

A young boy with dark skin and short hair is smiling at the camera while washing his hands at a public water pump. He is wearing a grey t-shirt with a graphic of a unicorn. The background is a bright, sunny outdoor setting with trees and a clear blue sky. The text "CELEBRATING 10 YEARS OF CLEAN WATER FOR LIFE" is overlaid in large, white, bold, sans-serif capital letters across the middle of the image.

# CELEBRATING 10 YEARS OF CLEAN WATER FOR LIFE

The logo for Well Aware, featuring the words "well" and "aware" in a white, lowercase, sans-serif font, with a white water drop icon above the letter "a" in "aware". The logo is set against a solid blue rectangular background.

well  
aware

Three decorative, stylized wavy lines in a light blue color, positioned to the left of the text.

2019 YEAR IN REVIEW



# LETTER FROM SARAH

Ten years ago, I was on an international flight on the way to a country in Africa that I had never before been. A small group of us had raised enough funding to install a new well for a struggling community in rural Kenya, and we were on our way to drill a very deep hole on the other side of the world.

It seems like ages ago and also like yesterday. So many thoughts swirled in my head on that flight. Were we doing the right thing? Was it even going to work out? Was I insane?

Just a week or so after that flight, there was a borehole in Oltinga, Kenya that remains one of our highest yielding water wells to date. And, in those few days, my life was forever changed.

The profound and humbling experience of being on the drill site with a community of thousands of people – who were curious, grateful, and reluctant of my being there – grounded my commitment to the work I had just begun.

In the beginning, there was only passion and a hunger for understanding how to do better by these communities. I learned that only about 40% of the water wells installed in Africa work at all. I learned that there is little to no technical support in water system implementation. And, I learned that these communities already have every single piece of the puzzle for their success but for this expertise and some funding.

So, we built a project model that is centered around existing community knowledge and capabilities.

10 years later, we still get to say that 100% of our 70+ water systems are functioning and having a ripple effect for the communities they are in, and the team that is now Well Aware is the most committed, resilient, visionary, and compassionate group of people I have ever known.

While it makes me incredibly proud to say that I started this organization, it is with full confidence that I attribute the success and growth of this beautiful nonprofit to each and every community with whom we have partnered, as well as the many team members and supporters who have given their time, resources, hearts and souls to make Well Aware what it is today.

- Sarah Evans, Well Aware Founder



Sarah Evans and Dr. Karambu Ringera in Kithoka, Kenya



Mike Mutuku with students at Kisueni Primary School in Kenya



# REFLECTION FROM MIKE

“I don’t know where to start to explain the change Well Aware has brought to communities through clean water... Some years back, we had to rehabilitate a broken well in Daaba where two communities were fighting over water — water that was not even clean. I arrived there alone, after driving in the bush with no sign of any road, to find a deserted school and village after what I was told was a long week of gun battle. **This is the day I made my commitment: I will do no other job. I will only talk water!**”

Today, Daaba is a transformed, large community with the best performing school in the region and many other amenities have come up after this.

And the most encouraging part was when more people kept on giving to help communities they don’t even know and are not connected with. Starting from a very humble state the organization was ten years ago... **I can only thank our supporters for standing with Well Aware to change and transform communities through clean water. Thank you.**”

- Mike Mutuku, Well Aware Project Manager



# 10 YEARS AT A GLANCE

## OUR MISSION

To provide innovative and sustainable solutions to water scarcity and contamination in East Africa. We fund and implement life-saving water systems to drive economic development and empower communities.

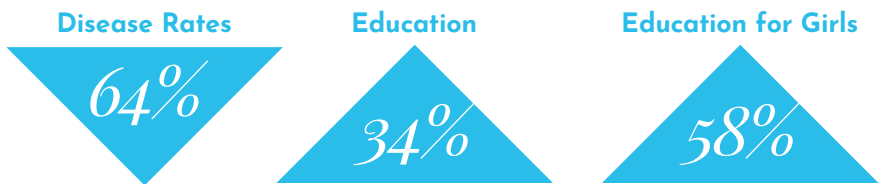
## OUR VALUES

INTEGRITY • COMPASSION • COMMUNITY • INNOVATION



## THE WELL AWARE RIPPLE EFFECT GOES WELL BEYOND THE WATER WELL:

- Diseases Plummet
- Education Increases
- Gender Equality Increases
- Agriculture and Commerce Grow
- Economic Reinvestments in Community
- Peace, Stability and Growth Increase



## OUR IMPACT

270K+

Lives transformed to date through clean water projects in East Africa

70+

Clean water projects completed across Kenya, Tanzania, Haiti\*, Puerto Rico\*, Texas\*  
\*disaster relief efforts

100%

of Well Aware's wells and water systems work  
Industry average: 40% work

\$15

Average cost per person for lasting clean water

Well Aware's innovative methods and accomplishments have been recognized by



## COMMUNITY HIGHLIGHT

### Olmoran, Laikipia County, Kenya

In 2017, Well Aware partnered with The Nobility Project on a clean water well for the community of Olmorán. In 2019, we received news on the updated impact since:

"The borehole had instant impact on student population and improved grades at Olmorán high, primary, nursery and special schools. For example, at Olmorán High, students were 400 in 2017, but has since increased to 616 at the beginning of 2019 and the trend is the same in the other schools. Nine students, among them three girls, joined Kenyan universities with many more joining Diploma and Certificate colleges compared to much lower figures before 2017."

- John Kimathi, Head of Olmorán High School

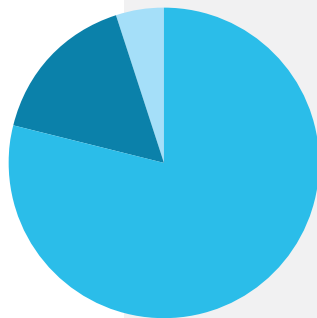
This is proof of why clean water is so important for health, education and growth. We are deeply honored to be a part of changing futures and to have the opportunity to amplify impact through incredible partners like The Nobility Project and generous supporters like you. Thank you.





# 2019 HIGHLIGHTS

- Completed first site visits in Uganda to scope out future work
- Drilled our first new well in Tanzania
- Elected new Executive Director, Kareece Sacco, who formerly served as Well Aware's Director of Operations
- Received Platinum Seal of Transparency on GuideStar for the third consecutive year
- Named Top-Rated Nonprofit on GreatNonprofits for the sixth consecutive year
- Broke \$1 million in fundraising revenue for the first time
- Grew The Village - our community of sustaining donors - by 30%
- Enhanced key community development partnerships with Ol Pejeta Conservancy, Davis & Shirtliff, Dr. Auma Obama and the Sauti Kuu Foundation
- Featured in The Weather Channel, Forbes, eTown, FOX 2 News, kxan, KVUE, Spectrum News, Mother Nature Network, Tribeza, Austin-American Statesman, Austin Business Journal, and many more publications and podcasts



## 2019 SPENDING

- 79% PROJECTS
- 16% FUNDRAISING
- 5% OPERATIONS



### COMMUNITY HIGHLIGHT Cheptoroi, Nakuru County, Kenya

Cheptoroi Primary School and the surrounding community used to rely on rainwater or the river nearby. Both sources are highly contaminated and consumed untreated, causing many waterborne illnesses. Students often missed school due to illness or water collection, and the classrooms were dirty without sufficient water to clean them.

*In June of 2019, Well Aware drilled our highest-yielding well to date at the school.* Producing at 21.5 cubic meters of water per hour, we haven't seen anything quite like it. That's enough to fill two 10,000-liter storage tanks, each hour.

This has resulted in astounding impact for the people in the area. Not only is the well now be able to serve all 600 students at Cheptoroi Primary School, but it also provides enough clean water to give to the nearby secondary school and the community as a whole, supplying nearly 2,000 people with lasting clean water. Now, the students of Cheptoroi are able to focus on their education. Community members no longer spend time each day walking to the river for water. Entire families now have a greater chance to succeed.

*We can't thank you enough for enabling this success. You are changing the futures of so many deserving people.*



# 40,000+

PEOPLE IMPACTED IN 2019

# 24

WATER PROJECTS  
WORKED ON IN 2019

#### Completed 13 new projects:

- 3 new wells
- 2 new rainwater projects
- 2 new rehabilitation projects
- 6 upgrades and expansions on past Well Aware projects

#### Worked on 11 additional projects:

- Continued implementation of 3 projects that were started in 2018
- Began work on 2 new projects (not yet completed)
- Investigated 6 new projects for future implementation



# MEET WELL AWARE'S TECHNICAL TEAM

Nearly 60% of water projects in Africa fail, often within the first year. This is caused by a variety of circumstances, but these two stand out as the leading factors:

- 1) Lack of technical expertise and continued oversight
- 2) Lack of community involvement

To this day, Well Aware maintains a 100% success rate, meaning each and every one of our projects is still functioning and providing lasting clean water to its respective community.

This success is not easy to come by. It requires innovation, expertise, adaptability, conscientiousness, and a commitment to the long-term success of our partner communities. 100% success is only achievable due to our robust sustainability model.

## HERE'S WHAT MAKES WELL AWARE'S APPROACH DIFFERENT:

- We have a team of technical experts including hydrogeologists, civil engineers and groundwater engineers who manage, plan, and design our projects from start to finish
- We are community-driven. From the very beginning, we establish a true, collaborative partnership with each community. They present to us what their current water situation is, what their goals are, and how they plan to manage the project. From there, we work with the community to design a water system that will utilize their existing resources to kickstart long-term success.
- We maintain partnerships and support ongoing water system needs to ensure the longevity of all of our water projects. While most of our communities are now self-sustaining, we regularly check in on our water systems to measure impact and our local team is reachable for problems that arise.



In addition to Well Aware's innovative approach, we utilize new technologies to make our work more efficient and cost-effective:

- Solar power
- Purification
- Water kiosk technology
- Mobile-to-mobile banking



Well Aware is committed to the continued, long-term success of all of our partner communities. As we continue to scale, we are dedicated to upholding the integrity of our water systems, maintaining collaborative community relationships, and ensure lasting impact for generations.





PARTNERSHIP HIGHLIGHT



*In 2019, Well Aware formed a long-term partnership with Ol Pejeta Conservancy, a world-renowned not-for-profit wildlife conservancy located in central Kenya. The conservancy works to conserve wildlife, provide a sanctuary for great apes, and to generate income through wildlife tourism and complementary enterprises for re-investment in conservation and community development.*

*The objective of the partnership is to amplify impact for communities in Kenya and further empower locals through sustainable clean water projects. Combining Well Aware’s clean water expertise and Ol Pejeta’s community partnerships, together we plan to empower and enhance the wellbeing of thousands of individuals.*

“We are proud of our relationship with Well Aware who we consider to be a highly professional organization working to provide sustainable water supplies to rural communities in a manner that is cost effective, efficient and impactful. Working together we make a great team that ensures great results”

- Richard Vigne  
Managing Director, Ol Pejeta Conservancy

In the summer of 2019, Well Aware completed our first project with Ol Pejeta Conservancy, for the Njoguini Primary School and surrounding community. Previously, this community had a water project fail them - leaving them with a poorly producing well with long queues that sometimes completely ran out of water.



“We were heartbroken for failed hope in getting water. When the well ran out of water, we would have to go far, around 10 km, to get water.” Jacqueline explained.

There was not sufficient water for drinking, irrigation, or general wellbeing. The community was suffering and the primary school was at risk of shutting down without reliable water.

Now, after partnering with Well Aware and thanks to the support of Ol Pejeta Conservancy, Richard’s Rainwater, and The Nobility Project, Njoguini has a reliable source of water that is plentiful and clean.



Since then, the school is no longer at risk of closure. The teachers and students have already planted 500 trees and have many ambitious plans for continued development with this new, reliable water. We can’t wait to see what they’ll continue to accomplish.

**By 2025**, Ol Pejeta and Well Aware plan to jointly fund and implement a minimum of 10 water projects within Ol Pejeta communities. We look forward to growing this partnership and witnessing the success of the communities that surround the conservancy.





In 2013, GloFish® LLC, a company that developed fluorescent fish to help detect pollution in water, launched a remarkable CSR partnership with Well Aware that has left a legacy of impact over the years.

Since the partnership began, GloFish® brand, now owned by Spectrum Brands, has helped fund 11 projects and has enabled more than 40,000 individuals in East Africa to gain clean water. Thanks to the dedication of many GloFish® and Spectrum Brands employees, lives continue to change every year because of this incredible partnership.

The objective of the partnership is to provide more communities in East Africa with lasting clean water while also empowering the company’s employees and customers to engage in a rewarding, impactful philanthropic experience.

One such community is that of Kithoka, Kenya. Almost 10,000 people in Kithoka had long been suffering from inaccessibility to water and a high number of waterborne illnesses. The impact was particularly negative for the kids supported by the International Peace Initiatives (IPI), a local nonprofit organization that serves orphans and vulnerable children.

“I was so moved and inspired by the incredible impact that this small but passionate team was having in these communities and I knew that I had to help in some way. I have spent most of my career working with aquariums, which would not be possible without our access to clean water. Working with Well Aware to provide clean water for communities in East Africa seems like a great way for myself, GloFish LLC, and Spectrum Brands to give back.”

– John Fox,  
DVP, GloFish Operations, Spectrum Brands

“Our partnership with Well Aware has become an increasing priority within Spectrum Brands. The Well Aware Team is outstanding to work with as we become more involved with this organization.

We are preparing for our third Shower Strike and anticipate a greater level of colleague participation with the assistance of this great team. They provide us with the tools we need to educate our colleagues so that they know what their donations cover... providing constant updates on the communities where we will have (and have had) an impact. A great partnership that makes us proud as an organization.”

– Janette Ruark  
Marketing Communications Supervisor,  
Spectrum Brands

Now, thanks to the partnership of Spectrum Brands, Kithoka has a reliable source of clean water. In 2018, Well Aware drilled a new, sustainable well for IPI and the nearby schools, returning in 2019 to continue expansion and enable clean water access for all 10,000 people in the community.

Since then, the transformation has been breathtaking. Gardens are growing, health has improved greatly, and we’re excited to see the continued success of Kithoka.

By 2025, Spectrum Brands plans to help fund at least 15 more Well Aware water projects. We are excited to amplify our impact together and continue to engage more people in the fight for clean water through this partnership.





# FACES OF WATER

The “Faces of Water” media series features images and stories of individuals impacted by our clean water projects so that we may show you, our supporters, the incredible transformation your are affecting in communities in East Africa.

We hope that through this series, you are able to directly see the people whose lives you are changing, as well as meet the people who are still in need of clean water. Through these stories, we hope to make the world a smaller place.



Rose and her siblings used to walk four kilometers to fetch water daily. The water was not clean and her family often fell sick from it, but they didn’t have another reliable source. Sometimes, they even had to move settlements based on access to water. Now, because of your support, Rose has a reliable, plentiful source of clean water near her school and her home.

“Water means life... access to clean water will change our lives. We will be healthier because it will reduce waterborne disease, help cleanliness, and also support irrigation.”

Rose, 13, Njoguini Primary School, Laikipia County, Kenya



Peter works as a school guard for the Cheptoroi Primary School, helping to protect and serve over 600 students. He is a father of five, whose biggest concern is drought because of the water scarcity it brings. With limited water, grass does not grow, so he can’t feed his cattle or his family. Peter is also worried about the lack and quality of hospitals in the area. His greatest goal is to see his kids finish school. Previously, his wife collected water from a river that is dirty and dried up seasonally, leaving them without a reliable water source. Peter’s kids often fell sick from the water collected.

Now, thanks to your support, Peter and his family won’t have to worry about where to collect water. Their community has a new, sustainable well, and they won’t have to rely on unsafe sources.

“I feel like a human being now. I have water, which is a basic human right.”

Peter, 45, Cheptoroi, Nakuru County, Kenya

“Because of the water, I’ve been able to grow all of this! I have pumpkins, arrowroot, lemongrass, lentils, beans, tomatoes and grain for my kitchen. I can’t sleep hungry now and it’s saving me money! I eat, I store and they’re still growing. I’m so happy.”



Mama C. (her preferred nickname), Kithoka, Meru County, Kenya

Thank you for empowering people like Peter, Mama C., and Rose with the clean water they need to not only survive, but thrive.

THE RIPPLE EFFECT OF YOUR SUPPORT IS PROFOUND.



# THANK YOU FROM OUR EXECUTIVE DIRECTOR

2019 has been a year for the books for Well Aware. With more projects completed than ever in a single year, major partnerships formed, a leadership transition, and new growth plans created, Well Aware continues to flourish.

None of Well Aware’s success or impact would have been possible without the ongoing support and dedication for this cause that we receive from YOU every single day. You – and this incredible community – make up the foundation that keeps this wheel turning and keeps clean water flowing in remote communities in East Africa.

Without you, countless children would be missing school because they were too sick or walking for water. Without you, mothers would be at home caring for ill children or... walking for water. **But, because you choose to make a difference in the lives of others whom you may never meet, lives are profoundly changed every day with clean water.** Children are healthier, mothers can find work, and entire communities are thriving... because of you.

I have been involved with Well Aware for five years now and I still struggle to find the words to thank those who support our mission. It is hard to simply thank someone for transforming a life, or countless lives at that. But, with this letter, all I have is words, so I will do my best. Thank you. **Thank you for supporting us. Thank you for choosing clean water. Thank you for wanting to make a difference. Thank you for changing lives. Thank you.**

We hope to continue to grow this work and change lives with you by our side for many years to come. Here’s to the next year, and the next, and the next...

With deepest gratitude,  
- Kareece Sacco, Well Aware Executive Director



Kareece Sacco at the Njoguini Primary School, Laikipia County, Kenya



The children at the Njoguini Primary School, Laikipia County, Kenya express their gratitude to Well Aware and all Well Aware partners who helped provide their school with clean water.



# WHAT PEOPLE SAID ABOUT US IN 2019

“In 2019, we worked with Well Aware and the Nobility Project to fund the Njoguini project in Kenya. It was one of the highlights of the year for our team as we watched the project come to life through email updates and photos. Richard’s Rainwater shares Well Aware’s passion for bringing clean water to all people everywhere. It’s a privilege to work with an organization that shares our mission and core values. We can’t wait to partner on more projects in the future.”

- Taylor O’Neil, CEO, Richard’s Rainwater

“Working with a diligent and trusted partner has given us peace of mind that our support will have an impact and reach those in need. To be included and intimately involved in the process of impacting so many lives has been truly transformative.”

- Rajan Lal, Donor

“We have seen first hand the everyday need for access to fresh water all over the world. In Well Aware we have found the partner to allow us to do something REAL AND LASTING about it. Their processes and technology are efficient and effective. Their staff are professional, empathetic and fun. The end result for us is that we have the confidence that our money is making a REAL DIFFERENCE IN EVERYDAY LIVES! The photos of the smiling school children the day THEIR well came in = JOY for us. Count us again next year!”

- Peg & Terry Shea, Donors

“It has been a great pleasure to work with Well Aware. The team is friendly and when you call on them to come to check on something that is not working well they come immediately. More importantly, I love working with Well Aware because they come to work with us, not for us. They do their research, speak with the community and the host of the project. They do not come with a ‘fixing’ those poor people mind-set. Rather, they respect and honor the people whose circumstances have invited the partnership to bring water to them. Well Aware’s work is from the heart – connecting people across cultures through the gift of water – a sacred connection that invites dancing our shared humanity to life!”

- Dr. Karambu Ringera,  
International Peace Initiatives,  
Kenya Community Partner

“Last summer, I had the honor of traveling to Nakuru with my Austin-based team to experience the work of our Well Aware partners firsthand. A water project was nearing completion and the immense rig was expected to hit water during our visit. It absolutely did -- and the effects were immediate, tangible and exhilarating. As water shot up, everyone celebrated together: drill team, engineers, local partners, community members and especially dozens of wide-eyed local children who danced in the mist. The experience demonstrated the profound impact Well Aware is making in the lives of countless communities abroad – and will stay with me forever.”

- Diana Greenfield, Executive Director,  
ASK Charitable Foundation



# A SPECIAL THANK YOU

A special thank you to the below donors who significantly contributed to Well Aware’s mission and impact in 2019. We are deeply grateful for the generosity of each individual and organization here, as well as the many others who are not on this list. Every dollar helps and makes a profound difference in the lives of others. Thank you to everyone who has made our work possible.

ASK Charitable Foundation  
John Abraham  
Aqua Strategies  
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Alan Blake  
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Rachel Miller  
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Mike & Pam Mycoskie

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Allen Tsai  
Vern Lal Global Foundation  
Scott & Jennifer Wehner  
David Welland



Thank you for the integral role you  
play in clean water for life. Here's to  
more impact in 2020 and beyond!

wellaware

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