



CLEAN WATER FOR LIFE

well 
aware

2022 IMPACT REPORT





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LETTER FROM SARAH

2022 was a year of incredible change and growth - new partnerships, new staff, new project milestones, and so much more. In March, Well Aware completed our 100th clean water project, and, by the year's end, we had already reached 114 completed projects. As a founder, I'm so proud and excited to watch our team grow and get better and better, year over year. And, I'm deeply honored to have such a fantastic community of supporters - you - that enable this growing mission and team and who, together, create a true force for good.

We are now a contingent of 13 keenly talented people and counting. But we began as a young (ish) woman from Texas and a bush driver in Kenya, both working without pay for two years to build Well Aware. Mike and I shared a passion for giving clean water to people who so desperately needed it, and we sacrificed whatever we needed to see it through.

That dedication from our team early on is still the foundation of our work today. Innovation, compassion, community and integrity are the driving factors of our mission, and these strong company values continue to push us ahead as we lead the way toward a new standard in efficiency and sustainability in the water aid sector.

We still share that passion, an even greater devotion to and fervor for building bigger and broader to serve even more people, but with a continued commitment to doing what's right - and only what is right - by each and every community we touch.

With you by our side, we all put our whole hearts and minds into every project, and we are committed to continuing to innovate and evolve to be the very best we can be for those we serve.

The impact that clean water can have is breathtaking. Your dedicated support enables our partner communities to live significantly improved lives and truly changes what the future looks like for so many.

I can't thank you enough for all you do for clean water, and I'm humbled to get to oversee our vision as we continue transforming lives with such care and ambition.

Sarah Evans, Well Aware Founder & Board Chair





REFLECTION FROM MIKE

The year 2022 was very successful as we managed to bounce back after Covid period. We had reasonable growth having completed more projects than any other year before. We successfully provided clean water to 38 new communities and kept our older projects running properly.

We added new field staff, bringing us to seven in Kenya. Our staff members are well qualified in their specialized fields. As a team, we are aiming to accomplish even more projects in 2023.

I can't forget to thank our donors for continuing to make our work easier. We receive more and more requests for new water projects each day, and your support is critical to reaching those communities in need.

Thank you,
Mike Mutuku, Director of Projects - Kenya





13 YEARS AT A GLANCE

OUR MISSION

To provide innovative and sustainable solutions to water scarcity and contamination in East Africa.

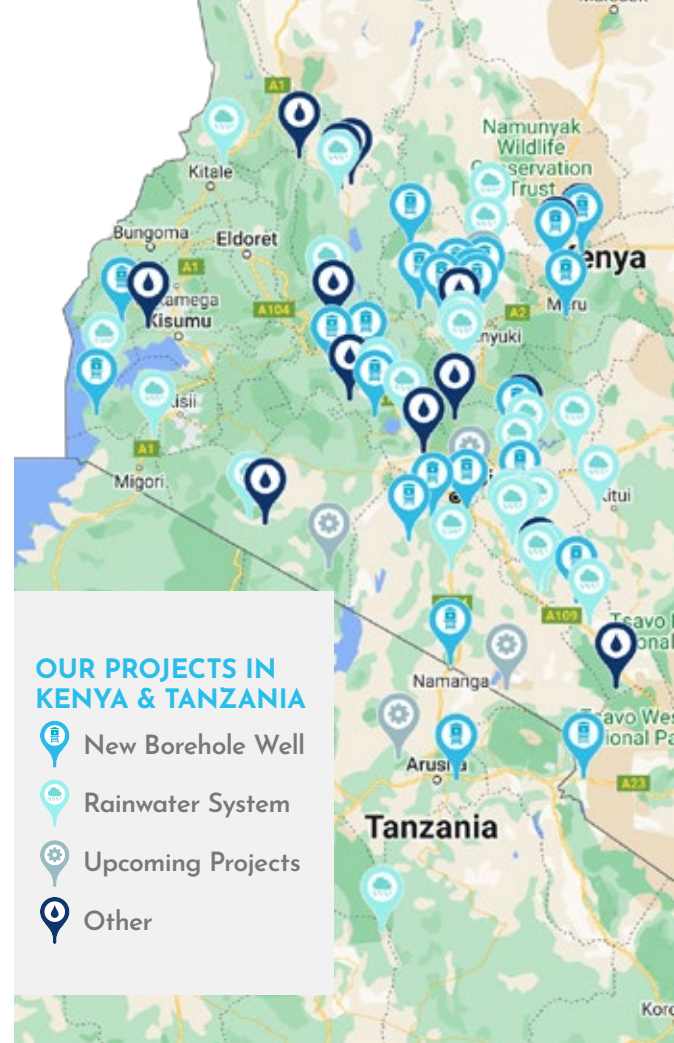
Well Aware is a 501(c)3 nonprofit that funds, implements, and maintains sustainable clean water systems to drive economic development and empower communities in East Africa. Since 2010, our water projects continue to maintain a 100% success rate, which is driven by our commitment to technical expertise and ongoing support within our partner communities.

Our Well Beyond App, recognized as a finalist in Fast Company's 2022 World Changing Ideas Awards, is the first and only maintenance and diagnostics app for ensuring lasting clean water projects.

OUR VISION: Together, we have the power to create a world where every human has access to the basic right of clean water.

OUR VALUES

Integrity • Compassion • Community • Innovation



OUR IMPACT

100%

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

353K+

Lives transformed to date through clean water projects in East Africa

114

Projects completed across Kenya & Tanzania

70

Partner communities are using the Well Beyond App

\$15

Provides one person with clean water

THE RIPPLE EFFECT

Our clean water systems trigger a Ripple Effect of impact and become long-term anchors for community prosperity: Diseases Plummet (64%), Education Increases (34% overall, and 58% for girls), Gender Equality Improves, Agriculture and Commerce Grow, Economic Activity and Community Reinvestments Increase, and Peace, Stability and Growth Increase

Accomplishments have been recognized by

Forbes

FAST COMPANY

Apple News

The New York Times

USA TODAY
A GANNETT COMPANY

TOYOTA

The Washington Post

THE CHRONICLE OF PHILANTHROPY

People

WOMEN mach



2022 HIGHLIGHTS

- Implemented our 100th clean water project in March
- Our team in Kenya is now larger than our team in the U.S. (see page 9)
- 70 of our Partner Communities are now using the Well Beyond App
- Recognized in Fast Company's 2022 World Changing Ideas as a finalist in the Developing World Technology category and an honorable mention in the Water category for the Well Beyond App
- Named a 2022 Classy Awards winner in the Social Innovation category
- Named a 7th Annual Woman's Way Business Awards winner in the Social Impact category
- Recognized in Top 100 Innovators & Entrepreneurs

FEATURED IN 2022

Forbes

Apple News

Lifewire

Authority Magazine

Austin American Statesman

West Austin News
SINCE 1988

THE EDGE
OF ADVENTURE
with ADAM AGHEZ

ACTS OF IMPACT
Interviews with those making a difference

mostly green.life

Raising Daughters

OVERCOME
WITH JUSTIN WREN

353,496

PEOPLE IMPACTED

38

WATER PROJECTS ACTIVELY WORKED ON IN 2022

Completed 25 new projects

- New Wells: 3
- New Rainwater Systems: 13
- Upgrades & Expansions: 9

Worked on 13 additional projects

- Maintenance on past projects and investigation of new projects for future implementation





THE WELL AWARE DIFFERENCE

Despite hundreds of nonprofits working to provide clean water in Africa, 60% of water projects fail, on average, due to lack of technical expertise and community involvement. That's where Well Aware is different.

We believe our responsibility to our partner communities goes far beyond the drilling of a hole. Unlike other water charities that use blueprints to construct clean water systems, Well Aware utilizes a unique, community-focused approach that ensures long-term prosperity. We gain an understanding of each community's current access to resources, what their goals are, and how they plan to manage the project over time. This allows us to plan, design, implement, and maintain a clean water system that will work indefinitely.

Our community-driven approach, paired with our team of technical and local experts ensure the longevity of our water projects.

Since 2010, we have maintained 100% success across all 114+ of our water projects in East Africa, meaning every project is still functioning and providing lasting clean water to respective communities.

HERE'S A BREAKDOWN OF THE DIFFERENT TYPES OF PROJECTS WE DO:



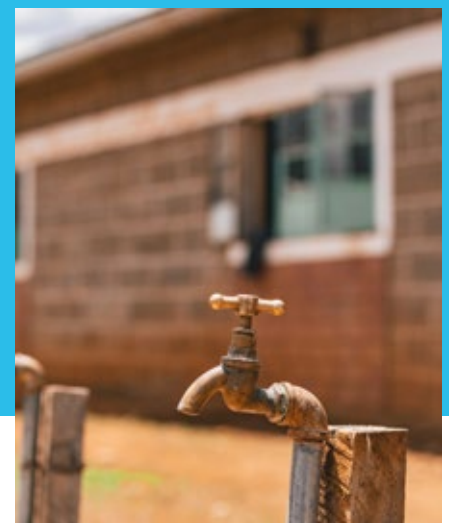
New, Deep Borehole Wells

In communities where there is a plentiful source of underground water, we drill a borehole to reach deep aquifers, typically anywhere from 100 to 250 meters. We then install casing, solar-powered pumps, and gravity distribution pipelines to serve water throughout the community.



Rainwater Catchment & UV Purification Systems

In communities where it rains more frequently and there is not a good source of underground water; roof guttering, water storage tanks, and UV filtration systems are installed to provide clean and safe rainwater for drinking.



Rehabilitation Projects of Existing or Failed Systems

Some communities reach out to us about a water system that was implemented by another organization and then abandoned, and it no longer works. In some of these cases, we are able to replace the malfunctioning or broken equipment or convert to a solar powered system in order to get that system up and running again.



THE WELL BEYOND APP BY WELL AWARE

The Well Beyond App by Well Aware is transforming the longevity of clean water systems in East Africa.

Our Well Beyond App is the industry's first and only app designed for community members to maintain and diagnose their water system, enabling long-term prosperity within our partner communities. The World Bank has estimated that less than 5% of water projects are visited after they are constructed, and less than 1% are monitored long-term. The Well Beyond App makes reliable, ongoing monitoring a reality.



When local leaders can diagnose and resolve issues with their water systems and remotely chat with experts in real-time, it means communities don't have to wait days or weeks for repairs without their only source of water. The longer a water system is down, the less likely it is to be repaired. That's why it's critical to monitor, identify, and resolve issues as soon as possible. It also lengthens the life of the water system and results in significant savings of both time and money.

Once initially downloaded, the app is fully functional offline, ensuring accessibility for even the most remote populations. The new tool also aggregates valuable data on how the water systems are used, providing indicators of community-led success.

Ultimately, the Well Beyond App ensures clean water will continue to flow for years to come.



THE WELL BEYOND APP IN ACTION: ALAMACH, KENYA

One day, Alamach reported that there was no longer water coming from the faucet of their Well Aware water project. With the app, we were able to remotely help them troubleshoot and repair the issue on their own. Instead of the 'standard' two weeks to resolve an issue of this type in East Africa, Alamach's water system was back up and running in under two hours and at no expense to the community.



Used by 70 Well Aware partner communities and counting



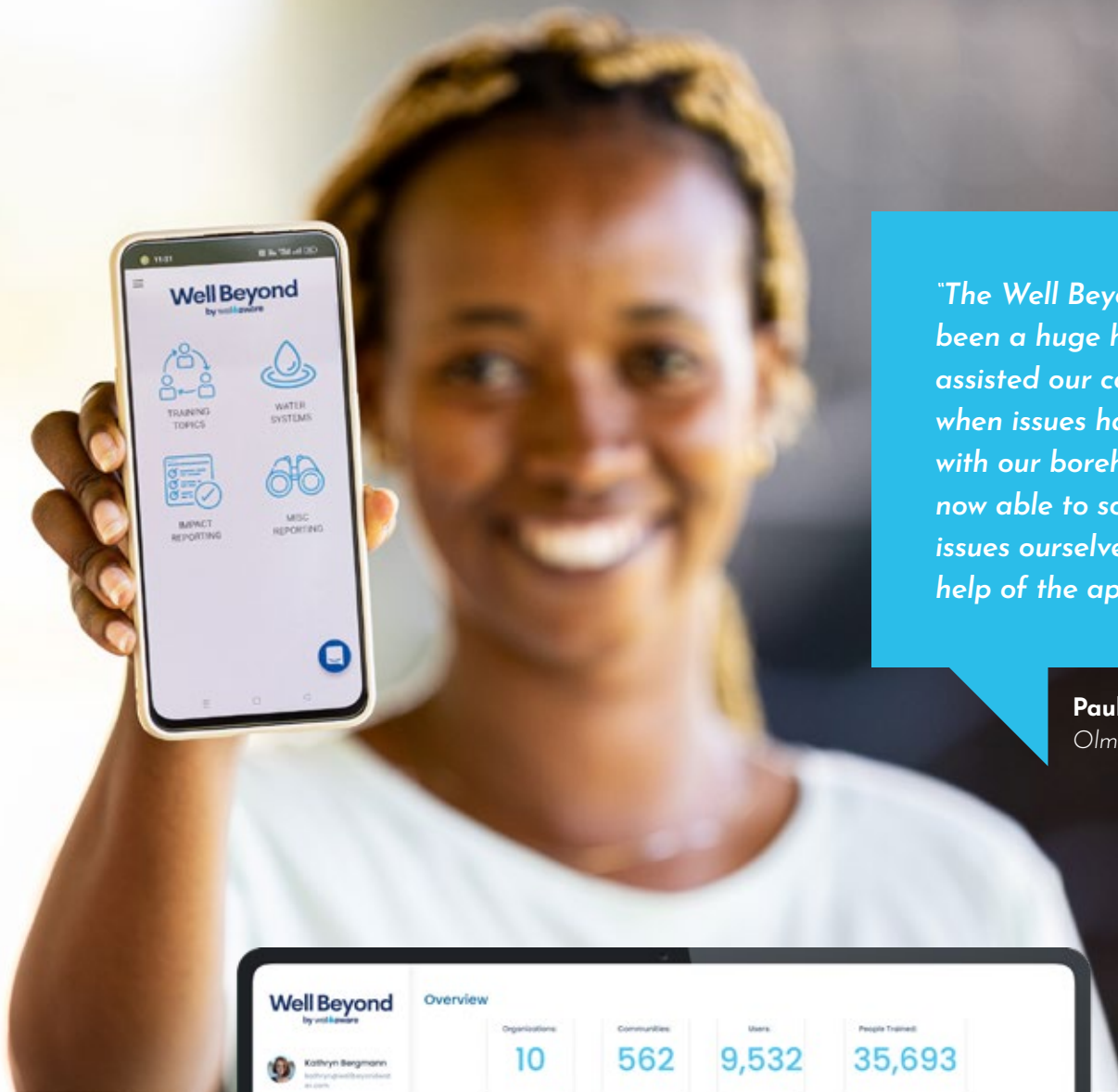
The Well Beyond App was named a finalist in the Developing World Technology category and an honorable mention in the Water category as part of Fast Company's 2022 World Changing Ideas Awards.

Learn more at wellawareworld.org/app





THE WELL BEYOND APP BY WELL AWARE



"The Well Beyond app has been a huge help and has assisted our community when issues have arisen with our borehole. We are now able to solve these issues ourselves with the help of the app!"

Paul
Ol Moran, Kenya

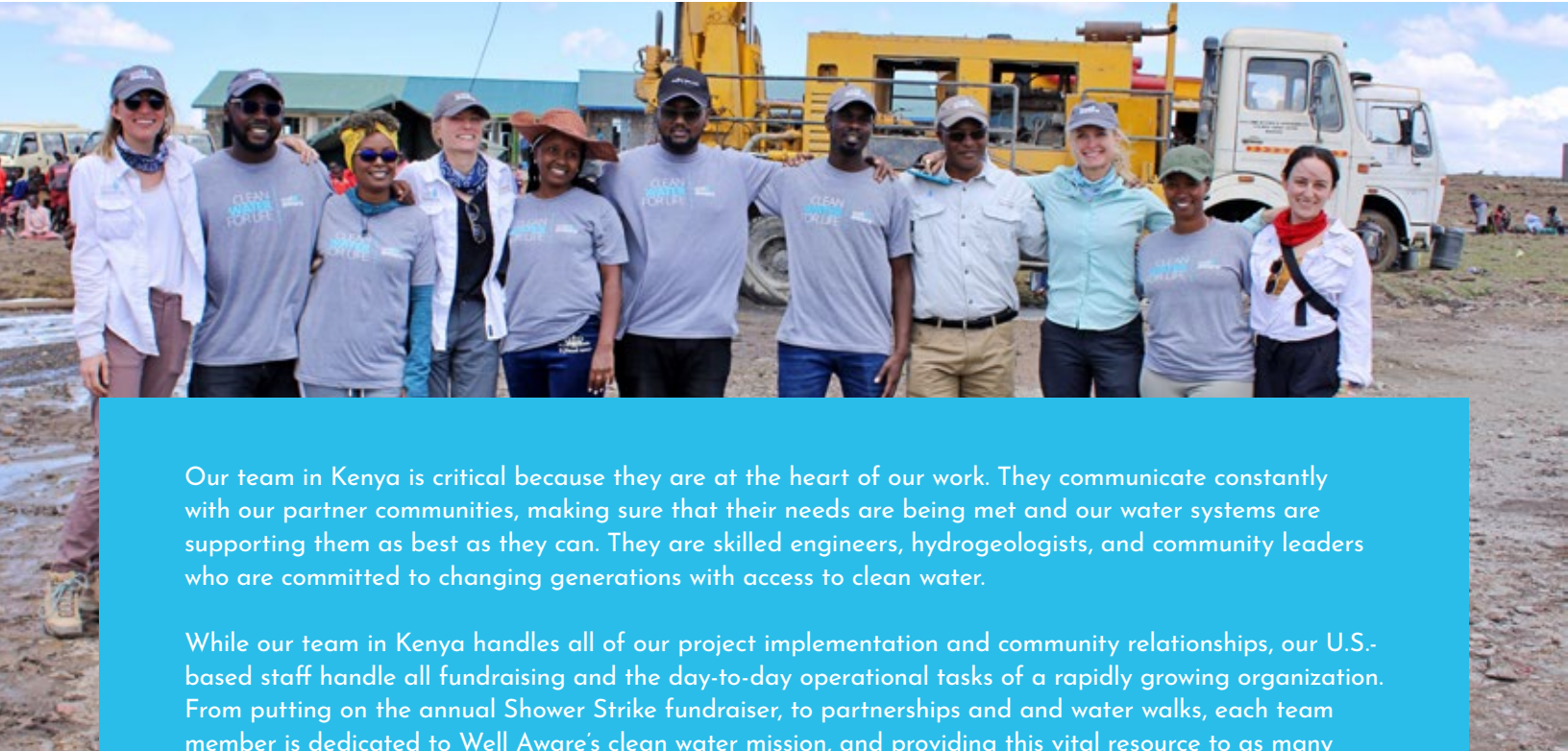




MEET OUR TEAM

Since our first water well in 2010, we have grown from two volunteers to 13 full-time staff.

In the past three years alone, the organization has doubled our funding, more than doubled the team in Kenya, and tripled our number of projects completed per year! AND our Kenya-based team is now larger than our U.S.-based team. All of a sudden we looked up and our once very small, but mighty, team has become a larger, equally as mighty, staff of rockstars who are deeply committed to this work.



Our team in Kenya is critical because they are at the heart of our work. They communicate constantly with our partner communities, making sure that their needs are being met and our water systems are supporting them as best as they can. They are skilled engineers, hydrogeologists, and community leaders who are committed to changing generations with access to clean water.

While our team in Kenya handles all of our project implementation and community relationships, our U.S.-based staff handle all fundraising and the day-to-day operational tasks of a rapidly growing organization. From putting on the annual Shower Strike fundraiser, to partnerships and water walks, each team member is dedicated to Well Aware's clean water mission, and providing this vital resource to as many people as possible.



Kathryn Bergmann
Director of Projects,
United States



Dani Daspit
Development Associate,
United States



Mesret Endale
Project Manager,
Kenya



Sarah Evans
Founder & Board
Chair, United States



Geoffrey Kirwa
Lead Hydrogeologist,
Kenya



MEET OUR TEAM



Joe Mbagia
Community Manager,
Kenya



Lucy Mokaya
Hydrogeologist,
Kenya



Dennis Mutaki
Project Manager,
Kenya



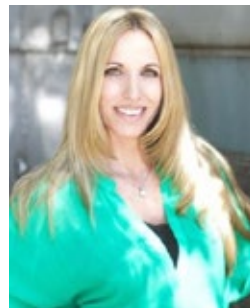
Mike Mutuku
Director of Projects,
Kenya



Jecinta Ann Mwangi
Operations Officer,
Kenya



Erinn Wright O'Donnell
Director of Development,
United States



Amy Prewitt
Office Manager,
United States



Anna Provenzano
Director of Operations,
United States





COMMUNITY HIGHLIGHT

New Well - Muruku, Kenya - 100th Project



We implemented our 100th clean water project in 2022!

Previous Water Source: The community retrieved unsafe water from a stream 3-4 km away. A well that had been drilled there by another organization but had failed.

Project Type: Rehabilitation of existing borehole well (2015) and new borehole well (2022)

Year Completed: Rehab in 2015, Expanded in 2016; New well in 2022

Population Impacted: 4,500



The community of Muruku had first come to us in 2015 asking for rehabilitation of a broken system previously drilled by another organization. Once we rehabilitated the existing borehole in 2016, we expanded the project, and then because of the immense growth in that community, we drilled another borehole well in April of 2022. Now, 4,500 people have been impacted through clean water - for life!



FACES OF WATER

Margaret from Muruku, Kenya

Margaret is a farmer and local leader in Muruku. Margaret says that the biggest issues they have faced are water scarcity and drought due to unpredictable rain patterns. She and other community members used to travel to a stream for unsafe water and when it ran out, they walked even farther upstream to collect water. She is ecstatic about the new water well implemented in Muruku in 2022.

“This water system could not have come at a better time.”



COMMUNITY HIGHLIGHT

Rainwater System - Tuale Primary School, Kenya

Previous Water Source:

The community relied on a shallow hand pump well for water, but in 2015, the system was damaged by elephants, leaving the community to fetch water from the Waso River, or a dam 10 km away.

Project Type: Rainwater catchment and UV purification

Year Completed: 2022

Population Impacted: 4,000



The community of Tuale, in Isiolo county in Kenya, is home to about 4,000 people who previously relied on unsafe, unreliable water sources. At Tuale Primary School, where 210 students attend, it was very evident that most of the children in this community were experiencing ongoing water illnesses, hindering their education and wellbeing.

In June of 2022, our team installed a rainwater catchment and UV purification system at the school to provide plentiful clean water to the students and their families. We began installation with guttering and storage tanks and completed the water project with the installation of UV filtration units.



FACES OF WATER

Selina from Tuale, Kenya

Selina is 77 and works as a nanny for the head matron at the school. Before the project, Selina spent many hours at the river collecting water in addition to her job duties. The water she collected was contaminated and created health issues for her and the community. Now, Selina never goes far for water, she is cheerful, and she has time to rest.

“Water is life. The beauty around me has been brought about by water.”



Ndanu - Tututha Primary School, Kenya

Ndanu wants to become a teacher because she loves working with younger children in her community. Prior to the rainwater catchment system Well Aware implemented at her school, the only access to water was a contaminated river and an unreliable well. Now that Ndanu has clean and reliable water, she can focus on school and doesn't have to carry water from home.

“This water is important because I can't shower without it. It also means that I don't have to rely on the river for water.”



Edwin - Imale Primary School, Kenya

Edwin loves math and one day hopes to be an accountant! Before Well Aware implemented a rainwater system at his school, Edwin walked 2 km to fetch unsafe water from the nearest source. Now, Edwin can stay in class and focus on his education.

“Having clean, reliable water saves time and I can use that time to study!”



Peter - Muruku, Kenya

Peter is a farmer who has lived in Muruku his whole life. The most pressing issues there have been lack of water and hunger due to a lack of crops. Peter used to travel to a well or stream for water for drinking and washing, and didn't have enough left over for his crops. Now that there is clean water near his home, Peter can spend more time on his farm and grow crops to fight hunger.

“The new water system allows me better time management. I am more productive and my farm is having better results.”





FACES OF WATER

Charles - Tangi Nyeusi Primary School, Kenya

Charles often missed school to help his mother collect water from a river far away, water that was unsafe for drinking and also used by animals. But, this has all changed! Because of the newly implemented water system, Charles will no longer rely on the river for water. With access to clean water, Charles now has better health, improved sanitation, and more time to go to school to fulfill his dream of becoming a doctor.

“Water means everything to me. The well will help us maintain cleanliness and will reduce the cost of buying water.”



Gladys - Muruku, Kenya

Gladys is a single mother and works as a cook at the local school. She loves the school because of its hard-working teachers and dedicated students. Gladys used to collect water for her family from a stream, which was far away from her home and had long lines. The water from the stream often dried up in the warmer months and did not provide enough for the community’s domestic and agricultural uses. With the new water system, Gladys is excited that the clean water will be enough for more vegetables to be grown and that there will be more development in the community!

“Students have guaranteed water on a daily basis. Students don’t struggle with having to balance their time between studying and collecting water.”



Mutua - Musoa Primary School, Kenya

Mutua loves going to school. While he’s there he can read as much as he wants because there are plenty of books around, and he can also learn and read about his favorite subject, science. When he grows up, Mutua wants to be a pilot and fly all over the world. He loves that he and his classmates get to wash their hands with their new water system!

“Water promotes better self esteem because everyone stays clean.”





PARTNERSHIP HIGHLIGHT

Since our partnership began in 2019, Atlassian employees have provided skills-based volunteering for Well Aware, engaged in online events, participated in fundraising campaigns, and much more. In 2022 alone, over 60 employees contributed to Shower Strike and hundreds more tuned in virtually across their global offices for informational Earth Day activations.

Through their efforts, Atlassian has provided more than 2,600 people with lasting clean water.



THANK YOU TO OUR BRAND PARTNERS





PARTNERSHIP HIGHLIGHT

KG Foundation is a charitable trust founded in 2012 with a mission to uplift the lives of underserved children and communities by improving access to holistic education. The Foundation partners with individuals and organizations to improve the quality of education in Kenya through interventions that improve access to safe water, sanitation, nutrition, infrastructure and learning resources.



Since 2020, Well Aware has collaborated with the KG Foundation on 5 water projects, impacting a total of 17,900 individuals.



Katumani Primary School Machakos County, Kenya

Project Type: Rainwater catchment + UV purification
Population Impacted: 300 students

The school used to be connected to a water source from Kilimanjaro, but it was disconnected in 2018, and they began relying on untreated rainwater with very little storage capacity. School attendance was low, as students were expected to carry water from home, which many students did not have access to. But, now that their new rainwater catchment system is complete, the students have access to reliable clean water at school, enabling them to spend more time in the classroom and improve their overall health.



THANK YOU TO OUR PROJECT PARTNERS





WELL AWARE'S 2022 **IMPACT AWARD WINNERS**

Established in 2017, the annual Well Aware Impact Awards recognize inspiring individuals who demonstrate a deep commitment to both global humanitarian issues and to the work of Well Aware. Additionally, the recipients embody Well Aware's core values: integrity, community, compassion, and innovation.

2022 Global Impact Award

Well Aware's highest honor recognizes an outstanding individual for their commitment to positively changing the world through leadership, advocacy, outreach, and support. The recipient demonstrates a passion and devotion to addressing the world's most important social and humanitarian challenges.

TURK & CHRISTY PIPKIN

Turk and Christy Pipkin are the co-founders of The Nobility Project, a global nonprofit working to bridge gaps in education in Kenya, Latin America, and at home in Texas. Building on their careers in film and television, The Nobility Project began with Turk and Christy making three award-winning feature documentaries on global problems and solutions. They continue to make short films chronicling their ongoing work building preschools, primary and secondary classrooms, libraries, kitchens, and more at 50 rural Kenyan school locations, and highlighting their work with major conservation partners. Known for his work as an actor on HBO's *The Sopranos*, *The Leftovers*, and other television and film roles, Turk is also the author of a dozen works of fiction and non-fiction.

“We love it when we can partner with Well Aware at a new school site. They work with the community and administrators to be sure they are meeting their water needs” says Turk. Christy adds, “It’s been exciting to watch them grow over the years into the team they are today.”





WELL AWARE'S 2022 **IMPACT AWARD WINNERS**

2022 Geoffrey S. Ryder Ambassador of the Year Award

Named in memory of our beloved friend and board member, Geoffrey S. Ryder, this award commends an exceptional supporter who goes above and beyond to represent and advocate for Well Aware in their community. The recipient demonstrates an extreme dedication to reducing the issue of water scarcity and growing Well Aware's clean water work in the world.



HETAL GANATRA

Hetal was born and raised in Kenya, and has a fondness and love for the wildlife and people of Kenya. It is this that motivated her to work for Ol Pejeta Conservancy, where she has helped lead our partnership to implement clean water projects for communities and schools around the conservancy. With her breadth of experience and deep understanding of the culture and challenges faced in Kenya, she is determined to help make a difference that would see people have access to basic rights and opportunities to protect the natural world.



IAN MUIRURI

Ian is in charge of community development projects at Ol Pejeta Conservancy in Kenya, supporting community members living around the conservancy. His projects range from conservation, education, agribusiness, community health, alternative energy, infrastructure projects, and community mobilization. Through our partnership with Ol Pejeta, Ian collaborates with community leaders to identify new potential Well Aware water projects, assess water needs, mobilize community support, and manage relationships with the local government so that we can bring clean water to more people who need it in the area.

“Working with partners like Well Aware has been instrumental in bridging the much-needed access and resource that allows communities, habitats, and wildlife to co-exist and thrive.”

– Hetal Ganatra



2022 Shower Striker of the Year

This award honors an individual who went above and beyond with their individual Shower Strike fundraising, raising the most funds overall during our biggest annual campaign. The award recipient demonstrates an ardent dedication and commitment to the clean water cause, allowing them to achieve this high level of fundraising.



MARY ELIZABETH ELLIS

Mary Elizabeth Ellis is a Hollywood actress and producer, known for her roles as "Lisa" on the Netflix series Santa Clarita Diet and "The Waitress" on FX's hit show It's Always Sunny in Philadelphia. In addition to acting and writing, Mary Elizabeth loves drawing, being a super-involved Mom, and organizing "crafternoons" with the ladies. She is very involved with charity work and has been an influential advocate for Well Aware's work for years.

In 2022, she raised an incredible \$16,500 in one week for Well Aware's clean water projects through Shower Strike. And, with her support and participation over the past 8 years, she has single-handedly provided more than 4,000 people with clean water for life.



SKIP SHOWERS. RAISE FUNDS. CHANGE LIVES.

ABOUT SHOWER STRIKE

Every April, advocates from around the world join #ShowerStrike to raise awareness of global water issues and raise funds to help more people gain access to lasting clean water. Over the past 15 years, Shower Strikers have raised over \$2.2 million to help Well Aware build water projects in East Africa – providing almost 197,000 people with lasting clean water. Their efforts have changed lives, transformed futures, and enabled entire communities to thrive. [Learn more at showerstrike.org](https://www.showerstrike.org).



TESTIMONIALS FROM THE WELL AWARE COMMUNITY



"Well Aware shows not only a strong effort to deliver water to needed communities, but they do it in an efficient and highly productive way. It's one of the best "values" when you talk about charitable contributions - bang for your buck, so to speak. And I know that my money is well spent."

- Steve, Village Member

"Well Aware as a whole is hardworking and focused on the benefit of the people that they help. They constantly find ways to improve their work to provide consistent water supply to the communities that they serve. Such a wonderful non-profit."

- Anonymous Volunteer

"Well Aware is a non-profit that is truly genuine about their mission and cares deeply about the people they serve and work with. When people have access to constant clean water, it can change their lives. Well Aware has worked hard and creatively to accomplish this. Their long lasting positive impacts in communities has inspired me about what's to come in all areas and fields."

- Natalie, Volunteer

"Well Aware is a fantastic and innovative nonprofit. They work very efficiently and effectively in their partner communities to not put a bandaid on clean water problems, but to truly fix them."

- Mckenna, Volunteer

"I love the simplicity of the mission... clean water for life. It encompasses the problem and the comprehensiveness with which you view the situation, and the dedication and determination to tackle the issue systematically and comprehensively to create project and outcome sustainability within the served communities. The mission, to me, exemplifies how people can help people, with just the smallest gift/effort, and make a huge impact. Why can't the rest of the world figure that stuff out?"

- Manny, Village member

"I had the privilege of seeing Well Aware impact lives in Africa first hand. To actually see the faces of the people that benefit from Well Aware's work is truly amazing!"

- Anonymous Donor



Want to share your experience and what inspires you? Leave us a review using the QR code or visiting greatnonprofits.org/org/well-aware

wellaware

Thank you for the integral role you play in clean water for life.
Here's to more impact in 2023 and beyond!

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