



#RainForAll



IslaUrbana

*What we have  
accomplished  
together.*

20  
20  
REPORT

# MISSION





## IslaUrbana

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



*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



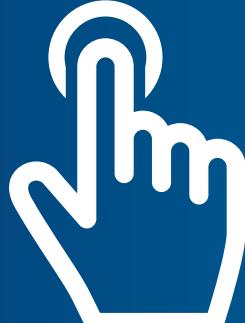
# 70

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:  
- Delfín Montañana

### PANELISTS:

- **Brad Lancaster**  
Desert Harvesters



- **Francesca O'Hanlon**  
Blue Tap



- **Valeria Souza**  
UNAM



#

# GIFTRAIN CAMPAIGN

120

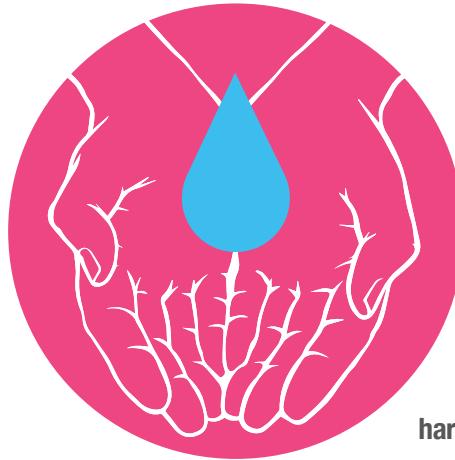
PARTICIPANTS

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](https://www.youtube.com/watch?v=TUUhUAonHfQ)





Our goal was to raise ~~of~~ 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](http://www.tinyurl.com/waterweek2020)

More info at:  
[www.islaurbana.org/english](http://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 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.

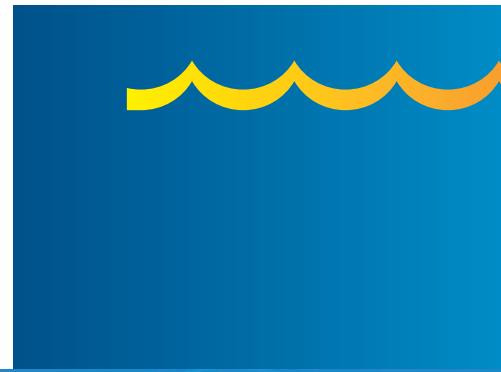




## Run to Replenish - Isla Urbana

Rachel Tsui • Nov 28, 2020 • 3.12 mi





**YOGA FLOW**  
WITH ANNE FOSTER  
Tuesday, December 1st, 8-9 AM CT  
DONATION: 10 USD

\* Register here: [www.tinyurl.com/waterweek2020](http://www.tinyurl.com/waterweek2020)

More info at: [www.islaurbana.org/english](http://www.islaurbana.org/english)



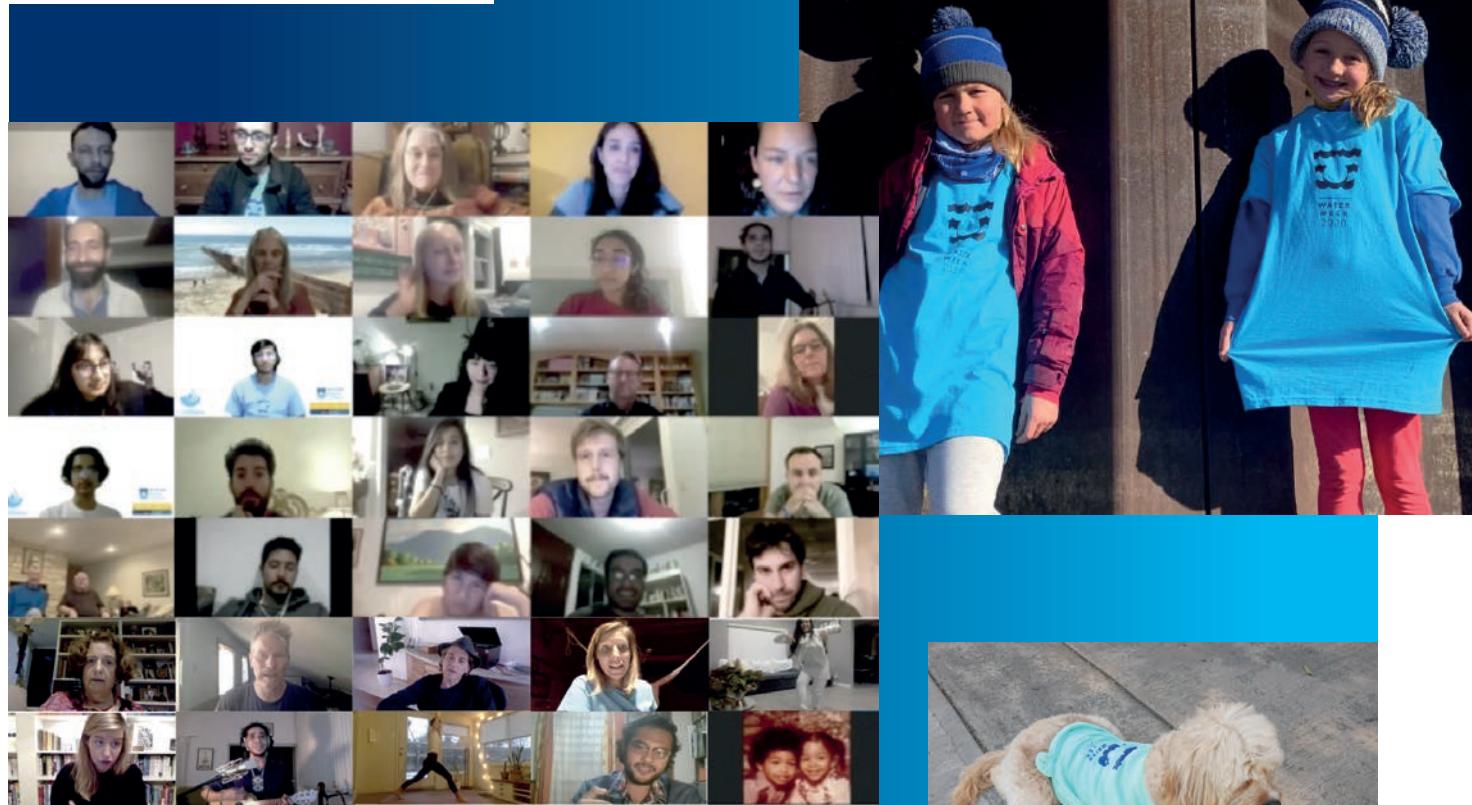
Let's get active! Start the new month off by feeling strong and active, and by immersing yourself in peace and self-dedication by joining this 50-minute sunrise Vinyasa Flow class for all levels taught by certified New York yoga teacher Anne Foster.



**WATER IN MEXICO: TALK**  
+ SOCIAL AND ENVIRONMENTAL SOLUTIONS TO WATER CHALLENGES, WITH A FOCUS ON USING COMMUNITY OUTREACH AS A KEY STRATEGY

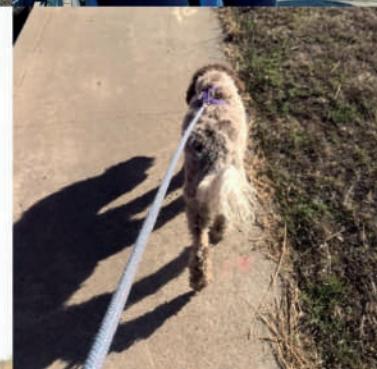
Showcase of pictures and videos with  
**#YogaFlow #GivingTuesday DAY 4 #GIVING TUESDAY**





**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 began at a very 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 ballroom. She has been teaching salsa for the last 17 years, Afro-Cuban dances, 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 directing the salsa program at the Isla Urbana dance theater and continues to dive deep in her studies of various dance forms inside the Latin and African Diaspora.

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More info at:  
[www.islaurbana.org/english](http://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!



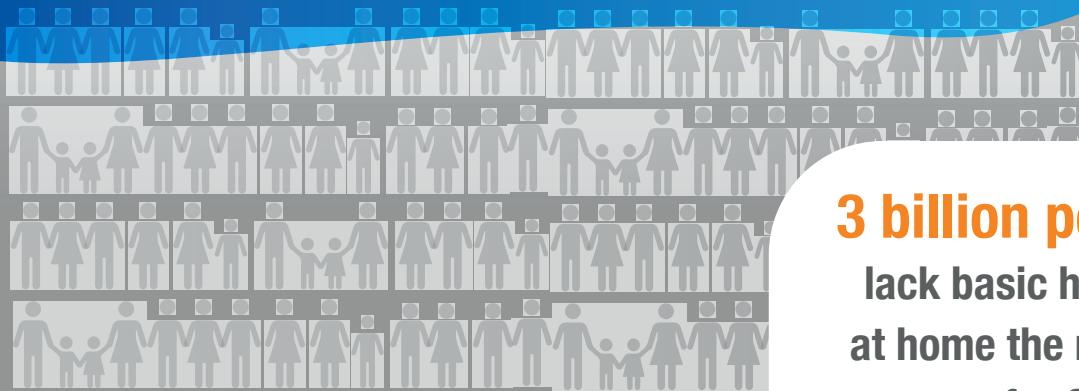




ISLA URBANA REPORT 2020



# WATER in the time of COVID-19

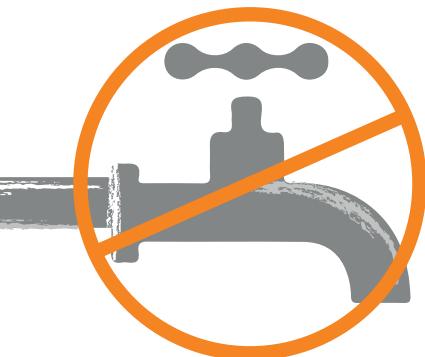


**3 billion people worldwide**  
lack basic hand washing facilities  
at home the most effective method  
for COVID-19 prevention <sup>(1)</sup>

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 <sup>(2)</sup>

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

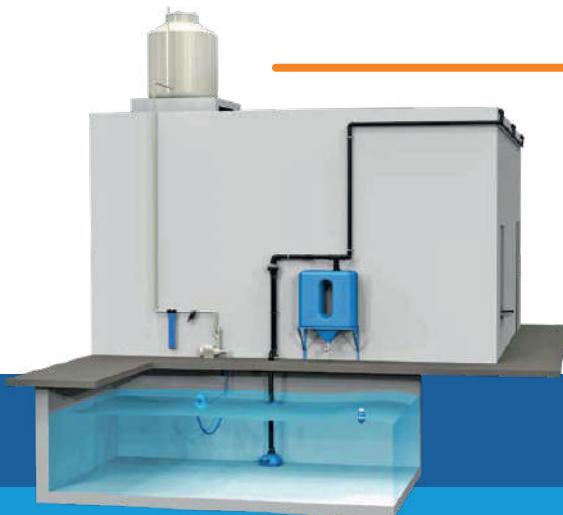
Sources:

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.

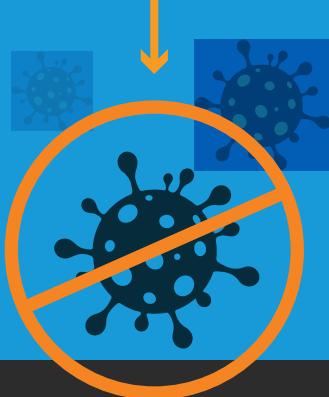
## ON AVERAGE,

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 <sup>(1)</sup>

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



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

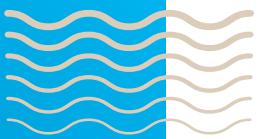
*of Isla  
Urbana  
in Mexico*



**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**



Waste  
Water

# 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



**iGRA-**



**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](mailto: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 • Efren Leyva Iaris • Alicia Rodriguez • Manuel Nunez • Jess Linz • Elizabeth Contreras • Paul Bruton • 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 • Dan Mulvaney • Julia Gabanova • Jody Minke • Fenton Family • Kelly Regan • Allegra Brandon • Mark Novitzki • Andrew Nath • Arlene Rodriguez • Dale Iverson • Jennifer Glickman • Diana Aguero Brendstrup • Sal Celis • Sharon Krohn • Elliot Lapan • Jason Lomnitz • Michael Lomnitz • Gabriel Diaz de Leon • Amazon Smile • Michelle Geller • Elena Bell • Abigail Jawahar • Emilie Koopman • Sofie Jofre • Mashaba Rashid • Sandra Gavia • Viviana H Cruz • Amelia Cole • Finley Tevlin • Victoria Michel • Daniela Canal Vargas • Char S. • Daniel Sutherland • Taryn Ash • Tyler Brandon • Matt Longabaugh • Sue Bell • Lois Mohelski • Nancy Robinson • Katrina and Carter Brandon • Fred Cole • John Bayne • Ben Cole • Chiara Furlan • Carmina Lledo • Darlene White • Luisa Lledo Galindo • Eva Geart • Liam Lledo • Martin Lledo • Adam Taubenfligel • Callum Methven • Rosalina Velasco • María Eugenia Arenas Alvarado • Shuan Hsu • Ya YiWu • Ayu Chen • Paul Camhi • David Hamburger • Elena Climent • Nancy Eustace • Julia Goad • Elisa Climent • Jonathan Igla • Piera Lorenza Meza • Tania Lomnitz • Hunter Bergschneider • Hunter Hunt • Lynsi Rahorst • Jackson Thomas • Thomas Watson • William Harrington • Ajay Sinkre • Rohan • St Paul & MN Fund • Rishab • Lost Lake Entertainment • Samira Mehta • Jane Dwares • Kevin R & Therese H McCloughan • Mateo Young • Hsiaomeii Wiedmeyer • Piera Lorenza Meza • Martha Garcia • Shruti • Justin Ma • Justin Ma • Douglas Lerner • Indira •

Jorge Felix • Julie Fisher • Katherine Tully • Luna Benardete • Mona • Phillip Seitzer • Sherie Lerner •  
Shyama • Valerie Soto • Ethan Mantel • Network For Good • Lane Walker • Alka • Benjamin Holland  
Arlen • Bridget Nath • Christopher McElroen • Fiona Nath • Mariah L Neuroth • Soyoung Hwang •  
Theresa McGoldrick • Ben Cole • Ian Rhine • Josh Lautner • Lisa Kropp • Michael and Wynne Sweig  
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Ostertag • Delfin Montañana • Nicolas Cavallo • Pallavi • Rachna Dewan • Francisco Rosales • Efren  
Leyva • Hilary Beck • Laine Sims • Lesli Lozano • Regan Family • Briggs • Garcia Family • Amber  
Santibañez • Casey Myers • Vargas Family • Mike Burnstein • Colleen Regan • Mrigayu Ghosh •  
Adam Levin • Lucia Palmarini • Elisa Sabatini • Jeanette M. Leehr & Terrance L. Carlson • Anne Foster  
• 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.**