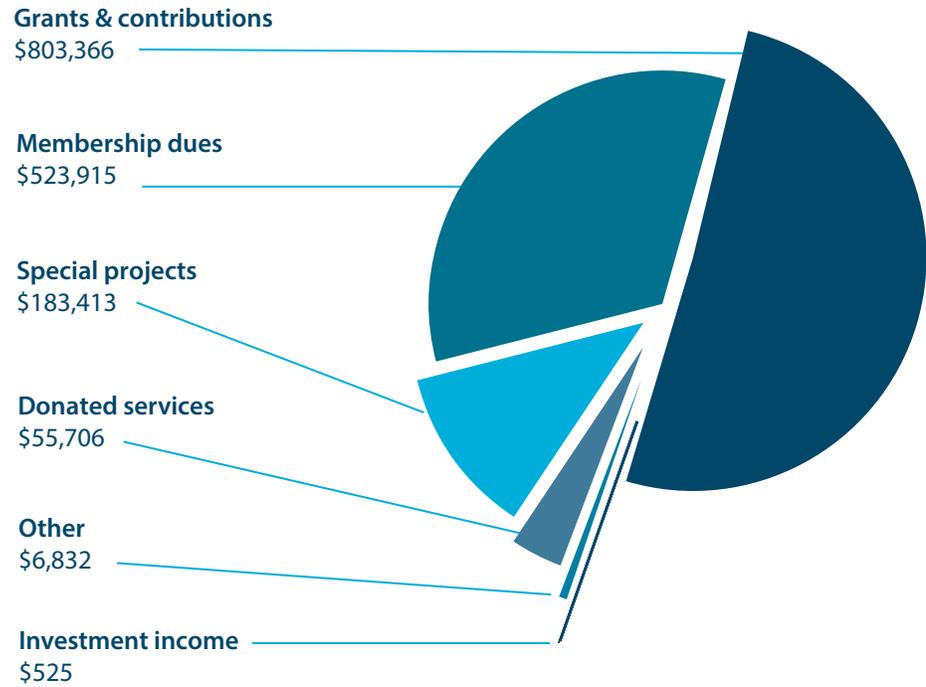
American Rivers, Inc.
Canadian Water and Wastewater Association
City West Water Ltd.
Denver Water
Great Lakes Commission
Great Lakes Protection Fund
Irvine Ranch Water District
Natural Resources Defense Council
Pacific Institute
Regional Municipality of Peel
Regional Municipality of York
Tampa Bay Water
The Home Depot Foundation
The Kresge Foundation
Turner Foundation, Inc.
Walton Family Foundation, Inc.

Staff and Technical Advisors

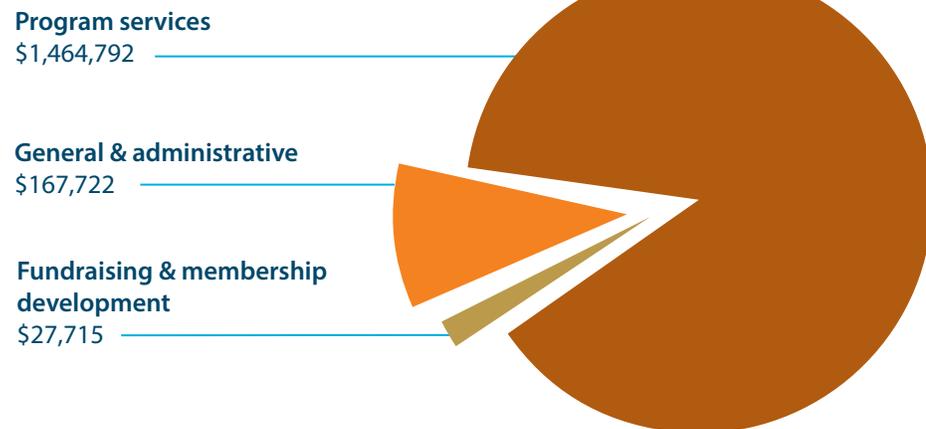
Mary Ann Dickinson
President and CEO
Jeffrey Hughes
Administrative Director
Molly Garcia
Accountant
William "Bill" Christiansen
Program Planner
John Koeller
Technical Advisor
Peter Mayer
Website Manager and Newsletter Editor
Thomas Pape
Technical Advisor
Alice Darilek
Project Manager
Cece Kramer
Government Affairs

Alliance for Water Efficiency *Financial Statements*

2011 Support & Revenue



2011 Expenses



Statements of Financial Position

December 31, 2011 and 2010

	2011	2010
Assets		
Cash and cash equivalents	\$ 386,873	\$ 323,618
Investments	102,875	102,862
Grants receivable	–	17,000
Accounts receivable	136,712	44,549
Inventories	7,836	7,462
Prepaid expenses and deposits	24,646	32,380
Furniture and equipment	23,968	27,095
Total Assets	\$ 682,910	\$ 554,966
Liabilities		
Accounts payable	\$ 81,665	\$ 64,246
Accrued expenses	100,459	64,036
Deferred revenues	334,406	232,228
Funds held for other entities	156,917	98,521
Total Liabilities	673,447	459,031
Net Assets		
Unrestricted	(243,948)	60,935
Temporarily restricted	253,411	35,000
Total Net Assets	9,463	95,935
Total Liabilities and Net Assets	\$682,910	\$ 554,966



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.

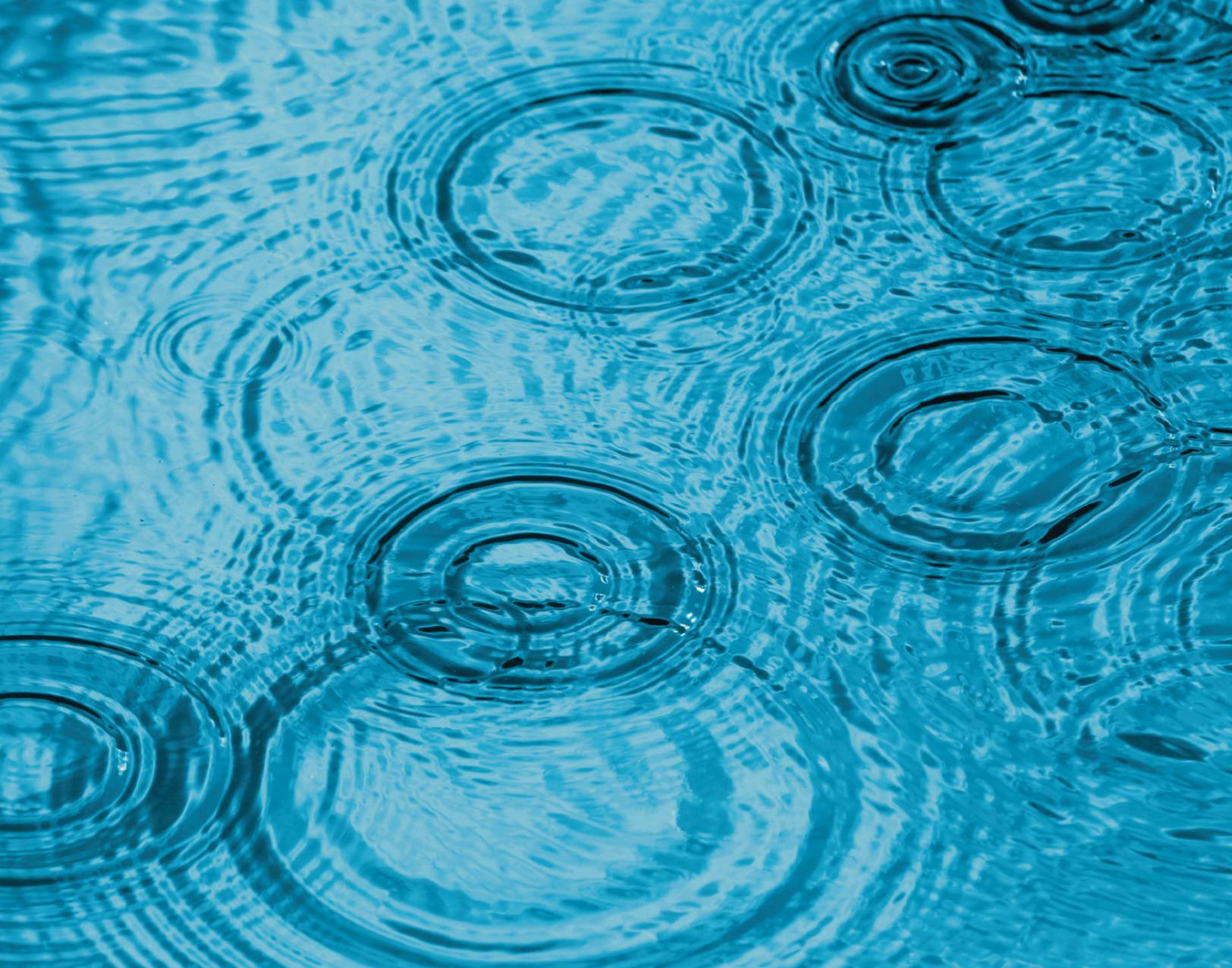
New green building programs are working to integrate water conservation into other efficiency practices. The Alliance for Water Efficiency coordinates these efforts to ensure that water savings are part of the overall effort.

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.



Alliance *for* Water Efficiency

WHEN THE WELL'S DRY, WE KNOW THE WORTH OF WATER.

— Benjamin Franklin



Alliance for Water Efficiency
300 W. Adams Street, Suite 601
Chicago, Illinois 60606

www.allianceforwaterefficiency.org



Printed on recycled paper, manufactured with 100%
post-consumer fibers. FSC and Rainforest Alliance Certified,
Processed Chlorine Free Certified.