



» Annual Report  
2007-08

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WaterAid is the leading independent nonprofit organization devoted exclusively to enabling poor people to gain access to safe water, sanitation, and hygiene education.

**WaterAid’s work has two objectives:**

- » to support our partners to deliver water, sanitation, and hygiene education to the world’s poorest people;
- » to influence policies to ensure affordable and sustainable services reach more of the people who need them most.

WaterAid is headquartered in London, with independent alliance members in the United States and Australia and staffed offices in the African, Asian, and Pacific nations where we work.

WaterAid America, an independent strategic partner in the WaterAid alliance, shares WaterAid’s mission and supports its global programs. In the US, we seek to raise awareness about the urgency of the international humanitarian crisis in safe drinking water and sanitation, and to raise financial support and other resources domestically to advance the work of WaterAid around the world.

WaterAid America is a US tax-exempt, 501(c)(3) nonprofit organization.

Front cover photo: WaterAid/Marco Betti  
A child at the new water point funded by WaterAid in the village of Soavina Antokofana Ambohitrambo in Madagascar.

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# » Message from the Chair and the Chief Executive

The past year has seen many significant achievements for WaterAid, both globally and in the United States. In our international programs, WaterAid partnered with over 360 local organizations, supporting their ability to plan, implement, and monitor activities that serve poor communities. WaterAid America's contribution to these programs grew and diversified and our operations are becoming increasingly efficient. Through our combined efforts, **1.34 million people gained access to safe water and over 3 million people to improved sanitation.** Just as important, we made great strides in moving water and sanitation needs to the top of the political agenda.

In November 2007, we traveled to Benue State in Nigeria to see the impact of our work on the ground. We met with communities still living with inadequate water and sanitation provision and with others that WaterAid has helped gain access to these essential services. The differences were stark: in villages without safe water or sanitation, it was apparent how the frequent incidence of

diarrheal diseases, the burden of water collection, and the indignity of open defecation hamper educational and economic opportunities. In contrast, people we have helped gain access to safe water and sanitation have more time and energy for school, income-generating work, and growing food, so are able to take their first steps out of poverty.

WaterAid's successes on the ground in delivering community-managed water and sanitation services earn us the legitimacy to advocate for pro-poor water and sanitation policies at district, regional, national, and international levels. In our meeting with the Governor of Benue State, we advocated for increased focus on, and funding for, water and sanitation services for the poor in his state. The Governor responded that day with a commitment to significantly increase water and sanitation services in his state, which has since been formalized in an official plan.

As the action of governments of developing countries and of donor countries such as the US remains

inadequate, and global challenges such as climate change, the AIDS pandemic, and spiraling food prices disproportionately affect the world's poor, WaterAid's mission becomes ever more urgent. Your support of WaterAid America helps more people in need to gain sustainable access to water and sanitation. Thank you.

Sincerely



A handwritten signature in blue ink that reads "Gregory Hodkinson".

**Gregory Hodkinson**  
Chair, WaterAid America  
August 5, 2008



A handwritten signature in blue ink that reads "Patricia Dandonoli".

**Patricia Dandonoli**  
President & CEO, WaterAid America  
August 5, 2008



WaterAid/Suzanne Porter

# » WaterAid America 2007–08

» WaterAid America partnered with Columbia University's School of International and Public Affairs to develop an analytical tool to quantify the economic benefits of WaterAid's water and sanitation programs in Madagascar. The model will be used to quantify benefits such as reduced healthcare expenditure and increased school attendance.

- » WaterAid America supported a wide array of international programs in Africa and South Asia, with major support in 2007–08 directed to help needy communities in Ethiopia, Nigeria, Madagascar, Nepal, India, Mali, and Ghana.
- » WaterAid America became a member of the Better Business Bureau's Wise Giving Alliance, and meets their standards of operation, spending, truthfulness, and disclosure.
- » WaterAid America Dialogue Series seminars were successful in stimulating public debate and media attention on key topics such as sanitation and the role women play in the water and sanitation sector.
- » Our policy and advocacy work aimed to increase the effectiveness of the US Water for the Poor Act and other government programs, and the launch of a petition to demand increased resources for water and sanitation helped mobilize public support for the issue.
- » Media attention to the water and sanitation crisis, highlighting WaterAid's work, included pieces in *Time*, *Forbes*, *Science*, *Newsweek Online*, and other leading national and regional outlets, interviews on *National Public Radio*, *Voice of America*, and other national and syndicated radio programs, and articles in professional publications.
- » Program collaborations with US academic, community, and nonprofit organizations, including Columbia University, the University of California at Los Angeles, the American Museum of Natural History, and others, strengthened our ability to support our international programs and broadened our base of support.
- » We strengthened our leadership this year with the recruitment of two new Directors to our Board: Rosemarie Ryan, president of JWT NYC, and Jeremy Pelczer, former chief executive of American Water and of Thames Water and Chair of WaterAid in the UK.



» Seven year old Genet, Mahilet and Seliman, from Hiwane Elementary School in Ethiopia, wash their hands with clean water from their school's new taps. The school also has latrines for boys and girls, and a sanitation club, who educate their peers by performing plays about good sanitation and hygiene practices.

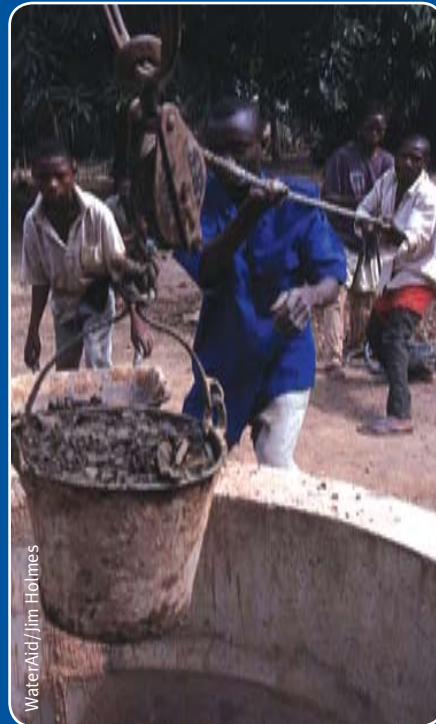


## Maximizing our effectiveness: » Impact and influence

Each thematic section on the pages that follow depicts a key aspect of WaterAid's approach that is vital in maximizing and sustaining the effectiveness of our work. Illustrative projects supported by WaterAid America are featured.

- » We seek to maximize our **impact and influence** (p.4) by undertaking projects that can be used as a replicable model of service delivery by others, and by lobbying governments for pro-poor water and sanitation policies.
- » We **work in partnership** (p.6) with local organizations so as to invest in the development of each country's water and sanitation sector.
- » We **target vulnerable groups** (p.8) so that our help is extended to those most in need.
- » We **ensure sustainability** (p.10) of programs by focusing on water resources management and establishing robust community management systems for water and sanitation facilities.

- » In all our programs we stress the importance of integrating safe water services with **sanitation and hygiene** education (p.12) in order to achieve the maximum health benefits.
- » While WaterAid's programs remain predominantly rural, we are increasingly diversifying our approach to respond to both **urban and rural challenges** (p.14).



WaterAid not only provides basic water, sanitation, and hygiene services to millions in needy communities but also advocates nationally and internationally for policy changes that increase the impact we have in helping the world's poor gain access to safe water and sanitation. We continually monitor, review, and adapt our own approaches and technologies, which have been built up over 27 years of on-the-ground experience in a wide array of settings, to ensure our work is of the highest quality. We also monitor the effectiveness of other key players in the sector, notably governments, and work to influence their water and sanitation policies.

We increased investment in learning and knowledge management, sharing experiences from the many countries and contexts in which we work. Studies conducted this year into the sustainability of programs in Tanzania, technology options in Burkina Faso, and financing in Nepal have proved to be useful learning resources across the organization. As well as increasing investments in countries where

we currently work, resources were devoted to developing opportunities for work in new countries and regions.

Our international advocacy work included the launch of the report *Think local, act local*, that revealed blockages in the system of financing local water and sanitation initiatives. The paper *'Global cause' and effect* highlighted how slow progress on expanding water and sanitation provision will undermine international targets for improving health and education as well as targets specifically focused on water and sanitation. WaterAid also continued to lend full support to the End Water Poverty campaign calling for sanitation and water for all. The coalition of members grew to over 100 organizations and networks with activities taking place across the world.

Our country programs have utilized dynamic and creative approaches to enhance their advocacy work, including successfully influencing governments and donors to adopt approaches developed through our service delivery. For example, communities participated in building

## 884 million people in the world must rely on unsafe, remote, or inadequate sources of drinking water.

sanitation infrastructure in Pakistan, and the rope pump was officially recognized as an appropriate technology in Mozambique.

In Malawi, WaterAid has been invited to support the national government in working towards a sector-wide approach to providing safe water and sanitation to poor communities. In Uganda and other countries we continue to make significant contributions to joint sector reviews with other stakeholders. WaterAid has also strengthened civil society organization (CSO) networks through country program support and through our deeper engagement with Freshwater Action Network (FAN) in Africa and South Asia.



### Highlights of work supported by WaterAid America

We have been providing support to a program aimed at achieving 100% access to water and sanitation in a poor area of **Benishangul Gumuz in Ethiopia**. The program has helped communities to gain access to safe water supplies and sanitation by working with them to construct water points such as hand-dug wells fitted with Afridev handpumps, and sanitation facilities such as Ventilated Improved Pit (VIP) latrines.

The program has also helped communities overcome their water and sanitation problems through engagement in advocacy activities. Through the Local Millennium Development Goals Initiative, WaterAid has built the capacity of local government and community stakeholders to plan, implement, operate and maintain water and sanitation projects at the local level that will help achieve the international Millennium Development Goal targets of halving the proportion of people without water and sanitation by 2015.

WaterAid has also helped citizens to use GIS mapping tools to create maps depicting the location of existing water schemes and the population density per scheme, thereby enabling the identification of the least-served areas. The maps were then used to lobby the government and other actors in the sector to target the most deprived areas and focus on a more equitable distribution of water facilities. WaterAid was also successful this year in securing the enactment of regional laws that legalized community water committees and user groups, thereby enhancing the sustainability of new water supplies through active community involvement in their management.

Surveys are being undertaken to monitor changes in hygiene behavior as a result of the program. The analysis of data collected on indicators such as school attendance, school performance, school dropouts and teachers' medical expenses related to waterborne diseases will allow the impact of the provision of water and sanitation facilities on education to be demonstrated.

» WaterAid America contributed \$2.6 million to WaterAid's global programs helping vulnerable, marginalized communities to gain access to life's most basic needs: safe drinking water and effective sanitation.



## Maximizing our effectiveness: » Working in partnership

All of WaterAid's water and sanitation programs are undertaken in partnership with local organizations. It is a mutually beneficial relationship. Our partners' understanding of local culture, languages and institutions helps us to develop cost-effective water and sanitation programs that meet the real needs of local vulnerable communities. In turn, we invest in strengthening their capacity to independently deliver water and sanitation services and engage in advocacy activities in the future. Helping to sustain vibrant, effective local organizations is key to ensuring that our work is sustainable and scalable, in the long run.

Depending on the needs of the local community and where WaterAid can add value, our partners may include non-government organizations, small-scale private enterprises, citizens' groups, or local government agencies. WaterAid may provide technical and financial assistance, as we did with over 360 organizations in 2007–08. We may also collaborate in other ways, such as through regional advocacy networks or as members

of NGO coalitions. We work with many international organizations around the world to strengthen our influence on donor governments and international institutions.

This year, following a review of WaterAid's partnerships conducted by Building Partnerships for Development (BPD) we sought to diversify partnerships in order to better meet our goals. We have expanded partnerships to encompass advocacy and campaigning in addition to service delivery and have formed new strategic relationships in our key focus areas such as urban work and water resource management, and with organizations specializing in areas that water and sanitation provision affects, such as health and education. For example our new partnership with Integrated Service for Aids Prevention and Support Organization (ISAPSO) in Ethiopia will help both partners to better understand the water and sanitation needs of people living with HIV/AIDS.

### Highlights of work supported by WaterAid America

As part of the West Africa Water Initiative, a partnership of 13 international organizations engaged in water and sanitation activities in Niger, Mali, and Ghana, we supported local partners in **Mali** and **Ghana** in helping poor communities gain access to sanitation and improve their hygiene practices. Participation in this international partnership is helping coordinate the activities of all the key players in the water and sanitation sector, which minimizes duplication of effort and strengthens our influence on government policy.

This year, in addition to completing the construction of more than 1,500 latrines, WaterAid's local partner organizations installed demonstration latrines in public spaces; trained masons in the construction of 'sanplats' (sanitation platforms – a major component of latrines) and established sanplat production centers. Good hygiene practices were promoted to more than 10,000 people in Ghana and 12,000 people in Mali through

» WaterAid's partner organizations help poor communities to understand the importance of effective sanitation and help them build their own low-cost latrines. This sanitation platform ('sanplat') under construction in Ghana will form part of a Ventilated Improved Pit (VIP) latrine.

## In Madagascar, children miss 3.5 million days of school every year due to diarrheal diseases.

radio shows, the establishment of school hygiene clubs, community meetings, and household visits.

In **Nepal**, our longstanding partnership with Nepal Water for Health (NEWAH) has increasingly allowed us to achieve policy objectives, in addition to directly helping thousands of rural villages gain access to safe water supplies and sanitation. This year we have supported them in successfully lobbying the government to devote increased resources to sanitation.

In **Madagascar**, we partnered with faith-based groups such as Caritas and Frères de Saint Gabriel (FSG) and built on their existing strong

links with local communities. In rural work with Caritas the trust built up with communities has been invaluable in helping to overcome specific socio-cultural traits such as strong taboos against sanitation. In work with FSG in the town of Fenerive Est the water and sanitation program we support complements other basic services offered by FSG to poor migrants who have moved to the town from rural areas in search of work.

Here in the US, WaterAid America fostered collaboration with the Department of Urban Planning at UCLA to launch a report and hold a seminar on sanitation's impact on economic development, which generated global media coverage. Our public awareness goal was furthered on World Water Day, March 22, 2008 through our collaboration with the American Museum of Natural History to present a high profile seminar, exhibition, and webcast exploring the role of women in the water and sanitation sector.



» Unsafe water and inadequate sanitation disproportionately affect women, who are primarily responsible for water collection and caring for their sick children. WaterAid ensures women are well represented in water and sanitation committees. WaterAid America and the American Museum of Natural History explored how women are affected by the water and sanitation crisis in the Heaviest Load seminar, webcast live on World Water Day, March 22, 2008.





» A WaterAid-funded water point for the Dume ethnic group in the Terai of Nepal. Ostracized by the rest of the community, this minority group needed their own water point as others in their village would not share a water source with them.

Maximizing our effectiveness:

## » Targeting the vulnerable

WaterAid’s vision is a world where everyone has access to safe water and sanitation. We work in some of the poorest communities to help them access these services. Sometimes, though, a special effort is needed to ensure that members of society who are marginalized or excluded from full participation are reached, since they are often “invisible” and thereby missed by standard approaches.

Examples of marginalized groups WaterAid has set out to help this year include those facing discrimination because of their occupation (such as the butcher communities in Nepal), ethnicity (such as tribal communities in India), disability (as in Ethiopia), and gender (predominantly against women and prevalent in most countries). WaterAid is strongly committed to ensuring that everyone has access to water and sanitation irrespective of their gender, ethnicity, or ability.

We are increasingly partnering with organizations that have specialist knowledge in dealing with traditionally excluded groups. For example, WaterAid in Ethiopia is

partnering with local organization Zemasef to construct latrines with improved accessibility and increased ventilation for people who are disabled. This technology has improved the health and safety of individuals using the latrine by reducing their exposure to human excreta. In Zambia, a disabled person was recruited to design a latrine suitable to his condition. This design will be adopted by partners and replicated for use in other households with disabled residents.

WaterAid also conducted research in Ethiopia and Nigeria on the water and sanitation needs of people living with HIV/AIDS and has developed recommendations for tailoring programs to meet these needs, such as favoring tapstands over handpumps which require much more energy to operate.



WaterAid/Jon Spaul

## Every year 1.8 million children die as a result of diseases caused by unclean water and poor sanitation.

### Highlights of work supported by WaterAid America

WaterAid America's support for the India country program has contributed to the development of their strategy that takes a two-fold approach to addressing the vast scale of water and sanitation needs in the country. WaterAid in India is initiating projects that act as demonstrations of good practice, such as practical methods for encouraging recharge of falling water tables that are being replicated by government and others in the sector. The second strand of work is plugging gaps in water and sanitation coverage and directly providing water and sanitation services to vulnerable communities unreached by municipal services.

In the state of **Madhya Pradesh**, work supported by WaterAid America this year is meeting the water and sanitation needs of various vulnerable groups in both rural and urban contexts. The urban slums were selected following analysis of where the most extreme pockets of poverty were located. Disadvantaged groups such as rag picker children and manual scavengers are well

represented as we help communities to develop water and sanitation committees. In rural areas, priority is being given to disadvantaged groups such as scheduled castes and tribes and farmers impoverished by prolonged drought.

The water program helped the communities to restore 20 older non-functional water sources, and construct eight new wells this year. To help mitigate the effects of drought, the wells were supplemented with systems that recharge groundwater and rainwater harvesting structures.

In the sanitation program, WaterAid and partners are motivating communities to create Open Defecation Free (ODF) slums and villages where every household has access to an effective sanitation facility. In rural areas, this involves the construction of a latrine for every household, whereas in crowded urban slums communal latrine blocks are being constructed. During the year, several villages achieved ODF status and the remaining ones are on track to achieve this by December 2008. WaterAid

helped the poorest families meet the costs of latrine construction by establishing community credit schemes and assisting them in securing government subsidies from the government's Total Sanitation Campaign.

In urban slums the communal latrine blocks include child-friendly toilets, and ensure that there is adequate accessibility for the disabled and elderly. We are meeting the needs of women and teenage girls by including incinerators for the disposal of sanitary napkins in sanitation blocks. We are also training women and girls to produce sanitary napkins, which will not only help them to meet their own menstrual hygiene needs but also offers them an opportunity to develop small businesses by selling them.



» Having to defecate openly was humiliating and physically challenging for Kasturi Jatav from Madhya Pradesh, India. "We used to go in open ground and it was especially hard in the rains. There was no privacy and we'd have to stand up and sit down all the time in case someone saw us. I am old so you can imagine how it used to be." With WaterAid's help she now has access to a latrine.



## Maximizing our effectiveness: » Ensuring sustainability

WaterAid considers it crucial to invest in the long-term sustainability of our programs, so that they will continue to meet communities' water and sanitation needs long into the future. To prevent hardware breakdowns from disabling water supplies or sanitation systems, we provide training for local technicians in maintenance and repair and ensure that technologies rely on locally available parts and supplies whenever possible. We help communities pay for operation and maintenance by setting up management funds, to which each household contributes.

Experience has shown us that the full involvement of women in the management of water and sanitation facilities and the promotion of good hygiene practices greatly enhances the sustainability of facilities and behavioral change. As women are primarily responsible for water collection, have greater need for the privacy good sanitation provides and are in charge of caring for their sick children, they tend to be more motivated to ensure changes are long-lasting. This year women comprised the majority of community water and sanitation

committees that we have helped to establish.

We also seek to minimize the depletion and contamination of water sources, and motivate communities to sustain good hygiene practices. Our country programs have experimented with and implemented a wide range of solutions to managing and protecting water resources this year including sand dams in East and West Africa, ash bone filtration in Tanzania, and stone bunds in India. Rainwater harvesting has also been scaled-up in many programs, particularly where water tables are falling.

We are increasingly responding to climate change, for example by partnering with state governments in northern India to adapt the approach to water and sanitation service delivery and prepare for future disasters in the states of Bihar and Orissa that were stricken by floods this year. Elsewhere, as in the Madhya Pradesh program (see page 9), we are responding to extreme drought by constructing check dams, soakpits, and ponds, and undertaking other measures to help replenish the groundwater.

### Highlights of work supported by WaterAid America

WaterAid America continued support for the Ticho-Kella program in the **Arsi region of Ethiopia** that is helping more than 20,000 people in the towns of Ticho and Kella and surrounding areas to gain access to safe water, sanitation, and hygiene education. Every aspect of the project is designed to maximize sustainability for current users and the projected population growth over the next 20 years.

The community has been involved from day one in the planning of the new water supply, a large scale gravity flow system that pipes water from mountain springs to a network of tapstands. In February this year, the first phase of the water project was completed, granting more than 7,000 people access to safe water. The community's enthusiasm for the inauguration of the first phase was demonstrated in a colorful ceremony they organized that was covered on national television.

Eleven tap attendants have been appointed, who will play a key role in keeping the water point areas

» One in eight of the world's population has to rely on unsafe water sources, such as this marsh in Uganda. WaterAid invests in ensuring new water points are sustainable, to minimize the chance of people having to revert to unsafe sources in the future.

## 2.5 billion people in the world have no safe way to dispose of feces.

clean, safely operating the water points, and collecting water users' fees. To date, the beneficiaries report that they are willing to pay the fees, especially given the time and money saved due to the reductions in water collection times and medical expenses now that they no longer have to get unsafe water from local rivers. The sustainability of the water points will be enhanced in June 2008 with the planting of apple tree seedlings to help counter soil erosion.

To date sanitation coverage has reached 90%, a proportion which we hope to boost with a revolving fund offering credit to cover latrine construction costs for poor households. It is difficult to effect behavior change in any population, and here in Ticho-Kella, WaterAid is countering the lack of hand washing



WaterAid / Simon de Tray White

at critical times (especially after going to the toilet) with intensive hygiene promotion activities. The importance of installing hand washing facilities near latrines and keeping them stocked with soap, ash or other detergents is being highlighted, and information is being provided on the links between hygiene and disease reduction to motivate people to always use these facilities.

The long term impact of the project on disease reduction will be monitored through the collection of clinical data on the incidence of disease every six months, which will be compared with clinical data collected prior to the start of the project. Community scorecards are being piloted to monitor the sustainability of the project in meeting water and sanitation needs. This is a system where the community is provided with colored cards to evaluate the different aspects of service they have received, e.g. from the tap attendants and water committees. Management changes are then mutually agreed upon between the communities and the water committees.



» Members of sanitation clubs based in schools in Ticho perform in a cultural show held to celebrate the inauguration of the Ticho-Kella water supply in February 2008.

## Maximizing our effectiveness: » Hygiene and sanitation

» Motivated by the Community-Led Total Sanitation approach, children in Nepal set off with flags to mark sites still being used for open defecation by members of their community.

It is vital that safe water supplies are accompanied by effective sanitation and appropriate hygiene education if poor communities are to derive the maximum health benefits. Throughout the year, WaterAid has promoted sanitation and hygiene messages to communities through a range of techniques including street theater, puppetry, radio shows, and school hygiene clubs.

Approaches to sanitation vary from place to place, with some of our programs offering subsidies to poor households for latrine construction. Increasingly we are using the Community-Led Total Sanitation approach that began in Bangladesh but is being successfully rolled-out elsewhere, notably in Nigeria where it has been adopted by the national government. Instead of using subsidies, this approach motivates communities to unite to make an action plan to completely eradicate open defecation in the community by building low-cost latrines from inexpensive, locally available materials.

In the policy arena, the designation by the UN of 2008 as the International Year of Sanitation

presented us with a huge opportunity to make the case for sanitation as a driver of poverty reduction and decreased child mortality. We supported the End Water Poverty campaign to lobby the G8 meeting in 2007 and conducted research into the economic benefits of sanitation, as well as its role as a catalyst to development in East Asia.

WaterAid was able to influence the content of the 'eThekweni Declaration', agreed by 32 African ministers, which commits their governments to spending at least 0.5% of GDP on sanitation and hygiene. At the African Sanitation Ministerial Conference in Durban, WaterAid received national and international TV and press attention for the paper *Giving sanitation the green light*, which gave a graphic overview of the poor state of sanitation sectors across the continent.



WaterAid/Juthika Howlader

Every year, 60 million children in the developing world are born into households without access to sanitation.

### Highlights of work supported by WaterAid America

With support from WaterAid America, WaterAid in **Madagascar** has played a key role in the country's sanitation sector by leading the Diorano-WASH campaign, a national network of more than 50 organizations that seeks to promote the expansion of sustainable water, sanitation and hygiene services. Through the activities of WASH, WaterAid has been able to reach two million people with sanitation and hygiene messages, in addition to directly helping nearly 18,000 people gain access to sanitation.

A significant achievement for WASH was the validation by government of the new National Policy and Strategy for Sanitation (PSNA), clearly defining the responsibilities of four ministries in charge of domestic sanitation, communal sanitation, environmental control, and public health. Engagement by senior staff from the Ministry of Health and Directorates of Water Supply and Sanitation at the AfricaSan conference served to strengthen awareness and commitment to the sector.

The demonstrable commitment shown to sanitation by politicians and decision-makers has resulted in Madagascar being among the first countries to benefit from the Water Supply and Sanitation Collaborative Council's Global Sanitation Fund, increasing the resources available for further expansion of sanitation in the country.

In the state of **Benue in Nigeria**, WaterAid America is supporting work to encourage households to construct latrines and adopt good hygiene practices such as frequent hand washing as well as constructing new water supplies. The Community-Led Total Sanitation approach is proving successful, with more than 500 latrines having been built to date. In some households, longstanding cultural beliefs require that men and women use separate latrines and, therefore, many households are choosing to build two gender-segregated latrines. Good hygiene is being promoted by volunteers visiting households with pictorial charts illustrating important hygiene behaviors.

» WaterAid fully welcomes the UN's declaration of 2008 as the International Year of Sanitation. As well as reducing disease and improving women's dignity, effective sanitation can boost the economy: spending on sanitation reaps a return on investment of nine to one.



## Maximizing our effectiveness: » Urban and rural challenges

» By managing one of WaterAid and local partner organization GAMA's innovative 'mobile toilets' with a built-in kiosk, Eskender Tadesse from Ethiopia's capital city Addis Ababa is helping provide much needed sanitation facilities for local residents. By charging small fees to use the toilet and selling goods from the kiosk, he's making a living, too.

This year was a tipping point for the distribution of the world's population between urban and rural areas: since May 2007 more people have lived in towns and cities than rural areas for the first time in history. Although the majority of those living without water and sanitation remain in rural areas (84% of those without water and 70% of those without sanitation), and most of WaterAid's work is still in rural areas, we are expanding programs in a variety of urban contexts along the continuum from mega-slums in large cities to peri-urban fringes and small towns. Each of these areas is characterized by different water and sanitation challenges, so we are investing in developing different approaches to cater to each. We have identified small towns as a priority due to their rapidly increasing populations and relative neglect as compared with cities and rural areas.

In urban areas our approach usually involves forging partnerships with stakeholders such as water utilities, local municipalities, sector regulators and, in certain instances, consumer

groups. For example, in Malawi we are partnering with the Lilongwe Water Board to involve communities in the management of water services.

In remote rural areas, it is often difficult for communities to acquire spare parts, which can affect the long-term sustainability of water points. For several years, WaterAid has been expanding the use of rope pumps made from locally available materials such as bicycle wheels. Following lobbying by WaterAid, the government of Mozambique this year officially recognized the rope pump as an appropriate technology.



### Highlights of work supported by WaterAid America

The geographical inaccessibility of the **Konso region of Ethiopia** makes it a very challenging area to operate in. Indeed, few aid agencies and NGOs operate there. WaterAid is undertaking work there to help remote, marginalized communities overcome extreme poverty, water scarcity, and the high incidence of water and sanitation related diseases.

The severity of water problems in Konso, partly due to drought, was highlighted in the program's baseline study that revealed that women and girls were spending up to nine hours a day searching for water during the dry season, preventing them from attending school and keeping women from other productive activities. Few used latrines, even where they existed, and hand and face washing were often neglected, resulting in the widespread incidence of trachoma, an eye disease that leads to blindness.

WaterAid is helping to boost access to safe water in Konso through the construction of boreholes

## On average households in rural Africa spend a quarter of their time collecting water.



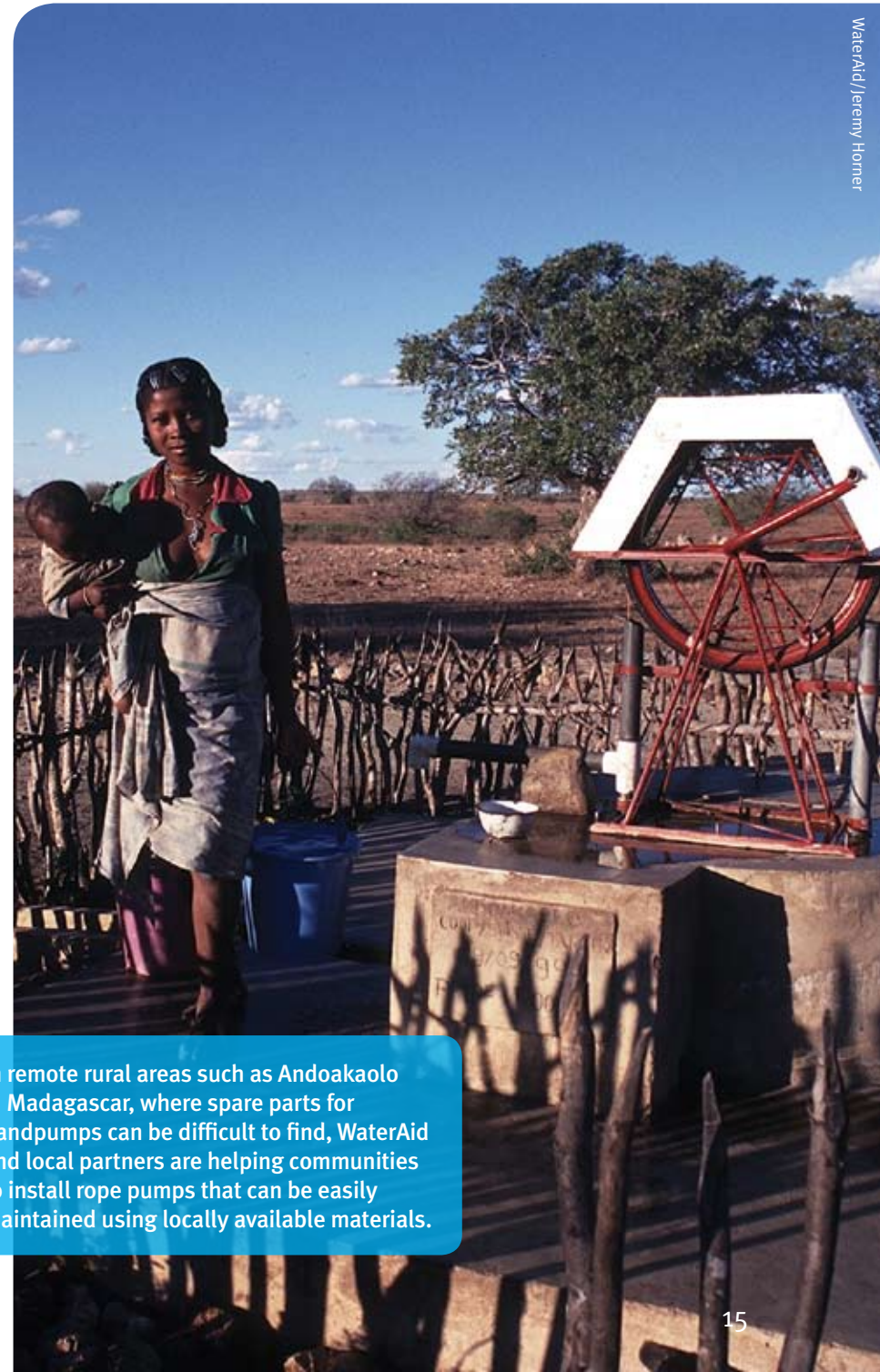
and wells, supplemented by rainwater harvesting for uses other than drinking and cooking. Sanitation coverage is being increased through the construction of latrines, including ecological sanitation latrines that have the added benefit of producing fertile compost to boost local agriculture. Good hygiene behavior is being intensively promoted using a wide-range of tools and approaches including songs, dramas, pictures, movies, and advertisements.

In cities where there is high population density, the risks

of groundwater pollution often make the construction of hand-dug wells impossible. WaterAid and local partner organizations in **Bangladesh** have negotiated with water utilities in cities to expand piped water services into slum areas and supply water to user-managed communal water points. Significant milestones in this approach were reached this year with agreement by the Dhaka Water Supply and Sewerage Authority to sign water supply contracts directly with slum communities rather than with WaterAid's local partner organization DSK acting as an intermediary.

In the **Indian city of Gwalior**, a program supported by WaterAid America was successful in securing the agreement of the municipality to replicate communal toilet blocks as a sanitation solution in crowded urban slums. WaterAid also helped relieve pressure on falling water tables in the city by working with the government to supplement groundwater supply with water tankers.

» In remote rural areas such as Andoakaolo in Madagascar, where spare parts for handpumps can be difficult to find, WaterAid and local partners are helping communities to install rope pumps that can be easily maintained using locally available materials.



# »» Where we work

## West Africa

- 1 Burkina Faso
- 2 Ghana
- 3 Mali
- 4 Nigeria

## East Africa

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## Nigeria

Mansoh Kumdum, age 10, from Warok, Plateau State, is proud to be the head of his school's hygiene club. He says, "Before the latrines were built we had to go in the bush. I know now that washing my hands is very important."

With hand-washing reducing the incidence of diarrheal disease by up to 47%, the benefits of good hygiene and sanitation practices impact on the whole community, improving health and freeing up time for adults to work and children to attend school.



## WaterAid on Google Earth™

Following development work throughout 2007–08, a WaterAid layer was launched in the Google Earth™ application in April 2008. Information panels on WaterAid's programs are now available to the 350 million people worldwide who have downloaded Google Earth™.

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### Nepal

Some 250 residents in our partner Lumanti's pioneering Kirtipur Housing Project now benefit from rainwater harvesting tanks, wells, a reed bed, and a latrine for each household.

"We used to live on the river and it was smelly and dirty. Our houses used to flood," explains community chairperson Krishna Patiyar. "Without Lumanti's



WaterAid/Marco Betti

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WaterAid/Caroline Ijby

### Ethiopia

Villagers in Alaba woreda voted for Nuredia Hussiea to be their village health communicator. "I visit about 12 households per day and spend up to half an hour with them. I tell them about the diseases which they can catch if they don't use a latrine. I tell them about contamination from animals.

Now there is no more open defecation and the villagers have much cleaner compounds. People used to have stomach problems and diarrhea, typhoid, giardia and worms. Malaria transmission has now decreased. The health promotion has had a positive effect."

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### Madagascar

Claire Suzanne explains the difference that clean water has made in Soavina Antokofana Ambohitrano – a remote village which last year saw an outbreak of bubonic plague: "We used to collect water at a place very far away and we could only collect a bit before we had to go and work. In the evening it was often too late to get water so we couldn't wash or clean. It was dirty to drink it; the color was yellow. Our children were not in good health. Now I can clean my children, wash my dishes, and clean everything in my house."



WaterAid/Marco Betti

|                        | Water users reached | Sanitation users reached |
|------------------------|---------------------|--------------------------|
| <b>West Africa</b>     |                     |                          |
| Burkina Faso           | 34,600              | 45,822                   |
| Ghana                  | 40,219              | 28,029                   |
| Mali                   | 37,384              | 32,079                   |
| Nigeria                | 51,368              | 63,519                   |
| <b>Southern Africa</b> |                     |                          |
| Madagascar             | 14,952              | 17,757                   |
| Malawi                 | 23,663              | 26,626                   |
| Mozambique             | 43,255              | 34,336                   |
| Zambia                 | 24,014              | 25,326                   |



» Patience Dominic, a primary school teacher from Warok, Nigeria admits she would not have accepted a position at a school without a well or latrine. Improved teacher recruitment and retention are some of the educational benefits achieved by investing in water and sanitation facilities in schools.

## International programs: » West and Southern Africa

The following pages outline some of this year’s highlights from each of WaterAid’s country programs, funded by the global WaterAid alliance that includes WaterAid America.

### Burkina Faso

Following elections in May 2007, Burkina Faso’s political environment rapidly changed. The government created a new directorate for sanitation and in doing so made a big commitment to expanding sanitation coverage, which is as low as 10% in rural areas and 14% in urban areas. WaterAid helped build the capacity of the water and sanitation sector by influencing the national Government to establish dedicated water and sanitation units in local government, and by showcasing pilot projects demonstrating the effectiveness of the Community-Led Total Sanitation approach and the use of the rope pump. Drought has led to acute water scarcity, which WaterAid is countering by harvesting rainwater, building small dams, and rehabilitating dysfunctional wells.

### Ghana

Ghana was hit by severe flooding in August and September 2007,

which destroyed many water and sanitation facilities: latrines collapsed and overflowed, contaminating wells with fecal matter. The worst affected areas were rural, where water and sanitation coverage is already low: at 52% and 32% respectively. Despite these delays, WaterAid’s work progressed and more than 200 water and sanitation community-based committees were trained to manage and maintain water points and 200 school Health Education Promoters were trained. WaterAid took advantage of the Joint Government-Donors’ Water Sector Annual Review Conference to form new networks of organizations who will work together to increase pressure on the government to spend more on water and sanitation.

### Madagascar

As part of the national hygiene campaign, WaterAid reached more than two million people with messages promoting hand washing with soap, using a clean toilet, and preserving the quality of drinking water. Traditional myths about latrine use, which have held back sanitation expansion, were tackled in a conference held for

## In 2007–08 WaterAid helped more than 1.3 million gain access to safe water supplies.

traditional leaders. The devastating impact of cyclone Ivan highlighted the need within Madagascar to respond better to climate change. WaterAid contributed by creating a showcase of best practices in water resource management, to help local technicians tackle issues such as sustainability of facilities, over-abstraction of groundwater, and environmental degradation.

### Malawi

In rural areas, WaterAid maximizes efficiency by favoring the rehabilitation of old water sources over the construction of new ones. This year more than eight kilometers of pipework were upgraded in the Namikomia gravity flow water network. In urban areas, our interventions included setting up water kiosks selling affordable safe water, promoting good hygiene practices on billboards, and demonstrating model latrine options. Nationally, WaterAid is playing a key role in coordinating the activities of different players in the sector by supporting the Ministry of Irrigation and Water Development in its formulation of a Sector Wide Approach (SWAp) and acting as Secretariat of the Donor

Water & Environmental Sanitation Coordination Group.

### Mali

Mali's water and sanitation sector made big strides this year with the adoption of national water and sanitation strategies and plans, all of which WaterAid contributed to. WaterAid also assisted commune-level governments in improving their planning, budgeting, implementation, and monitoring of water and sanitation services through the Local Millennium Development Goals Initiative. On the service delivery side, WaterAid worked with partners to construct a total of 56 new water points and rehabilitate a further 85. More than 2,500 latrines were constructed. Special needs were increasingly catered to: based on research with blind people living in Tienfala, we adapted a new well and latrines to meet their needs and developed audio hygiene promotion tools.

### Mozambique

WaterAid's mapping initiatives continued to provide valuable support to local governments in delivering water and sanitation services. Hydrogeological maps

helped site water points in the most appropriate places, while maps highlighting the current distribution and functionality of water points helped local government in the remote Niassa province to target water and sanitation interventions at the communities most in need. Despite disruption from flooding and a cyclone, our service delivery work continued with water point technology shifting from shallow wells to boreholes to increase sustainability where water tables are falling. More than 110,000 people were reached with hygiene promotion activities.

### Nigeria

Our water programs in rural areas, small towns, and the city of Jos included new and rehabilitated boreholes, and we successfully rolled-out the Community-Led Total Sanitation (CLTS) approach in four more states, directly motivating tens of thousands of people to build their own latrines from low-cost, local materials. Nationally, WaterAid's advocacy efforts led to the adoption of CLTS as a key approach in the Federal Ministry of Agriculture and Water Resources' strategy for expanding sanitation

provision. WaterAid continued to work in schools, establishing latrines and handwashing facilities for both teachers and students, while Environmental Health Clubs helped students to learn about the importance of good hygiene practices.

### Zambia

Despite challenges such as cement shortages, inflation, and the worst floods seen in a decade, our target for water beneficiaries was surpassed this year. Women were actively involved in all projects, receiving training as latrine masons, sanitation technicians, hygiene promoters, and water point caretakers, while community maintenance funds were established to enhance the longevity of facilities. As water tables fall in areas like Monze, we are turning to alternative technologies such as boreholes that reach deeper into the ground. WaterAid was the only NGO appointed to the Government's national working group on rural sanitation and hygiene and tasked to oversee the formulation of the sanitation component of the National Rural Water Supply and Sanitation Program.

## » East Africa, South Asia and the Pacific Region

### **Bangladesh**

WaterAid's largest program secured new connections to city water supplies for 99 slum communities. The strong relationship between WaterAid and partners, beneficiary communities, and urban water utilities enabled the utilities in Dhaka and Khulna to sign agreements with seven slum communities to provide water services without requiring WaterAid's partners to act as intermediaries. Hundreds of further agreements are in process. In total, WaterAid promoted hygiene messages to 2.9 million people, including a new focus on the neglected area of menstrual hygiene management. Following severe flooding, WaterAid provided emergency water and sanitation assistance to nearly 100,000 households.

### **Ethiopia**

This year has been challenging for WaterAid: high inflation, conflict, flooding and associated outbreaks of diarrheal diseases have all taken their toll. However, we still reached more than 50,000 people with water and more than 60,000 with sanitation. We also

conducted important research into how to adapt water and sanitation programs to cater to the needs of people living with HIV/AIDS, the elderly, and the disabled, work that has been nominated for a UN award on disability. Water scarcity was addressed through the piloting of sand dams built across seasonal rivers to raise the water level upstream thereby recharging groundwater resources.

### **India**

WaterAid has responded to increasingly extreme weather conditions by researching water resource management aimed at countering falling water tables and preparing for floods. A national workshop on safe drinking water in rural areas highlighted the increased focus on water quality. We continued to empower vulnerable communities to secure improvements to their water services through Citizens' Action initiatives that bring local people and water utilities together to compare inadequacies in services against residents' entitlements. Innovations included designing toilets for the disabled, and focusing on menstrual hygiene.

### **Nepal**

Nepal is on track to meet the UN's MDG target of halving the proportion of people without water by 2015, but is a long way off target for sanitation. Socio-cultural and economic factors account for Nepal having the lowest sanitation coverage in South Asia at just 46%. Following WaterAid's presentation of an End Water Poverty petition signed by 115,000 people from 33 of Nepal's 75 districts, the Prime Minister assured high level commitment to prioritizing sanitation. WaterAid helped communities in a variety of contexts from urban slums to mountain hamlets to villages in the lowlands to construct a variety of latrines, including composting toilets. Safe water supplies were established using technologies that included gravity flow water networks and rainwater harvesting.

### **Pakistan**

The most urbanized country in South Asia, with over a third of the total population living in urban areas, almost half of Pakistan's residents will be living in urban settlements by 2015, increasing the country's development challenges. WaterAid predominantly works

in urban slums in Pakistan, helping communities to construct household latrines and sewer lines to connect to the main city sewers. As the program grows, we are introducing both water and rural components to our work. This year we helped urban slum communities to work with government to extend water supplies into their areas and worked with communities in 19 villages to eradicate open defecation through the Community-Led Total Sanitation approach.

### **Papua New Guinea**

One of our two newest programs managed by WaterAid Australia, along with Timor-Leste, our program in Papua New Guinea worked to provide water and sanitation in elementary schools, and design and produce a simple round latrine slab for use by individual rural households in the Eastern Highlands. We helped poor rural communities in Simbu, Southern Highlands, and Bougainville provinces escape poverty and recover from tribal fighting through the construction of clean water supplies and latrines, and the promotion of good hygiene practices. The program was expanded this year with the

## This year WaterAid helped more than three million people gain access to sanitation.

opening of a new rural water and sanitation program in the province of East Sepik.

### Tanzania

WaterAid helped to collect vital data on where the water needs are greatest in the country by collaborating with six other organizations to map the current distribution and functionality of water points in 35 districts. While our sanitation program suffered setbacks, including heavy and unseasonable rains making construction impossible, we made strides by trialing the ‘Gulper’, a simple, manually operated pump that can be transported by motorcycle. This will be used as a solution for the safe disposal of latrine contents in densely populated settlements in Dar es Salaam, where latrines are often emptied into the street, causing huge health hazards. At the national level we advocated for pro-poor water and sanitation policies by participating in the Joint Water Sector Review.

### Timor-Leste

In this small Pacific nation recovering from a 25 year independence

struggle with Indonesia, we helped rural communities to cap mountain springs and construct gravity flow water networks piping water to communal village tapstands. We piloted the ‘no subsidy’ approach to Community-Led Total Sanitation, thereby motivating rural communities to eliminate open defecation through the construction and use of latrines using low-cost, locally available materials. We helped rural communities to learn about different sanitation options through hygiene education sessions that showcased a range of latrine designs.

### Uganda

Our Uganda program was honored this year by a visit by HRH Prince Charles, the President of WaterAid in the UK. He visited a newly constructed water kiosk in the slums of capital city Kampala, an innovative solution to delivering safe water at an affordable cost to the urban poor. In rural areas we continued to promote rainwater harvesting, bio digesters and composting latrines, technologies which are effective in delivering safe water and sanitation to the poor, yet minimize water wastage, pollution and contamination of water sources.

|                       | Water users reached | Sanitation users reached |
|-----------------------|---------------------|--------------------------|
| <b>South Asia</b>     |                     |                          |
| Bangladesh            | 749,000             | 2,554,000                |
| India                 | 154,865             | 86,441                   |
| Nepal                 | 34,181              | 31,442                   |
| Pakistan              | 45,322              | 200,060                  |
| <b>East Africa</b>    |                     |                          |
| Ethiopia              | 51,563              | 61,099                   |
| Tanzania              | 49,448              | 754                      |
| Uganda                | 36,555              | 23,016                   |
| <b>Pacific Region</b> |                     |                          |
| Papua New Guinea      | 5,000               | 2,600                    |
| Timor Leste           | 3,472               | 3,472                    |

» WaterAid and local partner Green Hill helped the tribal community of Indramoni Para in the Chittagong Hill Tracts in Bangladesh to construct a gravity flow water network, build a latrine for each household and improve their hygiene practices.



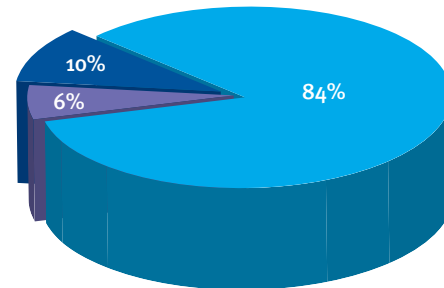
WaterAid/Utthana Howlader



## » Financial information

Of every dollar WaterAid America spends, 84% goes to programs and only 6% is spent on fundraising. Globally, WaterAid invested over \$80 million in programs and services that benefit people in need of safe water, sanitation, and hygiene education in 2007–08, of which WaterAid America contributed just over \$2.6 million, up from approximately \$ 1 million in 2006–07.

### How our funds are used



|                        |     |
|------------------------|-----|
| Program services       | 84% |
| Management and general | 10% |
| Fundraising            | 6%  |

WaterAid America's audited financial statements are available at [www.wateraid.org/america/annualreport](http://www.wateraid.org/america/annualreport)

### Statement of financial position

|   | <b>As of<br/>March 31, 2008</b> | <b>As of<br/>March 31, 2007</b> |
|---|---------------------------------|---------------------------------|
| <b>Assets</b>                           |                                 |                                 |
| Cash                                    | \$2,648,899                     | \$2,270,446                     |
| Pledges receivable                      | \$2,033,908                     | \$2,711,671                     |
| Other receivables                       | \$54,970                        | \$23,853                        |
| Prepaid expenses                        | \$3,285                         | \$25,837                        |
| Property and equipment                  | \$33,103                        | \$12,015                        |
| Security deposit                        | \$8,706                         | \$8,577                         |
| <b>Total assets</b>                     | <b><u>\$4,782,871</u></b>       | <b><u>\$5,052,399</u></b>       |
| <b>Liabilities</b>                      |                                 |                                 |
| Accrued expenses payable                | \$97,577                        | \$89,448                        |
| Grants payable                          | \$755,068                       |                                 |
| <b>Total liabilities</b>                | <b><u>\$852,645</u></b>         | <b><u>\$89,448</u></b>          |
| <b>Net assets</b>                       |                                 |                                 |
| Unrestricted                            | \$1,585,163                     | \$1,659,740                     |
| Temporarily restricted                  | \$2,345,063                     | \$3,303,211                     |
| <b>Total net assets</b>                 | <b><u>\$3,930,226</u></b>       | <b><u>\$4,962,951</u></b>       |
| <b>Total liabilities and net assets</b> | <b><u>\$4,782,871</u></b>       | <b><u>\$5,052,399</u></b>       |

» Hosted by the Islamic Center at New York University, a dinner held following a day's fasting during Ramadan brought hundreds of students together for a communal meal, an evening of social awareness and to raise funds for WaterAid America.

## Statement of activities

|  | As of<br>March 31, 2008 |                           | As of<br>March 31, 2007 |                    |
|--|-------------------------|---------------------------|-------------------------|--------------------|
|  | Unrestricted            | Temporarily<br>restricted | Total                   | Total              |
| <b>Support and revenue</b>                     |                         |                           |                         |                    |
| Contributions – foundations and corporations   | \$1,797,913             | \$506,000                 | \$2,303,913             | \$4,809,842        |
| Contributions – individuals and others         | \$207,382               |                           | \$207,382               | \$134,957          |
| Contributed services, materials and facilities | \$15,402                |                           | \$15,402                | \$5,607            |
| Special events (net of expenses)               | \$130,722               |                           | \$130,722               |                    |
| Investment income                              | \$58,837                | \$10,637                  | \$69,474                | \$74,910           |
| Net assets released from restrictions          | \$1,474,785             | (\$1,474,785)             |                         |                    |
| <b>Total support and revenue</b>               | <b>\$3,685,041</b>      | <b>\$958,148</b>          | <b>\$2,726,893</b>      | <b>\$5,025,316</b> |
| <b>Expenses</b>                                |                         |                           |                         |                    |
| Program services                               | \$3,151,257             |                           | \$3,151,257             | \$1,175,193        |
| Management and general                         | \$375,429               |                           | \$375,429               | \$355,027          |
| Fundraising                                    | \$232,932               |                           | \$232,932               | \$223,310          |
| <b>Total expenses</b>                          | <b>\$3,759,618</b>      |                           | <b>\$3,759,618</b>      | <b>\$1,753,530</b> |
| <b>Change in net assets</b>                    | <b>(\$74,577)</b>       | <b>(\$958,148)</b>        | <b>(\$1,032,725)</b>    | <b>\$3,271,786</b> |
| <b>Net assets – beginning of year</b>          | <b>\$1,659,740</b>      | <b>\$3,303,211</b>        | <b>\$4,962,951</b>      | <b>\$1,691,165</b> |
| <b>Net assets – end of year</b>                | <b>\$1,585,163</b>      | <b>\$2,345,063</b>        | <b>\$3,930,226</b>      | <b>\$4,962,951</b> |

## » Board of Directors

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# » Contributors

WaterAid's water, sanitation and hygiene education programs cost just \$30 per person.

WaterAid's work would not be possible without the generosity of our many supporters. We recognize and extend our deepest gratitude to the individuals and organizations listed below who made significant contributions during the 2007–08 fiscal year.

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## »» How you can help

### Make a tax-deductible gift

WaterAid America is an independent nonprofit organization funded entirely by tax-deductible gifts and grants. You can help fulfill WaterAid's vision of a world where everyone has access to safe water and sanitation by supporting our work. Contributions of any amount are welcome. You can send us your gift by check, credit card or money order. Donations can also be made online at [www.wateraidamerica.org](http://www.wateraidamerica.org).

### Give an honorary or memorial gift

Honor the memory of a loved one or commemorate an anniversary, wedding, or other special occasion by giving a gift that pays tribute to someone special. We will send a personalized acknowledgment in your name.

### Double your gift

You can double the impact of your gift if your company has a matching gift program. Contact your employer for the company's matching gift form, fill it out, send it to us and we'll take care of the rest.

### Give a gift of stock

Making a gift of appreciated stock or mutual funds can offer tax advantages – check with your tax advisor for details or visit the Donate section of our website for more information.

### Personalize a “micro-site” on FirstGiving

Build your own online fundraising page to collect donations for a sponsored event, to mark an occasion such as your birthday or wedding, or in memory of a loved one. It's easy, there are no cash or checks to handle, and it's safe since the money is sent securely to WaterAid via FirstGiving. Go to [www.FirstGiving.org/wateraidamerica](http://www.FirstGiving.org/wateraidamerica) to learn more.

### Plan a gift for WaterAid's future

A charitable gift can be a useful component of your estate plan while providing an opportunity to leave a meaningful legacy. You can designate WaterAid America as a beneficiary of your life insurance, living trust, qualified retirement plan, or in your will. A gift through your will or living trust is fully deductible and can significantly reduce estate taxes.

» WaterAid was selected by The Police as the official charity of their acclaimed worldwide reunion tour, raising awareness of the water and sanitation crisis among hundreds of thousands of concert-goers. Auctioned pairs of tickets at each concert also benefited WaterAid.



Jeff Kravitz / Film Magic



» Schoolgirls at Arunodaya Primary school in Nepal have learned about good hygiene practices through a program funded by WaterAid. "We should wash our hands before eating and after the toilet. If I don't do this I'll get sick with diseases," said nine year old Mina.

» Hand-washing with soap can reduce the incidence of diarrhea by up to 47%.

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WaterAid's mission is to overcome poverty by enabling the world's poorest people to gain access to safe water, sanitation and hygiene education.