



LifeStraw®

# IMPACT REPORT

20  
24

LifeStraw®  
Community | by VESTERGAARD





**OUR MISSION IS SIMPLE...**

we believe safe water is a human right. We design beautiful, simple, and functional products to provide people with the highest protection from unsafe water, no matter where they live or where they source their water.

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# A NOTE FROM ALISON



This year's Responsibility Report is both a reflection and a recommitment—a transparent look at our progress, our growing pains, and our unwavering belief that access to safe water is a basic human right.

In 2024, we were reminded—again and again—that safe water is the foundation of health, dignity, and resilience. **When disasters strike, when conflict displaces families, when systems fail—safe water is one of the first needs, and one of the most powerful tools for recovery.**

This year also underscored just how deeply our work is connected to a changing climate. More frequent and severe weather events disrupted both communities and market demand - amplifying humanitarian need and operational challenges. At the same time, rising global instability—from entrenched conflicts to rapid-onset disasters—continued to fracture already fragile systems and widen inequities in access to safe water.

And yet, in the face of these challenges, 2024 was defined by the incredible power of team, community and collective action.

One of the most personal moments for me unfolded close to home. In the aftermath of Hurricane Helene, which devastated parts of Western North Carolina where I grew up, I returned—not just as the CEO of LifeStraw, but as a daughter of that region. Wells were flooded, infrastructure collapsed, and families were left without safe water. Thanks to our LifeStraw Safe Water Fund and a deeply committed local network, we distributed more than 3,396 LifeStraw filters, reaching over 25,500 people in just a few weeks. **That response reminded me why we do this work: because no community—rural, urban, remote, or right here at home— should have to struggle for something as fundamental as safe water.**

Around the world, our teams and partners responded with that same urgency and resolve. We provided more than 16,000 filters to Zambia as part of a major cholera outbreak response. We showed up in the wake of the Typhoon in Vietnam, supported post-disaster recovery in Treasure Beach, Jamaica, expanded long-term safe water programs in Ghana's Volta region, and launched new efforts in South Sudan, providing safe water to flood survivors in the world's youngest nation.

Through our LifeStraw Safe Water Fund, we responded to close to a dozen crises, reaching more than 71,853 people this year.

And we celebrated one of our most significant milestones yet: since launching our Give Back Program in 2014, we've provided safe drinking water to 11,826,860 children around the world. This program is the cornerstone of LifeStraw's retail success and a defining expression of our commitment to using business as a force for good. Every purchase makes a difference—and that difference is real, measurable, and growing.

We continued to support 1,756 girls through our SafiCycle menstrual health program in Kenya. This year, we laid critical groundwork to expand our reach with the goal of reaching 4,700 girls by the end of 2025. Our efforts aim to empower girls to stay in school and overcome barriers rooted in stigma, health inequities, and limited opportunity.

Our environmental commitments remained central to our work in 2024:

We successfully worked through our B Corp recertification, reaffirming our values of transparency, accountability, and purpose.

We were once again certified Climate Neutral, offsetting our Scopes 1, 2, and 3 emissions across our operations and supply chain while working to reduce our emissions as we scale.

We helped prevent the use of more than 150 million single-use plastic bottles through our products.

And we saved over 600,000 gallons of water through operational testing efficiencies in our LifeStraw lab.

**What grounds us—especially in moments of uncertainty—is the belief that water is a force multiplier.** It empowers girls to stay in school. It supports families recovering from disaster. It underpins public health, climate resilience, and economic mobility. At LifeStraw, we believe business must rise to meet these intersectional challenges with integrity, innovation, and action.

**I'm proud of how our team and partners showed up this year—not because it was easy, but because it was necessary.**

Thank you for believing in this mission. And thank you for helping build a future where safe water is not a privilege, but a guarantee.

With gratitude,

Alison Hill  
CEO, LifeStraw



# 2024 BY THE NUMBERS

11,826,860

kids with access to safe water through LifeStraw's Give Back program since the inception in 2014

830,500

Guinea worm filters donated to The Carter Center to support eradication in 2024

161,452

kids at 433 schools newly reached through the Give Back program this year

71,853

people reached through Safe Water Fund emergency response, served by 39,381 filters + purifiers

9,844

patient appointments at Emusanda Health Center, including 361 babies born

194,200

gallons of water saved in testing optimization

16,005

filters sent to Zambia to fight cholera

1,756

girls enrolled in our SafiCycle program with 6,099 pairs of period panties

19,956

filters sent to Gaza

25,540

people supported in Western North Carolina with 3,396 filters + purifiers after the flooding and landslides during Hurricane Helene





# DOING GOOD HAS ALWAYS BEEN OUR MISSION. CERTIFICATION MAKES IT MEASURABLE.

In 2019, we became a certified B Corporation, joining a global community of companies committed to the highest standards of social and environmental performance, accountability, and transparency. This third-party certification deepens our commitment to balancing profit with purpose—ensuring we make a meaningful impact on both people and the planet.

In our most recent assessment, we increased our score from 96.5 to 108.3, a reflection of the ongoing work to improve how we operate, from our supply chain to our social impact. This achievement was the result of a rigorous, independent effort led by our internal team, who conducted comprehensive reviews, implemented new policies, and drove measurable improvements across our operations to meet and exceed B Corp standards.



## Overall B Impact Score

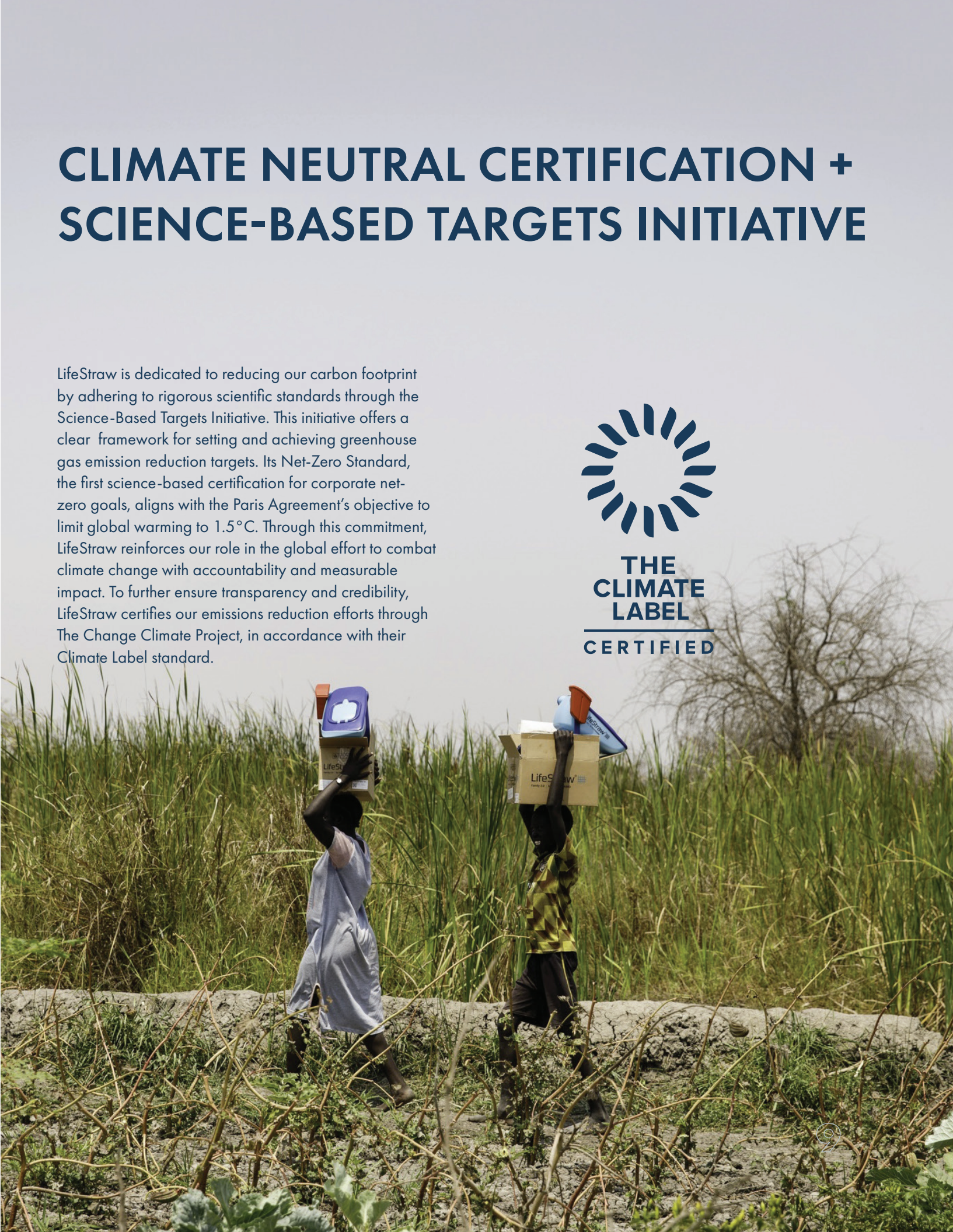
Based on the B Impact assessment, LifeStraw earned an overall score of 108.3. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 108.3 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

# CLIMATE NEUTRAL CERTIFICATION + SCIENCE-BASED TARGETS INITIATIVE

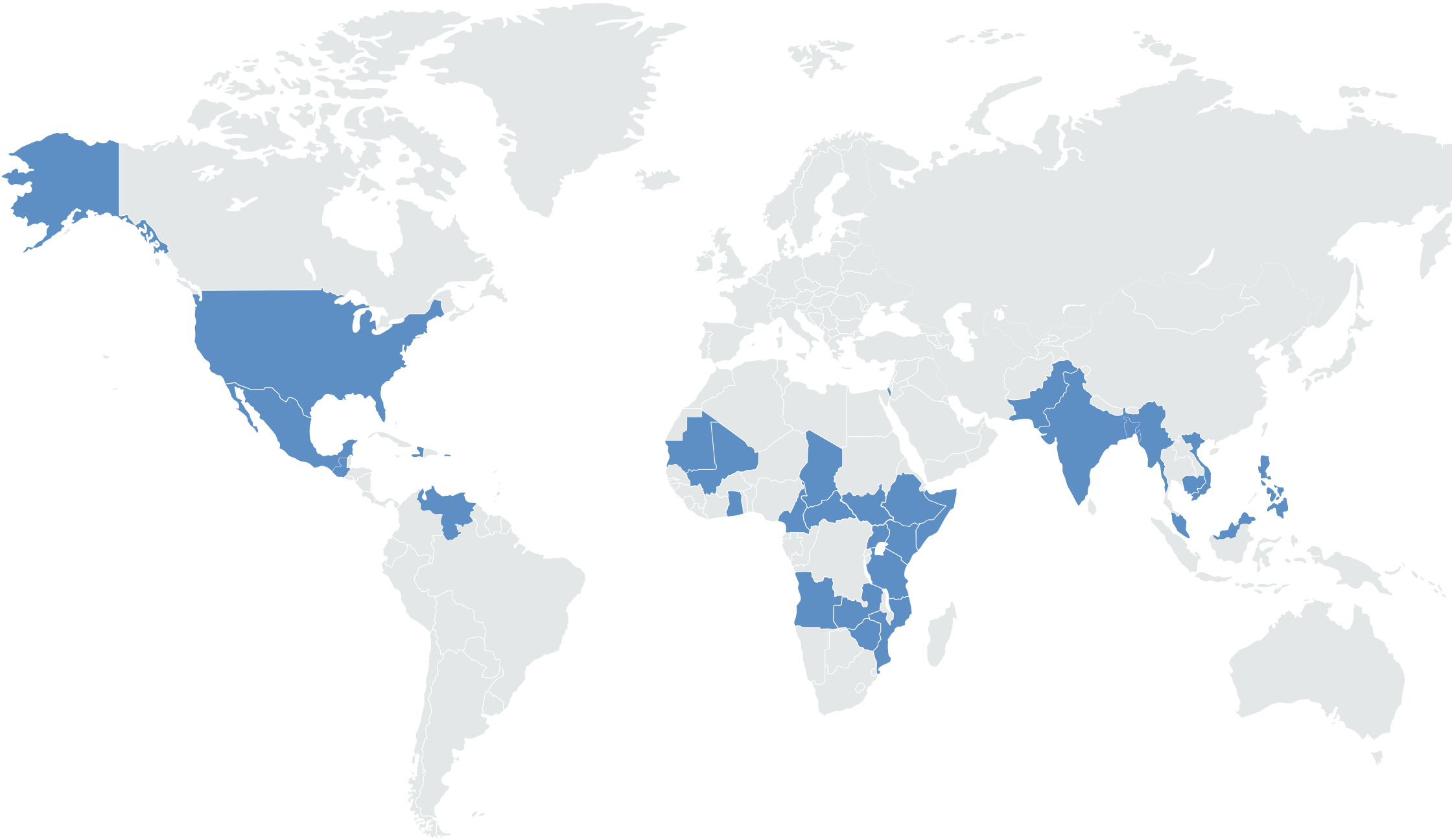
LifeStraw is dedicated to reducing our carbon footprint by adhering to rigorous scientific standards through the Science-Based Targets Initiative. This initiative offers a clear framework for setting and achieving greenhouse gas emission reduction targets. Its Net-Zero Standard, the first science-based certification for corporate net-zero goals, aligns with the Paris Agreement’s objective to limit global warming to 1.5°C. Through this commitment, LifeStraw reinforces our role in the global effort to combat climate change with accountability and measurable impact. To further ensure transparency and credibility, LifeStraw certifies our emissions reduction efforts through The Change Climate Project, in accordance with their Climate Label standard.





# HUMANITARIAN IMPACT MAP

1,299,412  
PEOPLE REACHED WITH SAFE  
WATER IN 2024 THROUGH  
HUMANITARIAN EFFORTS



 = GIVE BACK COUNTRIES

Country	Partnership	Humanitarian	Guinea Worm	Total Impact
Angola			110,000	110000
Bangladesh	13,500			13500
Cambodia	3,000			3000
Cameroon			51,500	51500
Cape Verde	800			800
Central African Republic			8,500	8500
Chad			83,500	83500
Ethiopia	9,400		1,000	10400
Gaza		19,956		19956
Ghana				0
Guatemala		250		250
Haiti				0
India	136,600			136600
Jamaica		600		600
Kenya	49,425	18,025		67450
Malaysia	1,400			1400
Mali			6,000	6000
Mauritania	12,200			12200
Mexico		250		250
Mozambique	5,250			5250
Myanmar	100,096			100096
Pakistan	14,000			14000
Philippines	20,000			20000
Somalia	7,000			7000
Somaliland	1,000			1000
South Sudan	4,000	2,100	570,000	576100
Tanzania	3,000			3000
Uganda	2,500			2500
United States		26,004		26004
Venezuela				0
Vietnam		400		400
Zambia	9,500	16,500		26000
Zimbabwe	2,000			2000



# GUINEA WORM

In 2024, LifeStraw donated  
**830,500**  
LifeStraw Guinea worm filters to  
The Carter Center.

LifeStraw started as an effort to eradicate Guinea worm disease.  
Over 40 million guinea worm filters have been provided to the Carter Center  
since the partnership began.

## What is Guinea worm disease?

Guinea worm is a painful, parasitic infection that is contracted when people consume water from stagnant sources contaminated with Guinea worm larvae. Inside the human body, Guinea worm larvae mate and female worms grow. After a year of incubation, the female Guinea worm (now up to three feet in length), slowly emerges from the human, causing fever, swelling and agonizingly painful lesions on the skin. Guinea worm incapacitates people for extended periods of time, leaving them unable to care for themselves, work, grow food or attend school, further exacerbating the impact of the disease.

## Guinea worm eradication response

Prevention of Guinea worm disease focuses on providing safe drinking water and health education.

1994  
100K CASES IN  
18 COUNTRIES



2024  
14 CASES IN  
2 COUNTRIES

LifeStraw partnered with The Carter Center to  
design a simple mesh filter to remove Guinea  
worm larvae from drinking water.

Guinea worm is forecasted to be  
eradicated by 2027 with  
certification in 2030.

**When Guinea worm is eradicated, it will be the first disease to be removed from the planet without the use of a vaccine. LifeStraw is committed to supporting The Carter Center through eradication.**







# GIVE BACK CAMPAIGN

Since its inception in 2014, the LifeStraw Give Back program has provided

**11,826,860**  
kids with a year of safe water

including 161,452 kids in 433 schools across the globe just this year. We're thrilled to announce that in 2024, we successfully expanded our Give Back program

to Ethiopia, reaching over 5,623 kids in 10 schools in our pilot implementation with Tigray Development Association.

## How it works

One LifeStraw Community purifier provides approximately 100 kids with safe drinking water. When you purchase any LifeStraw product, a portion of that profit helps fund the distribution of a LifeStraw Community to a school, as well as comprehensive training and education, and ongoing maintenance and spare parts for five years, with the potential to expand another 5 years.

## Why we're unique

At LifeStraw, we don't follow a one-for-one give-back model—and there's a good reason for that. Not every LifeStraw product is suited to every context or water need. Instead, we offer a diverse portfolio of products specifically designed for low-resource and humanitarian settings.



Our approach goes beyond simply distributing products. We provide on-site education, training, and ongoing support throughout the year. By building and maintaining strong relationships with schools and communities, we ensure our purifiers are used correctly and remain in good condition over time.

We commit to a five-year partnership with every school we support, dedicating staff and resources to ensure the long-term sustainability of our program. At the end of each five-year period, we assess and renew our commitments for another five years as needed, continuing until schools can independently provide safe water to all students.

We also prioritize local hiring. Our programs are managed by staff from the communities they serve. In Western Kenya, for example, our team of 40 full-time employees oversees every aspect of the program, bringing invaluable local knowledge and connection to their work.

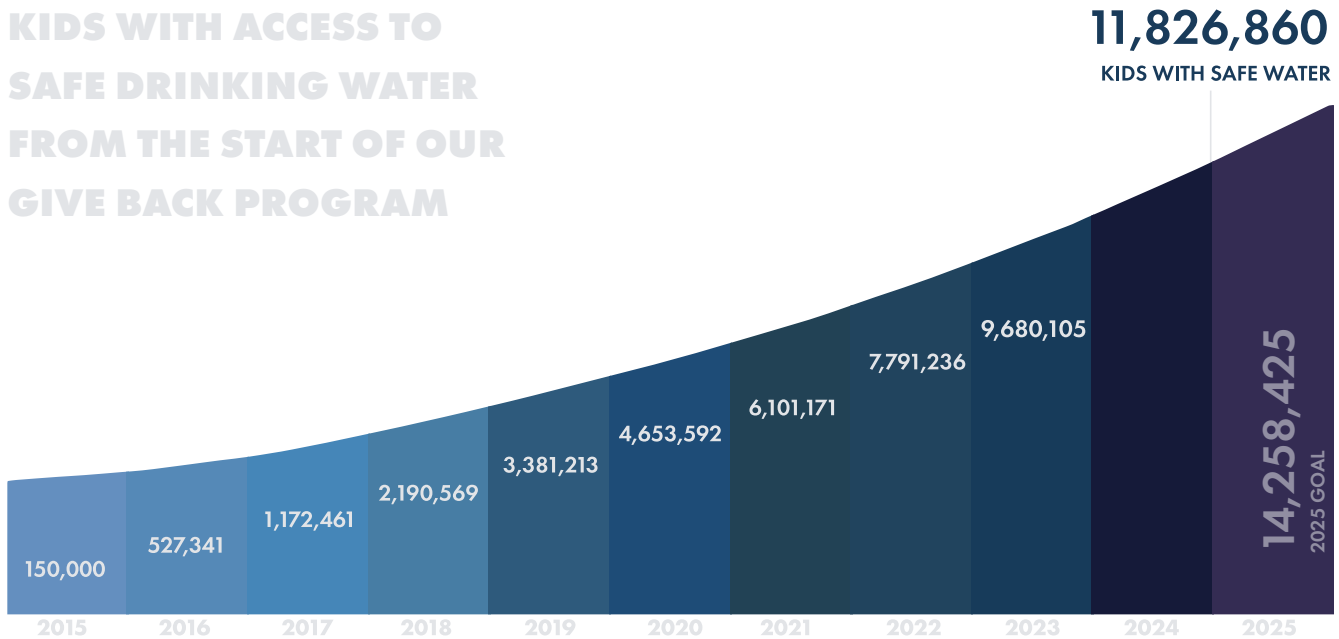
## Strategic Partnerships

While our model has worked well in Kenya, where we have an established footprint and trusted relationships with key stakeholders, we recognized the challenge of replicating this model elsewhere, including Ethiopia, Ghana, Uganda, Haiti, Venezuela, India, and Mexico. We will continue to pilot the expansion of our Give Back program through trusted partners already deeply familiar with our products and established, long-term presence in the regions.

## GIVE BACK COUNTRIES: Kenya, Ethiopia, Uganda, Ghana, Haiti, Venezuela, India and Mexico



### KIDS WITH ACCESS TO SAFE DRINKING WATER FROM THE START OF OUR GIVE BACK PROGRAM



## ETHIOPIA

### Water Insecurity

The Tigray region of Ethiopia has been engaged in civil wars since the 1970s with the most recent conflict being between Ethiopian Federal Forces and the TPLF Regional Army from 2020 to 2022. The combined effects of these conflicts have caused significant humanitarian impact and displacement with schools and social structures across the region broken and dilapidated. Prolonged drought and destruction of local infrastructure have made access to safe water extremely difficult.

### Partner

Tigray Development Association is a community-based organization that is well established and accepted in the region. Their efforts improve livelihoods, through their work in education, health & nutrition, economic development, emergency response, and the creation of sports, art, and cultural events.

### Impact

In the initial year of this program, we reached over 5,623 kids in 10 schools with the Tigray Development Association.



# HUMANITARIAN IMPACT

When disaster strikes, the first things people lose are often the most essential—safety, shelter, and clean water. Whether it's a sudden flood, a prolonged conflict, or a failing infrastructure system, the result is the same: families are left without one of life's most basic needs.

At LifeStraw, we believe safe drinking water is a human right, not a privilege. Yet every year, millions of people face emergencies that compromise this right. The rising frequency of climate-related disasters and humanitarian crises has made our mission more urgent than ever.

We respond by showing up—with trusted technology, local partnerships, and a deep commitment to human dignity. Through close collaboration with grassroots leaders, frontline responders, and global organizations like the UN, we're able to reach people quickly and effectively in their time of greatest need.

Our LifeStraw Safe Water Fund, backed by a 501(c)(3) nonprofit fiscal sponsor, allows us to crowdsource critical funding from individuals, brands, and foundations. Every contribution directly supports the delivery of water filters to communities navigating crisis and recovery.

Safe water offers more than protection from disease, it restores dignity, hope, and the reassurance that people are not alone.







## Delivering Safe Water to Gaza: A Lifeline Amid Crisis

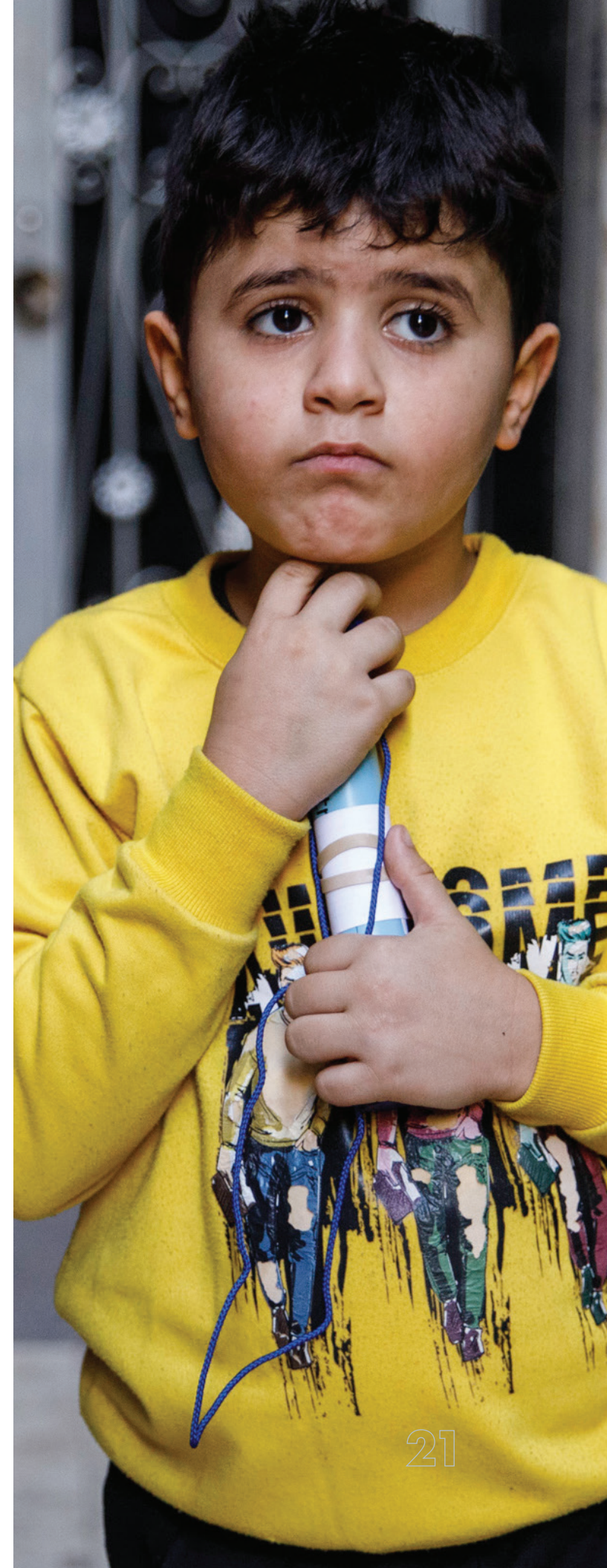
In the face of one of the world's most pressing humanitarian crises, access to something as basic as safe drinking water has become a daily struggle for families in Gaza. With water infrastructure shattered, borders tightly controlled, and humanitarian corridors often delayed or closed, getting essential supplies to the people who need them most is not only urgent—it is incredibly difficult.

Despite these challenges, LifeStraw, in partnership with Global Empowerment Mission, Resala Charity Organization, and Anera, worked to deliver over 13,000 personal water filters to Gaza. These filters were often hand-carried across borders, moving slowly through complex layers of permissions, checkpoints, and security protocols. Every filter that made it into someone's hands was a small victory against overwhelming odds.

This summer, we deepened our commitment by providing an additional 2,000 Peak Series personal water filters to support Anera's continued efforts on the ground. The filters were part of larger hygiene kits that included 6,000 Period brand reusable menstrual pads, 2,000 Earth Breeze laundry detergent sheets, and 909 bottles of CleanLife no-rinse body wash—items that offer not just cleanliness, but dignity, in a time of extreme uncertainty.

For people living in displacement, without reliable access to clean water or hygiene supplies, these kits are more than care packages. They are a reminder that they are not forgotten.

Even in the hardest places, we remain committed to bringing safe water and dignity to those who need it most.



## Rapid Response in Kenya: Safe Water and Support During Widespread Flooding

In April and early May 2024, relentless rains swept across Kenya, triggering severe flooding that displaced thousands and devastated communities in Nairobi, Nyanza, and Western provinces. Rivers burst their banks, homes were washed away, and families were forced to seek shelter in temporary camps with limited access to safe water, food, and basic sanitation.

Thanks to our existing infrastructure and dedicated team already working in Kenya through our Give Back Program, LifeStraw was able to respond swiftly and efficiently. Within days, we mobilized critical supplies and support to the most heavily impacted areas. Our response included:

- 26 LifeStraw Community purifiers, installed in displacement camps to provide immediate access to safe drinking water
- 530 LifeStraw Family 2.0 filters, distributed to affected households for use in the camps and to take home once waters receded
- 350 Vestergaard PermaNet long-lasting, pretreated mosquito nets, to help prevent the spread of malaria in flood-prone regions
- Essential food items and supplies, to support families during a time of deep uncertainty

In addition to distributing supplies, the LifeStraw team provided ongoing water, sanitation, and hygiene (WASH) education, ensuring that communities not only had access to clean water, but also the knowledge to maintain it. Our staff led trainings on the proper use and upkeep of LifeStraw filters, reinforcing safe water practices in the camps and beyond.



# When the Storm Hits Home: LifeStraw's Response to Hurricane Helene

In late September 2024, Hurricane Helene swept across the Southeastern United States, unleashing torrential rains and catastrophic flooding. Western North Carolina, nestled in the Appalachian Mountains, was especially hard hit. Landslides wiped out roads and homes. Rivers surged beyond their banks. Wells were contaminated, and municipal systems failed. In towns like Spruce Pine, South Toe, Celo, and Black Mountain, safe drinking water disappeared almost overnight.

For Alison Hill, CEO of LifeStraw, this crisis was more than a disaster response. It was personal. She had spent years working on the frontlines of humanitarian emergencies, but this time, the devastation was unfolding in her hometown.

"Walking through these familiar towns, now deeply affected by flooding, has been both heartbreaking and personal," she shared. "These are the communities that shaped me, and seeing them struggle to access something as basic as safe water has brought a new sense of urgency to our work."

LifeStraw quickly mobilized a coordinated response, delivering 3,396 water filters and purifiers to frontline groups, shelters, churches, and households across the region. These systems reached over 25,000 people, providing a safe source of drinking water amid widespread contamination.

This wasn't just about distribution. It was about presence. Our team walked the streets Alison once called home. We stood in community centers and school gyms, listening to first responders, parents, and neighbors who hadn't had clean water in days. We trained volunteers and local leaders on how to use and maintain our filtration systems so they could take the reins of their own recovery.

Through it all, the spirit of Western North Carolina remained unshaken. Neighbors shared food and shelter. Churches opened their doors. Communities pulled together, one conversation, one bucket of clean water at a time.

"There is so much strength here," Alison said. "But rebuilding takes time, resources, and the efforts of many."

"Walking through these familiar towns, now deeply affected by flooding, has been both heartbreaking and personal. These are the communities that shaped me, and seeing them struggle to access something as basic as safe water has brought a new sense of urgency to our work."

Alison Hill

The road ahead is long. Water infrastructure remains damaged, and climate-driven disasters like Helene are growing more frequent. But LifeStraw is committed to being there not only for the emergency, but for the recovery and resilience that follows.

In moments like these, delivering safe water isn't just our job, it's our way of standing with the people we care about.







## Supporting Recovery in Jamaica: Safe Water After Hurricane Beryl

In September 2024, the LifeStraw team traveled to Treasure Beach, Jamaica, to support recovery efforts following Hurricane Beryl—the most powerful storm to strike the island in over 17 years. The hurricane brought widespread destruction to homes, roads, power lines, and water systems, leaving communities cut off from critical resources.

Even before the storm, public access to safe drinking water in Treasure Beach was limited. Many residents relied on bottled water, contributing to a growing burden of single-use plastic waste. The hurricane not only deepened this water insecurity but also underscored the urgent need for more sustainable and resilient water solutions.

In the immediate aftermath of the storm, LifeStraw donated 150 Personal Water Filters to support medical volunteers delivering care in the community. These compact, portable filters allowed health workers and local families to access clean water quickly, without the need for electricity or infrastructure.

During the visit, our team also brought a LifeStraw Max purifier, with the goal of establishing centralized safe water access points in key locations such as public gathering spaces and fishing piers. These installations aim to serve as lasting resources for the community, reducing dependence on plastic water bottles and providing reliable, long-term access to safe water.

Our efforts in Treasure Beach reflect a larger mission: to respond to crisis with both urgency and intention, ensuring that relief today supports resilience tomorrow.





## Responding to Typhoon Yagi: Safe Water for Flooded Communities in Vietnam

On September 7, 2024, Typhoon Yagi made landfall in Vietnam, bringing widespread destruction across the country. Torrential rains and strong winds led to landslides, collapsed infrastructure, and devastating floods. By the time the storm subsided, hundreds of lives had been lost, thousands were injured, and entire communities were submerged. Millions of residents were left without access to safe water, food, or shelter.

Thanks to LifeStraw's water lab and team based in Hanoi, we were able to mobilize a rapid response. Just days after the storm, our team traveled to Van Ha commune in Viet Yen district, Bac Giang province—an ancient riverside village home to 8,400 people. Although the community had survived the storm through early evacuation and preparedness, access to clean water was critically limited.

LifeStraw delivered and installed four Community purifiers, providing safe drinking water for up to 400 people per day. This immediate intervention helped stabilize water access for residents in the aftermath of the storm.

In the days that followed, our Vietnam team continued coordinating with local emergency response partners to expand relief efforts. Plans were made to distribute additional water purification and hygiene materials to the most heavily affected areas.

As a country mourned the loss of lives and homes, our priority remained clear—stand with the communities hit hardest, support our team on the ground, and ensure safe water access through both immediate relief and long-term planning.

## Fighting Cholera in Zambia: Safe Water Amid a Growing Health Crisis

From October 2023 to April 2024, Zambia faced one of its most devastating cholera outbreaks in recent history. Fueled by climate change, the crisis was marked by extreme weather swings—prolonged drought in some regions and severe flooding in others. These conditions disrupted access to safe water and created a perfect storm for the rapid spread of waterborne disease.

By the end of the outbreak, over 23,000 cases of cholera had been reported and 740 lives were lost.

In response, LifeStraw partnered with Living Water International to deliver urgently needed water filtration solutions to the hardest-hit areas. Together, we distributed 16,000 LifeStraw personal filters and

5 LifeStraw Community purifiers, with most deployments concentrated in Kanyama—a densely populated township in Lusaka where cholera cases were especially high.

All equipment was donated to Zambia's Ministry of Health by Living Water Zambia, ensuring alignment with national health protocols and enabling coordinated use across health posts, emergency shelters, and high-risk neighborhoods.

In the aftermath of the outbreak, access to safe water remains essential—not only to prevent future illness, but to restore a sense of safety and resilience for families who have endured so much.





## Delivering Safe Water in South Sudan: Reaching the Hardest Places

Life in South Sudan is marked by profound challenges. Years of conflict, fragile infrastructure, and a changing climate have created some of the most difficult living conditions in the world. In many regions, access to healthcare, sanitation, and safe drinking water is limited or nonexistent—especially during the rainy season, when flooding isolates communities and waterborne diseases spread quickly.

In spring 2024, devastating floods once again overwhelmed parts of the country, displacing families and contaminating local water sources. In response, LifeStraw partnered with Alaska Health Project South Sudan to bring household water purification units to families in urgent need.

Getting supplies into South Sudan is no small feat. Roads are often impassable, and deliveries must be planned around security concerns and unpredictable weather. Our team hand-delivered 300 LifeStraw Family units to remote communities—each one providing a household with the ability to filter contaminated water and protect against disease. In total, these systems reached an estimated 1,500 people.

This response was made possible through our Safe Water Fund, which enables rapid deployment of life-saving tools during crises. As the region prepares for another intense rainy season, our work underscores a critical truth: the people most affected by climate-driven disasters are often those with the least access to basic resources.

Where roads end and resources run thin, our commitment to safe water carries on.







## Expanding Access to Community Healthcare in Kenya

Since 2008, LifeStraw and our parent company, Vestergaard, have proudly supported the Emusanda Health Center in Lurambi, Kenya. An essential facility providing care to a rural and underserved population. What began as HIV testing and treatment services has grown into a comprehensive healthcare hub, serving thousands each year.

In 2017, LifeStraw helped establish a fully equipped 12-bed maternity ward in partnership with the Government of Kenya. This effort significantly increased the number of women seeking antenatal care. In both 2022 and 2023, the clinic recorded a 0% HIV positivity rate among expectant mothers—a reflection of both preventative care and trust built with the community.

In 2024, the center tested 1,766 women for HIV, a 30% increase over the previous year. While cultural barriers continue to limit male participation in testing, LifeStraw has worked closely with HIV-positive community volunteers to share personal stories and reduce stigma. As a result, we saw a 52% rise in total enrollment in care among both men and women.

Our quarterly maternity "open days" continue to play a vital role in driving awareness and access to services. These community-led events promote antenatal and postnatal care, family planning, early HIV testing, and safe hospital deliveries. In 2024 alone, 2,223 women accessed antenatal care, 361 babies born, and 921 mothers attended postnatal visits. Key indicators of stronger maternal and child health outcomes.

LifeStraw remains deeply committed to ensuring the health center's long-term success by supporting medication costs, staffing a pharmacist, and maintaining 24/7 facility operations. In a region where gaps in care persist, Emusanda stands as a model for what's possible through partnership, trust, and consistent support.



# SafiCycle: Reclaiming Pride, Dignity, and Possibility

At LifeStraw, we believe safe water, hygiene, menstrual health, and gender equity are deeply interconnected—and essential to building a more just and equitable future. We know that a girl’s period should never pause her potential. It should be a point of progress, not shame.

That belief is what drives SafiCycle, LifeStraw’s menstrual health initiative launched in 2023. “Safi” means “safe” in Swahili, and SafiCycle is rooted in that promise: to provide safe, sustainable menstrual care alongside education that empowers girls with dignity, confidence, and control over their own health.

In its first year, SafiCycle reached 1,756 girls in Western Kenya, equipping each with four pairs of reusable menstrual underwear from The Period Company and offering training on menstrual hygiene, self-care, and body literacy. An overwhelming 97% of participants shared positive feedback, many expressing how the project helped restore their confidence. As one student said,

“[When we have our periods] it hinders us from being vibrant, being jovial... and after you brought the period pants it really helped us because we got the pride to be girls again.”

But SafiCycle doesn’t stop at product distribution. The program also engages boys, fathers, and male teachers, encouraging empathy, education, and community-wide conversation to dismantle long-held menstrual taboos. By promoting understanding and inclusivity, we aim to shift cultural norms and reduce the stigma that keeps girls out of school and silences their voices.

Looking ahead, our vision is bold: to reach 250,000 girls by 2030 with the resources, education, and support they deserve. SafiCycle is more than a program. It’s a movement—one that is restoring dignity, reclaiming girlhood, and transforming communities one period at a time.

“[When we have our periods] it hinders us from being vibrant, being jovial... and after you brought the period pants it really helped us because we got the pride to be girls again.”

SafiCycle Participant







# IMPACT ON PLANET

At LifeStraw, sustainability isn't an add-on—it's foundational to how we design, operate, and deliver impact. We recognize that the same climate crisis driving water insecurity and displacement is also shaped by the choices we make in our operations, supply chains, and communities. That's why we're committed to reducing our environmental footprint while expanding our ability to serve people and the planet.

In 2024, our operations generated 7,102 metric tons of CO<sub>2</sub> equivalent (tCO<sub>2</sub>e). To help address this impact, we

invested in verified carbon offset projects that not only reduce emissions but create lasting environmental and social benefits around the world:

In Zambia, we supported the Micro-Scale VPA Eastern Province Safe Water Project, which reduces carbon emissions by eliminating the need for firewood to boil drinking water.

In Ohio, our contributions to the 18 Reserves Forest Carbon Project supported carbon sequestration, wildlife

habitat preservation, and water quality protection.

In Peru, we helped fund the REDD+ Brazil Nut Concessions Project, protecting over 600,000 hectares of Amazon rainforest while empowering local communities and advancing climate resilience.

We also made significant strides internally. In 2024, we developed a robust emissions tracking system, built on the Greenhouse Gas Protocol and guided by expert consultants. This system allows us to monitor emissions

quarterly and identify hotspots in real time, so we can make smarter, faster decisions toward decarbonization.

These efforts are part of a broader commitment: to lead with integrity, act with urgency, and build a more sustainable, resilient future for everyone.

LifeStraw has maintained climate neutral certification since 2020, and B Corp certification since 2021.





# Our Carbon Footprint

7,102 tCO<sub>2</sub>e

Roughly equal to 15,200 one-way flights from New York to London

## SCOPE 1

9.7 tCO<sub>2</sub>e

Direct emissions under a company's control, such as natural gas used to heat an office or diesel burnt in fleet vehicles

## SCOPE 2

82 tCO<sub>2</sub>e

Indirect emissions from energy (such as electricity) that is consumed at company facilities

## SCOPE 3

5,797.1 tCO<sub>2</sub>e

Emissions from raw materials, manufacturing, shipping, air travel, and other activities in the supply chain.

These emissions have been offset with the following projects. While LifesStraw is currently offsetting our emissions we are simultaneously investing in emissions reductions



## Zambia Eastern Province Safe Water Project

The Lundazi District in Eastern Province, Zambia, relies heavily on wood fuel and inefficient three-stone fires to boil drinking water, leading to greenhouse gas emissions. The Micro-Scale VPA Zambia Eastern Province Safe Water project aims to reduce carbon emissions by providing safe water without the need for fuel. In partnership with local NGO Reformed Open Community Schools (ROCS) and British company CO2balance, the project will rehabilitate and maintain water points to ensure long-term access to safe water. Funded by carbon credits, the project promotes community ownership and sustainability while meeting Gold Standard criteria for social, environmental, and economic impact.

# Brazil Nut Concessions REDD+

Since 2009, over 800 Brazil nut-collecting families in the Federation of Brazil Nut Producers of Madre de Dios have worked to conserve 600,000 hectares of Amazon rainforest. This project protects the region's biodiversity from threats like illegal logging, mining, and the construction of the South Inter-Oceanic Highway. Supporting this project helps preserve critical habitats for endangered species and empowers local communities. The project offers training, resources, and economic benefits through carbon credit sales, directly enhancing the livelihoods of participating families. It ensures the protection of ancestral lands and supports sustainable livelihoods for future generations.

The project also plays a key role in mitigating climate change by reducing greenhouse gas emissions and maintaining vital carbon sinks. Through robust monitoring and sustainable management practices, your support helps combat deforestation and preserve these precious ecosystems for generations to come.



## Ohio 18 Reserves Improved Forest Management (IFM)

The 18 Reserves Forest Carbon Project is situated within Cleveland Metroparks' Bradley Woods, North Chagrin, Mill Stream Run, Brecksville, and Hinckley Forest reservations. The project focuses on carbon sequestration, wildlife habitat preservation, water quality protection, and recreational opportunities. The forest features a diverse mix of hardwoods, including oak species, American beech, yellow poplar, maples, American sycamore, and hickory, along with scattered stands of pine and hemlock.



## Water Stewardship

At LifeStraw, we believe that protecting the planet starts with how we operate behind the scenes. In our water testing lab in Hanoi, Vietnam, our engineers have developed innovative systems to dramatically reduce water waste—without compromising performance or precision.

In 2024 alone, we saved 194,200 gallons of water by reusing it through a closed-loop reflux system—a process designed in-house by our lab team. This means the same water is filtered, recirculated, and reused for testing again and again, rather than being discarded after each use.

We also introduced ultrasonic technology to clean our lab equipment, which helped us save another 17,800 gallons of water and reduced our use of cleaning detergents by 3.5 kilograms—less waste, fewer chemicals, and a smaller footprint.

And during the hot summer months, we got creative. Instead of letting wastewater from our reverse osmosis systems go unused, we repurposed 164,800 gallons to cool the roof of our facility, cutting down on heat and conserving water at the same time.

These efforts are part of our bigger promise: to design solutions that protect people and the planet, and to lead by example in how we manage the resources we all depend on.





# WHO WE ARE



## In Our Marketing

At LifeStraw, we prioritize diversity in both our creative direction and our collaborations with content creators. Throughout 2024, we partnered with agencies to ensure our photo and video productions featured talent from a broad range of backgrounds. In selecting influencers, we intentionally aimed to include individuals from historically underrepresented communities. We've also engaged with external experts to explore effective methods for monitoring

and reporting on diversity within our content. At present, we have not identified a standardized approach to measuring diversity in marketing materials. Looking ahead to 2025, we plan to invite our models, creators, and partners to voluntarily complete a self-identification survey. This will help us more accurately assess our performance against our diversity objectives, and we remain committed to transparently sharing our progress.

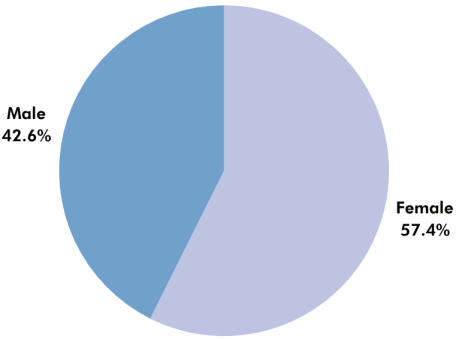
## Our People

LifeStraw places our people at the heart of our mission to ensure safe water access for all communities and break down barriers to equity. In 2024, LifeStraw reinforced our values by expanding training offerings for our staff, refreshing our code of conduct, and rewrote our employee handbook to place increased emphasis on our values. LifeStraw's People team met regularly throughout the year, collaborating with consultants to establish actionable goals and a detailed roadmap for 2025. The committee also enhanced internal communication by launching weekly human resources newsletter. This newsletter celebrates milestones achieved by staff members, while sharing resources to keep employees apprised of new training and opportunities throughout the company.

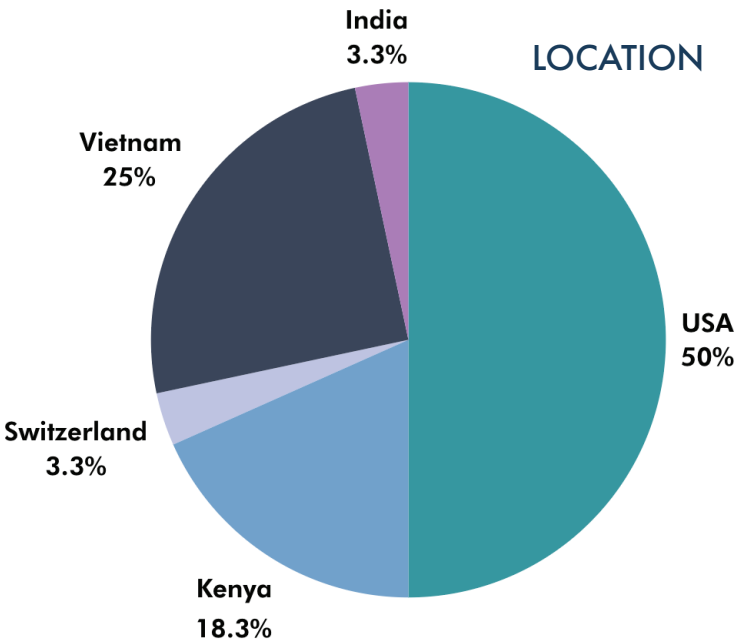
LifeStraw strengthened our commitment to our people by embedding our principles into performance reviews and introducing new training programs for employees. These initiatives reflect LifeStraw's proactive approach to creating a workplace culture where every team member feels valued and empowered to contribute to our mission.



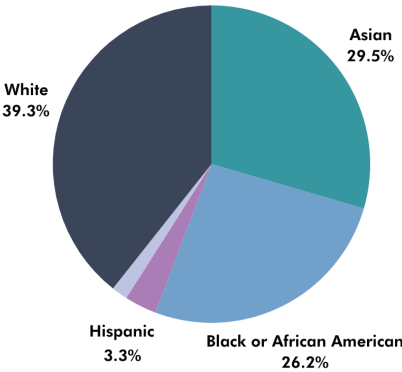
GENDER



LOCATION



ETHNICITY





# VOLUNTEERING + COMMUNITY ENGAGEMENT

## Jigger Eradication

Jiggers, tiny yet devastating parasitic sand fleas, can cause immense suffering and health challenges for communities in affected areas. These pests burrow into skin, especially feet, leading to painful infections, swelling, and in severe cases, debilitating disabilities. These infections significantly affect school age children, decreasing their school attendance and consequently reducing their performance.

In December 2023, Burju Shoes graciously donated \$10,000 towards Jigger eradication efforts at LifeStraw.

The funds were used to provide shoes for school going children in western Kenya, who had been affected by Jigger sand fleas.

Since receiving the shoes in August 2023, LifeStraw has been collaborating with the Public Health officials in the affected regions as well as partners working towards the same cause to identify cases and organize community events where the affected children and adults receive education on prevention and are treated. The shoes are then presented to the children.



Number of Shoes Donated		1735
Number of Students Treated + Given Shoes		657
Number of Adults Treated + Given Shoes		10
Number of Shoes Distributed		667
Shoes Yet to be Distributed		1068
Number of Activities Held		8

## Volunteering

At LifeStraw, we think Globally and Act Locally, supporting the communities in which we live. We volunteer both as individuals and as teams, and 2024 was a year full of volunteer events for each of our offices.

In 2024 we participated in a variety of events, from tree planting in Vietnam, to waste segregation in India, distribution of mosquito nets for IDPs in Kenya, and community trail maintenance in Baltimore.



## Vietnam

In 2024, the Vietnam team took meaningful action to support the environment and community. In January, the entire team climbed Ba Vi Mountain, planting 60 trees and transforming part of the mountain range into a vibrant green space. For World Water Day, they organized a cleanup at Den Lu and Kim Dong parks, collecting and properly disposing of 100 kg of waste. Additionally, they launched a campaign to collect 120 kg of outdated calendars, which were donated to the "Hold the Future" center for people with disabilities. Instead of ending up as waste, these calendars were transformed into beautiful decorations and braille books, offering creative opportunities and support to the center's residents. These initiatives showcase the team's dedication to sustainability and community impact.



## India

In April, the India team embarked on a mountain climbing expedition in the Himalayas with a powerful mission: to raise awareness about plastic pollution. Alongside their adventure, they organized a fundraising dinner that successfully raised enough funds to donate a LifeStraw Community water purifier to a mountain village, providing residents with access to safe drinking water.



Their dedication to making a difference extended to their neighborhoods. In June, they took it upon themselves to provide medical care and daily nutrition to ten stray dogs living without shelter near his home. Their compassionate efforts ensured these animals received the care and nourishment they needed.

In July, the team launched a waste segregation initiative in their residential community. They not only led the drive to educate residents about proper waste management but also raised funds to install eco-friendly, odor-free waste bins in the area. The project promoted a cleaner, greener environment while encouraging sustainable practices within the community.

## Kenya

In response to the devastating floods that left many families homeless, five members of LifeStraw’s Nairobi office volunteered at an internally displaced persons (IDP) camp in Mathare, Nairobi, on May 17. The team spent four hours at the camp, which shelters families displaced by flooding. They mobilized funds to purchase essential supplies and donated a LifeStraw Community water purifier along with 40 PermaNet pre-treated mosquito nets. The mosquito nets were prioritized for pregnant mothers and children under five to reduce the risk of malaria. While the camp originally housed over 500 people, ongoing support from UNICEF, World Vision, and Action Aid has helped many families transition out of temporary shelter.

From June 16 to 21, LifeStraw team members volunteered at Rumbiye Dispensary, Nambuku Model Health Centre, and the Family Life Education Program Satellite Office Dispensary, supporting the USAID 4 THE CHILD program. This initiative assists children and individuals living with HIV. During their visit, they distributed food, provided school fee support, and ensured access to safe water. They also offered education and training on water safety and maintenance of LifeStraw units. Their efforts improved safe water access, including repairs and replacements of LifeStraw units for households struggling with waterborne diseases.



## United States

In 2024, the Baltimore team engaged in a variety of volunteer activities to support local communities and promote environmental stewardship. On July 13, we partnered with Patagonia, Blue Water Baltimore, and Baltimore City for a cleanup event at Middle Branch Park. Over 50 volunteers participated on land and in kayaks, collecting more than 60 bags of trash and several tires for recycling and disposal.

Throughout the year, our team also volunteered at Strength to Love II Farm, assisting with gardening and

supporting urban farming initiatives. At Backyard Basecamp, we helped with trail maintenance, promoting access to green spaces and nature education. At the Maryland Food Bank, our volunteers packed food kits to support food security for vulnerable families.

On Giving Tuesday, we partnered with Global Refuge for a day of action. Our team signed cards for displaced families, packed kits for new arrivals, and donated Home pitchers, Go Bottles, and LifeStraws to support Global Refuge’s resettlement and international program initiatives. These activities reflect our commitment to making a positive impact both locally and globally, contributing to healthier communities and a cleaner planet.





# 2024 COMMITMENTS

1. LifeStraw will donate over 830,000 Guinea worm filters to The Carter Center. LifeStraw is committed to supporting The Carter Center through eradication.

2. LifeStraw will scale up our community safe water and climate-resiliency program in South Sudan and expand into at least one new region.

3. LifeStraw will continue to respond to natural disasters and emergencies, and emerging and ongoing humanitarian crises domestically and abroad.

4. LifeStraw will reach over 10 million kids with a year of safe water through our Give Back program.

5. LifeStraw will continue to promote the advancement of women and girls in our safe water programs, and through support of Emusanda Health Center and expansion of SafiCycle, our new menstrual health and hygiene program.

6. LifeStraw will recommit to our internal Think Globally, Act Locally initiative to support employee community engagement. We will afford each employee at least one workday per quarter to support local volunteer opportunities for reach respective LifeStraw office. We will continue to implement a larger project on Giving Tuesday.

7. LifeStraw will launch a set of training and learning modules for staff related to DEIB, and implement the strategic roadmap developed in 2023.

8. LifeStraw will work more closely with local city and state officials and key community leaders to examine the best ways to support safe water locally within Maryland.
1. LifeStraw donated 830,500 Guinea worm filters donated to the Carter Center to support eradication.

2. LifeStraw expanded the Give Back program to the Tigray region of Ethiopia, reaching over 5,623 kids in 10 schools in our pilot implementation

3. LifeStraw continued to respond to natural disasters and emergencies, reaching 71,853 people reached through Safe Water Fund emergency response, served by 39,381 filters.

4. LifeStraw reached over 11,826,860 kids with a year of safe water through our Give Back program.

5. LifeStraw achieved 97% positive feedback from the 1,756 girls enrolled in SafiCycle, our period dignity movement. Expansion of SafiCycle will take place in 2025.

6. LifeStraw recommitted to our internal Think Globally, Act Locally initiative to support employee community engagement. We also organized several office-wide volunteer events throughout the year, and we supported refugee resettlement through our partner Global Refuge on Giving Tuesday.

7. LifeStraw launched a new Anti-Workplace Violence training and refreshed our existing modules on our Employee Code of Conduct and Anti-Harassment. We rewrote our employee handbook, placing further emphasis on our values as a company.

8. LifeStraw joined the Maryland State chapter of the Volunteer Organizations Active in Disaster (VOAD). We enrolled in the Private Sector

9. LifeStraw will integrate supplier diversity and sustainability metrics into annual supplier evaluation and implement supplier improvement plans.

10. LifeStraw will measure and offset all 2023 company greenhouse gas emissions and continue implementation of our strategy to reduce all scopes emissions, including reduced logistics- and energy-related emissions.

11. LifeStraw will implement a human rights-based communications plan.

12. We will develop a review of options and recommendations for reducing plastic in existing product packaging. All new products will be housed in plastic-free or other environmentally friendly materials.

13. LifeStraw will develop new recommendations for suppliers' social impact and sustainability certifications or reviews.

14. LifeStraw will develop a plan for PFAS destruction, including a recycling system for filters.
- Integration Program organized by the Maryland Department of Emergency Management, and we expanded partnerships with local organizations that support emergency and disaster response efforts.

9. LifeStraw implemented self-assessment audits for our Tier 1 and our Tier 2 suppliers according to our Quality Management System Assessment which covers environmental and social responsibilities. We also implemented on-site audits for our Tier 2 suppliers in China.

10. LifeStraw measured and offset all 2023 company greenhouse gas emissions through a combination of nature and avoidance-based carbon credits. We are continuing our strategy to reduce emissions across all scopes.

11. In 2024, LifeStraw launched the campaign “so much more than just a water filter,” centering communication around the humanitarian and emergency response aspects of our work. This included a viral (1.7M views) TikTok about our work on Guinea Worm eradication, and a full-page print ad in the New York Times emphasizing our commitment to safe water as a human right.

12. LifeStraw uses paper-based or environmentally-friendly materials for all new product packaging, eliminating plastic from new developments. We have also reduced plastic use in existing products and packaging where possible.

13. LifeStraw will develop new recommendations for suppliers' social impact and sustainability certifications or reviews

14. LifeStraw has made progress testing our existing filtration to understand where we can reduce PFAS in water utilizing our carbon filtration. We currently have not developed a plan to have consumers return or recycle their filters, as there are still best practices to be developed regarding how to recycle media containing PFAS. PFAS destruction is still being optimized through new technologies.



# 2025 COMMITMENTS

1. LifeStraw will donate over 800,000 Guinea worm filters to The Carter Center. LifeStraw is committed to supporting The Carter Center through eradication.

2. Recertification as a B-Corp - LifeStraw will complete its B-Corp recertification and implement a 20+ point improvement roadmap to further institutionalize ethical governance, social impact, and environmental responsibility.

3. Reach 250,000 People with Safe Water Through the Safe Water Fund - LifeStraw will reach over 250,000 people through Safe Water Fund initiatives in disaster response, community partnerships, and international humanitarian programs.

4. Sustain and Expand SafiCycle - LifeStraw will sustain and expand the SafiCycle program, empowering girls and women with menstrual health access and education, reaching 3,000 girls in 2025.

5. Respond to Natural Disasters and Ongoing Humanitarian Crises - LifeStraw will continue its commitment to emergency response, delivering safe water during natural disasters and humanitarian crises.

6. Support 10+ Community Engagement Initiatives in Maryland - LifeStraw will implement a robust engagement plan in each of our home communities, including volunteer projects and clean water education, especially servicing under-resourced communities.

7. Reach 14 Million Kids with a Year of Safe Water - Through the Give Back program, LifeStraw will provide over 14 million children around the world with access to a year of safe drinking water.

8. Strengthen Inclusion Through Ongoing Training and Integration - LifeStraw will implement lessons from training and use learnings from the 2024 people roadmap to enhance policies, hiring, and team culture.

9. Continue 'Think Globally, Act Locally' Employee Volunteer Program - LifeStraw will offer each employee at least one paid workday per quarter to support local community initiatives, and organize a global day of service on Giving Tuesday.

10. Measure, Offset, and Reduce Company Emissions - LifeStraw will measure and offset all 2024 greenhouse gas emissions and further reduce emissions across logistics, travel, and office energy consumption. We will implement business initiatives aimed at reducing our overall emissions.

11. Reduce Plastic Waste - LifeStraw will work with industry experts a plan to implement a recycling system for filters. All new product packaging will remain plastic-free or use sustainable alternatives, and a pilot to reduce plastic in legacy packaging will be launched.

12. Advance Supplier Diversity and Accountability - LifeStraw will integrate sustainability and social impact metrics into its supplier evaluations, require improvement plans for underperforming vendors, and implement a tracking system for supplier diversity.

13. Champion Local Water Equity in the U.S. - LifeStraw will deepen collaborations with local officials, schools, and health providers to identify and support vulnerable water systems and communities across Maryland and beyond.

14. Convene Stakeholders Around Climate and Water Justice - LifeStraw will host or participate in key global conversations and coalitions focused on the intersection of safe water access, gender equity, and climate resilience.

15. LifeStraw will further develop technology to meet or exceed the strengthening EPA regulations related to filtration of PFAS/PFOS in drinking water.





# THANK YOU

At the core of our shared human experience lies an undeniable truth: safe water is a human right. While we are proud to have reached over 11 million children with access to safe water, we know our work is far from over. With your continued support, we are more determined than ever to expand our impact, innovate new solutions,

and bring safe water to even more communities around the world. Your partnership is the foundation of our mission, and together, we can build a future where safe water is not a privilege but a reality for all. Thank you for joining us on this journey.



