



well
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2020 YEAR IN REVIEW

CLEAN WATER
FOR LIFE



LETTER FROM SARAH

I look back on 2020 with both pain and pride. It was many months of more surprises, challenges and heartbreak than I ever thought possible for this organization. Well Aware was not immune to the way the world was rapidly changing around us, and, in an instant, it was clear that it would be a year that looked like no other for our clean water work.

As a small, nimble organization, though, we were able to quickly regroup and create a new trajectory for our work. While we were postponing project implementation, reworking our budgets, applying for PPP, and assembling a plan to maintain team morale and culture, we were also devising a plan for impact for our partner communities in the context of the new and dire circumstances.

In March, during the highest concentration of organizational shifts and forced innovation, the words we kept hearing from our regions of work and from the most respected international organizations was this: **what communities in rural, developing countries needed most was information, and they needed it quickly.** In order to provide this critically needed information and training - to equip these communities with a proper defense against the rampant spread of coronavirus - we had to create something new. Since most of these towns and counties were on lockdown, we couldn't send our team, and we couldn't risk the health of our local colleagues and the villages.

In just a few weeks, we created a strategy to not just send this information to these regions instantly, but also provide interactive training, resources, and live support for additional questions and needs - all via an app that we simply modified from an app I've been working on through another initiative, leveraging the exponentially-expanding mobile phone access there.



Sarah Evans with children in Cheptoroi, Kenya



LETTER FROM SARAH



The next few months that followed included all things new to us and the organization as a whole - app deployment, new fundraising campaigns, fully remote workdays, and some crazy ideas about how to keep it all moving in the right direction.

It all worked - we equipped and trained our communities, raised the needed funding, and we all kept looking forward - toward greater access to clean water and the resources to amplify that access.

In the final months of the year, as lockdowns lifted, we were able to do more implementation work, and we've been building an **incredible momentum to create more water systems in 2021 that in any year past.**

All of this would not have been possible without you - our donors, volunteers, and advisors. You put your faith in this small but mighty team to carry out a seemingly impossible plan. You donated when you weren't sure about your own finances; you reached out to check in when you knew we needed it; you believed in us. **As a result, we have made a beautiful difference in the lives of thousands of people together.**

It's time now to get back to work, and not just in the way that we always have. Now that we know how efficient and impactful digital support can be, our clean water projects will be even better maintained, more quickly repaired, and the communities more thoroughly trained - all because of our innovation in the most difficult year of our lives.

We are deeply grateful for you, and we can't wait to show you what we'll get done in 2021 for these incredible communities.

- Sarah Evans, Well Aware Founder



11 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

OUR IMPACT

100%

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

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*

\$15

Average cost per person
for lasting clean water

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

Disease Rates

64%

Education

34%

Education for Girls

58%

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





FACES OF WATER

Kaiseyie, Salaita, Kenya



All her life, Kaiseyie has lived in the Salaita community where she now has a husband and kids. Each day, she provides for her family by cooking, fetching firewood, and collecting water. Before we could provide a new water well for Salaita in 2018, Kaiseyie had to walk up to three kilometers to collect water. Drought was a common challenge, and when the water dried up, Kaiseyie and her family could not cook, shower, or wash their clothes. In the community, there was often conflict over the limited water. However, these water worries are now a thing of the past. Kaiseyie and the Salaita community have a lasting source of clean water, and Kaiseyie's personal hopes are for the community to flourish.

She told Well Aware in November 2018: **"Water is the source of livelihood for both humans and animals. In seasons without water, people and cows die. But, the new well will provide enough clean water for domestic use and livestock. I'm happy and grateful. Thank you, God, for touching us and blessing Well Aware to give us water."**

Eunice, Cheptoroi Primary School, Kenya

Madam Eunice is the Headteacher at Cheptoroi Primary School. Since Well Aware completed a new well for the school in 2019, education rates have greatly improved.

Eunice told us in August 2020: **"Well Aware has provided us with water for the school and community. Our pupils can now drink clean water while at school. Also, they can use water to keep down dust in our earthen floor as often as possible which keeps off respiratory diseases related to dusty places. As a result, school attendance has improved as well as performance."**



John, Kaliini Primary School, Kenya



John is a 14-year-old student at the Kaliini Primary School in Kenya who loves to read books and play soccer. Thanks to the generous Well Aware community, we implemented a sustainable clean water system at John's school in 2017. Now, with access to reliable clean water, John is healthy and can focus more on his goal of becoming a doctor.

In February 2020, when we asked John what water meant to him, he told us: "Water is life."



2020 HIGHLIGHTS

- First deployments of digital WASH (Water, Sanitation & Hygiene) tool in partner communities
- Maintained 100% project success rate throughout COVID-19 shutdowns
- Received Platinum Seal of Transparency on GuideStar for the fourth consecutive year (highest possible rating)
- Named Top-Rated Nonprofit on GreatNonprofits for the seventh consecutive year
- Recognize Good 2020 Ethics in Business Awards Honoree
- Well Aware volunteer engineer named recipient of RecognizeGood's annual Legend Award for exceptional community citizenship
- Held our first ever virtual gala and most overall successful gala to date
- Featured in Washington Post Live, Yahoo Finance, Austin Woman Magazine, Growth Exponential Podcast, CGTN Network, Forbes Nonprofit Council, All Things Good
- Enhanced key community development partnerships with So They Can Kenya, So They Can Tanzania, Ol Pejeta Conservancy, International Peace Initiatives, New Wash Burn Foundation, and the Sauti Kuu Foundation



20

WATER PROJECTS ACTIVELY WORKED ON IN 2020

- Investigated **11 new projects** for future implementation
- Conducted ongoing maintenance on **8 past projects**
- Continued implementation on **1 project** started in 2019



RecognizeGood®







THE WELL AWARE DIFFERENCE

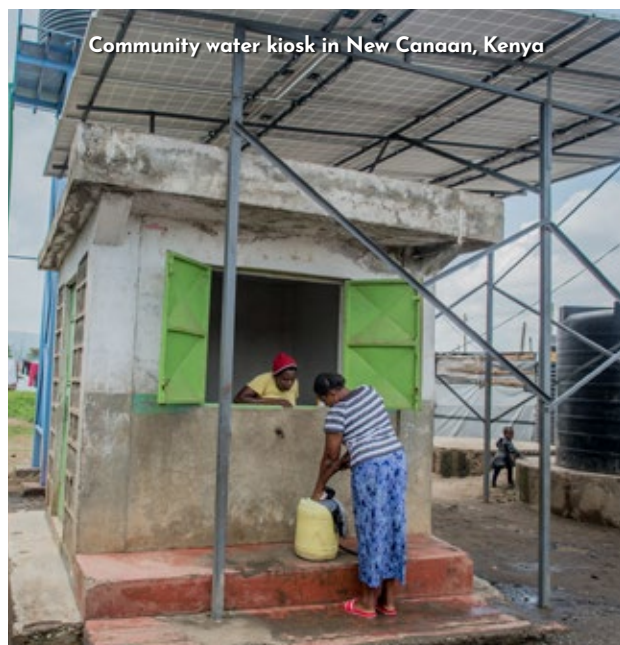
Nearly 60% of water projects in Africa fail within the first year. Ours don't.

To date, Well Aware has maintained a 100% success rate across all 70+ of our water systems.

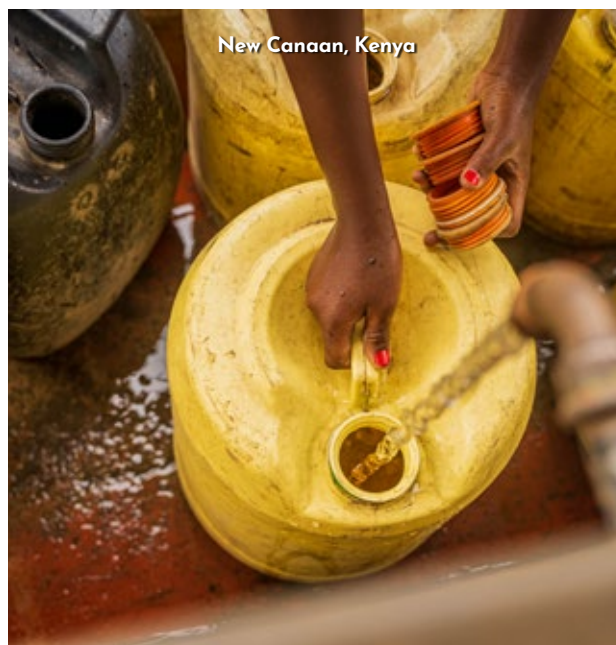


Daaba Juu, Kenya 2016

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.



Community water kiosk in New Canaan, Kenya



New Canaan, Kenya



THE WELL AWARE DIFFERENCE

Groundwater engineer Kristi Shaw assessing cuttings to properly design casing for maximum water yields.



New well being drilled in New Hope, Tanzania



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** ensuring 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.

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.



EMERGENCY SANITATION & HYGIENE SUPPORT



We know basic hygiene can reduce illness in rural communities by 64%, and that proper handwashing can help prevent the spread of COVID-19, specifically. We also know that 34% of Kenyans between the ages of 18 and 34 own a smartphone, and that most local leaders in our partner communities have access to mobile technology.

That's why we have partnered with Well Beyond to leverage existing technology and deploy an app-based WASH tool that will meet this crisis head-on. Through this mobile app, we are equipping our partner communities with the tools needed to prevent the spread of coronavirus and save lives.

Here's what it provides:



Interactive WASH (Water, Sanitation & Hygiene) training



Guidance on creating DIY soap & handwashing stations



Instructions for DIY face masks



Real-time chat support to help fight COVID-19



Customized activity tracking & impact measurement





EMERGENCY SANITATION & HYGIENE SUPPORT

- Deployed WASH app in 35 communities across Kenya and Tanzania
- Trained more than 2,000 individuals (trackable within app) on best COVID-19 sanitation and hygiene practices
- Collaborated with our nonprofit partner organizations in East Africa to help more communities gain access to emergency WASH training and COVID-19 information. These partners include: So They Can Kenya, So They Can Tanzania, Ol Pejeta Conservancy, International Peace Initiatives, New Wash Burn Foundation, and the Sauti Kuu Foundation. They are continuing to deploy the app to the communities they support – ensuring thousands more people can have the tools they need to fight COVID-19.

so they can



OL PEJETA
CONSERVANCY



Community members in Olmoron, Kenya learning the remote WASH tool

“The WASH app was a critical component of training Ol Pejeta Staff especially early in the COVID-19 Pandemic. Our health and safety officer used it in various field training with significant behaviour change noted in the trainees. When the community education team went out in the community to work with scholarship students, the app was a central component and it helped train our scholarship students on how to keep themselves and their families safe.”

– **Ian Muiruri**, *Deputy Manager–Community Development, Ol Pejeta Conservancy*

“I enjoyed that app because there was pre- and post learning assessment which was great especially providing the guidance and correct information.”

– **Interns**, *So They Can, Tanzania*

“Prevention is better than cure, and that’s why the app has proven to be a great necessity in our community. The WASH tool is really great especially the option of training a group, it is relatively simple to train quite a large group. And the Swahili version has made it easier for the message to reach everyone despite their literacy level and economic background.”

– **Naomi**, *Programs Coordinator for The International Peace Initiatives (Meru, Kenya)*

“I enjoyed the education about hand washing. I did not know that washing hands was useless if you do not use soap.”

– **Grace Swai**, *Education Program Officer, So They Can*

“It was a great and simplified app to use with lots of information which were also easy to read and understand.”

– **Delfina Reuben**, *Head of Education, So They Can*



WASH IMPACT STORIES 2020

Ndabibi, Kenya



Since Ndabibi's sustainable water well was implemented in 2014, Ndabibi continues to see incredible success and growth. Education has improved, the community is healthier, and commerce is thriving. Now, 6 years later, the well is also providing sufficient water for thousands of residents to wash their hands and prevent the spread of this pandemic.

"The water helps in stopping the spread of the virus. The water project is close to the trading center which has heavy flow of traffic throughout the day. Most get water for their handwashing stations here which helps them a lot as they do not have to travel huge distances to get this commodity."

- **Macharia**, Chairman of the Water Committee in Ndabibi, Kenya

Kaliini, Kenya

"The training was just simply excellent."

- **Ben**, a teacher at Kaliini Secondary School

He says that the information that was provided in the tool is what has greatly helped the community stay safe from COVID-19. Also, from the knowledge he has gained through the tool he is sensitizing more members of the community to practice good standards of hygiene and to set up handwashing points in homes and market places. By using the DIY hand-washing model illustrated in the tool, which is cheap and affordable, he has been able to set up several stations in the community. The raised awareness has significantly minimized the spread of the disease.



Olmoran, Kenya



"A very resourceful package which is very easy to understand. Olmoran community is very grateful."

- **John**, Olmoran community member

"I'm now aware of the Covid-19 virus thanks to Well Aware."

- **George**, Olmoran community member

"[The training] captured some of the students joining various universities later this year, should the COVID-19 situation allow. They excelled in the national exams in 2019 largely as a result of the borehole funded by Well Aware in the school in 2017."

- **John**, Principal of Olmoran Secondary School



2020 REFLECTIONS FROM FROM MIKE

The year 2020 started on a very high note for our organization with so many new projects in lining. I personally was sure I would do more than any other year since Well Aware started more than 10 years ago, as it is our tradition to implement more new projects than the previous year all the time. Well, COVID-19 came running and with the panic caused by it, we made some adjustments.

As we all know, **with or without COVID-19, we have to use water every day** as long as one is alive. Our organization has procedures already in place to coordinate with communities on how to make sure our water systems are up and running. I am the Project Manager leading our team in Kenya, and we are always in touch with leaders in every community project to monitor how they are doing.

Yes, I will say there were some challenges during the times of lockdowns, but water management and app developed by our organization came in handy, and this helped in sorting any breakdown in the systems remotely from my house.

My prayer is for things to get better soon as so many communities are in line for new water projects, especially now hygiene and hand washing are more essential than any other time in our life. **Especially in our schools, need for clean water is huge.**

I can only **thank our supporters and donors for standing with us** in Well Aware to make life better for those who have no clean water. It doesn't matter what amount of donation we have received, little or big, the impact is so huge and will run for years.

- **Mike Mutuku**, Well Aware Project Manager



Mike Mutuku with a young girl in New Canaan, Kenya

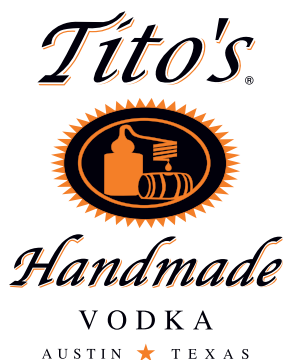


THANK YOU

A very special thank you to our partners for standing with us this year!

LARQ

Spectrum
Brands



HDR Foundation

AquaStrategies





WHAT PEOPLE SAID ABOUT US IN 2020

“Well Aware consists of an amazing, hard-working group of women who work across the world to bring clean water systems to Africa. The organization boasts a 100% success rate for their water systems due to working closely with community members and maintaining projects over the long-term, which is extremely rare in the water sector.”

- **Sara**, *Volunteer, July 2020*

“I have been a volunteer for over 4 years. I went to Africa with Well Aware and saw first hand the incredible impact they have on bringing clean water access to people that don't have access today! They are a lean and hard working organization that are passionate and detailed about what they do and the big reason why their model and success rate is at 100%. I'm honored to be associated with WellAware”

- **Geoffrey**, *Board Member, June 2020*

“Well Aware sank a borehole in my community in Kenya and since then we as a community have experienced significant change, such as having food security due to the availability of water to irrigate our crops.”

- **Matua**, *partner community member, June 2020*

“I have been in several of the communities that Well Aware has empowered through clean water. The long term impact of clean water in these communities is amazing and the Well Aware team in Kenya and the US ensure that these communities are given the tools that they need to use that water to change lives. When Covid-19 hit and they could no longer work in these communities on the ground, they mobilized an app to educate the communities on the virus and what they can do to stay safe during this incredibly challenging time. They are a dedicated team of people making a huge difference in some wonderful communities that just need access to clean water. A right that every single person should have.”

- **John**, *Donor, June 2020*

“I can't say enough positive things about Well Aware. Not only is the work inspiring, it's very well-researched. They don't provide temporary or inconsistent solutions like hand pumps for communities, but permanent water wells that affect people for their entire lives. The team is passionate about the work and truly care for those they are partnering with. If this work wasn't enough, they worked quickly on a response to COVID through their [offline] available app with an update that provides information to communities they serve about WASH content. They've made me a lifelong monthly donor and couldn't be more excited to see what they do in the future.”

- **Tim**, *Donor, August 2020*



Thank you for the integral role you play in clean water for life.
Here's to more impact in 2021 and beyond!



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