



*Report to the  
Community  
2019*



## A Message from Our Leadership

Around the world and in our own backyard, the Louisville Water Foundation funds projects that focus on water assistance and water education. Examples of projects we've supported over the past six years include:

- A program that helped families replace their private lead service lines
- Emergency response vehicles for the American Red Cross
- A Customer Assistance Program that has helped thousands of families with water and wastewater bills
- A water table at the Kentucky Science Center
- A water wall and reflecting pool at Louisville's Waterfront Botanical Gardens
- A Fund for the Arts educational program that enabled students to explore the history of water treatment as well as their own artistic abilities

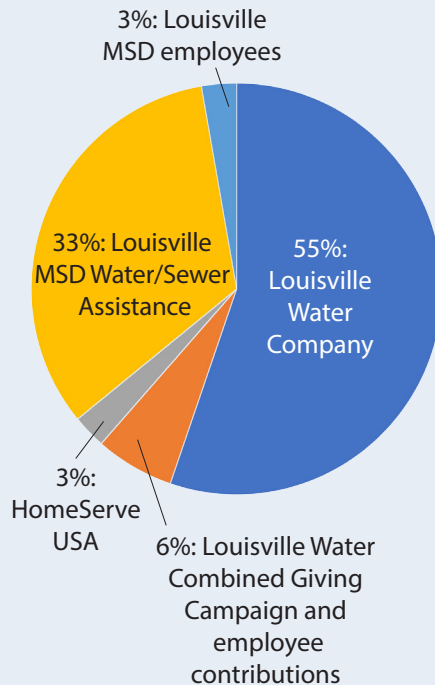
This report highlights new and ongoing projects that continue our focus on water science instruction, water resource stewardship, healthy hydration, and financial aid for struggling families.

In 2019, the Foundation supported an organization that welcomes visitors to our city, an innovative project that explores the use of recycled water, and a nonprofit that provides worldwide disaster recovery services.

Overall, the Foundation distributed more than \$400,000 in grants last year to organizations committed to serving others. We would like to thank our many donors for making these contributions possible. As the chart on this page shows, funding for the Foundation comes from corporate donations as well as the many generous employees at Louisville Water Company and Louisville Metropolitan Sewer District (MSD).

We appreciate your continued support of our work and we look forward to a bright future together.

### 2019 Contributions



*Marita Willis*

Marita Willis  
Chair

*Spencer Bruce*

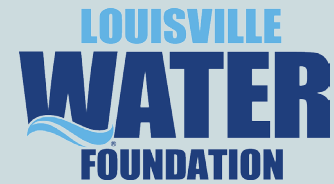
Spencer Bruce  
President

# A Legacy of Serving the Community

Louisville Water Company was chartered in 1854. Throughout its history, the company has improved the welfare of the communities it serves.

It went a step further in 2013 by establishing the Louisville Water Foundation, which consolidated many charitable and philanthropic efforts behind a unified mission. In addition, the formation of a separate nonprofit entity allows the organization to receive financial support from a broad base of public and private sources.

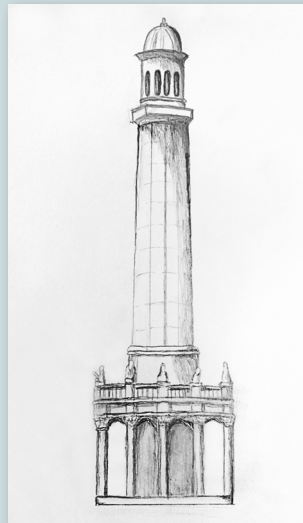
The Foundation operates as an independent entity with a separate Board of Directors who consider grant requests and manage business affairs. The Board includes a diverse representation of employees from Louisville Water, MSD, and members of the public.



## ***Our Mission:***

***To improve the health and well-being of the communities we serve and around the world by providing water assistance and water education.***

*The Louisville Water Foundation was granted status as a tax exempt public charity under section 501 (c) (3) of the Internal Revenue Code on July 14, 2013. Its employee identification number is 46-2069742.*



# 2019 Grants

## *Young Authors Greenhouse*

A Louisville nonprofit organization, Young Authors Greenhouse offers free writing workshops in schools, field trips for elementary classrooms to their writing center in Portland, and a book writing program for older students.

The organization asked the Louisville Water Foundation for a grant to establish a “Magic of Water” writing workshop. Middle and high school students participate in a multi-year program and create a box set of water-related student publications.

Young Authors Greenhouse partners with schools already receiving water education programming from Louisville Water for this project. Students will take a field trip to Louisville Water Tower Park, where they will learn Louisville Water’s story at the WaterWorks Museum.

The Louisville Water Foundation’s grant of \$20,000 to Young Authors Greenhouse will help many aspiring young writers find their voice.

### **Poetry of Water**

*(sample student writing):*

*Water is a proud promise, a promise to the people. — Teziah, age 15*

*There is water here. Kentucky has the best water. Sweet water. Water that wins tests. — Derick, age 15*

*Water is singing a song of freedom. — Zamarrea, age 15*

## *Kentucky Derby Museum*

A premier regional attraction, the Kentucky Derby Museum welcomes more than 230,000 guests from many states and several countries around the world each year in an effort to engage, educate, and excite visitors about the extraordinary Derby experience.

The museum sought a grant from the Louisville Water Foundation to underwrite upgrades to water fountains and add another in the facility.





"Our overall goal with upgrading to bottle-filling water stations is to provide an environmentally friendly, sustainable, and user-friendly approach to H2O consumption at the museum," said Director of Development Kristin Milosevich. "Bottle-filling water stations are a win-win! Our guests will stay hydrated with the nation's best-tasting tap water while helping the environment and increasing overall awareness of sustainability efforts in our city."

In addition, a new partnership with Louisville Water will allow the museum to launch a water awareness and education campaign focused on the value of water for horses and people. They will also deliver messaging to guests describing the importance of sustainability and the high quality of Louisville's water. The Foundation awarded \$7,200 to the museum to upgrade three water stations and install a fourth one.

## *Louisville Parks Foundation*

"We want every visitor to the Beechmont Community Center playground and soccer field to have access to water in order to stay safely hydrated while playing and enjoying their neighborhood park," the Louisville Parks Foundation noted in its grant application.

The park near the Beechmont Community Center includes the city's first artificial turf soccer field. (Mayor Greg Fischer is shown cutting the ribbon in the photo below.)

Soccer is an extremely popular sport within the Beechmont neighborhood, and the field is a well-received addition to the community. On any given evening last year, more than 50 people of all ages played on the field. The residents even developed their own system of seven-minute games to make sure everyone got a chance to play.



The Louisville Water Foundation awarded \$15,000 in 2019 to fund the installation of a drinking water fountain and bottle filling station near the field.

According to the Parks Foundation, "Investments like this, in previously neglected and underfunded parks, send a strong message to the neighborhood that the city and fellow residents care about their quality of life."





## *KY/TN American Water Works Association*

Great beer brewed from recycled water—that was the goal of the Next Round Brewing Challenge. Several Louisville craft beer breweries used a process developed by MSD that reclaims and filters wastewater and makes it available for reuse.

The KY/TN Section of the American Water Works Association and the KY/TN Water Environment Association—in partnership with MSD, Louisville Water, the University of Louisville, and the craft beer community—sought funding to support the challenge during the 16th Annual Water Professionals Conference in August 2019. The challenge featured Louisville's own Askasha Brewing Company, Apocalypse Brew Works, Gordon Biersch, and Holsopple Brewing.

"The process used for filtering this water exceeded all expectations," said Sam Gambrell of Holsopple.

The public sampled the Next Round brews during the Water for Life Festival, which was held on the Big Four Bridge Lawn.

The Foundation awarded \$10,000 for this unique project. Although Louisville residents are fortunate to have the abundance of the Ohio River as a water source, event organizers hoped to spark the notion of sustainability for communities that depend on recycled water.



## *WaterStep*

A Louisville-based nonprofit organization, WaterStep asked the Foundation for an emergency grant to support the deployment of water treatment and water sanitation devices to areas in the Bahamas affected by Hurricane Dorian.

The Foundation has partnered with WaterStep on a range of disaster relief and water assistance efforts and even played a key role in the initial funding of the development of the BleachMaker, the sanitation technology used in the Bahamas. The BleachMaker inexpensively produces medical strength disinfectant used to sanitize clinics, kitchens and shelters.



WaterStep sent BleachMakers, Disaster Relief Kits, and M-100 Chlorine Generators (which safely produce chlorine gas that is injected into water to kill pathogens) to aid in the quick, effective treatment of water and sanitization at emergency sites. WaterStep used online technology to train members of disaster relief organizations how to set up and use the equipment. Following that effort, WaterStep personnel traveled to the affected area to help with the disaster relief response.

WaterStep submitted a request to the Louisville Water Foundation in the amount of \$2,500 to support their efforts. The grant was approved under an Emergency Request clause in the Foundation's disbursement procedure.

"Hurricane Dorian left massive destruction in its wake when it made landfall in the Bahamas," said Spencer Bruce, President & CEO of Louisville Water and President of the Louisville Water Foundation. "We were pleased to be able to quickly support relief."

## Ongoing Projects

### *Customer Assistance Program*

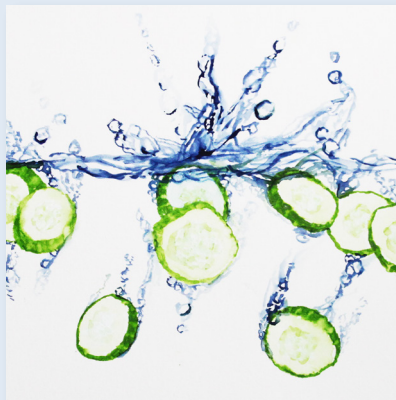
As in previous years, the Louisville Water Foundation's largest percentage of grants funded the Customer Assistance Program (CAP), which provides support to families and individual customers who need help paying their Louisville Water and MSD bills.

To administer CAP funding and ensure the program covers Louisville Water's service area, the Foundation works with four community-based partners.

- The Association of Community Ministries (ACM) helps customers in Jefferson County. Fifteen member agencies across Louisville are part of the association and work directly with Jefferson County families requesting assistance. In 2019, the Foundation awarded \$302,500 to the ACM.
- The Multi-Purpose Community Action Agency serves families in Bullitt County by coordinating access to vital resources and services. The Foundation awarded \$20,000 to the agency in 2019.







- The American Red Cross coordinates efforts in Oldham County.
- The Foundation awarded \$10,000 to the Salvation Army's Water Bill Payment Assistance Program in 2019 and noted that the organization has "displayed timely and responsible administration of its prior Foundation grants." Both organizations formalized a partnership to provide a framework for annual funding levels, the way funds are used, and reporting guidelines.

More than 1,000 families received help from the CAP in 2019.

## *Teach Kentucky*

Teach Kentucky recruits teachers to the state's public schools for a range of subjects, including science, technology, engineering, and math (STEM). In 2017, the Foundation granted \$15,000 to this organization to expand its national recruitment of educators to the Commonwealth and to launch a Louisville Water Foundation Fellowship Program, which promotes collaboration between science educators and water industry professionals.

According to the fellows, working with Louisville Water is valuable to their students because they learn about water science as well as the company's history of innovations and possible career opportunities in water-related professions.

In 2018 and again in 2019, the Foundation approved \$20,000 to help Teach Kentucky continue its work.



Teach Kentucky President Rowan Claypool said the Foundation's investment will support the continuation of the Louisville Water Fellowship Program by "funding two new and two continuing fellows who work with Louisville Water educators to bring Louisville Water/ MSD programming to local schools and align Louisville Water curriculum to science curriculum in their classrooms."



# 2019 Financial Highlights

As an independent nonprofit entity, Louisville Water Foundation can receive additional financial support from a broad base of public and private sources.

The Foundation is committed to maintaining the highest levels of financial integrity as appropriate for a charitable public entity. Accordingly, the financial information contained in this annual report is available for further inspection upon request.

The Foundation is governed by a 14-member Board of Directors that is responsible for management and administration, including the review and approval of operating policies, charitable grants, and financial statements. (See page 10 for a list of Board members.)

Policies for the Foundation consist of the following:

- By Laws and Articles of Incorporation — lists the responsibilities of directors and officers and the requirement to produce an annual report
- Conflict of Interest Policy — requires the disclosure of all possible conflicts of interest for directors and officers
- Procedure for Disbursements — establishes a set of internal controls
- Whistle-Blower Procedure — establishes a procedure to follow for complaints
- Affordability Program Policy — establishes the framework for water affordability programs
- Investment Policy — lists approved securities with an emphasis on capital preservation

- Shared Services Agreements — provides for services from and reimbursement to the Louisville Water Company
- Grant Review Committee — establishes a committee to review and recommend grants to the full Board for approval

The Foundation's Grant Program is designed to provide support for projects or activities that address water-related needs in communities. All submitted grant applications are reviewed and scored by the Foundation's Grant Review Committee.

The committee evaluates each grant application in terms of demonstrated financial need, fiscal viability, adherence to the values of the Foundation, alignment with its mission, and the degree to which it meets the intent of its grant program.

If the grant application meets the Foundation's eligibility requirements and minimum scoring criteria, it is presented to the full Board, which ultimately makes the final award decision.

The Foundation's financial statements for 2019 show total revenue and support of \$456,417, total expenses (including grants) of \$417,522, and a balance of \$180,488 in Net Assets as of December 31, 2019.

Funding for the Foundation in 2019 was primarily provided by donations from Louisville Water and MSD and by contributions from employees of both companies. The Foundation also received funding from HomeServe and from miscellaneous donors as well as interest income.

**A key metric for the Foundation is the program ratio: 97.5 percent of the Foundation's contributions go directly to support mission-related donations.**

# Condensed Statement of Financial Position

	Dec. 31, 2019	2018 Actual	Variance	% Change	2017 Actual
Cash and Cash equivalents	\$273,135	\$12,088	\$261,047	2159.6%	\$201,204
Accounts receivable	-	223	(223)	-100.0%	-
Investments	108,878	131,378	(22,500)	-17.1%	-
<b>Total Assets</b>	<b>\$382,013</b>	<b>\$143,689</b>	<b>\$238,324</b>	<b>165.9%</b>	<b>\$201,204</b>
Accounts payable and accrued expenses	\$1,525	\$2,095	\$(570)	-27.2%	\$6,565
Pledges	200,000	-	200,000	na	45,000
<b>Total Liabilities</b>	<b>\$201,525</b>	<b>\$2,095</b>	<b>\$199,430</b>	<b>9519.3%</b>	<b>\$51,565</b>
Unrestricted net assets	\$180,488	\$141,594	\$38,894	27.5%	\$149,639
<b>Total Net Assets</b>	<b>\$180,488</b>	<b>\$141,594</b>	<b>\$38,894</b>	<b>27.5%</b>	<b>\$149,639</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$382,013</b>	<b>\$143,689</b>	<b>\$238,324</b>	<b>165.9%</b>	<b>\$201,204</b>

# Condensed Statement of Activities

	Dec. 31, 2019	2018 Actual	Variance	% Change	2017 Actual
Louisville Water Company Contributions	\$250,000	\$240,338	\$9,662	4.0%	\$237,158
Louisville Water Combined Giving Campaign & Payroll Contributions	28,095	22,154	5,941	26.8%	22,998
HomeServe USA Donation	12,000	12,000	-	0.0%	12,000
MSD Water/Sewer Assistance Contribution*	150,000	117,500	32,500	27.7%	117,500
MSD Employee Donations & Payroll Contributions	12,465	10,534	1,931	18.3%	12,967
Other Income	3,857	2,872	985	34.3%	3,112
<b>Total Revenue and Support</b>	<b>\$456,417</b>	<b>\$405,398</b>	<b>\$51,019</b>	<b>12.6%</b>	<b>\$405,735</b>
Local Water Assistance (Customer Assistance Program)	\$332,500	\$269,000	\$63,500	23.6%	\$237,000
Water Education	52,200	67,000	(14,800)	-22.1%	116,500
Other Contributions	22,500	60,637	(38,137)	-62.9%	102,750
Other Expense	10,322	16,805	(6,483)	-38.6%	19,961
<b>Total Expenses</b>	<b>\$417,522</b>	<b>\$413,442</b>	<b>\$4,080</b>	<b>1.0%</b>	<b>\$476,211</b>
Change in Net Assets	\$38,895	\$(8,044)	\$46,939	-583.5%	\$(70,476)
<b>Net Assets, Beginning of Year</b>	<b>\$141,595</b>	<b>\$149,639</b>	<b>\$(8,044)</b>	<b>-5.4%</b>	<b>\$220,115</b>
<b>Net Assets, End of Year</b>	<b>\$180,488</b>	<b>\$141,595</b>	<b>\$38,895</b>	<b>27.5%</b>	<b>\$149,639</b>

\* Funds are designated for the Jefferson County Customer Assistance Program, administered by the Association of Community Ministries.

# How to Apply for a Grant

Louisville Water Foundation accepts grant applications year-round from organizations and from individuals who have projects that address a water-related need.

## Examples of projects/activities supported:

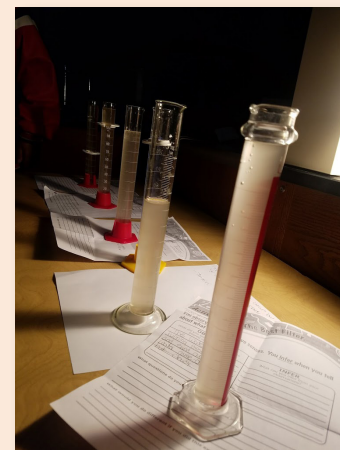
- Potable water solutions in water-poor communities
- Water assistance programs serving individuals and/or communities
- Water awareness or education campaigns
- Water stewardship education
- Surface or groundwater protection education
- Watershed cleanup

## Activities that do not qualify:

- Interest payments
- Personal articles
- Lobbying (attempting to influence local, state, or national legislation)

You can download a grant application packet and review the guidelines at [LouisvilleWaterFoundation.org](http://LouisvilleWaterFoundation.org). The Foundation Board meets quarterly to consider any recommended awards.

To speak with someone about the Louisville Water Foundation, please call 502.569.3600.



## Board of Directors

*Marita Willis – Chair*

*Spencer Bruce – President*

*Lynn Pearson – Treasurer*

*Michael Tigue – Secretary*

*Chad Collier*

*Emily Fritz*

*David Glenn*

*Jim Grunow*

*Greg Heitzman*

*Keith Meriwether*

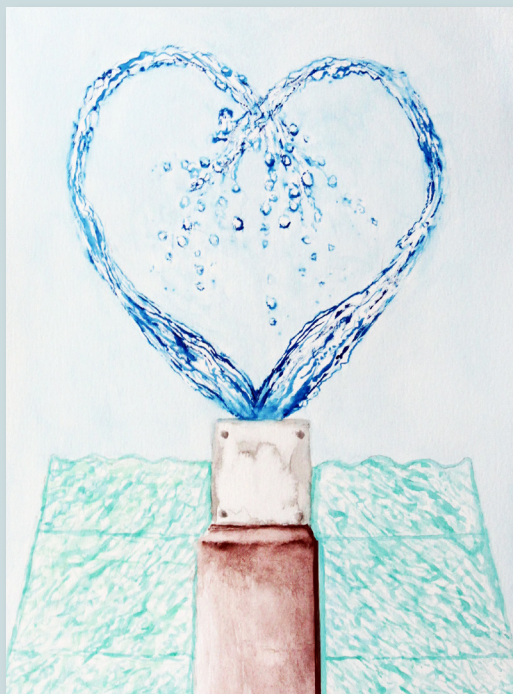
*Creighton Mershon*

*Tony Parrott*

*Kimberly Reed*

*Terrence Spence*





**LOUISVILLE**  
**WATER**  
**FOUNDATION**

550 South Third Street, Louisville, KY 40202

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