

# Reimagining Water for a Changing World

2024 IMPACT REPORT



PACIFIC  
INSTITUTE



# ABOUT THE PACIFIC INSTITUTE

The Pacific Institute is an independent, nonpartisan global water think tank. Our mission is to create and advance solutions to the world's most pressing water challenges. By 2030, we aim to “catalyze the transformation to water resilience in the face of climate change.”

Founded in 1987, our influence is fueled by nearly 40 years of water research, making the Pacific Institute a trusted source of solutions in the United States and around the world. Our work combines evidence-based research with strategic outreach and engagement to influence public policies, spur investments, and accelerate the adoption of more water resilient solutions across sectors.

Collaboration is key to our approach. Our interdisciplinary team informs, influences, and convenes a wide range of stakeholder groups, including NGOs, the United Nations, frontline communities, utilities, Fortune 500 companies, and government agencies. These groups represent levers of critically needed change.

The Pacific Institute's strategy focuses on four Impact Areas with outsized potential to catalyze the transformation to water resilience: Water Equity, Water Efficiency and Reuse, Nature-Based Solutions, and Corporate Water Stewardship. As part of the Corporate Water Stewardship Impact Area, the Pacific Institute serves as the co-secretariat of the CEO Water Mandate and its Water Resilience Coalition, mobilizing companies to take meaningful action on water and—by working together—make investments in water resilience in 100 water-stressed regions by 2030. Additional initiatives address the water-energy nexus and water conflicts, including maintaining the [largest open-source database of water-related violence in the world](#).

## OUR COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

The Pacific Institute continues to work toward a future where diversity fuels our innovation, equity informs our research, and inclusion shapes our path forward. Building on our proud history of integrating social equity into our water and climate research, we continually strive to enhance our internal Diversity, Equity, and Inclusion (DEI) approach, acknowledging that this is an ongoing journey toward progress. By doing so, we aim to foster an environment where every voice is empowered, contributing to a dynamic, intersectional approach that spans disciplines and geographies and is integral to our mission of solving the world's most pressing water challenges.

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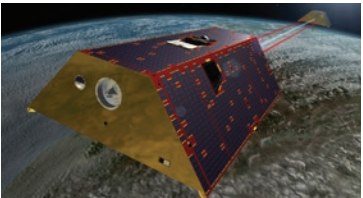
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# LEADING ON WATER DURING TURBULENT TIMES

## DEAR FRIENDS,

Water insecurity affects the daily lives of billions of people around the world, while whole ecosystems and economies face mounting water risks. At the same time, water-related conflicts are increasing, as shown by the Pacific Institute's own research on [water-related violence](#).

In the face of these water challenges and during a tumultuous time in the world, the Pacific Institute is committed to our strategic goal to catalyze the transformation to water resilience in the face of climate change by 2030.

## The Time is Now to Enact Bold Solutions

Thanks to your support and partnership, the Pacific Institute continues to catalyze changes in water management that positively impact people and nature in communities near and far. For nearly 40 years, we have provided evidence-based, pragmatic solutions to make our freshwater systems more secure and resilient. Many of the water solutions implemented today were informed or influenced by the Pacific Institute's work—sometimes very publicly and sometimes behind the scenes.

## A Critical Historic Moment

We are at a critical moment in history. The need for the Pacific Institute's work has never been greater. With your support, we will not only maintain but accelerate action.

During 2024, the Pacific Institute launched a [new Strategic Plan](#) (see story on page 8) outlining objectives across four Impact Areas: Water Efficiency and Reuse, Nature-Based Solutions, Water Equity, and Corporate Water Stewardship.

## Our Strategies Are Making a Difference

The Pacific Institute's total impact in 2024 was broad, as our work influenced policies, practices, investments, and other decisions across the public and private sectors. The following examples highlight the real-world impact of our work across the four Strategic Impact Areas.

- **Water Efficiency and Reuse:** During 2024, our research helped shift the narrative on the role of stormwater capture in building water resilience. A Pacific Institute report found that 53 billion gallons of urban stormwater runoff is generated each day on average in the United States alone. This suggests a massive untapped potential to use stormwater runoff to meet water needs. The report grabbed headlines such as "[US Cities Could Be Capturing Billions of Gallons of Rain a Day](#)" in WIRED and is being used by governments and advocates to advance stormwater capture at the local, state, and national levels. Read more on page 16.
- **Nature-Based Solutions:** The Pacific Institute's Nature-Based Solutions Benefits Explorer launched its latest update in 2024. This innovative tool has already been utilized by over 6,000 users across more than 120 countries. The tool helps users identify, account for, and value benefits from nature-based solutions projects such as ecosystem restoration. Read more on page 12.

- **Water Equity:** As catastrophic weather events like Hurricane Helene, which led to over 200 deaths across six U.S. states, intensify, the call for research and resources for frontline communities has never been louder. During 2024, Pacific Institute researchers found that drinking water and wastewater systems in the U.S. are unprepared to handle the increasing intensity and frequency of extreme storms, heat, flooding, sea-level rise, droughts, and wildfires. They also found that frontline communities are especially exposed. We are now engaging partners to equip communities with additional resources like training and decision-support tools. Read more on page 10.
- **Corporate Water Stewardship:** Businesses are major water users and, therefore, key stakeholders in helping solve the water crisis. During 2024, the Pacific Institute continued to provide leadership for the Water Resilience Coalition, a CEO-led initiative with the ambitious goal of improving water security for 3 billion people and improving water access, sanitation and hygiene (WASH) for 300 million people across 100 Priority Basins by 2030. In 2024, the Coalition grew to include 40 prominent companies with combined operations in more than 140 countries. With the Pacific Institute's leadership, these companies have committed to building water resilience in their operations, supply chains, and in the watersheds of the communities where they operate. Read more on page 15.

## Our Work Is Made Possible with Your Support

At the Pacific Institute, we've been on a growth trajectory, tripling in size during the last six years. Yet, the demand for our work on water resilience continues to outpace our growth. To meet our 2030 ambition, we are working to expand the pace and scope of our work further in the years ahead.

Given our longstanding nonpartisan approach, we feel that the Pacific Institute is uniquely positioned to lead the way in building water resilience during this critical time. Indeed, we see water not only as a universal need and human right, but also as a powerful connector, bringing people and leaders together to forge solutions.

## We Need Your Help

We are inspired by you—our partners and supporters. Your support throughout 2024 propelled this work to be more impactful. Thank you for continuing to partner with us—to ensure people, nature, and economies have the water they need to thrive now and for future generations. We hope you take pride in making these accomplishments possible, and we invite you to join us in building the water solutions so desperately needed into the future.

Sincerely,



**Sanjeev Chadha**  
Chair, Pacific Institute Board of Directors



**Jason Morrison**  
President & CEO, Pacific Institute

**If you are interested in supporting our work at this critical time, please reach out to us! See page 20 for more information about how your financial support can help build water resilience in tangible ways.**



# OUTCOMES & IMPACTS

Pacific Institute & CEO Water Mandate Combined

**Social Media  
Followers  
28,000+**

**Social Media  
Impressions  
750,000+**

**Social Media  
Engagements  
7,500+**

**Video Views  
50,000+**

**Media Mentions  
6,300+**

**Media Mentions  
Across Countries  
71**

**Media Outlets  
2100+**

**Total Potential  
Global Reach  
10 Billion+**

**AVE  
\$90 Million+**

**Total Incidents In  
Water Conflict  
Database  
1920**

**Speaking  
Engagements  
100+**

**Speaking  
Engagement  
Countries  
10**

**Research  
Reports  
13**

## MOBILIZING GLOBAL ACTION

**140**  
Countries with  
operational  
footprint  
of WRC member  
companies

**37**  
Number of  
companies in the  
Water Resilience  
Coalition total

**100**  
Priority basins  
identified

**24**  
Collective  
Action Projects  
underway

**24**  
Collective Action  
Projects mobilized

**9**  
Countries with  
Collective Action  
Projects

**393**  
Corporate Water  
Mandate  
Endorsers

Corporate Investments in resilient water  
and sanitation with WASH4Work offers  
multiple benefits and financial returns

**1,000+**  
companies have taken the WASH Pledge

**280+**  
new companies took WASH Pledge  
during 2024

**6,600+**  
company locations with 1.5 million+  
workers globally now covered by  
WASH Pledge



# PACIFIC INSTITUTE LAUNCHES **AMBITIOUS NEW STRATEGY** TO ACCELERATE WATER RESILIENCE

**\$1 MILLION DONATION FROM 2024 BOARD CHAIR  
JUMPSTARTS FUNDRAISING**

## IMPACT AREAS FOR ACCELERATED ACTION

This strategy focuses our work on four Impact Areas:

**Water Equity**



**Water  
Efficiency and Reuse**



**Nature-  
Based Solutions**



**Corporate  
Water Stewardship**



“

For nearly 40 years, the Pacific Institute has written the book on water. Now, it’s building a movement toward water resilience. I invite others to support this critical work at this critical time—by investing in the organization at the epicenter of water solutions so deeply needed.”

—Sally Liu, Philanthropist & Pacific Institute Board Member

By 2030, the Pacific Institute aims to “catalyze the transformation to water resilience in the face of climate change.” The big question is: How will we do that?

Following more than a year of planning involving input from staff, board, partners, and donors, the Pacific Institute launched a [new strategic plan in 2024](#).

### Introducing Four Impact Areas

The plan will focus our work through 2026 on four Impact Areas: Water Equity, Water Efficiency and Reuse, Nature-Based Solutions, and Corporate Water Stewardship. These represent areas of greatest need, solutions with the greatest opportunity to scale impact, and areas within the Pacific Institute’s unique expertise. The plan also identifies two Key Initiatives—Water and Conflict as well as Water and Energy—where our research-based solutions have the potential to influence key decisions.

### With Your Help, Adding Capacity to Influence Decision Making

The strategic plan also highlights a specific area of needed expansion. Our nearly 40-year track record of evidence-based research will continue to be both foundational and

prioritized. In addition, our forward-looking plans recognize the need to share these solutions with those who can use them. To that end, moving ahead, we will engage more decisionmakers to implement the proven water resilience solutions we’ve both developed and recommended.

With your support, we’ll expand this piece of our work, ensuring critical levers of change—from government leaders to companies and from local communities to nonprofit organizations—have the information they need to make decisions supporting long-term water resilience.

### Generosity Jumpstarts Action

We thank philanthropist and 2024 Board Chair Sally Liu for acknowledging the need for—and potential of—this approach.

Ms. Liu made a foundational \$1 million donation to seed a campaign to fund the expansion of the Pacific Institute’s work through 2030. The contribution, given in honor of Ms. Liu’s late father, Chin-shu Liu, and in recognition of the legacy of Pacific Institute co-founder Dr. Peter Gleick, has already funded several aspects of strategic growth.

“

To accelerate our impact, we will sharpen our focus on speeding up the implementation of proven solutions by governments, companies, frontline communities, and other levers of change. We will also increase our focus on engaging with networks and informing and influencing policies to unlock opportunities to scale solutions.”

—Jason Morrison, President & CEO



# NEW RESEARCH FINDS US FRONTLINE COMMUNITIES ARE ESPECIALLY VULNERABLE TO WATER AND SANITATION DISRUPTIONS FROM CLIMATE DISASTERS

## HURRICANE HELENE DEVASTATION HIGHLIGHTS REAL-WORLD IMPACTS, NEED FOR RIGOROUS, EVIDENCE-BASED DECISION SUPPORT TOOLS

In 2024, Hurricane Helene led to over 200 deaths across Florida, Georgia, North Carolina, South Carolina, Tennessee, and Virginia—making it the third-deadliest hurricane in recorded U.S. history. Catastrophic flooding and landslides destroyed water and wastewater infrastructure, leaving more than 100,000 people in western North Carolina without safe water for more than 50 days.

This event is just one example of how frontline communities—those already overburdened and under-resourced—are facing disproportionate climate impacts to their water and sanitation systems.

### Research Highlights Risks of Unpreparedness

A growing body of Pacific Institute research confirms drinking water and wastewater systems across the U.S. are unprepared for the increasing intensity and frequency of extreme storms, heat, floods, sea-level rise, droughts, and wildfires.

This work further uncovers how frontline communities are especially exposed to these impacts. At the same time, additional challenges for water and sanitation access are created by knowledge gaps and the need for more tailored decision-support information and tools.

### Collaboration Is Key

The United Nations established water as a human right in 2010, a decision initially influenced by the Pacific Institute's research. With 2024 being the hottest year in recorded history, placing additional strains on water systems, our work at the intersection of water, climate, and equity is more critical than ever before.

“  
The staggering reality  
that millions in the  
U.S. lack basic water  
services underscores  
the urgent need for  
systemic change  
and significant  
investments.”  
—Kimberly Lemme,  
Executive Director of  
DigDeep Labs

Using a collaborative approach, the Pacific Institute, along with DigDeep and the Center for Water Security and Cooperation, identified the need for rigorous, science-backed decision-support information and tools for communities most significantly impacted by climate and weather disasters. In 2024, we released a series of reports on Water, Sanitation, and Climate Change in the United States examining the disproportionate burdens shouldered by frontline communities. This is the focus of part 1 in the series titled Climate Change Impacts to Water and Sanitation for Frontline Communities in the United States.

### Millions of Americans Still Lack Secure Water

Our research confirms millions of Americans without secure water and sanitation access are at greatest risk of water insecurity and injustices made worse by climate change.

The second report in the series, titled [Law and Policies that Address Equitable, Climate-Resilient Water and Sanitation](#) reveals how existing U.S. laws and policies fail to protect water and sanitation systems from climate change. This report underscores how existing federal laws and policies do not recognize water and sanitation as human rights, nor do they adequately protect against climate impacts.

“  
It's a privilege to listen to the  
insights of people at the frontlines  
of these challenges. We heard  
durable solutions rooted in  
local creativity, knowledge, and  
leadership.”  
—Dr. Betsy Taylor, Executive  
Director of LiKEN

### Addressing Legacies of Injustice

Legacies of injustice disadvantage many rural water and sanitation systems and make them highly susceptible to the impacts of climate change. To extend the reach of our research, the Pacific Institute is partnering with rural nonprofits, communities, and technical-assistance providers to support creating and sustaining equitable, climate-resilient rural water and sanitation systems.

With partners Livelihoods Knowledge Exchange Network (LiKEN) and rural technical-assistance providers, our 2024 report [Water and Climate Equity in Rural Water Systems in the United States](#) focuses on rural communities. This focus is deeply needed, as rural communities often lack sufficient financial, technical, and managerial resources to handle existing challenges, including water affordability, access, safety, inadequate or aging infrastructure, and disaster recovery.

In addition to this series of reports, community engagement is a critical part of this effort to equip communities with additional resources like training and decision-support tools, such as the Harlan County Water Resilience Toolkit.



Learn more about the  
Pacific Institute's Water  
Equity Impact Area [here](#).



# STRATEGIC PARTNERSHIP WITH NASA CENTERS INNOVATION TO INSPIRE INVESTMENTS IN NATURE

## 600+ EXPERTS FROM 120+ COUNTRIES NOW USING PACIFIC INSTITUTE NATURE-BASED SOLUTIONS TOOL

Prioritizing natural systems to help with some of our most pressing environmental and societal challenges is increasingly being prioritized by corporations, municipalities, and NGOs. Nature-based solutions (NBS) can provide cost-effective interventions to prevent forest fires, mitigate droughts and flooding, and respond to other natural and climate disasters. They offer significant water resilience benefits.

### New Tool Used by Experts Around the World

To help organizations and public officials implement NBS, the Pacific Institute and partners launched the second version of the [Nature-Based Solutions Benefits Explorer tool](#) (NBS BET) in 2024. Already, more than 6,000 users from over 120 countries have used the tool across 10,000 separate sessions. The tool can be used to identify, account for, and value the benefits from potential or existing NBS projects.

### NASA Images From Space Help Effort

As the Pacific Institute continues to expand pathways for companies, governments, and other partners to use NBS BET, our new strategic partnership with NASA brings a new level of innovation to the mix.

By collaborating with NASA experts in hydrology and satellite imaging, we are incorporating the latest advancements and data into NBS BET. NASA's Western Water Applications Office team is assisting in its development of NBS BET with GRACE satellite program data for groundwater.

The Pacific Institute is also collaborating with NASA to validate the increased geospatial specificity in NBS BET that is informed by satellite Earth observation data.

### Empowering Companies and Governments to Increase Investments in Nature

By demystifying how supporting nature can help build water resilience, our work empowers companies and governments to justify and increase investments in NBS.

As we build the business case for NBS globally, a third version of the tool is already under development. This update will be more geographically nuanced, allowing users to better understand what their investments in a specific watershed can make possible.

**OVER  
6,000  
USERS  
FROM  
OVER  
120  
COUNTRIES  
HAVE USED  
THE TOOL  
ACROSS  
10,000  
SEPARATE  
SESSIONS.**

“

Collaborating with the Pacific Institute and partners to identify specific remote sensing datasets that are appropriate for incorporation into the next stage of the NBS Benefits Explorer is helping both our organizations advance the research and utility of tools,”

—**Stephanie L. Granger, Manager  
NASA Western Water Applications Office**

“

Today's markets, businesses, and communities understand that now, more than ever, there's a strong business case to be made for investing in nature. The NBS Benefits Explorer supports our effort to present the potential outcomes of an NBS project to those looking to invest in nature. It presents outcomes in an intuitive way and allows users to understand when and where benefits will be accrued and can serve as an entry point for more detailed analyses where necessary.”

**Ed Pinero, President, EcoMetrics, LLC**



**Learn more about the  
Pacific Institute's  
Nature-Based Solutions  
Impact Area [here](#).**





# WOMEN+WATER COLLABORATIVE HELPING WOMEN GAIN ACCESS TO THEIR HUMAN RIGHT TO WATER

## PACIFIC INSTITUTE LEADING THE PRIVATE SECTOR TO JOIN COLLECTIVE ACTION PROJECTS ACROSS 100 PRIORITY BASINS

In Maharashtra, India, a woman named Ashatai is a living example of the difference that clean water, hygiene, and sanitation can make in the lives of women and girls. The Pacific Institute is proud to play a role in bringing the transformative intervention that changed Ashatai's life to thousands more by mobilizing fivefold—and growing—participation from the private sector.

In Ashatai's community, women walked daily to the fields to collect water, sometimes taking multiple trips. Since then, interventions by the USAID–Gap Inc. Women + Water Alliance project demonstrated how investing in women and sustainable water solutions creates lasting impact. That success became a foundation for the Pacific Institute and WaterAid to build on—modifying and scaling the model into a broader collective action initiative involving multiple companies and basin-level strategies. Today, the Women + Water Collaborative continues expanding access to clean water across India.

### Collective Action Model Success

What makes the Women + Water Collaborative project unique—and catalytic—is its collective action approach to drive and scale impact. Within one year, six companies from diverse sectors joined to pool their resources and support a single, integrated program. Led by WaterAid, The Women + Water Collaborative

leverages women's leadership and knowledge to build water resilience, improve water security, and enable equitable access to water and sanitation for communities. One way women are leading on water and sanitation in their communities is through the development of water quality monitoring groups. Two hundred women were trained to assess water supply systems and conduct regular water quality testing. Additionally, 2,000 women participated in training sessions providing operations and maintenance skills to support the upkeep of local water systems.

This collaborative project is delivering greater outcomes for women and their families than any one company could achieve alone. In one year, the program expanded from the Godavari and Krishna Basins to the Ganga Basin, providing access to clean water for thousands more people. Plans are underway to expand into other priority areas.

### Collective Action Projects Like This to Spread Across 100 Basins by 2030

These efforts are part of a broader strategy led by the Pacific Institute through the Water Resilience Coalition (WRC). The WRC is a CEO-led initiative that is catalyzing the private sector to take action on water at a global scale. Through 2024, 38 of the world's most influential companies, with operations

in more than 140 countries, have joined the Coalition.

With the Pacific Institute's leadership, the WRC has identified 100 Priority Basins, representing some of the most water-stressed regions in the world, including the Godavari Basin, where Ashatai lives. By 2030, the WRC aims for its member companies to engage in collective action to build water resilience across all 100 of these basins. These efforts have the potential to contribute to water security for up to 3 billion people. So far, WRC member companies have joined with NGOs, governments, and local partners to implement collective action projects in 24 of the Priority Basins across nine countries. The Women + Water Collaborative was the first example of WASH-focused collective action.

As the project continues to expand across India, and as this model is applied in other Priority Basins, water access will be improved for many more people.



Learn more about the  
Pacific Institute's  
Corporate Water  
Stewardship Impact  
Area [here](#) and  
our Water Equity  
Impact Area [here](#).



**200 Women**  
Trained to assess  
water supply systems  
and conduct regular  
water quality testing.

**2,000 Women**  
Participated in training  
sessions providing  
operations and  
maintenance skills  
for upkeep of local  
water systems.



# PACIFIC INSTITUTE RESEARCH IDENTIFIES MASSIVE OPPORTUNITY TO **USE STORMWATER RUNOFF TO MEET WATER NEEDS**

## LOCAL, STATE, AND FEDERAL DECISIONMAKERS NOW CONSIDERING HOW STORMWATER COULD BE ADDITIONAL KEY TO WATER RESILIENCE

Cities and urban areas are increasingly vulnerable to both flooding and extreme drought. Creative solutions are needed to prevent and respond to these risks.

New Pacific Institute research identifies urban stormwater as an underutilized solution to build water-resilient communities.

During 2024, in partnership with 2NDNATURE, we launched [Untapped Potential: An Assessment of Urban Stormwater Runoff Potential in the United States](#). This comprehensive national report estimates that urban areas across the United States have the potential to generate a huge amount of stormwater. To be precise: 53 billion gallons of stormwater each day on average. That's equivalent to about 93% of all water withdrawals for municipal and industrial uses.

### Why stormwater? From nuisance to resource?

Large volumes of urban stormwater runoff carry pollutants like oils, pesticides, and heavy metals into nearby waterways. Stormwater runoff can also flood low-lying areas. As a result, stormwater has traditionally been viewed as a nuisance. In turn, most urban areas were designed to collect and dispose of it as quickly as possible.

But what if we shifted the approach? What if we could use captured stormwater to increase our water supplies, while also reducing flood risk, improving water quality, and providing a host of other benefits? With perspectives on stormwater changing, it is increasingly seen as an important resource that can help augment and diversify water supplies.

“

The impact of the Pacific Institute's research on stormwater capture cannot be overstated. The data on stormwater capture opportunities within the Los Angeles region couldn't have come at a better time. Having this research and data has given us the needed proof to promote that schools in LA County (and the 1.3 million students that attend them) need to be a part of our stormwater and water supply solutions.”

—Drew Ready  
Senior Project Manager, Council for Watershed Health

“

Our partners at California NGO Day One have also used our research and guidance to inform their work helping schools throughout Los Angeles County. Los Angeles County and many other areas in California are increasingly focused on capturing and cleaning local water. Pacific Institute's research has been essential in providing pivotal information in helping Day One and many other non-profits advance their goals to best help communities in need of safe clean water.”

—James Cortés-Rivera, Director of Watershed Programs, Day One

### Applying the potential locally and regionally

While there is a tremendous amount of stormwater potential, capturing it will require local action in urban, coastal, and other areas. The Pacific Institute is now working with partners in creative ways to consider this approach.

#### • Outreach to communities:

A critical aspect of our water efficiency and reuse strategy is helping communities understand how they can divert rainwater safely and legally to build local water resilience. For instance, in Sacramento, California, it's estimated that 65 million gallons of urban stormwater runoff is generated each year. Some of that can be captured and used to help sustain urban landscapes. It can also be used to recharge groundwater. In 2024, we worked with Sacramento County's Rain Ready campaign

to record and produce this video to help citizens of the Sacramento community understand how to use and conserve this available resource.

#### • Scaling stormwater approaches across larger systems:

School campuses present an outsized potential for stormwater capture, given their collective land footprints. During 2024, we also partnered with 2NDNATURE to examine opportunities to use stormwater to green public schools in Los Angeles. This local research found that school campuses in Los Angeles County alone can capture more than 3 billion gallons of stormwater a year, preventing over 1,200 tons of pollutants in the watershed and ocean. California NGO Day One has also used our research to inform their work helping schools throughout Los Angeles County.

## NEWS COVERAGE



Learn more about the Pacific Institute's Water Efficiency and Reuse Impact Area [here](#).



# OUR GLOBAL TEAM

The Pacific Institute's work is made possible by the expertise of our team, fueled by the support and partnership of donors.

Our Board of Directors is comprised of experts in organizational leadership, water policy, social impact investing, corporate strategy, fundraising, finance, and other functions. Together, these experts have guided the Pacific Institute through significant growth.

Our multidisciplinary team has more than doubled in size during the past five years and is now spread globally across four continents: North America, South America, Africa, and Europe. Together, we are researchers, engagement specialists, communications strategists, executive leaders, and administrators—uniting toward a common goal to “catalyze the transformation to water resilience in the face of climate change” by 2030.

## BOARD OF DIRECTORS



## 2024 TEAM MEMBERS

Learn more about our team members [here](#).

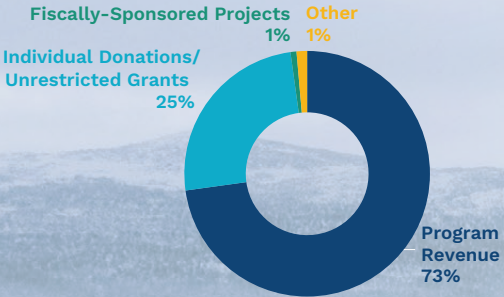




# FINANCIALS

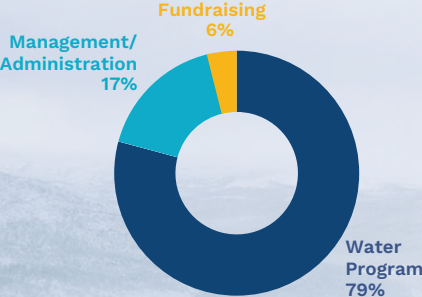
## Revenue

Program Revenue	5,191,081
Individual Donations/ Unrestricted Grants	1,782,726
Fiscally-Sponsored Projects	56,091
Other	99,089
<b>Total</b>	<b>7,128,987</b>



## Expenses

Water Program	5,302,519
Management/ Administration	1,176,375
Fundraising	390,274
<b>Total</b>	<b>6,869,168</b>



# THANK YOU

Your support of the Pacific Institute makes waves. From advancing research on water and climate equity, to upgrading the Nature-Based Solutions Explorer Tool, to understanding the potential of stormwater capture, and more, none of this work would be possible without you.

You are a part of informing communities, guiding leaders, and shaping important policies. Financial support from individuals, businesses, and foundations fuels our cause, helping us advance solutions to the world’s most pressing water challenges. Together, we are shaping the future of water resilience.

With gratitude,



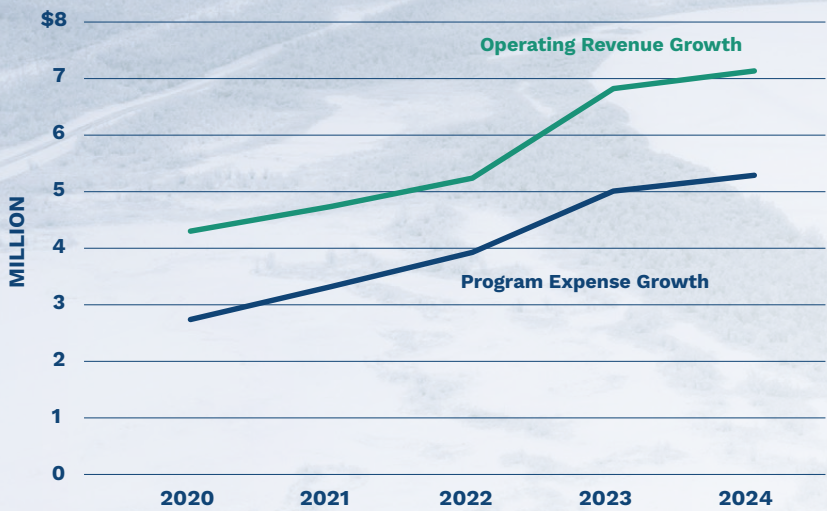
—Nicole Wickenhauser  
Chief Growth Officer

## Five-Year Growth in Revenue and Expenses

### OPERATING REVENUE GROWTH

Year	Operating Revenues (\$)
2020	4,305,547
2021	4,739,645
2022	5,245,076
2023	6,819,875
2024	7,128,987

### PROGRAM REVENUE



### PROGRAM EXPENSE GROWTH

Year	Program Expense (\$)
2020	2,736,248
2021	3,314,414
2022	3,924,899
2023	4,997,056
2024	5,302,519

## Five-Year Growth In Staff

Year	No. of FTEs (beginning of year)	No. of FTEs (end of year)	No. of FTEs (new)
2019	20.5	21.5	4.5
2020	21.5	25	5.5
2021	25	28.5	6.5
2022	28	30	7
2023	30	38	13
2024	38	44	7

\*includes long-term contractors

“

The Pacific Institute has a multiplier effect. It works with hundreds of other organizations. So, if you’re a donor of the Pacific Institute, your contribution is also having a multiplier impact. It’s not only helping the Pacific Institute’s direct work, but it’s also benefitting the work of hundreds of other organizations and their networks as well.”

—Sanjeev Chadha  
Pacific Institute donor and  
Board Member







**PACIFIC INSTITUTE**

REIMAGINING WATER FOR A CHANGING WORLD

[pacinst.org](http://pacinst.org)