

ISLA URBANA USA

2023

ANNUAL  
REPORT

#RainForAll



IslaUrbana  
U · S · A



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## Director's Greeting

Dear Isla Urbana USA Family,

In 2009, when Isla Urbana embarked on its mission, the team could scarcely fathom the profound impact rainwater harvesting technology would wield on the lives of families on the outskirts of Mexico City. The transformation was monumental—shifting from relying on grid or trucked water only twice a week to rainwater independently covering eight months of water needs for a family. Today, **rainwater harvesting stands as a recognized and indispensable element** in Mexico's public policy, **proving to be the most practical and cost-effective solution for remote and rural communities.**

In tandem with Isla Urbana Mexico, Isla Urbana USA has played a pivotal role in supporting smaller-scale programs at a deeper and more prolonged level, fostering meaningful cross-national community exchanges. Despite challenges, this year witnessed significant growth and impact. The departure of our former director, Sol Garcia, prompted a period of reflection and realignment of priorities, fortifying our commitment to collaboration.

Throughout the year, we installed more systems, funded additional programs, and directly impacted 35% more lives—1,387 individuals. Our Summer Program welcomed students from four different states, nurturing connections with our communities in Mexico. Simultaneously, our virtual Agua Vida Fundraising Campaign thrived due to the active participation of volunteers, Isla Urbana USA Chapters, corporate sponsors throughout the US, and talented indigenous artists from Mexico who contributed items for the silent auction. We extend our gratitude to over 300 individuals, including private sector partners, students, individual donors, and organizations, for their steadfast support despite a challenging economic context.

Looking forward, IU USA aims to deepen connections with supporting individuals and businesses in the US and Canada. **Our commitment remains unwavering in building bridges between supporters and beneficiaries, creating a robust framework for meaningful exchanges.**

Stepping into the role of director for Isla Urbana USA, I am both excited and grateful. **This report provides an overview of our 2023 journey, showcasing the impact of our collective efforts. We express heartfelt appreciation for your continued support, commitment to positive change, and active role in making a difference. As Henry Ford eloquently said,**

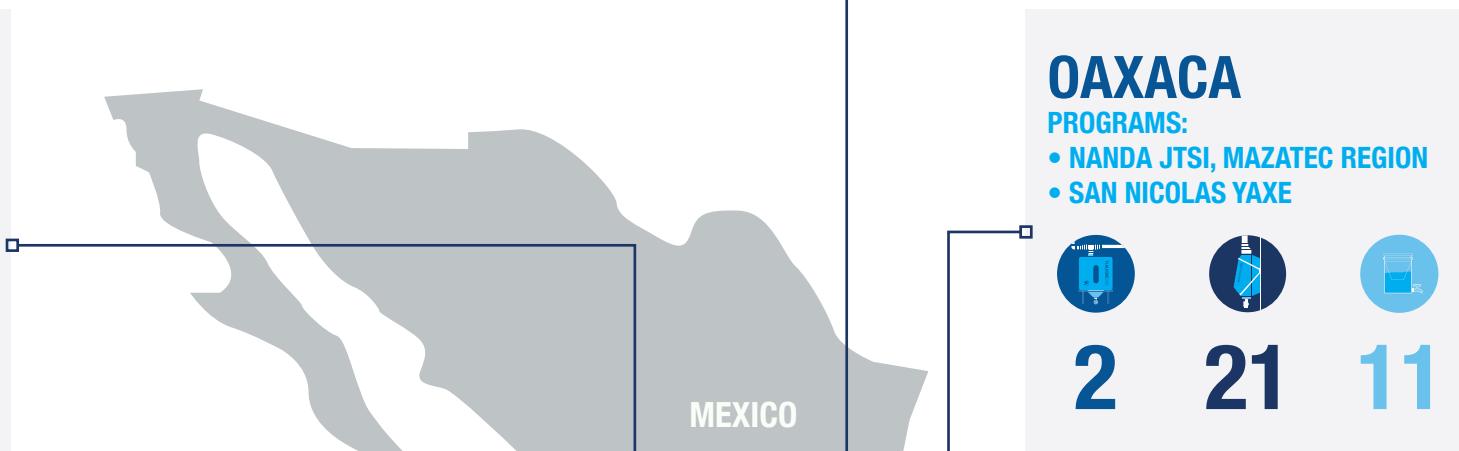
**"Coming together is a beginning, staying together is progress, and working together is success."**

**Thank you for your invaluable cooperation; together, we shape a future where sustainable and equitable access to water is a shared goal and, consequently, a tangible reality.**



**Renata Fenton**  
Isla Urbana USA Director





**2023 at a glance**



**Mission** Foster dynamic alliances between the USA and Mexico, focusing on cultivating equitable and sustainable water access through rainwater and appropriate technology.

***Isla Urbana USA serves as a bridge, linking donors, partners, and volunteers to the transformative initiatives undertaken in Mexico while fostering the development of young, passionate water advocates.***



**Vision** Embrace collective responsibility and cooperation, paving the way for a future in which equitable and sustainable water access becomes a shared reality.

*By cultivating these dynamic alliances, we aim to build a network founded on meaningful connections and shared resources that transcend geographical boundaries.*

### Insights from our young activists:



*“It’s inspiring to tackle global problems like water scarcity with local, hands-on solutions. Especially as an engineer, I am moved by... rainwater harvesting!”*

**Mrigayu G.**

*“I strongly advocate for universal access to clean water. Like many, I often overlook the privilege of having easy access to clean water.”*

**Fiona N.**



# Program Pillars



## RAINWATER HARVESTING

Central to our mission is **implementing and promoting effective rainwater harvesting technologies**. This approach taps into renewable resources, offering communities a dependable and environmentally conscious water source.



## RURAL COMMUNITY FOCUS

**8 out 10 people who continue to lack basic drinking water services live in rural areas**<sup>1</sup>. To address these challenges, we customize our programs with cultural sensitivity, collaborating with local leaders and valuing traditional knowledge.

<sup>1</sup> World Health Organization and UNICEF.



## DURABILITY

We continually refine our implementation methodologies, adapting to evolving needs. Our **commitment is to design and implement robust systems that ensure longevity and reliability**, maximizing the positive impact on communities.



## ADAPTABILITY

We tailor our **technology and implementation to meet the unique needs of each community**. Our focus is on flexible solutions that consider diverse contexts, ensuring seamless integration with each location's cultural, social, and geographical specifics.



## ADOPTION

Our initiatives encompass collaboration with local agents to identify beneficiaries and assess needs.

**We enhance adoption through community meetings, user training, and follow-up visits, ensuring sustained positive impact.**



## LOCAL CAPACITY BUILDING

Quantifying local capacity building involves evaluating the community's skills, knowledge, and self-sufficiency.

**We aim to provide solutions that empower beneficiaries with the skills and understanding necessary to manage and maintain implemented systems independently.** Our goal is to strengthen local autonomy over time.



*"To face the current situation of water precariousness, the tools and knowledge must be built that allow the shift towards sustainability and autonomy. Overexploitation, overpopulation, and pollution result in fewer and fewer communities having access to water. **The current situation requires actions and changes in addressing basic problems to supply ourselves differently and sustainably.**"*

**Enrique Lomnitz**, Isla Urbana Co-founder

# Get to know the **Rainwater Harvesting Programs**



## NANDA JTSI (RAINWATER)

In the hills of the Sierra Mazateca, in the Cañada region of Oaxaca, Mexico, lies the Mazatec community. The Mazatecs are a close-knit indigenous group that takes great pride in their heritage and traditional culture. Surrounded by mountains and far from the regional water supply, **many people in the Mazateca must walk up to 4 hours a day to collect water from neighboring springs, rivers and other rapidly shrinking natural resources.**



**“Now that we have a rainwater cistern, my children can play.”**

Daniel, Beneficiary, Genova.



Rainwater harvesting is not a new concept to the Mazatecs, but rather has been practiced for many years by families in the community. What Isla Urbana provides is the proper technology, installation training, purification technology and water storage units to assist in Rainwater Harvesting efforts that take advantage of the abundant rainy-season in the region.

**The Nanda Jtsí Program is dedicated to creating long-term change and promoting autonomous water collection in the Mazatec region. Community members are trained in installation and systems are routinely installed by a large group of technicians, community members, and with the support of the regional Isla Urbana team.**



2023

## NANDA JTSÍ IN NUMBERS:

 **306,533 liters** 80,977 gallons harvested annually

 **12** residential systems installed

 **183** people directly impacted

## COMMUNITIES BENEFITED:

Agua Apestosa, Agua Canoa, Agua de la Cueva, Agua Golondrina, Agua Pared, Loma Alta, Los Naranjos, Rancho Antonio, Rancho Cerqueda, Rancho Nuevo Pescadito, Rancho Peinecillo, San José Tenango and Santa Clara.

**“With rainwater harvesting systems, families and communities have water close to home; it covers all water needs and they can now dedicate time to other activities.”**

**Liz Gallardo**, Administrative Coordinator of the Naxo Tojndi cooperative, our partner in the region.



## HA TA TUKARI (WATER OUR LIFE)

Located in the breathtaking Sierra Madre Occidental of Jalisco, Ha Ta Tukari is an intercultural program that began in 2010 through the collaboration of Isla Urbana and the Wixaritari, an indigenous peoples of Mexico. **The Ha Ta Tukari team is made up of leaders and young people from the Wixarika community, who focus on promoting water autonomy and rainwater harvesting within their locality.** Similar to Mazatecs, many people in the Wixarika nation struggle to gain access to clean water.

Ha Ta Tukari goes beyond the installation of rainwater harvesting systems. **They spearhead projects, facilitate community art initiatives, engage with the community, and advocate for healthy hygiene practices in schools throughout the region.** Their efforts have resulted in the installation of systems not only in homes but also in schools, ceremonial centers, and community spaces, contributing significantly to water sustainability.







2023

**HA TA TUKARI IN NUMBERS:****176,000 liters** 46,494 gallons  
harvested annually**3** community and school  
systems installed**256** people directly impacted**COMMUNITIES BENEFITED:**

Las Tapias and Palma Chica.

**"I express immense gratitude for enabling us to sustain our growth and fostering motivation within the Wixarika intercultural team. This support encourages us to remain proactive, always ready and willing to contribute in any way possible."**

Note to Isla Urbana USA supporters by **Joel de la Cruz López**, regional intercultural Ha Ta Tukari team leader.

## TLAMACAZAPA

In the north of Guerrero, just 40 minutes from the town of Taxco de Alarcon, lies Tlamacazapa— a Nahuatl community known for its skilled artisans specializing in the intricate technique of weaving wild palm.

Regrettably, **only 30% of Tlamacazapa's residents have access to tap water, and the quality often falls short.** This water scarcity has disproportionately affected a significant portion of the population, particularly women and girls, who spend countless hours each day fetching well-water for their homes. Despite these challenges, Tlamacazapa experiences a bountiful rainy season spanning 6-7 months, making it an exceptionally fertile ground for rainwater harvesting.



**“Deprived of water, our existence is at stake; without it we will not survive.”**

Antonia, Beneficiary.



2023

## TLAMACAZAPA IN NUMBERS:



**373,444 liters** 98,653 gallons  
harvested annually



**23** residential systems installed



**117** people directly impacted

### Meet Antonia:

Antonia is a talented palm weaver who has been involved in the craft since the age of 6 — when she was taught by both her mother and grandmother.

Antonia is part of a group of local artisans that specialize in weaving lampshades, baskets, and many other types of crafts.

**“I really take care of the water, because we have suffered a lot due to a lack of it here in our town. Water and rain embody life — essential for all, be it crops or humans. It is a universal blessing, a gift from God.”**

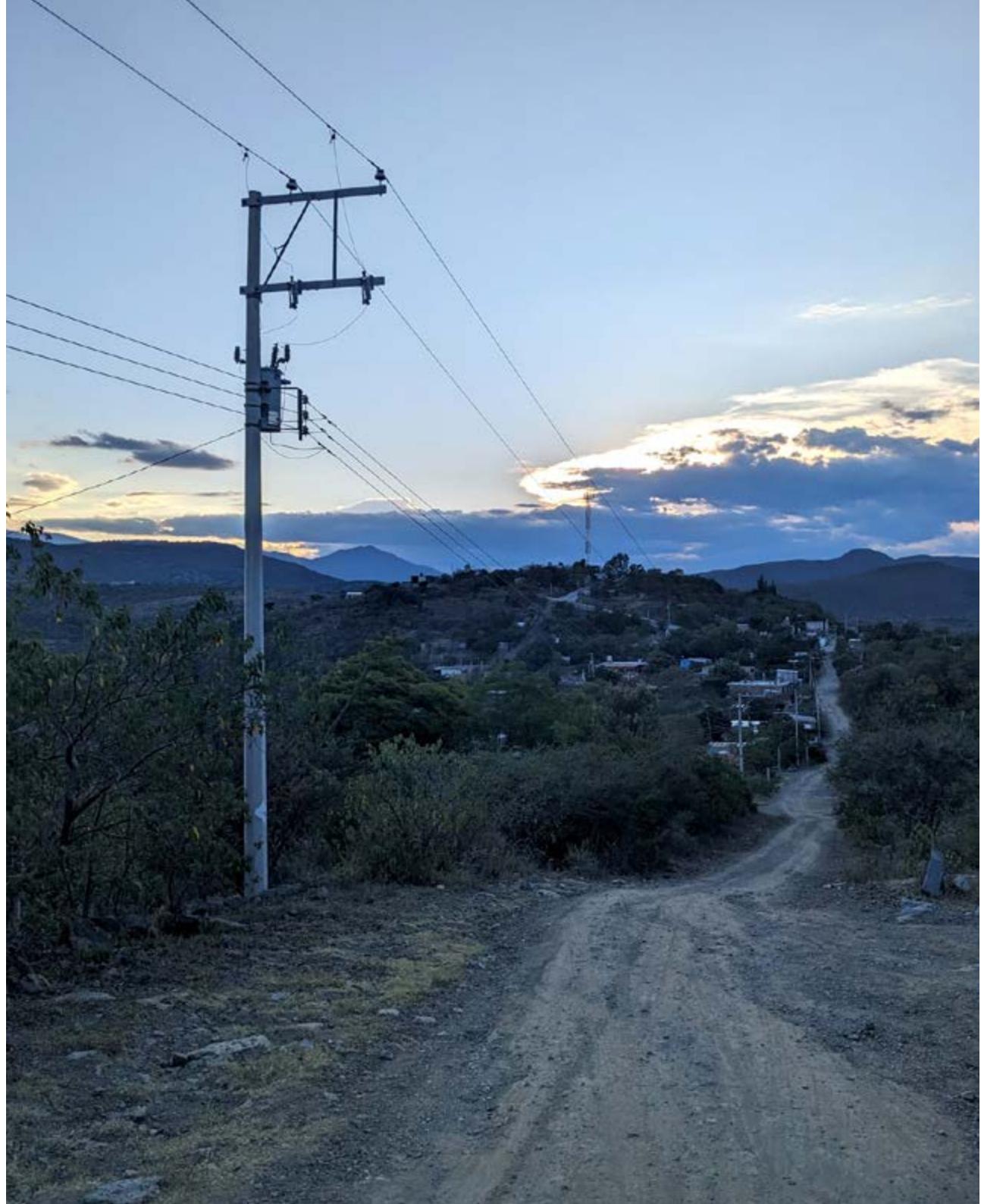
Before having the rainwater harvesting system, **Antonia and her family** would have to haul twenty liters of water from the well, which is 30 minutes uphill twice a day. They have had the system for almost one year.



## YAXE

Nestled in the central valleys of Oaxaca state is the lively San Nicholas Yaxe community. Over the decades, this community has grappled with the severe over-exploitation of their water sources. In recent years, the establishment of greenhouses in neighboring towns has further diminished the available water from the aquifer. Traditionally, **villagers had to embark on arduous journeys for water or make do with meager reserves.**

However, the tide is turning. The implementation of rainwater harvesting systems has emerged as a transformative solution. Now, an increasing number of community members enjoy access to a sustainable and clean water supply, marking a positive shift in their water resilience.





2023

## YAXE IN NUMBERS:



**386,710 liters** 102,157 gallons  
harvested annually



**2** school systems installed



**9** residential systems installed



**11** purification filters installed



**335** people directly impacted

### Meet Brenda:

Brenda's family has faced the challenge of water scarcity for an extended period. The installation of their rainwater harvesting system took place a year ago, and since then, Brenda has been eager to showcase the benefits. **With a gleam of pride, she highlighted the impressive capacity of their 5,000-liter tank.**

Brenda, along with her mother, Malvina, and her little brother, Manuel, collectively share the responsibility of maintaining the system to ensure its optimal functionality throughout the year. While each family member contributes, Brenda takes particular pride in leading the charge. **The impact of this system has been profound for her family, eliminating the need for arduous journeys to obtain water and significantly improving their quality of life.**



## ESCUELAS DE LLUVIA (RAIN SCHOOLS)

**In Mexico, 1 in 4 Public Schools do not have access to water<sup>1</sup>.** Escuelas de Lluvia is an interdisciplinary program aimed at fostering increased autonomy in water access within the **Mexican Public School System**. Rain Schools goes beyond the installation of rainwater harvesting systems and purifiers in schools facing water scarcity. The program **actively engages with the student community, teachers, and family representatives through educational workshops**. These workshops delve into essential topics such as water sustainability, rainwater harvesting, WASH and community collaboration, creating a holistic approach to address water challenges in educational settings and the greater school community.

<sup>1</sup> The Economist.





2023

## IUUSA RAIN SCHOOLS IN NUMBERS:



**611,612 liters** 161,570 gallons  
harvested annually



**4** school systems installed



**741** people directly impacted

## COMMUNITIES BENEFITED:

- Palma Chica, San Andrés Cohamiata, Jalisco.
- San Nicolás Yaxe, Ocotlán, Oaxaca (2 Schools).
- Venustiano Carranza, Mexico City.



# STUDENT SUMMER PROGRAM

Isla Urbana USA's 2023 Summer Program was a tremendous success, **hosting 13 students and three chaperones from California, Texas, Oregon, and Pennsylvania. During the week in Mexico City, we provided a deep dive into our work on water scarcity, combining meaningful experiences with enjoyable moments.**

## Highlights:

- **Installation of 2 systems** in Paraje Zacatenco, Xochimilco, **with personal interactions with beneficiary families.**
- **Participation in the funded school system inauguration** at Ceylan Primary School, accompanied by team-building activities and workshops for reflection.
- Exploration of the Mexican culture, history, and traditions through tourism and gastronomy.
- **A week of shared living, fostering friendships among students from different U.S. states.**





2023

## SUMMER PROGRAM IN NUMBERS:



**16** individuals attended the program



**352,940 liters** 93,237 gallons  
harvested annually



**1** school system installed



**2** residential systems installed



**481** people directly impacted

### Meet Tia:

She is a 24-year-old student who actively participated in the 2023 Summer Program as a mentor and is currently completing her bachelor's degree in art at Southern Oregon University, USA.

**“Connecting with Isla Urbana reminded me of my passion for relationship building as a means of creating change in the world. I love that Isla is so committed to addressing water inequity in Mexico City largely through community building and connection, alongside the practical tools of course. From my position Isla seems to lead with heart and integrity and this is what inspired and moved me the most. Everyone we interacted with carried such humility, respect and dignity. I am excited to continue contributing to a sustainable and equitable world where basic needs are met”.**



This program was a testament to the impact of rainwater harvesting efforts made possible by participating students.

**Thanks to all who participated and supported this fantastic week; your contribution was indispensable.**



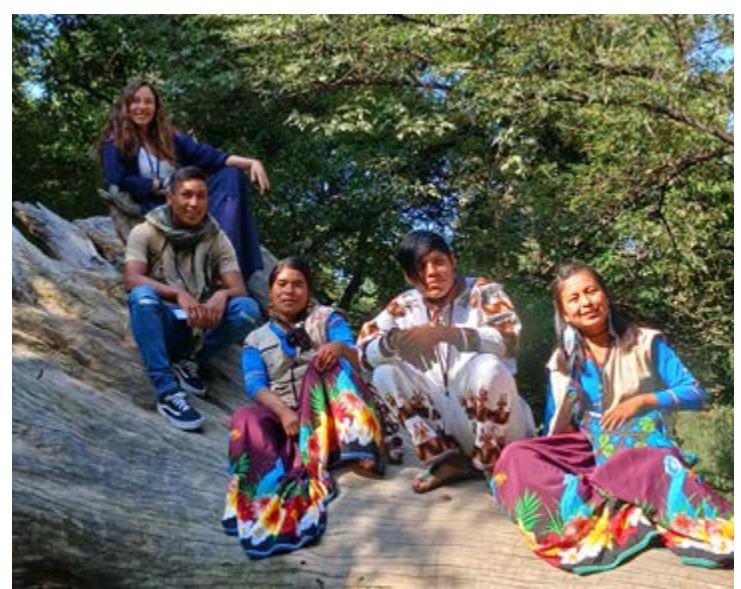
# Isla Urbana Mexico Program Highlight 2023

## ISLA URBANA INTERCULTURAL EXCHANGE - ONE WATER

At the end of October, **Isla Urbana** had its first **ten-day-long intercultural exchange** between the leadership of its three flagship indigenous projects in the Mazateca, Wixarika, and Tarahumara programs.

The teams could get to know each other, exchange experiences, and visit Mexico City and Oaxaca locations such as Oaxaca de Juárez and Ixtlán. **The focus of all activities was water and creating opportunities to exchange insights.** As part of the initiative, the exchange also took place with members of the **Nipissing First Nation** who flew in from Canada.





# Meet the Isla Urbana USA team

## Renata Fenton

Executive Director  
and Board Member

is a co-founder at Isla Urbana in Mexico and also serves as the Operations Program Manager of Nanda Jtsi, Isla Urbana's Mazatec Rainwater Program in Oaxaca. **She is an industrial designer and engineer with over 13 years of experience in rainwater harvesting technologies.** Renata, a self-proclaimed "design activist," **brings expertise in social innovation, community implementation, eco-technologies, and strategic thinking.**



## Elisa Sabatini

Board Member

currently presides over  
Via International  
[www.viainternational.org](http://www.viainternational.org)) and  
**has a longstanding commitment to sustainable development encompassing family health, nutrition, micro-finance, sustainable agriculture, community leadership education, and immersive education.**

Driven to foster human development, self-reliance, and self-determination, Elisa believes in the intelligent design of Isla Urbana's rainwater collection systems to benefit numerous families, schools, and communities.



## Barritt Reynolds

Communications  
and Events Associate

joined Isla Urbana USA in 2022 after earning her Bachelor's Degree in International Relations and Spanish from Lewis and Clark College in Portland, OR. **Driven by a passion for climate and social justice, Barritt appreciates Isla Urbana's efforts in providing clean water access to families and its initiative to educate and transform perspectives on water and resource consumption on a broader scale.**



## Christopher Isele

Operations and  
Accounting Associate

**dedicated to collaborating with NGOs in poverty alleviation, finance, and operations.**

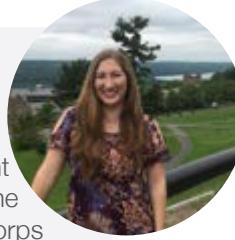
After completing his MBA in Belgium, he has contributed to advancing organizations in Asia, Africa, and Latin America. **His focus is driving program and process improvements, to create positive impact and sustainable change.** He appreciates IU USA's commitment to delivering clean water to families and communities.



## Jaime Croteau,

Board Member

serves as the Vice President of Community Impact at the San Jose Conservation Corps ([www.sjcccs.org](http://www.sjcccs.org)) in Silicon Valley. **With responsibilities spanning development, communications, community engagement, grant administration, and monitoring, evaluation, and learning,** Jaime was drawn to support Isla Urbana after witnessing the impact and necessity of their work in rainwater harvesting during her experiences in Mexico.



**Isla Urbana USA receives support from our Mexican partner, characterized by a diverse team of professionals, including designers, urbanists, engineers, anthropologists, plumbers, educators, and scientists.** This collaborative effort is dedicated to highlighting the effectiveness of rainwater harvesting as a solution to Mexico's water crisis. At the helm of Isla Urbana in Mexico is Jenniffer White, the Executive Director and a member of the 6-member co-founder board of directors. The Mexican team comprises over 100 individuals.

**For more information, please visit the website in Spanish at:**

[www.islaurbana.org](http://www.islaurbana.org)

# Get to Know the Isla Urbana USA Chapters

**The self-initiated Student Chapters play a crucial role in Isla Urbana USA, bringing together enthusiastic high school or university students within the framework of their educational institutions.** With the guidance of their teachers and the support of Isla Urbana USA employees, these groups actively contribute to the mission by participating in summer programs, fundraising, and advocating for rainwater harvesting. **Their initiatives not only help disseminate our mission within their local communities but also contribute to expanding the supporter base.** Despite their youth, these students are effective and essential allies in our ongoing efforts to bring rainwater harvesting to more families throughout Mexico.

## Isla Urbana UPenn

The Isla Urbana USA UPenn Chapter has been hard at work this year throwing fundraising and events to raise donations and awareness for this important cause. They have hosted a paint-night in which students gathered to decorate tote-bags, as well as sold bracelets and made tissue flowers for Día de Los Muertos to raise funds for our 2023 Agua Vida Campaign.

**“Clean, safe water is a necessity that everyone deserves access to. Isla’s rainwater harvesting systems are an inventive way to leverage that abundant rainwater to help communities.”**

Isla Urbana UPenn Chapter



### Members:

**Hannah Futeran**, Co-President, Senior, Biology Major.

**Christy Choo**, Co-President, Senior, Earth Science Major.

**William Lee**, Head of External Affairs, Senior, Computational Biology Major.

**Krishna Chandrasekhar**, Head of Internal Affairs, Junior, Biology and Health and Societies Major.

**Angela Ye**, Head of Internal Affairs, Sophomore, Earth and Environmental Science Major.

**Sophie Sax**, Head of Marketing, Senior, Neuroscience Major.

**Michelle Li**, Finance, Senior, Business Major.

**Yochi Hobson**, Finance, Freshman, prospective Business Management and Marketing Major.

**Daniel Camacho**, Finance, Freshman, Finance and OID Major.

## Isla Urbana Carroll High

The Carroll High Chapter just rounded out their very first semester as a IUUSA school chapter after attending our 2023 Summer Program and are busy planning events for this upcoming year.

### Members:

**Rohan Sanghavi**, President.

**Dhruv Kilaru**, Vice-President.

**Adi Tomer**, Director of Operations.

**Sahaj Satani**, Communication Director.

**Jairaj Bajaj**, Events and Social Media Director.



If you are or know of a student who might be interested in joining or starting a chapter at their school or university, please contact

[requests@islaurbana.org](mailto:requests@islaurbana.org)

We are really excited to see, little by little, more students joining in to form Isla Urbana chapters in the US; building the objective of increasing awareness, supporting Isla Urbana's work, and discovering new routes for making a difference in their own communities. We are so inspired to see young and motivated people come together to make the world a better place.

**Thank you Isla Urbana Dallas, Isla Urbana Carroll High, and Isla Urbana UPenn for your continued support!**

## Isla Urbana Dallas

The Isla Urbana Dallas Chapter has been diligently spreading the word on water access. They are actively participating in the development of our Student Summer Program, with some members eagerly attending for the third consecutive year this 2024. We look forward to witnessing their continued growth and activism!

### Members:

**Danya Risam-Chandi**, Founder/President.

**Dithyae Devesh**, Co-Vice President.

**Sofia de la Peña**, Co-Vice President.

**Emily Yu**, Communications Manager.



# Fundraising

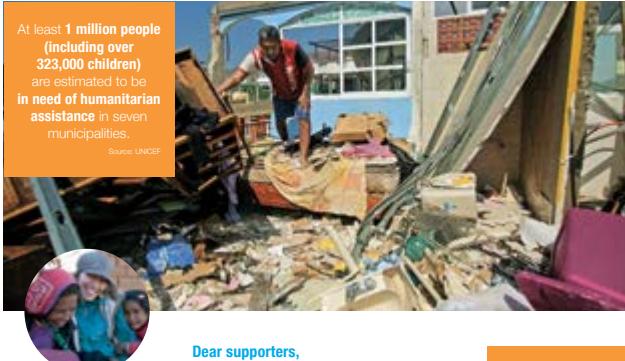
## AGUAVIDA 2023

The 2023 Agua Vida Campaign was a tremendous success, marked by our transition to a mostly virtual platform. Witnessing communities across the US unite to organize fundraisers, celebrate, and amplify awareness was genuinely inspiring.



We are thrilled to announce that our efforts exceeded expectations, surpassing the \$30,000 goal and reaching \$34,581! This significant sum will facilitate the installation of rainwater harvesting systems, benefiting over 100 individuals in rural Mexico.

Additionally, the #GivingTuesday initiative will support another 50 families in Cacahuatepec, municipality of Acapulco, to gain access to clean water through compact Rainwater Harvesting Kits covered by the Emergency Hurricane Otis Relief Fund.



At least 1 million people (including over 323,000 children) are estimated to be in need of humanitarian assistance in seven municipalities.  
Source: UNICEF



Dear supporters,

As you know, Acapulco was recently struck by a category 5 hurricane, leaving one million people in a disaster area. Hurricane Otis came with little warning, as it gained strength incredibly fast, growing from a tropical storm to a category 5 hurricane in less than a day. According to the National Oceanic and Atmospheric Administration (NOAA), it was the strongest Eastern Pacific hurricane to ever make landfall in the satellite era. NOAA's satellite footage is startling. In the middle of the night, Otis hit Acapulco head-on, leaving a large part of the region, about one million people, without electricity, water, housing, and food. Many people lost their lives. Most people lost their houses and jobs. The need for water and sanitation is great.

A few days after the hurricane a local surfer, Paulina de la Colina, was quoted saying, "It is a terrible situation. People who can leave Acapulco are doing it, including myself. I'm a local from Bonfil (another beach town) and Hurricane Otis hit it hard. Almost everyone lost their homes. The ones who didn't are harboring their relatives so they can sleep inside. There's almost no food, but especially no water. Right now there's a large community of surfers from Mexico City that are helping with food and water to drink, but there's no water to shower or clean bathrooms." Surfline News.

At Isla Urbana, we are driven to help the numerous families that are living with little food and water currently, and have a long way to go to rebuild their houses and their livelihoods. Soon after the hurricane, we sent a shipment of food, water, and first aid items to Acapulco. Now we are launching a campaign to send easy-to-assemble rainwater harvesting kits, which will provide much needed clean water for drinking, bathing, cleaning, washing dishes, washing etc. In this way we hope to ease the suffering, send a sign of solidarity, and be a light in a time of darkness.

Your help will be directly impact a family in Acapulco that is currently living without water and sanitation by providing the infrastructure necessary to harvest rainwater for daily uses (bathing, washing hands, cleaning, washing dishes, etc) and purify water for drinking.

Thank you for your generosity and solidarity!

Jennifer White,  
General Director  
© Isla Urbana Mexico

#GivingTuesday #RainForAll #AguaVida2023 #GuerreroRelief #RainwaterEmergencyBrigade

"I was cleaned out, left with nothing," said Blanca Estela Morales, a wheelchair-bound 52-year-old staying in a government-run shelter after her home was flooded. "This is really hard for me - we sleep on the floor, we don't have water to wash with."

Clean up efforts are likely to take time, as the government in an update said Otis damaged 273,044 homes in Guerrero.

Source: Reuters

All #GivingTuesday donations will support rural Guerrero families with water systems.  
[www.islaurbana.org/en/](http://www.islaurbana.org/en/)



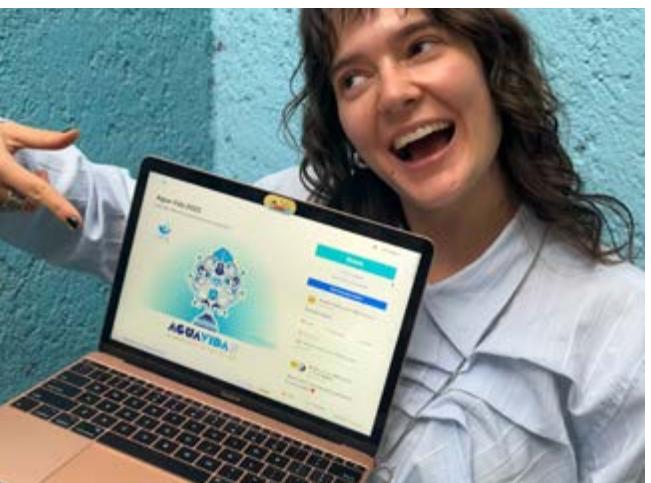
### Introducing the Savi (Rainwater) Kits - #Giving Tuesday Emergency Hurricane Otis Relief Fund

Our specially designed systems are compact and easy to install and serve a multifaceted purpose.

In addition to efficiently harvesting rainwater, these kits are equipped with a filter to ensure a safe source of drinking water. Moreover, they provide secure 200 L water storage and can double as emergency shelters (kit includes a large tarpaulin). Their user-friendly design and manual allows beneficiary families to install them independently.

The first 50 systems will be implemented in Cacahuatepec, Acapulco, Guerrero in the first trimester of 2024 thanks to your support.

In collaboration with Isla Urbana Mexico, we remain committed to supporting Acapulco, Guerrero, a region still grappling with urgent needs. If you are interested in supporting, please get in touch with us. Your support can help to significantly improve their situation.



## Meet an Agua Vida Supporter, Anjie Reynolds:

"On a sunny morning, we hosted an informal drop-in Cafe Con Leche and Espresso Bar at our home in Ashland, Oregon, USA, on our deck under a leafy green maple tree.

**We hosted the event to educate our friends and to raise money to support Isla Urbana's solutions for our planet's water crisis. Providing safe, clean water to communities should be one of our top priorities on a rapidly changing planet.** Isla Urbana's mission to teach and to secure rain catchment and water collection is a smart and promising way to manage the water crisis – as our planet changes with melting glaciers, bursting dams, water pollution, and water scarcity. **Focusing on Mexico, where our niece lives, felt like a great place for us to start. And we are inspired. We hope to follow Isla Urbana's lead and use rain catchment for our home and community.**

My husband Mick and I are in our 50s and run two dental clinics that provide public services to our region. I am also a writer working on a novel. We have two children in their twenties and think a lot about the world they are inheriting.

Our Cafe Con Leche and Espresso Bar was a low overhead event. A local roaster (Griffin Creek Coffee!) provided espresso beans, and we bought dairy and plant-based milk for the event. We texted our friends on a Thursday, and two days later, from 7-11 AM on a Saturday, **we served delicious drinks to 58 friends in our community using our new espresso machine. We charged \$10 per person. Our goal was \$500. We raised \$1,300!**

If you're thinking of fundraising for Isla Urbana, go for it! This is an organization that folks readily want to support. Whether you plan something elaborate or low-key, aim to provide connection and community, and you'll do great."



2023

## AGUA VIDA IN NUMBERS:



**190** Agua Vida 2023 supporters



**+150** people will be directly impacted



**50** kits will be deployed in Guerrero immediately

We offer heartfelt gratitude to everyone who supported the campaign; your contribution has been pivotal to this achievement! We could not have accomplished this without every one of you.

**Thank you to all the 2023 Virtual Agua Vida Campaign event supporters. You made the event truly special.**

To be a part of Agua Vida 2024, please reach out to us at [requests@islaurbana.org](mailto:requests@islaurbana.org). Your ideas are valuable to us, and we welcome your involvement.

# Financials

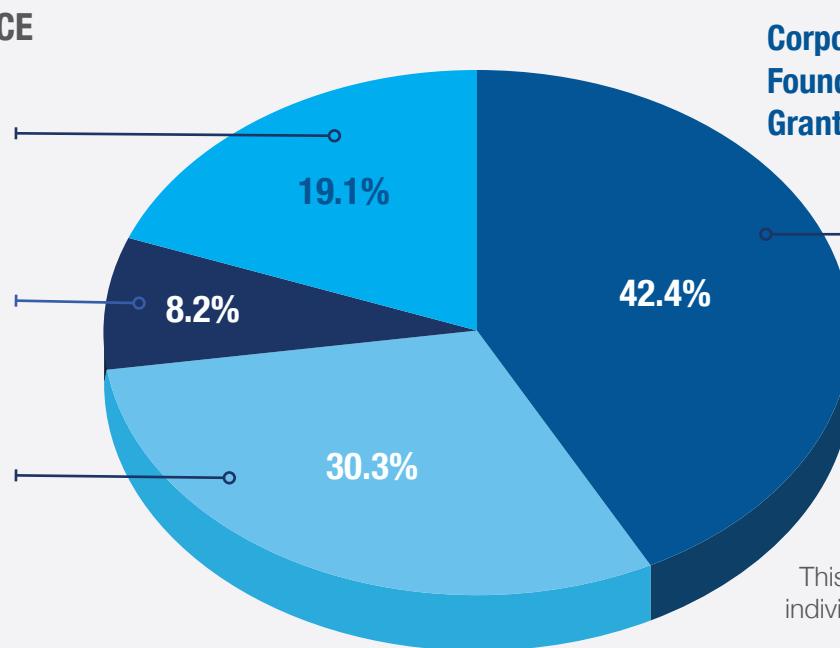
This year, Isla Urbana USA raised:  
**\$ 127,136.96 for projects**  
that will support the efforts in 2024.

## REVENUE BY SOURCE

Student Summer Program

Grants from other Non-profits

Donations directed by Individuals



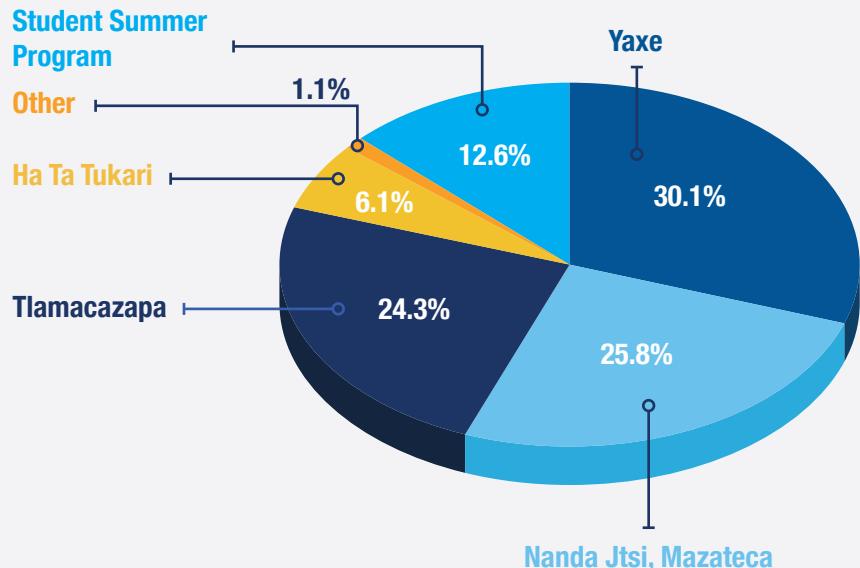
Corporate and Foundation Grants



The Agua Vida Campaign raised 27.2% of income.

This was split between individual and corporate contributions.

## INVESTMENT IN PROGRAMS (BY \$ AMOUNT)

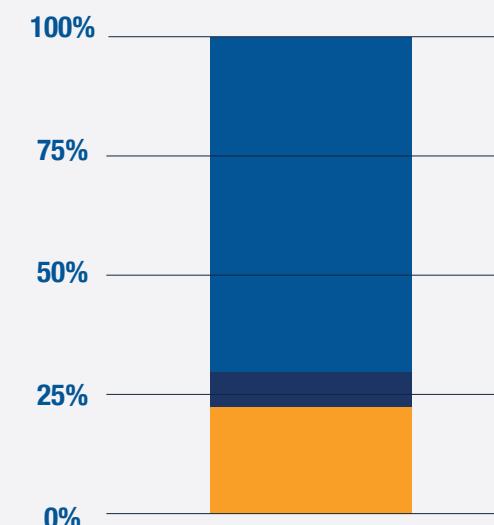


## EXPENSE BREAKDOWN

RAIN PROGRAMS

STUDENT SUMMER PROGRAM

STAFF & OPERATIONS





A special heartfelt appreciation goes to our esteemed partners, who catalyze positive change. Your unwavering generosity serves as the bedrock of our success, and we feel privileged to consider you integral members of the Isla Urbana USA family.

**Kohler, Lost Explorer Mezcal and Voice For Nature, The Winged Achene Foundation, The Cause International, Kelly and Colleen Regan, Premier Banks, McGill Trust, The Oak Foundation, Dana Mix-Reynolds and family, Maria Isabel Torras, Via International, Lluvia Para Todos A.C., Solucion Pluvial S.A. de C.V., Genevieve Glaister, Mrigayu Ghosh, Fiona Nath, Anjie Reynolds and the Isla Urbana USA Chapters.**

As we stride forward, the collaborative alliances we've forged, the lessons we've learned, and the quantifiable strides we've made reaffirm our vision for a future where sustainable water access is not merely a shared reality but a testament to our collective commitment.

**Together, we shape a future where water is not merely a resource but a transformative catalyst for empowerment and resilience.**

In Gratitude,

**Isla Urbana USA Team**



**IslaUrbana**  
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