



Clean Water for Life

well 
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2024 IMPACT REPORT



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LETTER FROM SARAH

As the founder of Well Aware, I rarely pause to reflect on our impact over the past 15 years. But on this special anniversary, I think back to the very first well—and the little girl who changed my life forever.

In January 2010, I flew to Nairobi with friends after raising funds to drill a well in a Kenyan village. After days of travel and little sleep, we set off toward the rural community where the well was being drilled. The huge metal rig sent vibrations into the earth, and as we piled out of the van onto the dry soil, we could feel the ground humming beneath us.

Once we had taken it all in, we walked toward the nearby school and women's center, where a large gathering of women and children waited to meet us. We were embraced with warmth and joy inside the dilapidated building, their eagerness filling the air as they guided us through their village. As we walked, I noticed one little girl was always watching me. By that afternoon, she was holding my hand, following me wherever I went. She was tiny—I guessed age 4 or 5—but when she told me she was 8, I realized malnutrition had stunted her growth.

We were resting in the shade when a deep thud shook the ground. Jumping to our feet, we saw water erupting from the drill site. Her eyes widened as she screamed, "Maji! Maji!" (Swahili for water) and sprinted under the safety tape toward the gushing well. I instinctively ran after her, guiding her back to the safe area. She didn't understand at first, but the women nearby explained that it wasn't safe to drink yet. Later that day, one of the drillers waved me over, signaling the water was now safe to drink. I grabbed a bottle, filled it to the top, and lifted my little friend into my arms as I handed it to her. It was heavy in her tiny hands, but she drank the entire bottle in seconds.

I can still feel that moment—the relief in her body, the joy in her eyes. In an instant, I understood how life-changing this well would be—not just for her, but for her family and the entire village.

More children in school, fewer illnesses, and a future no longer defined by the search for water. Women in the community told me how much their lives would change. They could grow crops, earn their own income, and worry less about losing their babies to dirty water or dehydration.

It was then that I decided to devote my life to this work, and Mike and I were determined to do it better than anyone had before. Most water projects in this region fail, so we focused on understanding why and built a model that would last. In the beginning, we had no large grant, no celebrity backing, no real resources, and, admittedly, very little understanding of water system infrastructure. What that small group of us who put it all into motion did have, though, was determination, the right people, and a commitment to doing right by each and every community we served.

Now, 15 years later, we have built a team of 15, and through it all, we remain guided by those we serve—especially the little girls.

Deepest gratitude,

Sarah Evans

Sarah Evans, Well Aware Founder & Board Chair





REFLECTION FROM MIKE

It's that time of the year when we make new resolutions and goals, but not without reflection of what achievements we had in the previous year. 2024 was the year we celebrated 15 years of Well Aware working with communities in East Africa, pursuing solutions to clean water. There is no other job I would choose in the world, besides the one I am in right now.



Our success as an organization is credited to you, our donors and well-wishers, for having faith in us and your continuous support in our mission. I personally, on behalf of our organization, thank you for being our shoulder and strength. With your generosity, in just one year, five communities now have deep wells drilled in their region to supply them with clean water for several generations to come. Other areas where ground water was not available now have clean, purified, UV treated rainwater to last through the next rainy season.

Our work is only possible because of your kindness and commitment to this course. As you may know, after developing the water systems and handing over the projects to the communities, our staff is available 24/7 to monitor the functions of the systems using our own developed Well Beyond App to make sure the systems are working properly. We will never leave our partner communities because we know how critical it is to do this work right.

And our work is not slowing down any time soon. 2025 will be a more impactful year to reach more communities than the year before, together with you. Let's make it happen. Thank you!

Mike Mutuku, Director of Projects - Kenya





15 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: 50% work

550K+

Lives transformed to date through clean water projects in East Africa

130

Projects completed across Kenya & Tanzania

90

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 in.TECH



2024 HIGHLIGHTS

- 30,000 people gained access to clean water for the first time in 2024.
- Well Aware celebrated their 15 year anniversary.
- The Well Beyond App by Well Aware wins silver for the 'Best Use of Technology' in coveted Anthem Awards.
- New geophysical research & instruments were implemented with INTERA and The Colorado School of Mines to enhance Well Aware's geological surveys.
- \$50,000 grant awarded to Well Aware by a group of University of Texas students through the Philanthropy Lab.
- The Gift of Water Gala was Well Aware's highest fundraised event to date.
- The Well Beyond App by Well Aware was featured on BBC Africa in partnership with the Bill & Melinda Gates Foundation.

FEATURED IN 2024



550K+

PEOPLE IMPACTED

Completed 10 new projects

- New wells: 5
- New rainwater: 1
- Upgrades & expansions: 4

Worked on 27 additional projects*

- Maintenance: 12
- Investigations conducted: 6
- Hydrogeological surveys conducted: 9

37

WATER PROJECTS WORKED ON IN 2024

Community Trainings & Impact

- Impact measurement surveys conducted: 8
- Sanitation and Hygiene trainings conducted: 8
- Water management trainings conducted: 4

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

2024 IMPACT AWARD WINNERS



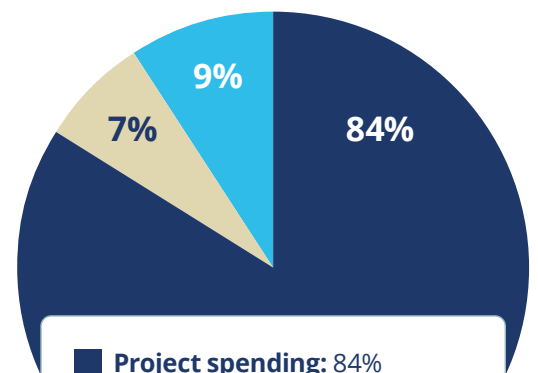
Chris Long

2024 Global Impact Award Recipient



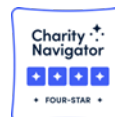
Marsh Lavenue

Geoffrey S. Ryder Ambassador of the Year Award Recipient



- Project spending: 84%
- Administration spending: 7%
- Fundraising spending: 9%

According to the Better Business Bureau, the industry average for project spending is **65%**.





THE IMPORTANCE OF HAVING LOCAL TEAM IN KENYA

Well Aware’s local team in Kenya is the backbone of our success, ensuring that every clean water project we implement is sustainable and impactful.

Many of our team members have firsthand experience with water scarcity and unsafe water sources, giving them a deep, personal understanding of the challenges local communities face. Their lived experiences, combined with their expertise, allow them to design solutions that truly address the needs of the communities we serve.

They bring invaluable insights into cultural practices, geographical challenges, and the unique dynamics of each area, fostering trust and collaboration with the people we aim to support. By having a local team, we ensure our projects are not only technically sound but also community-led, empowering residents to take ownership and maintain their systems for years to come. Our Kenya team is paramount to our mission.



MEET OUR KENYA TEAM

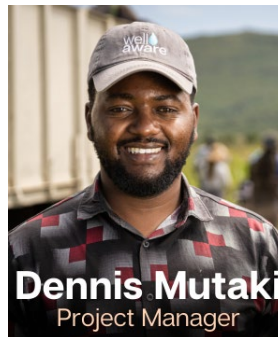


Mike Mutuku
Director of Projects - Kenya

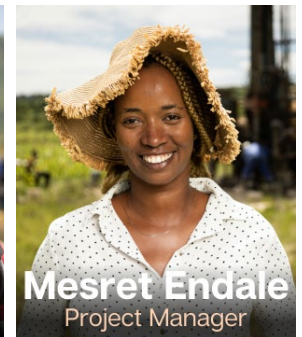


Jecinta Ann Mwangi
Operations Officer - Kenya

The Well Aware Kenya Executive & Operations team oversees project management, coordinates team travel, manages contractors, and ensures seamless execution of initiatives, keeping everything running smoothly for long-term impact.



Dennis Mutaki
Project Manager



Mesret Endale
Project Manager

The Well Aware Engineering team designs, implements, and oversees sustainable water systems, ensuring long-term functionality through expert planning & design. They also deploy & manage the Well Beyond App, which enables ongoing monitoring, maintenance, and community support.



MEET OUR KENYA TEAM



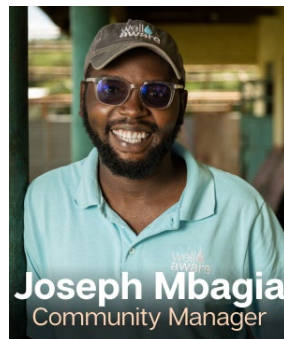
Geoffrey Kirwa
Lead Hydrogeologist



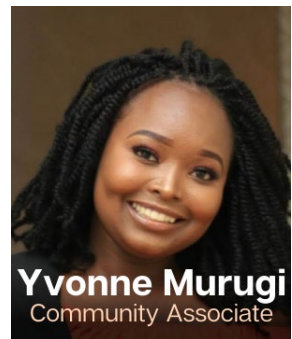
Lucy Boyani
Hydrogeologist



The Well Aware Hydrogeology team conducts desk studies and hydrogeological surveys to assess project feasibility and determine the best water system design. They oversee and guide borehole drilling and implementation, ensuring long-term success through expert analysis and sustainable groundwater management.



Joseph Mbagia
Community Manager



Yvonne Murugi
Community Associate

The Well Aware Community team works closely with our partner communities from day one, guiding them through the Well Aware design & implementation process, overseeing community trainings, establishing water committees, and collecting impact measurement data to ensure long-term success.





COMMUNITY HIGHLIGHT

Daraja Academy

NEW DEEP BOREHOLE

My name is Jecinta Ann Mwangi, Well Aware's Operations Officer. Mesret Endale and I attended Daraja Academy as girls, and the newly found partnership between Daraja and Well Aware means the world to us.

Nestled in the vibrant heart of Laikipia County within Nanyuki, Kenya, is Daraja Academy. This fully sponsored, all-girls boarding school empowers bright, underprivileged girls through a holistic approach to education. Daraja fosters leadership skills, instilling a sense of social responsibility and empowering us to become agents of change within our communities, nation, and beyond. Among the many lessons I learned there, one stands out most: the critical importance of water.



Water scarcity tested our resilience early on. I vividly remember my second day at Daraja, standing by the Ewaso Nyiro River—our school's primary water source—only to see its levels dangerously low.

A crisis was unfolding, forcing us to adopt strict conservation habits: using water sparingly, closing taps tightly, limiting flushing, recycling where possible, and reducing water for bathing and cleaning. Yet, despite our efforts, the river eventually ran dry, leaving us no choice but to find new ways to sustain ourselves.



In desperation, we turned to an old, shallow hand pump well, previously ignored due to its undrinkable water. It became our lifeline for washing, laundry, and bathing. We raced to the borehole every afternoon, knowing the slow-moving line could take hours. The physical toll was immense—aching muscles, sore hands—but we endured, driven by the undeniable truth: every single drop of water was precious.

The transition of Daraja Academy to its new campus marks a significant milestone in its journey of growth and empowerment. With this move, Daraja can accommodate double its current school population, reaching approximately 500 students and staff. And there is reliable, clean water.

With Daraja's commitment to education and Well Aware's dedication to clean water access, this collaboration will have a lasting impact. Installing a new well at the campus will provide a sustainable resource, improving health, hygiene, and academic success. It also reinforces the girls' deep-rooted commitment to water conservation, ensuring every drop is valued. Together, education and clean water will shape the next generation of leaders, proving that sustainable development starts with empowered communities.

I am deeply grateful to stand at the intersection of two life-changing organizations, Daraja Academy and Well Aware, bringing clean water to the very community that shaped me. Bridging my past and present in this role fills me with immense pride, as I know firsthand the life-changing impact of access to clean water.





COMMUNITY HIGHLIGHT

Mutune Primary Girls School

RAINWATER HARVESTING AND PURIFICATION SYSTEM

Mutune Primary Girls School in Kitui County, Kenya, serves as an educational haven for 600 students—half of whom reside on campus as full-time boarders. However, the school faced a pressing water challenge, relying on the seasonal, untreated water from a nearby river. This water source was inconsistent and prone to contamination, putting students' health at risk. Reliance on an unsafe water source stems from the failure of previous water systems—a broken and abandoned hand pump and an unreliable rainwater collection system—leaving them with no other option.



Too often, we hear the same story: an organization installs a water system, only to break down within a year—never to be repaired. In East Africa, 50% of clean water projects fail in their first year. For Mutune Primary Girls School, the cycle ends here. With our 100% success rate, driven by our technical experts, community-driven approach, cutting-edge technology, and commitment to ongoing maintenance, they will not face this challenge again. By standing with Mutune, we can create lasting change—ensuring every child has access to clean water and the education they deserve.

Clean water is the foundation of life, and education is its most powerful catalyst.

For those at Mutune, clean water is not just about hydration and meal preparation—it's essential for daily life. Boarded students now have safe water for drinking, bathing, and basic hygiene, dramatically improving their health and well-being. Clean water has been proven to reduce disease rates by 68%, transforming entire communities.

As a women-led organization, we deeply understand the importance of empowering students—especially young girls—in developing regions. It was an honor to bring clean, reliable water to Mutune Primary Girls School last summer. When girls no longer have to fight for their basic needs, they can focus on shaping their futures. Together, we can build a future where water scarcity never stands in the way of opportunity.



COMPANY PARTNER HIGHLIGHT

A longstanding partner of more than 15 years, INTERA, Inc. has been critical in our success as an organization.

In the early days before our team was the size it is now, INTERA volunteers traveled with us to Kenya, ensuring our goal of implementing truly sustainable water projects was met with expertise and long hours of on-the-ground work. In the past couple of years, our technical team and INTERA have been hard at work making processes more efficient.



The INTERA Ron Lantz Stewardship Award, created by former CEO Marsh Lavenue in 2018, allows for a \$10,000 stipend and a one-month sabbatical for the winning staff member to contribute to a non-profit project of their choice. In 2023, the INTERA Ron Lantz Stewardship Award winner, Michelle Pedrazas, a geoscientist at INTERA, collaborated with Well Aware to implement practical geophysical survey methods for use in optimizing water well drilling locations in Kenya, improving the cost-effectiveness of Well Aware funds into the future.

By utilizing geophysical equipment and open-source instrumentation, Well Aware and INTERA are beginning to collect an extensive database of hydro-geological information that currently does not exist in Kenya, allowing for efficient and accurate identification of drilling locations. This initiative will dramatically reduce wait times—leading to more successful projects and fewer uncertainties during the drilling process. The partnership also involves collaboration with Colorado School of Mines professors Dr. Jeffrey Shragge and Dr. Rich Krahenbuhl to provide access to a low-cost direct-current resistivity meter designed for humanitarian geophysics applications, further enhancing our subsurface mapping capabilities.

Despite receiving up to 200 water project requests annually, our capacity to implement projects is limited. This partnership represents a significant step towards streamlining the process.

“Through this partnership and collaboration, we expect to complete 50% more groundwater well projects and impact 50% more people than with today’s current resources – setting a new industry standard in the nonprofit water sector,”

- Sarah Evans, founder of Well Aware.

To date, INTERA has impacted more than 10,000 people with access to clean water in East Africa, and with these new geophysical survey methods introduced by their team, INTERA’s impact will live on for generations.





NONPROFIT PARTNER HIGHLIGHT



In 2024, a group of bright University of Texas students were tasked with researching a nonprofit inside and out in hopes of awarding them a grant from the Philanthropy Lab. Once Well Aware was chosen as the focus organization for this group, headed by Morgan Locke and former intern, Anu Pillai, the students interviewed many people on our team to understand our project processes, marketing strategy, revenue plans, and long term growth plan. After spending a majority of the semester researching our organization and putting together a pitch, they competed with their fellow classmates and won, resulting in a \$20,000 grant towards our clean water work.



Because their pitch of Well Aware won on the university level, Locke brought it to the Ambassador's Conference in Fort Worth, Texas last summer, competing against 38 groups from various universities. Well Aware won 1st place, resulting in an additional \$50,000!

We are so thankful to have been recognized for our approach to clean water, because it is different, and we work hard to make sure our systems do not fail. We are honored to not only have won this grant, but also to have been picked as this group's focus organization. A huge thank you to all involved. 2,500 more people now have access to clean water for life.



The Well Aware team accepts the Philanthropy Lab grant via video call from Kenya

"After much deliberation and collaboration, our board made the decision to award the grant to the exceptional Well Aware brought by Locke. Well Aware is a non-profit that stands out for its innovative approach to implementing sustainable clean water systems in East African communities. What truly resonated with our board was how Well Aware embodied the five values we prioritized in our decision: innovation, integrity, compassion, commitment, and community. Their commitment to the communities they serve, even after the installation of water systems, is evident in their 'The Well Beyond App'. This app allows community members to stay connected with water system diagnostics, project reporting, and expert support from the Well Aware team, most of which live in Kenya. It was this holistic strategy that set Well Aware apart for our board."

- Samantha Gomez, member of the Philanthropy Lab Advisory Board



FACES OF WATER



Lianna, 10

KAHUHO PRIMARY SCHOOL, KENYA

Lianna's duties at home consist of fetching water, cleaning utensils, and washing clothes. She and her sister, Brianna, used to walk 10km to the river to fetch water every day. Although the water was dirty, they used it for all of their chores. Since the well has been implemented in their community, Lianna has enough food at school, clean water for household duties and has even started a garden at home!

"Water means life because without it there is no life."



Susan, 15

UASONYIRO PRIMARY SCHOOL, KENYA

Susan is working towards becoming a Doctor to help people and save lives. "Water is important because no one can survive without it" she says. "Clean water will bring good health and make more time for studies". With the new clean water, she is able to stay in school, focus on her studies, and be encouraged to pursue her dreams.

"Our community knows education is the key to brighter opportunities. All children should be able to receive an education."



Favour, 13

LOORMEUTI PRIMARY SCHOOL, KENYA

Favour dreams of becoming a teacher because she admires her teachers at school. At home, she is in charge of looking after the cows, washing dishes & clothes, and fetching water. Favour used to leave school early in order to find river water to bring home. Having clean water has eliminated her absences from school and allowed her to focus on her studies and fulfilling her dream.

"Water is everything to me."



Perpetual, 14

MITERO JUNIOR SCHOOL, KENYA

Perpetual is a Grade 8 student at Mitero Junior School, where she loves studying her favorite subject, Social Studies. She's especially happy at school now because she has access to clean water. At home, she is responsible for taking care of the cattle, washing her clothes, and fetching water. Before, she had to walk 6 km every day to collect water from a nearby river, when it was available. Sometimes, her family went two or more days without water. Now, thanks to reliable access to clean water at her school, life has become much easier for her and her family!

"Water is life because without it us and our animals would not survive."

DONOR REVIEWS

"I have been a Village member (recurring monthly donor) of Well Aware for several years now and am continuously impressed by the accountability, transparency, and innovative approaches Well Aware offers its supporters and donors to ensure every possible cent is reaching its intended cause. Year after year, life-saving wells are being drilled and maintained by local communities who share a stake in improving their livelihoods with clean water, while Well Aware provides essential support, guidance, and tooling to extend that impact further. From vigilant on site operations support, to self-serve diagnostic tooling for remote regions... It's easy to see the selfless impact Well Aware is making on lives across the globe. As a donor, it's reassuring to know they are making huge strides in securing their investments into these local communities by ensuring long term solvency and sustainability of the systems being established."

– Laura B., Village Member

"I have been following Well Aware for several years and am a recent donor. I am enlightened by the stories I read and pictures I see online, especially the efforts in Kenya. Your work is both imperative and impressive. The team is so dedicated to the mission. Their work is commendable."

– Phylis Z., Donor

"The unwavering commitment and passion that this company has is nothing short of admirable. The good deeds they are doing are more than just a checklist for them. I've witnessed time and time again how they go above and beyond for not only mission impact, but sustainability as well for these underserved communities. You guys are awesome!"

– Andrew D., Donor

"I have been following this organization throughout the years. Their mission and success have been inspiring. Their dedicated team is working tirelessly to implement water sources while empowering the communities where they work."

– Sari H.

"Well Aware is an exceptionally transparent and effective organization dedicated to bringing clean water systems to communities in East Africa. The work Well Aware is doing is truly life-changing. I had the privilege of working with Well Aware on a class project studying nonprofits. The staff at Well Aware were not only responsive and helpful in providing documents and information, but their founder, Sarah Evans, went above and beyond to personally answer our questions. One of the most valuable aspects of Well Aware is that much of their team is from Kenya, which ensures they have a deep understanding of the communities they serve. Well Aware is great at listening to and collaborating with community members to create sustainable, long-term water solutions. I could go on and on about the innovative technology and long-term impact of Well Aware's work, but I highly encourage anyone interested in this cause to visit their website and consider supporting them with a donation."

– Morgan L., Volunteer



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

We truly could not do this work without you.
Here's to more impact in 2025 and beyond!

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