



#RainForAll



Isla**Urbana**

*What we have
accomplished
together.*

20
20
REPORT

MISSION





Isla**Urbana**

is a non-profit organization



- Bringing clean water through rainwater harvesting and water technologies in



- Building bridges between international water activists and vulnerable populations.





\$182,236

TOTAL FUNDRAISED



OUR
WORK



at a GLANCE



3500

.ORG WEBSITE VISITORS



10 *hrs*

OF EDUCATIONAL
CONTENT CREATED

10,046

TOTAL INDIVIDUALS IMPACTED



9

SCHOOLS INSTALLED

21

URBAN HOMES
INSTALLED



4

SCHOOL HAND WASHING
STATIONS INSTALLED



37

RURAL HOMES INSTALLED



70

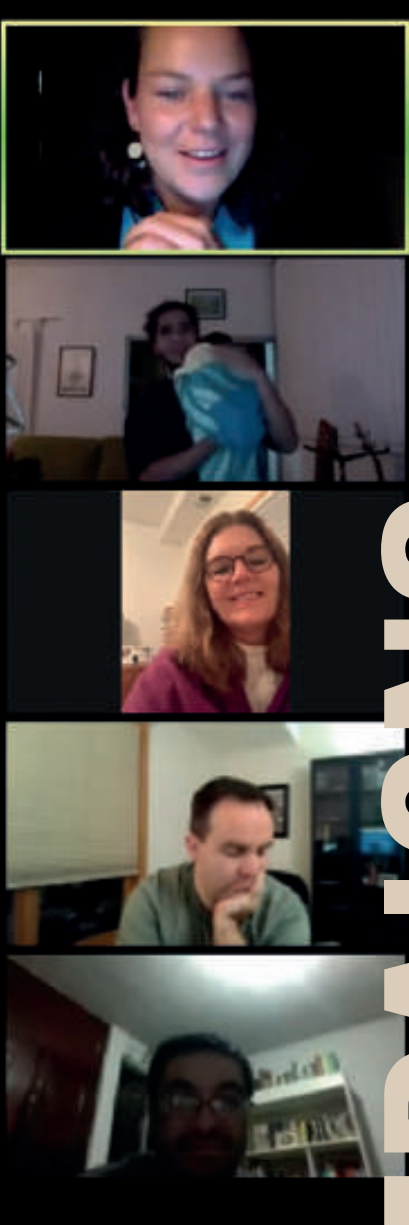
TOTAL SYSTEMS
INSTALLED



VIRTUAL



CAMPAIGNS



WATER:TALK

+ TECHNOLOGY, EDUCATION, AND
SCIENCE WITH A FOCUS ON RESILIENCE

**Monday,
November
30th, 5-6:30
PM CT**

Join us for this panel discussion on global water technology, education, and science with a focus on water resilience and building a more equitable and sustainable future in Mexico and globally, featuring thought leaders and experts on the topic. Get your questions ready for the Q&A section at the end! This panel discussion will be in English.

MODERATOR:
- **Delfin Montañana**

PANELISTS:

- **Brad Lancaster**
Desert Harvesters

Expert in the field of rainwater harvesting and water management. He is also a permaculture teacher, designer, consultant and co-founder of Desert Harvesters, a non-profit organization in the US. Desert Harvesters, a non-profit organization Brad co-founded, teaches the public how to identify, harvest, and process many of the native-plant foods neighbors are planting in his native Tucson, Arizona.



- **Francesca O'Hanlon**
Blue Tap

Francesca is the CEO and founder of Blue Tap, a social enterprise that uses 3D printing to provide household water purifying solutions for users in low-income and emerging economies. She has recently completed her PhD at the University of Cambridge. Her research looks at the role of rainwater harvesting in improving community water security and climate resilience in Uganda. Francesca has won a National Geographic Explorers Award for her work for Blue Tap and for her PhD research in climate resilience and water security.



- **Valeria Souza**
UNAM

Valeria Souza Saldivar is a Mexican scientist specializing in evolutionary and microbial ecology. Her research has focused on understanding the causes of biodiversity in microorganisms and what are the evolutionary, physiological and ecological processes involved in their adaptation, diversification and speciation.



#GIFTRAIN CAMPAIGN

120

PARTICIPANTS

MAY
2020

\$16,147

FUNDS RAISED





On May 5th, 2020 Isla Urbana launched the #GiftRain Campaign with the goal of raising enough funds to provide clean water for 15 families in Mexico City's most marginalized areas.

Families and communities across Mexico and the world are facing hardships caused by the pandemic but those without access to water are far more vulnerable. We were grateful to see that we met our fundraising goal and **successfully installed 15 systems benefitting 75 individuals in marginalized communities, providing access to clean water to help reduce the growing risks associated with COVID-19.** To add, Isla Urbana focuses on water issues, but since trees play a critical role in the water cycle, ecosystems, and climate change, we also decided to plant a tree for each home installation in honor of our donors!

Please see our (English language) video created especially for donors and supporters of this campaign

www.youtube.com/watch?v=TUUhUAonHfQ





Our goal was to raise of raising enough funds to provide clean water for 15 families in Mexico City's most marginalized areas





#WATER WEEK

1 of every 10
people do not have
access to clean
water



In Mexico,
some families
only have 7
liters of water
for ALL house-
hold uses per
person per
day.

111

PARTICIPANTS

NOV/DEC
2020

\$14,000

FUNDS RAISED

BOILED WATER



COOKING WITH CLARA

Thursday, December
3rd, Anytime
DONATION: 10 USD

• Register here:
www.tinyurl.com/waterweek2020

More info at:
www.islaurbana.org/english

Come learn to make two Mexico City staples, huaraches and aguas frescas, taught by Clara, Isla Urbana's first-ever rainwater harvesting system recipient and adoptive grandmother. Originally from Oaxaca, which is arguably the culinary capital of Mexico, Clara is a cooking prodigy and has cooked for important intellectuals, writers and politicians. Her cooking capacity is only rivaled by her ability to tell stories and a profound and first hand understanding of what sustainable water management should be.

Showcase of pictures and videos with
#BoiledWater

DAY 6

WATER WEEK by **IslaUrbana**

**VIRTUAL
EDITION**

Water Week was a week-long event series where we came together to have fun, be active, learn about water issues in Mexico and globally and learn new skills while raising funds for those lacking access to clean water. It was an uplifting way to end what we know has been a difficult year. **Due to COVID restrictions and to ensure the safety of all participants, the entire event series was virtual.** The events were organized by Isla Urbana with substantial support from volunteers in Dallas, Los Angeles and New York. Attendees and donors varied from California, New York, Texas, Minnesota, Washington D.C., Mexico and also some European countries! Our kick-off event started with a live zoom welcome message followed by a virtual 5k organized by our student volunteers. The week also included a documentary, cooking classes, (one pre recorded with Isla Urbana's first beneficiary and adopted grandmother of the project and one live by a California native chef residing in who moved to Mexico City), as well informative panels by thought leaders and experts on water related topics in Mexico and globally. We ended the week with a virtual party to culminate our accomplishments which included a Q&A session, a live performance, informative and inspiring videos and a special thank you to supporters.



WATER WEEK

**SILENT
AUCTION**

BIDS FOR A CAUSE

All funds raised will go towards providing water to water scarce communities in Mexico.

• Visit:
www.islaurbana.org/english/auctions/

The poster features a collage of circular images: a cup of coffee, a plate of fruit, a bottle of Volante brandy, a golf course, a blue and white patterned object, and a white bowl with a red and orange striped band. At the bottom right is the Water Week by Isla Urbana Virtual Edition logo.



Run to Replenish - Isla Urbana

Rachel Tsui • Nov 28, 2020 • 3.12 mi



WATER IN MEXICO:TALK

• SOCIAL AND ENVIRONMENTAL SOLUTIONS TO WATER CHALLENGES
WITH A FOCUS ON USING COMMUNITY OUTREACH AS A KEY STRATEGY



YOGA FLOW

WITH ANNE FOSTER

Tuesday, December 1st, 8-9 AM CT
DONATION: 10 USD

• Register here:
www.tinyurl.com/waterweek2020

More info at:
www.islaurbana.org/english



Let's get active! Start the new month off by feeling strong and active, and by immersing yourself in peace and self-dedication by joining this 50-minute sunrise Vinyasa flow yoga class for all levels taught by certified New York yoga teacher Anne Foster.

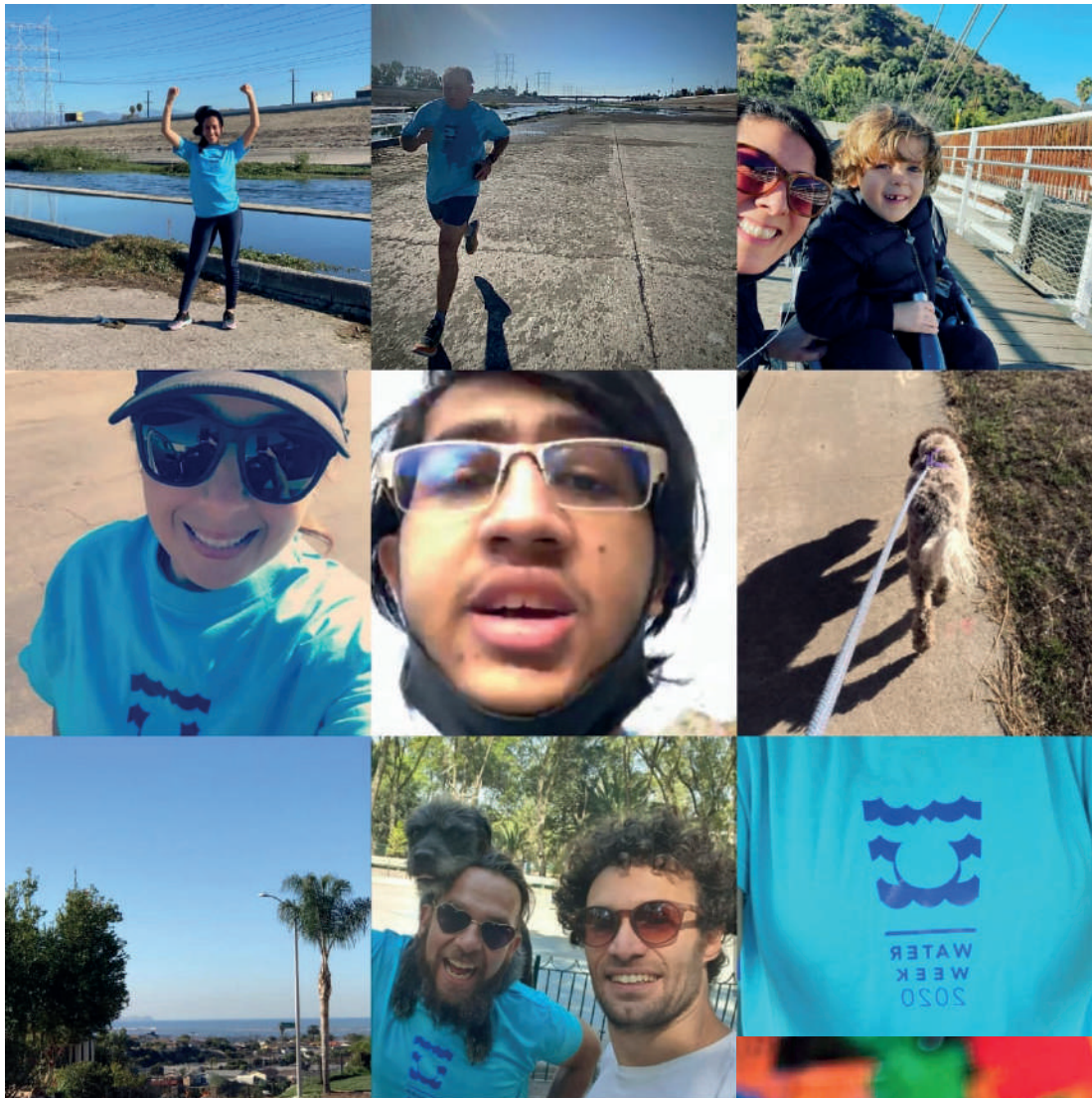
Showcase of pictures and videos with:

#YogaFlow #GivingTuesday
DAY 4 #GIVING TUESDAY



Thank you!
#RainForAll





SALSA

FLOW

WITH JANNET GALDAMEZ

Tuesday, December 1st, 7-8 PM CT
DONATION: 10 USD

Jannet Galdamez is a dance artist born, raised, and based in Los Angeles, CA. Her love for dance and music began at a young age through social, street, family settings. She received her BA in Dance and minor in Education from the UCI June of 2012 training intensively in jazz, improvisation, modern and ballet. Jannet has been studying salsa for the last 17 years. Afro-Cuban dance, music, and culture for the last 10 years, and she has danced with various well-known artists. She is currently the Rehearsal Director, teaching and dance artist with CONTRA-TIEMPO activist dance theater and continues to dive deep in her studies of various dance forms inside the Latin and African Diaspora.

• **Register here:**
www.tinyurl.com/waterweek2020

More info at:
www.islaurbana.org/english

Let's get active! Join salsa class with professional dancer and choreographer Jannet Galdamez, where we'll let the rhythm and flow release any tensions of the week while dedicating time for ourselves through water themed music.



IU SUMMER PROGRAM

(Virtual edition)



VIRTUAL SUMMER PROGRAM, HIGH SCHOOL VOLUNTEER GROUPS, VIRTUAL EVENTS COMMITTEE

Our **Summer Program** was postponed this year due to Covid but that didn't stop us from continuing our meetings and efforts with our volunteer High School and University students. Our volunteers met live via zoom on 3 occasions along with supporting school staff. Through their efforts, they fundraised for 1 urban school and obtained matching funds for the first ever rural school funded by the Summer Program students for the Raramuris in Chihuahua! The school also included a handwashing station and both schools accounted for 1050 students and staff members impacted by these efforts.

Student volunteer efforts also included the **UPENN Rural Project** through ongoing work by university students Samira Mehta and Pallavi Menon in collaboration with the University of Pennsylvania and Isla Urbana. Samira, who has been volunteering with us since high school and will soon graduate, plans to move to Mexico City the summer of 2021 to work on sanitation and water projects with Isla Urbana and project partners in rural communities.

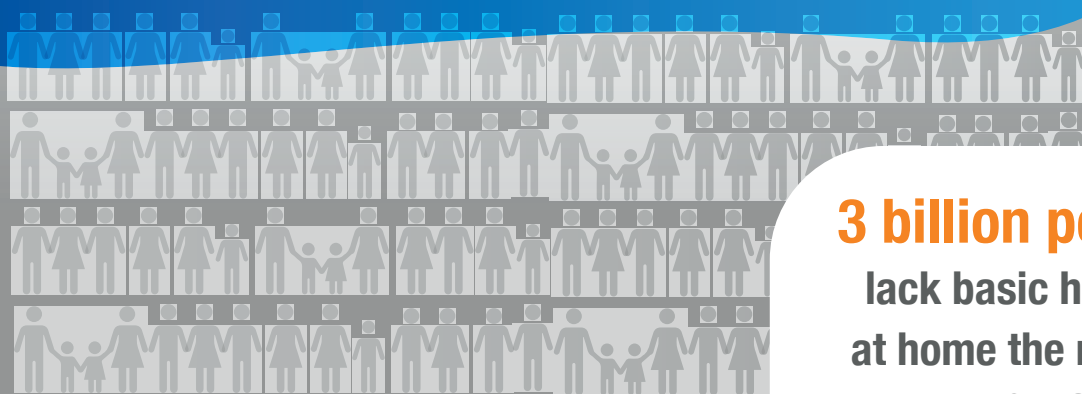
We had our First ever **Virtual Events Committee** headed by 2 Isla Interns this year, Adam Levin and Allegra Brandon! Our interns volunteered their time over the course of 5 months in planning our Water Week event and in leading High School students in organizing the 5k kick off. This was the first time that Isla Urbana had this type of ongoing fundraising event assistance and we are very proud of the outcome. Especially with the challenges of organizing this virtually!







WATER in the time of COVID-19

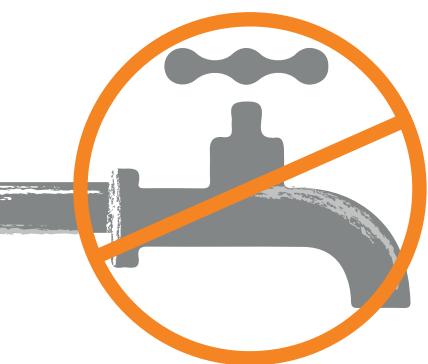


3 billion people worldwide
lack basic hand washing facilities
at home the most effective method
for COVID-19 prevention ⁽¹⁾

According to the World Health Organization, handwashing is one of the most effective actions you can take to reduce the spread of pathogens and prevent infections, including COVID-19.



IN MEXICO



65% of the peri-urban populations and 50% of the 160,000 marginalized communities

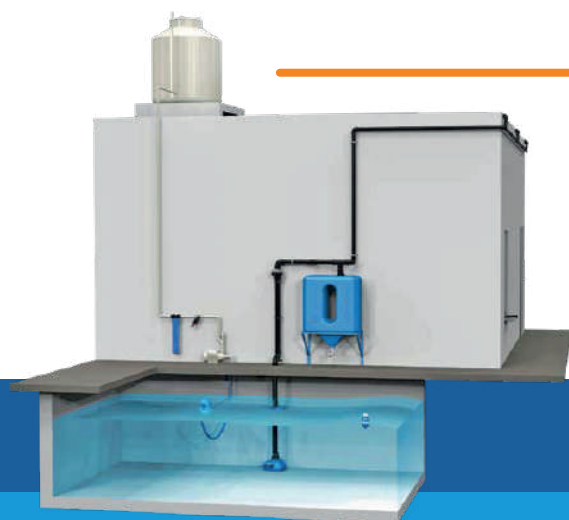
(with less than 250 inhabitants) do not have access to the minimum required amount nor acceptable quality of water to cover essential protocols ⁽²⁾

1/4 of public schools
do not have access to clean water ⁽³⁾

Sources:

1. UN, 2020
2. Water and Covid, Eduardo Mestre, IFC Senior Water Resource Management Specialist, ANEAS of Mexico, A.C. 2020
3. In vulnerable and rural communities 1/3 of schools lack running water. INIFED & INEE, Mexico, 2019 Report

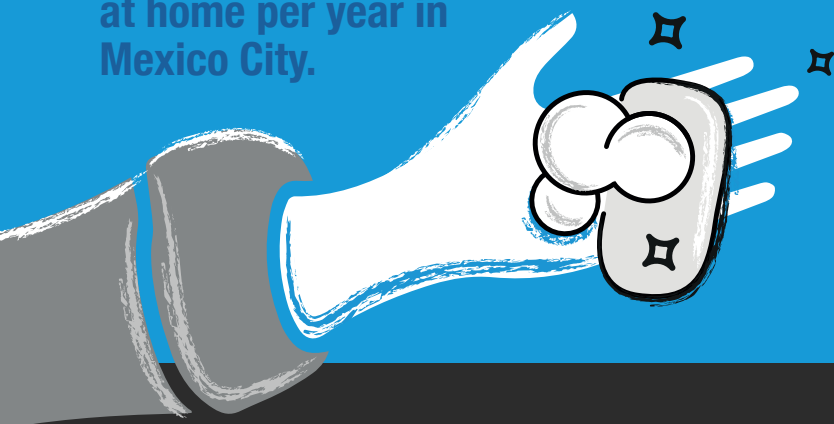
RAINWATER HARVESTING as a response to the pandemic



Rainwater Harvesting Technology and WASH programs are important allies.

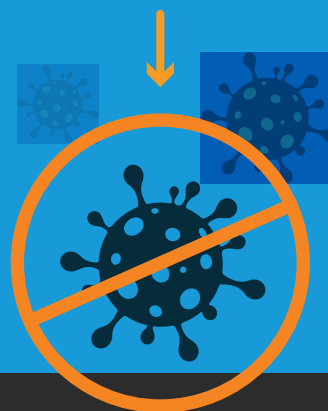
ON AVERAGE,

An urban, residential, system provides a family with 45,000 liters (12,000 gallons) of clean water at home per year in Mexico City.



Enough to wash hands 40 times per day

A rural, residential, system can cover up to 100% of a family's water needs.

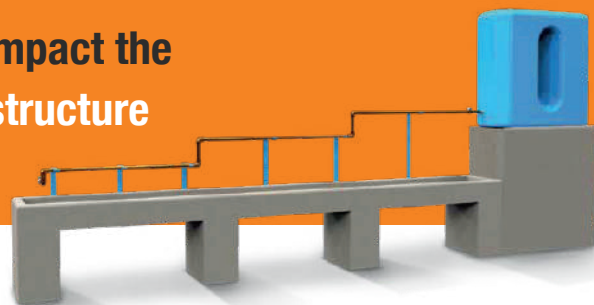


A primary school system can harvest 500,000 liters (132,000 gallons).

Which equals 10 liters per student per day

Considering the 145 student public primary school average in Mexico ⁽¹⁾

Hand washing stations have the potential to impact the 50% of schools that lack proper WASH infrastructure in Mexico ⁽²⁾



Sources:

1. Principales cifras nacionales Educación básica y media superior Inicio del ciclo escolar 2016-2017, INEE Mexico.

2. Water and Covid, ANEAS of Mexico, A.C. 2020

AWARDS, RECOGNITIONS, ACCOMPLISHMENTS

*of Isla
Urbana
in Mexico*



In spite of the pandemic, Isla Urbana continued to push through in Mexico.

IN 2020,
WE:

SUCCESSFULLY
INSTALLED

600

SYSTEMS

PARTNERED
WITH

MORE
THAN

23

ORGANIZATIONS

THE
PROJECT

HAD
PRESENCE
IN

13

STATES



WON

1st

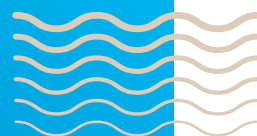
PLACE IN THE WATER
CHALLENGE

AN INTERNATIONAL
COMPETITION INVOLVING
500 OTHER PROJECTS

DESIGNED AND
IMPLEMENTED

WASH

PROGRAMS
AT PUBLIC
SCHOOLS



We're GROWING!

**SINCE
2009**

ISLA URBANA
HAS INSTALLED



20,190
SYSTEMS

If you haven't already taken notice, Isla Urbana's presence is expanding in the U.S. and big plans are on the horizon. Be on the lookout for news about this in 2021 as we look to have broader representation and support for our work in Mexico from the United States!



HARVESTING

807

MILLION LITERS OF
WATER EACH YEAR



FOR

121,140

PEOPLE



i GRA -



CIAS!



Dear supporters,

2020 was especially challenging for the communities that we serve as water is a fundamental component in the struggle to combat the spread of Covid-19. Due to this pandemic, health and safety restrictions have slowed down our groundwork and social distancing has put a physical barrier between our team members and our supporters. In parallel, there is an increase in the already pressing need for access to water for our families. The lack of this vital resource is an increasing reality for vulnerable communities and many face a much higher risk of contagion. Our mission in providing an autonomous and high quality source of water through rainwater harvesting assists others in staying safe at home with an increased, clean and renewable source of water.

Our school chapters are growing, our English website was visited by more than 3,500 users and our online campaigns and presence brought more than 200 people from US, Europe and Mexico together to make a difference.

For 2021, we plan to continue to strengthen our efforts in public school water access and in hand washing infrastructures. **We will also continue to build water capacity for vulnerable individuals in peri-urban and indigenous communities** and to strengthen the bridge between our international supporters, our team and the families we serve in Mexico.

*We thank you sincerely
for all that you do!*

Isla Urbana Team

Contact: requests@islaurbana.org

We are grateful for our collaborators, partners and supporters. Together we are a stronger and greater force in support of our mission. We'd like to give a special thank you to:

*Alan and Maria Jose Lewis • Marty McConnell • Peter McDowell • Hilary Beck • Susan French •
Mariah Neuroth • Michael Kagan • Johanna Calderon Dakin • Ellen Abrams • Elizabeth Glidden •
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• Arlene Rodriguez • Darren Moffatt • Yolanda Skaggs • Jane Robinson • Sarah Joyce • Angélica
Barrera • Isaiah Morgan • Sandra Roe • Theresa McGoldrick • Jane French • Katie Nath • Lucia
Palmarini Productions • Cynthia Lane • Eulenna Harriott • Linda Atkinson • Jason Yost • Jason Miller
• Randall Ziebarth • Meghan Regan Weyland • Ann T Casey • Francisco Brendstrup • Niall Nolan
• Martha Elena Zuniga • Faith Cole • Ehud Fierros • Mariana Balderas • Sol Garcia • April Martin •
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*Jorge Felix • Julie Fisher • Katherine Tully • Luna Benardete • Mona • Phillip Seitzer • Sherie Lerner •
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 • Jannet Galdamez • Galdamez Family • VIA International • Premier Banks • Remote Year • Sumac
 • SIP Tequila • Ruby's Mexican Grill • LA Cellars • Studio Cameron • In Play Show Room • Triarchy
 Jeans • NorthHills Prep • JWAC Dallas • University of Pennsylvania • Taller 65 • Flintridge Preparatory
 School • Janji*

In loving memory of Don Regan and Rosemary Mitchell

**We're all so excited to continue growing in our capacity to serve
 as many people across Mexico as possible. We can't wait to see
 what we can accomplish together in 2021.**