

Case study on planet water

[Environment](#), [Water](#)



The purpose of this case study is to analyze the non-profit charitable organization “ Planet Water”: its main purpose, goals, history, services that it provides, significance and contribution to the world society.

First of all, the project Planet Water is an American based, internationally aimed non-profit organization, which is focused at supplying the most disadvantaged communes with fresh, clean water, by means of installation special filtration systems in the remote districts. This program also provides educational programs with the purpose of teaching health and hygiene to the children. All their projects are focused on educational establishments such as schools, kindergartens and rural communities in total, that have limited access to water resources.

Secondly, they see the world as a place free of waterbourne illnesses, a place where people do not die anymore because they lack access to fresh, drinkable water.

It all started with Jim and Beth Rankin. They received their doctorates in oceanography and were eager to do something about ocean environment, to protect it from mankind’s activities. Jim and Beth formed discussion groups with their colleagues with weekly meetings. Later on their researches were mainly concentrated on the harm, that is being constantly caused by humans’ activity. Shortly after that It grew into a group of 50 members, that gave speeches on public bringing more attention to this issue and they decided to create a new non-profit organization to protect the environment.

Operations

Moreover, Planet Water publishes in 7 languages in a magazine as well as produces television programs with marine related content. Speaking of the

children – they are given an opportunity to be a part of summer camp at coastal locations.

Membership and Staff

Planet Water comprises of more than 300, 000 members globally, that pay \$25 fee annually. For this price they get magazine and are invited to the annual meetings with the update of current situation on marine issues in the world. As for the staff – there are 312 people, that are hired and get paid within this organization. Mostly they are zoologists.

Finances

The annual revenue is close to \$20 million, 40% - dues and fees; 16%- book sales, 13% contributions from individuals; 8% come from government; 7%- royalty income; 6% - from investments; 5% - joint-venture income; 4% - foundation grants and 1% - corporate contributions.

Overall, Planet Water is one of the most influential and productive non-profit charitable organization, aimed at environmental issues in the world. By 2020 they will provide access to drinking water to more than 5 million people!

Part II.

- This organization is named Planet Water because Rankins wanted to draw attention of the public to the issues with water resources. Water comprises 2/3 of our planet – therefore Planet Water. The name SOS was already taken by other organization, and it is illegal to have 2 organizations with the same name.

- Rankins were motivated to start Planet Water because not enough attention and actions were overtaken with environmental issues of water

resources. Other organizations were mostly concerned with air and soil pollution, but did not consider marine issues.

- The mission of Planet Water is to influence the world in the way, where people no longer die from the lack of water resources and, waterborne diseases are ceased to exist. They are aimed at providing remote rural parts of the globe with fresh water.

- Planet Water sought incorporation in order to become a charitable, non-profit organization, to create charity's bank account, make the organization legal and start raising funds for the projects. Moreover, such organizations are tax free.

- First of all this organization is tax free, It all begun with \$1, 000 bank account, which came from salary savings, Organization applied for Internal Revenue Service and received the employer identification number.

Nowadays, its funds are close to \$20 million: 40% - dues and fees; 16%- book sales, 13% contributions from individuals; 8% come from government; 7%- royalty income; 6% - from investments; 5% - joint-venture income; 4% - foundation grants and 1% - corporate contributions.

- Planet Water provides specific filtering systems for the remote rural locations, that bring fresh water to the population. Moreover, they conduct specific educational programs for children: health and hygiene, marine life and issues. Summer camps are granted for children at coastal regions.

- This organization (non-profit) brings attention of the world's population to the 3rd world countries. They provide the most vital part of human existence – water. This organization saves millions of lives annually and prevents different waterborne diseases.

- This organization resembles as profit organization due to the fact that it has paid staff (312 people).
- First of all board members (there are 15 of them) are not paid, however, they get reimbursement for travelling and expenses that are connected with board meetings. They were appointed on the electoral basis.
- The project is a USA-based organization with the main office in Omaha, NE.

Works Cited

" Planet Water." Planet Water. N. p., n. d. Web. 7 July 2013. .