

# Annual Report



**Save the Water™**  
**2015**



# CONTENTS

5  
Message from the  
President

7  
Financial Review:  
Save the Water 2015

9  
The New Face of STW:  
Dr. Swati Meshram



3  
STW Mission and Vision

6  
2015 Leadership Team

7  
Donor's List

8  
STW Guided Everglades Tour

10-14  
Year-End Recaps

15  
Leadership Highlight: Kristin McGinnis

16  
Save the Water POE Events

Join the team at one of our One Drop at a Time Events

17  
2015 World Water Day

18  
How Can I Help?

19  
Annual Report Contributors



# STW™

## Mission and

## Vision

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

The vision of Save the Water is contamination free, healthy water for all.

Today there are so many chemicals used in our day to day lives, which weren't even invented 10-15 years ago. There is no regulatory limit on how much of these new chemicals can be in our water and some of them are now being detected even in our drinking water. It is STW's belief that contaminants in water which are currently untested but could potentially impact our health and environment, need mainstream knowledge and awareness, and it all starts with science. Save the Water conducts analytical research on these untested contaminants, treats water to remove them, and promotes awareness about contamination and healthy water.

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**BECAUSE DIRTY  
WATER IS  
DEVASTATING  
FOR THE  
ENVIRONMENT  
AND HUMANS  
ALIKE**

”



# MESSAGE FROM THE PRESIDENT



*Frank Ramos*

PRESIDENT

Greetings Save the Water™ volunteers and friends,

Looking back at 2015, we have seen so many reminders of the multitude of water challenges that humanity faces. Abandoned mine spills, lead in the drinking water, unregulated contaminants of emerging concern in water everywhere, and even local shortages of this indispensable resource, only serve to encourage us to work harder to Save the Water.

To me, the biggest challenge comes from knowing the nature of the problem, having part of the solution at hand, and being able to motivate others to save our water from contamination, but encountering obstacles to raising funds to implement our solutions. Looking at the big picture, though, the funds we need are but a minuscule percent of the funds currently spent on water, and we will find ways to access those vital funds.

Amidst the fundraising challenge, we find many encouraging signs that we will be successful, particularly when we count the number of dedicated volunteers who donate their time and talent to achieve our mission. The positive reception we receive when we talk about our goals has been the product of much hard work from everyone.

Together, we must turn this challenge into an opportunity, and leverage what we have achieved to generate greater public awareness. Greater public awareness of Save the Water will allow us to develop an engaged pool of private and institutional donors with a shared vision of water contamination as a critical problem. With their help, we can all do something about saving this precious resource.

Moving slowly but steadily forward over the last decade, Save the Water has now reached the critical point where we are ready to take on the work of opening our crucial analytical laboratory facility and commencing the important tasks of identifying toxic chemicals in water, conducting health and toxicity studies, and finding ways to remove these harmful contaminants from water. We have completed a substantial part of the literature research, have identified the equipment necessary, and are in the process of developing the plans to realize this vital goal.

Please accept our warmest thanks for your generous support of Save The Water. This 2015 annual report is the first of many, and we know that all of you will continue to help Save the Water to achieve amazing results in 2016 and in the years to come. With your combined efforts we can see immense positive change in the quality of our water. It is because of you, the thoughtful and committed volunteers, that we are able to carry out our mission, and are ready to take the next big step in that mission - the Save The Water Analytical Laboratory.

Sincerely,

Frank Ramos  
President, C.E.O.



# STW™ Leadership

2015 TEAM

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## BOARD OF DIRECTORS

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Frank Ramos, President and Chief Executive Officer  
Steven Falk, Chief Financial Officer  
John Datino, Director of Engineering

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## GROUP DIRECTORS

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Swati Meshram, Ph.D - Vice President of Operations,  
Director of Science and Engineering  
Nivedita Bhagnari - Vice President of Human Resources  
Kristin McGinnis - Executive Vice President,  
Director of Social Media (Past)  
Ricardo Kurtz - Vice President of Marketing (Past)  
Kadeen Dennie, Ph.D, MIBA, BBA - Director of Education  
Haitham Shammaa, Ph.D - Director of Education (Past)  
Krystal Miller - Director of Human Resources (Past)  
Amna Warner - Director of Publishing (Past)  
Jeremy Kauffman, MBA - Director of Technology  
Keran Look Loy, MBA - Director of Social Media (Past)

thank you

FOR A GREAT YEAR!



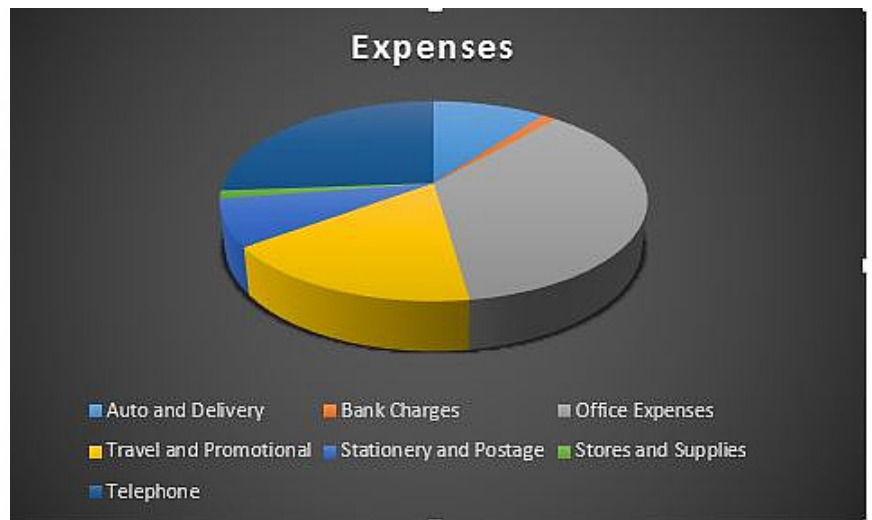
# FINANCE REVIEW

## Save the Water: 2015

### Profit, Loss, and Expenses

January through December 2015

	Jan - Dec 15
<b>Ordinary Income/Expense</b>	
Income	
4010 · Income	911.91
<b>Total Income</b>	<b>911.91</b>
Cost of Goods Sold	
5010 · Purchases	252.99
<b>Total COGS</b>	<b>252.99</b>
<b>Gross Profit</b>	<b>658.92</b>
Expense	
7020 · Auto & Delivery	155.53
7030 · Bank Charges	20.00
7110 · Office Expense	555.35
7140 · Travel & Promotional	262.26
7180 · Stationery & Postage	116.55
7190 · Stores & Supplies	20.00
7200 · Telephone	400.83
<b>Total Expense</b>	<b>1,530.52</b>
<b>Net Ordinary Income</b>	<b>-871.60</b>
<b>Net Income</b>	<b>-871.60</b>



### DONORS LIST

Amna Warner  
 Bradley Cole  
 Chad Leo  
 Christopher Fernandez  
 Colleen Kellogg  
 Frank Ramos  
 Gustavo Molina  
 John Datino  
 Julian Sutherland  
 Keran Look Loy

Kristin McGinnis  
 NextEra Energy  
 Nicholas Porter  
 Nikhil Mhatre  
 Randy Kamrath  
 Robert Smith  
 Steve Falk  
 Tom Seedorf  
 Vari Bindra  
 Walter Molina



SAVE THE WATER

# EVERGLADES TOUR

By Lacelle Sweetland  
Photographs by Frank Ramos



In early December, Frank Ramos, Founder, Chief Executive Officer and President of STW™, and Lascelle Sweetland, Associate Director of Marketing and Partnership Development, were invited to participate in a guided tour of the Everglades by The Everglades Foundation. The Everglades Foundation is a 501(c)(3) non-profit dedicated to leading efforts to restore and protect the greater Everglades ecosystem. Since its founding in 1993 by a group of local outdoor enthusiasts, the Everglades Foundation has become a respected and important advocate for the sustainability of one of the world's most unique ecosystems.

Restoring the Everglades will take more than just putting the right amounts of water back. It will also require that the water be clean. The Everglades Foundation conducts research on what causes imbalances in native flora and fauna and then determines what actions are needed to correct those problems. The survival of the Everglades depends on the quality of its water.

The Everglades is a national treasure. The ecosystem is home to hundreds of species of beautiful and fascinating wading birds, mammals, fishes, reptiles, amphibians, and plants. It is home to 67 threatened and endangered species, provides freshwater to nearly eight million Floridians, and is an international destination. However, America's Everglades are on life support.

More than 100 years of ditching and draining have reduced the wetlands to half their original size; its wading bird population has diminished by 90 percent; pollution and other human activity have harmed much of the remaining ecosystem.

STW will be looking to develop joint STEM activities with The Everglades Foundation to develop lesson plans that will introduce students to key aspects of the Everglades ecosystem including: its watershed, endangered species, water conservation, and other topics

# Dr. Swati Meshram



Dr. Swati Meshram joined STW™ on June 1, 2015 as a Social Media Associate Director but quickly moved to the position of Science and Engineering Director and in November 2015, was promoted to the position of Vice President of Operations. Under her leadership, the strategic plan is being updated, a process which will revisit the core focus of the organization, its vision, mission and a 3 year action plan. This update will include the realignment of each group's individual strategies to the overall plan.

In 2016, she hopes to deliver the first in-class STW STEM program, first annual report, and more integrated campaigns across all internal teams.

She has already recruited top notch volunteers to fill crucial roles in the organization. She oversees the organization's day to day activities including over 100 passionate volunteers and works closely with the President to forge new relationships and partnerships on behalf of STW. She also serves as the Science and Engineering Director and under her leadership we are already strengthening the science behind our mission - saving water from contamination.



# THE FUTURE OF STW IS OURS TO MOLD

## YEAR END RECAPS BY THE STW LEADERSHIP TEAM

### Education Year-End Recap

by **Kadeen Dennie, Ph.D, MIBA, BBA,**  
**Director of Education**

Over the past year, the Education team has made great strides in its mission to encourage middle and high school students to take up STEM and environmental education. Our flagship program is called STEM and DILOS™. This program strives to engage young people in STEM and water science education. We are creating a curriculum that will be the core of STEM and DILOS. With the help of HR, the Education Group brought on dedicated team members who are using their expertise to assist in the team's mission. The EDMODO platform was created for STW, EDMODO is an online K-12 social learning community that helps teachers connect with students and parents online safely. EDMODO enables us to upload documents, create tests, and provide questions to be disseminated to our target population, middle and high school students, and to the public at large.

In 2016, the Education Group hopes to complete the STEM and DILOS curriculum and then bring it to as many schools as possible. We will also focus on obtaining an agreement with the Everglades National Park and complete website updates.

### Publishing Year-End Recap

by **Amna Warner, Director of Publishing**

In 2015, I implemented a set of permissions that will help make STW more accountable with outside news sources for educational purposes. The publishers and researchers have been working in tandem to accomplish these goals and far exceeded my expectations. The second goal that I am thoroughly proud of, is the level of collaboration that the publishing team has cohesively responded to with other departments. Some of the writers, editors, and publishers taking on the charge to make our writing fuller and polished for certain topics, press releases, documents, social platforms, and articles with social media, education, and marketing is astounding. I am proud this team is willing to grow, understand, and stretch themselves for the betterment of themselves, STW, and the world. The third goal, that of accomplishment is that our team is growing strong and filling the vacant roles so that we are solid and cohesive.

In early 2016, Publishing plans to get the Wikipedia page working, finish building the team to full capacity, implement the volunteer happiness index, and completely revamp the Publishing SOP.

## Science and Engineering Year-End Recap by Dr. Swati Meshram, Director of Science and Engineering; Vice President of Operations

In September 2015, it was decided that we have an organization ready to support the science program and the STW laboratory. We began to recruit volunteers for the Science and Engineering Group in Q4. The team is still small but we have made progress. Research of accreditation requirements for the analytical laboratory is complete and the application is ready to go. Equipment and vendors have also been identified and we are looking forward to building a state-of-the-art facility with the capability of detecting analytes in water to the parts per quadrillion range.

Research about Unregulated Contaminant Monitoring Rule (UCMR) cycles and contaminant Candidate List (CCL) has been conducted. Once the lab is accredited, STW will begin research to identify CCL4 and Contaminants of Emerging Concern (CECs). Endocrine Disrupting Chemicals (EDCs) will have preferential attention to expedite aquatic species and human toxicity studies on a timely manner.

We are also in communication with Global Environmental Legacy, a remediation nonprofit to offer the STW E-Floc technology for the treatment of abandoned mine waste in the U.S. Preventing abandoned mines that are filled with toxic waste from spilling into rivers and waterways in an important step to saving water from contamination.





## Fundraising Year-End Recap

by Frank Ramos, C.E.O.

2015 was a mixed bag for the fundraising team. Although many grant applications were submitted, we were not awarded any funds. On the flip side, however, we did add more personnel to the group in Q4, and I stepped in as the Acting Director of the group until we find someone. The team is collaborating with marketing, science and engineering, and education teams to put in place the important internal partnership to raise funds. We launched some key campaigns and platforms for fundraising in 2015 including PayPal.Me, AmazonSmile, Indiegogo and PayPal donation integration on our website. In the coming year, STW will focus on crowdfunding, digital sales, product sales, large donors, corporate funding programs and government and foundation grants to raise funds. We are looking forward to expanding our team in 2016 and raising money for Save The Water.

## Marketing Year-End Recap

by Ricardo Kurtz, Vice President of Marketing

In 2015 the Marketing team, with help from the HR team, did a great job filling open positions and new projects and strategies were established. I can highlight several projects that had already achieved interesting results such as:

Mailing database: our informal and raw personal databases were organized and a new opt-in project has been completed. We are now ready to fill our CRM system with all new contacts so we can launch new productive campaigns.

Events and Partnerships: we began a program of events to reach out to the community, potential donors and volunteers. The partnership with the Town of Surfside, FL was also an interesting step towards reaching our major goals.. Our volunteers have been active in bringing potential partnership opportunities to STW. We will see how these partnerships will open new strategic opportunities that should result in important projects for 2016.

Online campaigns: our first online integrated campaign went out for #GivingTuesday. The results included seeing different departments of the organization collaborating to deliver a broad and effective campaign.

In 2016 we expect to see a completely new direction for the organization. A Strategic Plan has been discussed since the end of 2015 and we expect to deliver a new planning and strategy thinking perspective early in 2016. We believe all volunteers will be able to visualize our objectives more clearly and engage more in our causes.

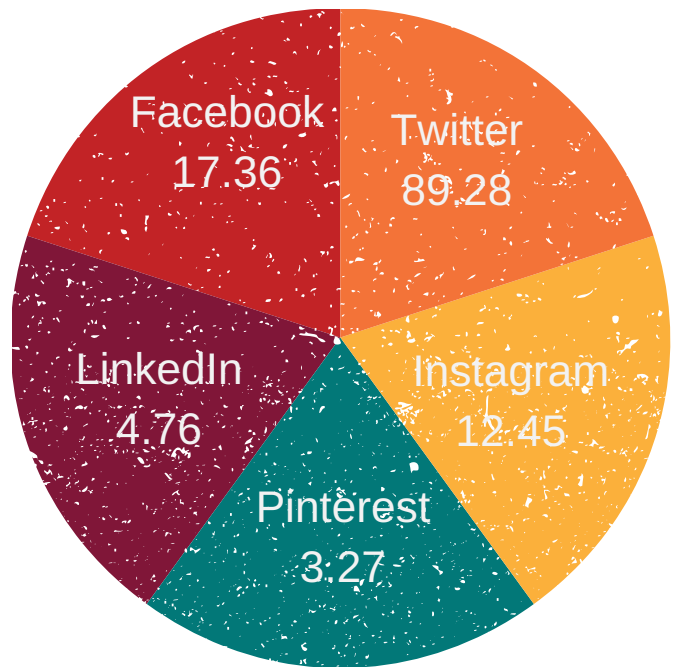
**Social Media Year-End Recap**

**by Amna Warner, Social Media Project Leader:  
Twitter, Director of Publishing**

The Social Media team achieved a significant milestone this year by significantly increasing our social media fan base and raising awareness to the organization through various partnerships. Some highlights of the year include Save the Water's participation in World Water Day. Save the Water™ hosted a water day twitter party and engaged over 19,000 users in a conversation about water safety.

STW became a partner of the new start-up company "GoodWorld". GoodWorld is an organization dedicated to making the fundraising process easier for non-profit organizations by allowing people to donate directly to their nonprofit of choice via their social media channels. Save The Water was officially inducted as a partner of GoodWorld on August 6th.

Speaking of partners, we also secured a solid partnership with DelAgua, a sustainable enterprise focused on cleaning water. We have set up interviews with one another to further our reach amongst our networks. The Social Media team has been working hard on creating stunning graphics and content to engage the users on our other social media platforms. In October, with the collaboration of technology, marketing, and publishing, we were able to implement STW's #GivingTuesday campaign to bring awareness of our mission through twitter posts and chats, conversations in our facebook group, and articles on LinkedIn. We have also created another collaboration with publishing, to create professional topic articles to be a part of the LinkedIn Pulse feed.



**Social Media Followers  
(avg/week)**

The goals in 2016 are to cross-train all the associates on multiple platforms to enhance the learning experience of our volunteers and also have more of a collaborative effort among all departments so that a percentage of success in posting is shared STW wide. We are currently working on a new strategy with Publishing and Marketing that hopefully will breathe more life into this very important department during quarter 1 with hopeful lasting effects to be implemented in Q2.

A big thanks to Taylor Schaefer (Publishing), Renbin Liu (Publishing), Kinkini Bharadwaj (EA to the VP), Divya Mangala (HR), and Spencer Turner (HR) for stepping up when Social Media was short staffed in our posting schedule.



## Technology Year-End Recap

by **Sana Al-Azmeh, Associate Director of Technology - Webmaster;** **Gerardo Alzugaray, Consultant: Technology;** **Asma Erum, Associate Director of Technology: UX**

As webmasters, in 2015, we did extensive research and testing on backup tools for Wordpress. We made sure that backups remain at the organization's disposal, by storing them in the cyber office instead of a volunteer's local machine. We went from a reactive position of fixing broken links to being proactive, by using automated tools to monitor and report instead of visitors and collaborators reports on broken links. Also, we improved tracking of requests made to the webmasters' team as well as the technology group, we went from personally addressed email requests to single point, group addressed, fully trackable requests.

In 2016, we are planning to ensure all WP plugins are up-to-date and check and add security to the website. Our goal is to achieve continuity, recover faster from downtime and become more proactive, using new tools and processes to make the technology even more useful.

The UX Design and Development team started a number of initiatives last year. First, we began to review the website design to make it more appealing and interactive, including looking carefully at the overall design and colors. We made relevant and important information and links more visible to end users. Second, we have initiated optimizing our SEO as well as broken links. Additionally, we reached out to all departments to gather their requirements for the website upgrade and improvements. These tasks have been prioritized and are being worked on. The UX Design and Development Team also successfully worked on #GivingTuesday campaign.

In 2016, we will tackle all of these tasks to improve the website, to reflect the growth of our organization. It will be redesigned to reflect a modern website style with more interactivity, high-quality images.

## LEADERSHIP HIGHLIGHT

# KRISTIN MCGINNIS



**K**ristin joined Save the Water™ on June 10, 2014 as a Social Media Strategist but quickly moved into the position of Executive Director where she has contributed to STW™ in many ways. In 2015, STW, under her leadership saw great success including but not limited to: a continuously strong brand presence on social media with over 15,000 followers; the establishment of the “One Drop at a Time” events and partnership with the mayor of Surfside, FL; building the plans and procedures for the Board of Directors; developing a detailed budget inclusive of a breakdown of each program; polishing the Educational program details for future grant writing success; as well as establishing a strong volunteer program with a continuous average of over 110 dedicated and engaged volunteers.

She has hired, trained, coached and encouraged many of us to be top performers in our departments. We are grateful for all the work that Kristin has delivered in her time as Vice President at Save the Water. What Kristin has accomplished at Save the Water has been amazing. Though Kristin stepped down from her role as Vice President in November 2015, we as an organization will be empowered to continue to change and grow because of the work she did during her time at STW.



ONE DROP AT A TIME

# SAVE THE WATER POE EVENTS

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IN THE SPOTLIGHT

Save the Water™ held five “One Drop at a Time” events in 2015. In an intimate setting, Frank Ramos was able to deliver a potent and concise message about the water contamination issues we face today. The event attendees were engaged, asked questions, provided comments and feedback, and showed eagerness to acquire knowledge on immediate solutions for the issues addressed by Save the Water. Some key community members as well as the Mayor of Surfside, FL, Daniel Dietch, have attended our “One Drop at a Time” events. Our message was received positively and with keen interest. This is just the beginning of an exciting new chapter for Save The Water as we embark on our public journey.

The Marketing team is excited to announce that future STW events will take a new shape and form, they will be taking place in new venues around Miami and will be broadcast live to attract guests around the world. All of our volunteers around the world can watch a live broadcast and see what STW is promoting in every event. Stay tuned for the Marketing Team’s announcement on a launch date for the next live broadcasted event.



# World Water Day

2015 review



Save the Water™ was featured at number 90 on Onalytica’s list of top Water Security Influencers on social media. Information on key influencers is very valuable in helping organizations increase thought leadership and campaign awareness. By influencing an organization’s thought leadership, Save the Water is helping the consumer answer the biggest questions on their mind on a particular topic. We are joining the conversation early in a consumer’s journey.

Save the Water placed 4th out of water security influencers posting about World Water Day in 2015, and in 9th place out of influencers posting about World Toilet Day. Onalytica’s list included the most influential brands, organizations, and individuals focused on water security, including UN-Water, UNICEF Water, and Water.org.

Special thank you to the following volunteers who posted on November 19, 2015 and March 22, 2015: Amna Warner, Cheryl Yu, Joy Cruz-Lentz, Kinkini Bharadwaj, Renbin Liu, Keran Look Loy, Khyllie Heins, Anca Maria Chirita, and Wei Li. You guys put us on the influencers’ map!

# How Can I Help?

**PROMOTE**

**donate & advocate**



In 2015, Save the Water™ was inducted into the 2015 Great Nonprofits list. Save the Water received a lot of wonderful reviews from both former and current volunteers. Making the list gave STW™ the much needed publicity it deserves. STW was given a Top-Rated digital badge on our nonprofit profile that can be used on our website and in marketing materials. We were widely promoted on social media and other marketing mediums. Thank you to our volunteers for taking the time to write us the reviews to get us there! Please write us a review to keep us on top!



You shop. Amazon gives.

When you shop on Amazon, please consider supporting STW through Amazon Smile.

# thank you

report contributors

## **Alphabetical Order**

- Gerardo Alzugaray
- Sana Al-Azmeh
- Neal Cornett
- Susan Crow
- Kadeen Dennie
- Asma Erum
- Ricardo Kurtz
- Swati Meshram
- Frank Ramos
- Lascelle Sweetland
- Valeria Swimm
- Andrew Wade
- Amna Warner