



Clean Water for Life

well 
aware

2023 IMPACT REPORT







WHAT'S INSIDE

Letter from Sarah	5
Reflection from Mike	6
14 Years at a Glance	7
2023 Highlights	8
Latrine Launch	10
Classrooms to Clean Water	11
Community New Well Highlight - Oloile, Kenya	12
Oloile Faces of Water	13
Community Rainwater System Highlight - Kwa Kavoo, Kenya	14
Kwa Kavoo Faces of Water	15
Nonprofit Partner Highlight - the Chris Long Foundation	16
Corporate Partner Highlight - Hairstory	17
Testimonials from the Well Aware Community	18





LETTER FROM SARAH

2023 was a year full of growth, resilience, and new beginnings for Well Aware. I am so excited to share that, last year, Well Aware launched a new initiative: The Sanitation Program. This programmatic addition signifies our commitment to high-impact community development, addressing not only the need for clean water but also the fundamental importance of sanitation and hygiene.

The Sanitation Program is especially meaningful for its focus on empowering women and girls. By providing access to safe and hygienic toilets, we are breaking down barriers that have long hindered their ability to fully participate in society. It's heartening to witness the positive impact this program is already having on the lives of countless individuals in East Africa, and I am excited to watch the ways this initiative continues to evolve and expand in 2024.

Our launch of the Sanitation Program stands out as a glimpse of hope and progress amidst the challenges faced by most not-profits in 2023. Economic instability, coupled with heightened demand for services amidst global crises, presented unprecedented challenges for the nonprofit sector at large. Yet, even in the face of adversity, our team remained steadfast in our commitment to our mission.

Adaptability became our greatest asset as we navigated through uncertain times. Through innovation and collaboration, we found new ways to serve our partner communities and uphold our core values of integrity and compassion.

And through it all, the unwavering support of our community of donors, volunteers, and partners sustained us, reminding us of the incredible impact we can achieve when we come together.

As we embark on the journey that is 2024, I am filled with optimism and excitement for what lies ahead. With the continued dedication of our team and the steadfast support of our community, I am confident that we will overcome any challenges that may arise and continue to transform lives with care and ambition.

Thank you for standing with us on this journey. Together, we are truly making a difference.

Warm regards,

Sarah Evans, Well Aware Founder & Board Chair





REFLECTION FROM MIKE

2023 came to an end with success, though not without its challenges. It was a difficult year for both our organization and individuals. The year was marked as the driest, having experienced a prolonged period without rain across much of the country, leading rivers and springs to dry up. This situation placed a significant strain on our organization as communities sought assistance in finding water, with numerous phone calls directed our way.



As the team leader in the Kenya office, I had to reassure everyone that we were doing all we could to alleviate their situation. However, as you all know, our work depends on funding from our donors and supporters, including you. Through the unity and efforts of our staff in Kenya and the United States, we managed to drill new wells and construct several rainwater harvesting projects in schools. Fortunately, we received substantial rainfall towards the year's end, ensuring that the schools have ample water to last through the next rainy season. Those with deep wells can now rely on a consistent water supply for many generations.

I want to extend my deepest gratitude to our donors and well-wishers for your compassion, support, and faith in our organization, Well Aware. We promise to continue making the most of every dollar received.

The unity among Well Aware staff is noteworthy; together, we are making the world a better place. As we step into the new year of 2024, I am hopeful to double the number of projects we managed to complete this past year.

Thank you,

Mike Mutuku, Director of Projects - Kenya





14 YEARS AT A GLANCE

OUR MISSION

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

Well Aware is a women-led international nonprofit dedicated to addressing water scarcity and promoting sustainable water solutions in East Africa. With a focus on community empowerment and technical expertise, we work to catalyze development and provide access to clean water for generations to come.

Well Aware maintains a 100% success rate, setting the standard for innovation and sustainability in the water aid sector, and our groundbreaking Well Beyond app keeps rural water systems running for life.

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

525K+

Lives transformed to date through clean water projects in East Africa

125+

Projects completed across Kenya & Tanzania

85

Partner communities are using the Well Beyond App

\$20

Provides one person with clean water and sanitation for life

Accomplishments have been recognized by

Forbes

FASTCOMPANY

Apple News

The New York Times

USA TODAY
A GANNETT COMPANY



The Washington Post

THE CHRONICLE OF
PHILANTHROPY

People

WOMEN
inTECH



2023 HIGHLIGHTS

- Surpassed half million people served
- 53,000 people impacted in 2023 alone
- Launched partnership with Chris Long Foundation's Water Boys
- Launched our new Sanitation Program to deepen our impact on young women
- Showcased our Well Beyond App at the International Water Association conference in Kigali, Rwanda
- Expanded Kenya team of experts by two people

FEATURED IN 2023

talkAFRICA

built in



STROLL

well+good

FOOD and TRAVEL MAGAZINE

SMU MAGAZINE

520,000+ people impacted

45

WATER PROJECTS
WORKED ON IN 2023

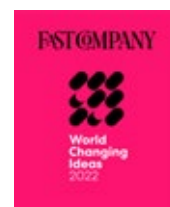
Completed 14 new projects

- New wells: 4
- New rainwater: 8
- Upgrades & expansions: 2

Worked on 31 additional projects

- Impact measurement surveys conducted: 10 communities
- S&H trainings conducted: 8 communities
- Water Management trainings conducted: 13 communities

Includes maintenance on past projects and investigation of new projects for future implementation.







LATRINE LAUNCH

25%

**OF PEOPLE IN KENYA
HAVE HAND-WASHING
FACILITIES WITH SOAP
AND WATER AT HOME**

**USAID*

1/3

**ONE-THIRD OF
WOMEN WORLDWIDE
DO NOT HAVE ACCESS
TO A TOILET**

**WaterAid.org*

Worldwide, more than 2.2 billion people lack access to clean drinking water. However, even more people, about half the world's population, lack access to safe sanitation. In Kenya, studies have shown that women often avoid using toilets at night due to the increased sexual assault risk, and girls without access to toilets at school are more likely to miss up to 20% of the school year.

Well Aware's new Sanitation program aims to change these statistics.

"Well Aware is thrilled to begin the important work of providing sanitation in partnership with communities across Kenya and beyond," said Sarah Evans, founder and Board Chair of Well Aware. "With our local team of experts in East Africa and our long track record of providing lasting water systems throughout the region, we are uniquely poised to do this work, particularly as water and sanitation go hand-in-hand. Also, as a woman-led organization, we know access to sanitation is a game-changer for girls and women, who often bear the worst consequences when sanitation is not present in their communities and schools."

"Well Aware is thrilled to begin the important work of providing sanitation in partnership with communities across Kenya and beyond," said Sarah Evans, founder and Board Chair of Well Aware.

"With our local team of experts in East Africa and our long track record of providing lasting water systems throughout the region, we are uniquely poised to do this work, particularly as water and sanitation go hand-in-hand. Also, as a woman-led organization, we know access to sanitation is a game-changer for girls and women, who often bear the worst consequences when sanitation is not present in their communities and schools."

For the past 14 years, Well Aware has delivered comprehensive water systems to communities across East Africa, with a primary focus on deep borehole water wells and rainwater catchment systems. Consistently, most communities who lack access to water also lack access to sanitation facilities, such as toilets, which poses significant challenges to public health, education rates, gender equality, and more. Water and sanitation go hand-in-hand, and Well Aware is more than ready to expand our programs to include sanitation and double our impact on rural communities in the region.





CLASSROOMS TO CLEAN WATER

In regions experiencing water scarcity, many children walk an average of 3.7 miles each day to gather water for their families, usually carrying 5-gallon jerry cans that can weigh up to 40 pounds. They often miss school to do so, and can easily fall behind and drop out.

That's why, students across the country are raising awareness about the global water crisis to help Well Aware fund clean water projects in East Africa.

Well Aware's Classrooms to Clean Water program empowers the next generation of conscious global citizens through interactive classroom activities, leadership development, and engaging team fundraising activities.

In 2023, our Classrooms to Clean Water Initiative, along with 6 schools, fundraised over \$16,000!

With access to clean water, education increases by 34% on average, and 58% for girls specifically. For every year a girl remains in school in Kenya, her future income increases by 12%.



Thank you to all of our partner schools in 2023:

- McCallum PALS
- Meridian World School
- Austin Academy for Excellence
- Cedars International Next Generation High School
- Juan Navarro High School
- East Austin College Prep
- St. Gabriel's Catholic School
- Youth of Austin Medical Council.

CLASSROOM HIGHLIGHT Spicewood Elementary

Spicewood 5th graders participated in a Water Walk to learn more about Sustainable Development Goal #6 and experience first-hand what it's like to walk for water. The 5th graders were determined to raise as much money as they could, with their original goal being \$1,000. They ended up raising \$5,000! 333 people now have clean water because of these 5th graders and their teachers' efforts!



CLASSROOM HIGHLIGHT just keep livin' Foundation

We kicked off our partnership with Camila and Matthew McConaughey's just keep livin' Foundation! Two JKL partner schools gathered for a Well Aware presentation over our work and the Global Water Crisis, followed by a Water Walk around the school's track.





COMMUNITY HIGHLIGHT

Oloile, Kenya

Project Type: Deep Borehole Well

Year Completed: 2023

Population Impacted: 1,000+

Oloile Primary School sits in the southern arid region of rural Kenya, with a school population of 480 students and a surrounding community of about 1,000 members. Previously, the school and the community relied on a seasonal river for their water. When the river would go dry, they would have no other option than to buy this scarce resource from vendors which proved hard and expensive. The water generally consumed by the Oloile community was highly contaminated, being the cause for years of constant water borne illnesses, unhygienic practices and malnutrition amongst young kids, as well as low attendance in school.



The tide of adversity has turned for the Oloile community, thanks to the implementation of a transformative water system by Well Aware. With the generous support of the Chris Long Foundation, this innovative solution has heralded a new era of prosperity and health.

This was the very first time the entire team- both the U.S. and Kenya teams- were together during implementation of a project. As a new water source was born, so was the bond between our team of 12, usually separated by thousands of miles but this time, brought together by the mission to provide clean water for more than deserving individuals. This beautiful community was so gracious in their hosting of our team and we were even gifted Maasai traditional regalia- gorgeous, intricate beaded jewelry- and the leaders crowned us as part of the Oloile community.

The once pervasive concerns about water scarcity and contamination are now relics of the past. The community of Oloile now thrives, with safe, accessible water, marking a monumental leap forward in their journey towards sustainable living and empowerment.





FACES OF WATER



Purity

OLOILE PRIMARY SCHOOL, KENYA

Meet Purity, a 14 year old student from Oloile, Kenya. Her favorite subject is Arts and Crafts because it's really fun and she can be creative. She loves her school because she has great teachers that she learns a lot from. When she grows up she wants to be a journalist to share stories with people! While her mom is responsible for fetching water for their family, Purity uses their clean water to wash her hands, drink, clean her house and her uniform for school.

"I'm thankful that Well Aware is helping us with many things we do not have."

Shadrack

OLOILE PRIMARY SCHOOL, KENYA

Meet Shadrack, a 14 year old student from Oloile, Kenya. At home her duties are washing dishes, clothes, and helping mom cook. Shadrack's favorite subject is math and she wants to be a mechanic when she grows up.

She no longer has to miss school to search for water. Now, after school she brings home clean water to her whole family.



Dennis

OLOILE PRIMARY SCHOOL, KENYA

Meet Dennis, a 13 year old student from Oloile, Kenya. He dreams of being a football player when he grows up and loves his family, school mates and community. Before their community's new water system was installed, his school was unable to clean their classrooms were unable to wash their hands after visiting the bathroom.

Now, Dennis and his fellow classmates and their families are able to access clean and safe water without having to walk long distances.



COMMUNITY HIGHLIGHT

Kwa Kavoo, Kenya

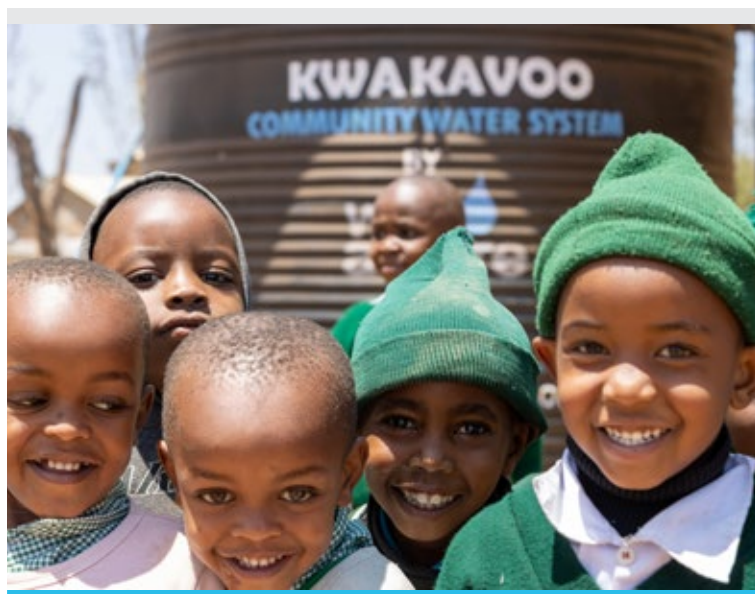
Project Type: Rainwater Catchment + Purification

Year Completed: 2023

Population Impacted: 3,000

The implementation of a clean water system has painted a vivid landscape of transformation for Kwa Kavoo Primary School and its surrounding community. Previously, the school struggled with inadequate and contaminated water supply from a pipeline and storage tank connected to a community borehole well. This water was only available three days a week and was unsuitable for drinking. The limited supply also made it challenging for the school to fulfill the water needs of its 233 students.

To address this issue, Well Aware designed a rainwater catchment and UV purification system specifically for the school. As a result, the students now have access to clean and safe drinking water within the school premises. Because of this reliable access to clean water, students are now able to spend more time in the classroom, enabling them to focus on their education and improve their overall health. The school's hygiene practices are also expected to improve, as the availability of abundant water will likely lead to the construction of permanent handwashing facilities.



The benefits of the clean water system extend beyond the school itself. With the new system in place, the school can now cater to the water needs of its students' families and reach a wider population of approximately 2,800 people. This increased access to clean water will have a significant impact on the community's overall well-being. It is anticipated that the project's success will attract more students to the school, resulting in increased education rates and a larger student population. The Ripple Effect of impact clean water is having on the community of Kwa Kavoo is already visible, and we are honored to be a part of this transformation.



FACES OF WATER



Kanini

KWA KAVOO PRIMARY SCHOOL, KENYA

Meet Kanini, a 13 year old from Kwa Kavoo, who dreams of becoming a police officer when she grows up. Her favorite part about her community are the people who live there.

She and her siblings used to walk very long distances to fetch water that was dirty, so Kanini knows the value of clean water and how it can keep her and those she cares about safe and healthy.

Peter

KWA KAVOO PRIMARY SCHOOL, KENYA

Meet Peter, a 12 year old boy attending Kwa Kavoo Primary School. His favorite subject in school is physical education and health because when they're out in the field he feels very strong. When he grows up he wants to be a pilot, and he loves that he's able to get an education. Previously, Peter and his classmates were walking 10km a day to fetch water, which unfortunately took time away from their school day.

Now, however, Peter is able to attend school without having to worry about fetching water for himself and his family.



Meshark

KWA KAVOO PRIMARY SCHOOL, KENYA

Meet Meshark, an 11 year old student at the Kwa Kavoo Primary School. She loves school and her teachers, and said her school has a "great learning environment." When she grows up, she wants to be a judge because it is good work that helps people. She used to gather water from the river, which was 10km away from school.

Since gaining access to clean water, she says she feels good because now "there is enough safe water."



NONPROFIT PARTNER HIGHLIGHT

THE CHRIS LONG FOUNDATION

In 2023, Well Aware joined forces with two-time superbowl champion and philanthropist, Chris Long. This partnership with the Chris Long's Foundation's Waterboys will increase access to sustainable clean water for communities in Kenya. Both Well Aware and the Waterboys have set a goal to significantly improve rural water supply and empower thousands with clean water sources needed to survive and thrive.

Together, we impacted more than 3,500 people through lasting clean water in the debut year of our partnership.

"We are excited to bring Well Aware into the fold for their incredible technical expertise, strong in-country presence, commitment to partner communities, and demonstrated success," said Chris Long. "Waterboys has set a bold goal of providing clean water to one million people in East Africa and the United States. In 2022, we reached a major milestone with over half a million served. This partnership will accelerate our impact as we play our part in helping to end the global water crisis."

Ultimately, the Chris Long Foundation is partnering with Well Aware for its commitment to long-term solutions addressing water scarcity and innovation in the sector. Well Aware has maintained a 100% success rate to date across all of its water projects and is setting an exceptional standard for efficiency and sustainability in water aid. Additionally, the Well Beyond App by Well Aware empowers local leaders with ongoing project maintenance to ensure lasting water systems.





CORPORATE PARTNER HIGHLIGHT

HAIRSTORY

Hairstory has been a dedicated partner of Well Aware since 2021, and to date, has sponsored four clean water projects, impacting close to 20,000 individuals.

Known for their planet-friendly and health-conscious hair products, Hairstory is not only committed to providing simple, safe and sustainable products, but is also dedicated to making a difference in the world by supporting Well Aware's clean water projects.





TESTIMONIALS FROM THE WELL AWARE COMMUNITY



"Such an incredible organization focused on long term impact. They never cut corners and are always passionate about supporting the communities they work with. Having worked with many other NGOs, Well Aware is an organization of a different breed. They emphasize community needs and are innovative and reliable."

- Isa, Volunteer

"Well Aware is an incredible organization dedicated to clean water access for their partner communities in East Africa! I'm so impressed with their smartphone app - I love seeing an organization that is at the forefront of innovation."

- Anonymous Donor

"Supporting Well Aware isn't just a donation; it's an investment in hope and a better future. Their ripple effect goes far beyond quenching thirst; it nourishes education, health, and dreams. Witnessing the profound change they bring to these communities is awe-inspiring. Well Aware is not just a beacon of hope; it's a cause worth championing. I'm proud to support this organization and be a part of their journey towards a world where clean water is a basic right for everyone."

- Alvin, Village Member

"Knowing that my donations are truly changing lives and making a real impact in the lives of those who need it most brings me so much joy!"

- Jacob, Village Member

"Well Aware is an amazing non profit whose team puts their heart and soul into their work! Their unwavering commitment to providing clean and sustainable water solutions to communities in East Africa is both inspiring and impactful. Having had the privilege to witness their work firsthand, I can attest to the genuine passion and dedication of their team!"

- Natalia, Volunteer

"Well Aware is an excellent nonprofit affecting real change. Not only is Well Aware bringing water to places that desperately need it, but they are making sure their wells, pumps, and rainwater collection systems continue to function and serve the communities of Kenya."

- 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





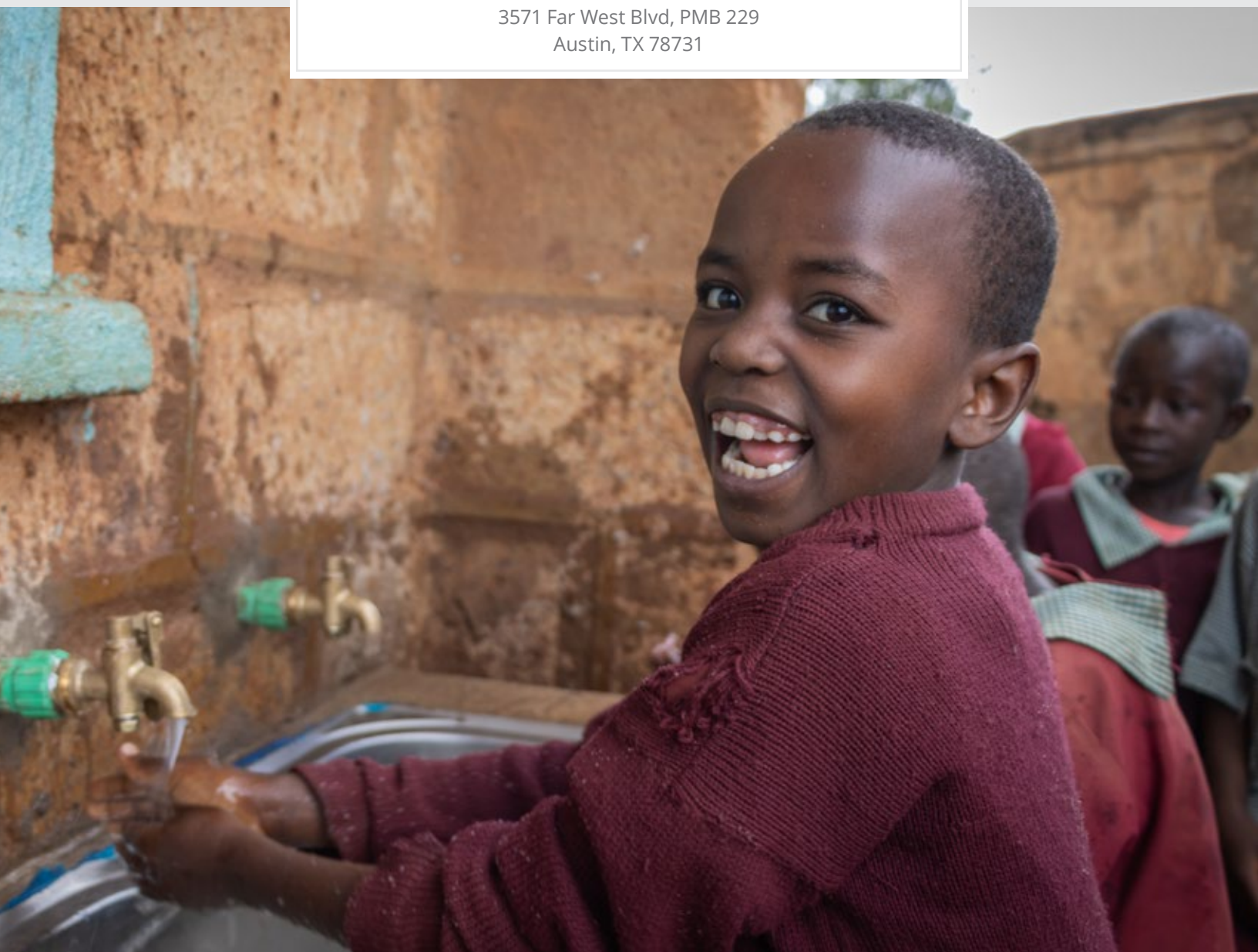
We truly could not do this work without you.
Here's to more impact in 2024 and beyond!

CONTACT US:

(512) 200-7312 • info@wellawareworld.org

MAILING ADDRESS:

3571 Far West Blvd, PMB 229
Austin, TX 78731



www.wellawareworld.org



Follow us on social media @WellAwareWorld