



# WATER SCHOOL 2010 ANNUAL REPORT



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## DEAR FRIENDS,

2010 was another year of tremendous growth for Water School. We were able to expand our program in Uganda and Kenya and introduce it into Haiti where the need for clean water, especially during the terrible cholera outbreak, was devastating to the lives of children. A two year impact study in Uganda was completed in 2010 and the results exceeded expectations. Dramatic reductions in dysentery and diarrhoea (up to 87%) as well as significant increases in school attendance (up to 23%) give dignity, health and hope for the future.

None of this would happen without the support of friends like you. We are blessed with a loyal following of regular supporters along with many additional gifts during special events like our annual Mount Kilimanjaro Water Climb, Kids Water Climb and our Christmas Appeal.

Thanks to all who have made this joyful mission such a success over the past four years. You are changing lives!

With the rapid forward movement of Water School, I am very encouraged to look back on the year that was 2010. It has been a year full of challenges met and opportunities realized. From the Board of Director's point-of-view, some of the most notable achievements include: the incorporation of Water School Africa under the capable leadership of Jacques Masiko, the issuing of tax exempt 501(c)(3) status in the US, and our very timely response during the Cholera epidemic in Haiti.

The Board of Directors is proud that Water School focuses on impact. This is why we do regular monitoring and evaluation of projects to make sure that our activities and strategy is relevant to the needs of the people.

Thank you for your interest in Water School. Your investment in this organization are giving clean water for life to some of our world's most vulnerable people.



Sincerely yours,

**Bob Dell**  
President



Regards,

**Dave Ericson**  
Chairman of the Board

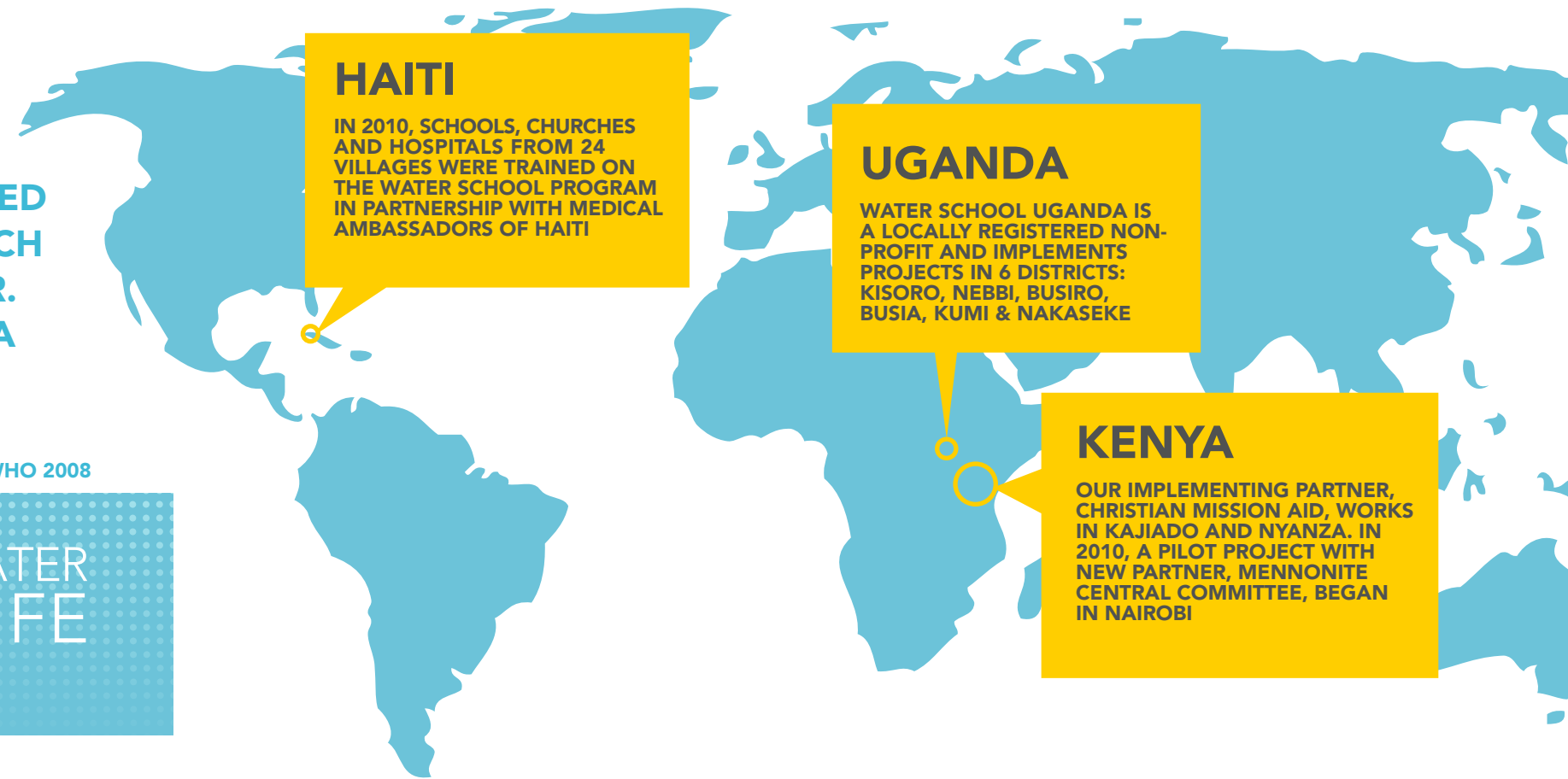
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# WATER SCHOOL SNAPSHOT 2010

EVERY DAY 4000 CHILDREN DIE AS A RESULT OF CONTAMINATED WATER.\* THIS EQUATES TO 1.46 MILLION DEATHS A YEAR WHICH COULD BE EASILY PREVENTED WITH ACCESS TO CLEAN WATER. IT WAS SEEING THE FACES BEHIND THESE STATISTICS IN KENYA AND UGANDA THAT INSPIRED BOTH FRASER EDWARDS AND ROBERT DELL TO CREATE WATER SCHOOL.

\*WHO 2008

SANITATION & HYGIENE EDUCATION + SODIS = CLEAN WATER FOR LIFE  
SOLAR WATER DISINFECTION



## OUR MISSION

PROVIDE A SIMPLE, PRACTICAL AND AFFORDABLE METHOD OF IMPROVING THE QUALITY OF WATER AND SANITATION PRACTICES IN THE DEVELOPING WORLD

## OUR APPROACH

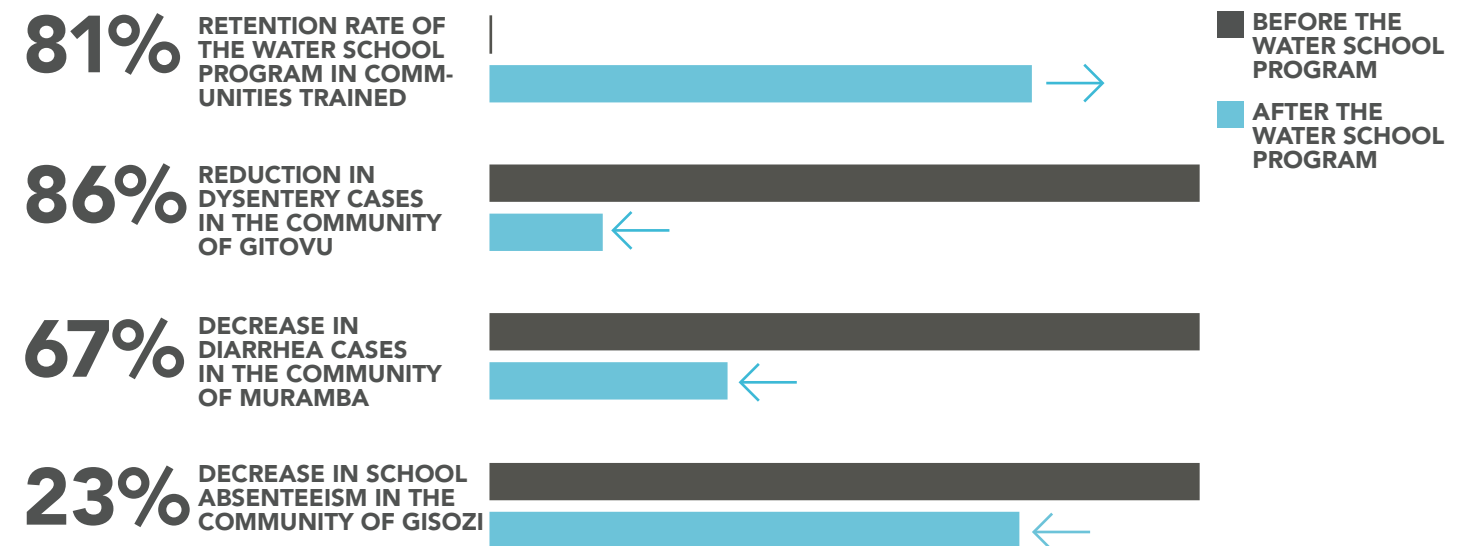
SUSTAINABLE IMPLEMENTATION OF OUR SOLUTIONS THROUGH EDUCATION INITIATIVES WHICH ENABLE COMMUNITIES TO TAKE LONG TERM OWNERSHIP OF ALL ASPECTS OF OUR PROGRAM

## OUR RESULTS

SINCE WE BEGAN IN 2007, WATER SCHOOL HAS GIVEN OVER 400,000 PEOPLE SAFE WATER THROUGH SODIS AND SANITATION & HYGIENE EDUCATION

## OUR IMPACT

IN 2010, OUR FIRST CONTROLLED IMPACT STUDY OF 6 COMMUNITIES WAS COMPLETED IN KISORO, UGANDA. WE MEASURED THE IMPACT OF OUR PROGRAM IN COMMUNITIES WHERE IT WAS FIRST INTRODUCED IN 2007. THIS STUDY LAYS THE FOUNDATION FOR OUR FUTURE MONITORING & EVALUATION PRACTICES.





# HAITI

## A TIMELY RESPONSE



11,126  
TOTAL BENEFICIARIES



37  
SCHOOLS



1,819  
HOUSEHOLDS



**IN LATE 2009, WATER SCHOOL BEGAN A PARTNERSHIP WITH MEDICAL AMBASSADORS OF HAITI TO INTEGRATE OUR PROGRAM WITH THEIR COMMUNITY HEALTH EDUCATION PROJECTS. OUR TRAINING MANUALS HAD BEEN TRANSLATED INTO CREOLE AND WE ANTICIPATED AN EARLY START IN 2010 WHEN THE EARTHQUAKE STRUCK.**

## DECISIVE ACTION TO COMBAT CHOLERA

When the devastating earthquake hit Haiti in January of 2010, our program was suspended until April as we waited for the after effects to unfold. We realized many surviving Haitians were moving into areas less affected by the earthquake so we directed our programs there. We began with 24 communities around Cap Haïtien in northern Haiti.

Then in October, cholera broke out and a very difficult journey began; from chlorinating standing water, administering intravenous electrolyte solutions to the sick and disinfecting deceased bodies, we worked alongside our Haitian partners and responded to those immediate needs.

Over the last three months of 2010, Water School funded seven truckloads of supplies containing chlorine, cholera beds, IV solutions and other essential items. After the outbreak subsided, we learned that the number of cholera cases in the 24 communities where we had started teaching our program seven months prior, were substantially less than areas without our training.

It was a difficult decision for Water School to move teaching and training funds to emergency relief but we feel we made the right decision. Our response saved the lives of people who would have been otherwise left without hope.

## MEET SUZELIE JEAN-LOUIS




**"MY NAME IS SUZELIE JEAN-LOUIS. DURING THE CHOLERA EPIDEMIC, I GAVE SODIS WATER TO MY DAUGHTER BECAUSE I WORRIED ABOUT HOW TO CALCULATE THE DOSAGE OF CHLORINE I SHOULD PUT IN OUR WATER. I FOUND IT RISKY FOR MY CHILD. I KNOW SODIS WORKS BECAUSE SHE NEVER GOT SICK LIKE OUR NEIGHBOR DANDA."**

## MEET DIEULA PIERRE







**"MY NAME IS DIEULA PIERRE. I HAVE TWO DAUGHTERS. I HEARD ABOUT THE WATER SCHOOL PROGRAM AT CHURCH. I FOUND IT SO SIMPLE, I DECIDED TO TRY IT. MY DAUGHTERS HEARD ABOUT IT IN THEIR SCHOOL. THE COMMUNITY IS SO MOTIVATED IN DOING THE WATER SCHOOL PROGRAM THAT PARENTS NO LONGER HAVE TO FORCE THE KIDS TO WASH THEIR HANDS BEFORE EATING OR AFTER USING THE TOILET. THE HEALTH DEPARTMENT USES MY COMMUNITY AS A MODEL TO THE SURROUNDING COMMUNITIES FOR GOOD HYGIENE PRACTICES. WE HAD THE LEAST CASES OF CHOLERA THAN ANYWHERE NEARBY."**

# KENYA

## CHANGING A GENERATION



-  103,666  
TOTAL BENEFICIARIES
-  62  
SCHOOLS
-  10,130  
HOUSEHOLDS

**THE WATER SCHOOL PROGRAM HAS DRAMATICALLY IMPROVED THE HEALTH OF THOUSANDS OF SCHOOL CHILDREN AND THEIR FAMILIES. IT HAS GARNERED THE ATTENTION OF PUBLIC HEALTH OFFICIALS WHO NOW ADVOCATE THE PROGRAM. NEW PROJECTS HAVE BEGUN IN URBAN SLUMS WHICH POSE DIFFERENT CHALLENGES BUT ARE ALREADY BEGINNING TO SHOW SIGNIFICANT RESULTS.**

## THE RIVER

About 100 meters from Nkaimurunya Primary School, on the outskirts of Nairobi, is the Rongai River. At any given time women will be doing their washing, while downstream a group of men may be bathing. Not only is the river the primary source of water for people in the area, but it also serves as the watering hole for cattle, goats and sheep, and as such is polluted with animal waste.

A woman, filling up a jerry can with water from the river is asked what she will be using it for. She says, "This is for my cooking and other domestic use." Noting surprise, she becomes defensive, "The water is very clean; can't you see? All the dirty stuff gets washed down the stream in seconds," she states.

A few years back, pupils of Nkaimurunya Primary School trekked down to the very same river to fetch their drinking water. Due to pollution and lack of sanitation, many of these children suffered severe illness and often missed school. ▶



Since the introduction of a Water School program at the Nkaimurunya Primary School, all 900 children participate diligently in the program and the headmistress is convinced it has made a drastic improvement in their health, attendance and overall academic performance. What's more, these children have taken the program into their homes and are now teaching it to their families and communities.

## DRIVING IT HOME

"My child is a pest," joked Mary's mother. Mary is a student at the Menno Kids Academy in the Mathare Valley Slum in Nairobi. "At school, Mary learned how to clean our drinking water in a bottle and is always pestering me to not use any water from any other source".

Over 400 children like Mary now have clean water to drink through the implementation of the Water School program. Dedicated staff from the school is now introducing the program to families in the area. "There was initial suspicion how something so simple can work" says Enoch (team leader). "However, they are now starting to believe because they see the changes in their children".



# UGANDA

## COMPREHENSIVE HEALTH



129,081  
TOTAL BENEFICIARIES



53  
SCHOOLS



15,148  
HOUSEHOLDS



**WATER SCHOOL UGANDA HAS GROWN TREMENDOUSLY SINCE 2007, BRINGING OUR PROGRAM TO TENS OF THOUSANDS OF HOUSEHOLDS THROUGH WIDESPREAD EXPOSURE IN SCHOOLS, CHURCHES, HOSPITALS AND OTHER COMMUNITY GROUPS. FULL INTEGRATION OF THE PROGRAM IN A COMMUNITY IS THE GOAL OF WATER SCHOOL AND UGANDA SERVES AS AN EXEMPLARY MODEL OF OUR STRATEGY FOR INTERVENTION.**

## WATER SCHOOL AND HEALTHCARE

Most hospitals in Africa do not practice preventive medicine, as they are often too occupied with treating the sick. An exception is Kiwoko Hospital located near the town of Kiwoko in the Nakaseke District, where the Water School program is being taught. Here, our program has significantly reduced the number of people suffering from waterborne diseases.

Dorothy Nabweteme; the pioneer nurse in-charge of the Tuberculosis ward explains: "Tuberculosis

patients are usually very sick, dehydrated; they have loss of weight and are usually very poor. Oral fluids are one of the requirements their bodies must have to improve. They need clean, safe water that is stored in clean containers."

Using Water School's program, the nurses prepare safe drinking water daily to cater to the patients in their ward. This keeps them hydrated, and they recover much faster. When patients are ready to return home, they take the Water School program with them.



## IN THE HOME

Fourteen months ago, 46 year old Patrick Wafula attended training from Water School Uganda at Bulecha in Busia District. Patrick is the father of seven children.

Patrick recalls "My ten family members used to drink water from the pot. This water was fetched from an unprotected well. We hardly treated our drinking water." After the training Patrick says: "I came home and prepared drinking water like Water School taught me. It tasted good. My family now prefers this kind of drinking water."

Patrick has put up a drying rack for preparation of SODIS treated water. He has trained 5 of his children to process the water. The family has constructed a tippy-tap hand-washing facility and even his 3 year old daughter, Grace, can demonstrate how it's used. The family has also established a unique firewood stand. He says: "My family has totally abandoned the pot and we now have enough PET bottles to cater for every family member."

Patrick also exclaims with pride, "I have shared with eight families in my neighborhood on how the Water School program works and they have embraced it by putting up drying racks, good latrine and hand washing facilities, rubbish pits, bathing shelters, a plate stand and firewood stand just like mine."

**"I CAME HOME AND PREPARED DRINKING WATER LIKE WATER SCHOOL TAUGHT ME. IT TASTED GOOD."**



# EXPANDING INTO THE FUTURE

IN 2010 WE HAVE SEEN SUBSTANTIAL MOVEMENT IN TERMS OF DIRECTION AND LEADERSHIP WITH NEW STAFF IN THE FIELD AND AT HOME, NEW PARTNERS AND REGISTERED NON-PROFIT STATUS IN HAITI AND THE US.



## WATER SCHOOL IN HAITI

Our seven months of teaching and three months of cholera relief in Haiti introduced us to a group of very talented and dedicated young Haitians. One individual, Enoch Firmin, demonstrated leadership skills that were outstanding. Enoch was a stalwart during the cholera outbreak. Despite inherent risk to his own life, he went regularly into the cholera stricken areas to help people with the supplies that Water School was delivering. We have now engaged Enoch as full-time Director of Programs in Haiti. He will oversee the continuation of the work we have begun and will expand our projects into new areas, brokering new partnerships with implementing agencies to help replicate our Cap Haitian success.



## A NEW PARTNERSHIP IN KENYA

Life Skills Promoters (LISP) recently became the newest implementing partner of Water School in Kenya. LISP works with over 600 schools across the country, with a vision to empower young people to make responsible and informed decisions in life. Decisions about health are paramount and education on hygiene, sanitation and solar water disinfection, as taught through the Water School program, will now become part of the LISP curriculum in two large schools in Northeast Nairobi. Emma Wachira, the Director of LISP notes, "Lack of access to clean water is a significant problem for many young people in Kenya. I am excited that LISP and Water School are now working together on a positive solution."



## OUR GROWING TEAM

In October, we added a key position to our expanding headquarters team with James Morfopoulos as our Communications Director. Water School's approach excited him immediately having traveled extensively in the developing world and having seen the issues surrounding the lack of clean water. With his background in politics and international trade and a portfolio of skills that boast developing online brands, websites and other media and communication tools, James has the vision and the talent necessary to lead this newly established branch of the organization. As Water School expands, he will oversee the direction of our communication strategy and will work closely with field teams to ensure our work is being communicated to all of our supporters .



## USA HERE WE COME!

On December 13, 2010, Water School officially launched Water School USA at a special gathering in New York City. The event was held at the prestigious University Club in Manhattan and was attended by over 100 people. Guests celebrated the granting of official charitable status by the US government and heard Bob Dell, Gregg McNair and others speak passionately about the unique focus of Water School. Our head US office is in Washington DC, under the leadership of Mr. Walker Williams. Mr. Simon Mills heads up our development team in New York City.

# WATER CLIMB

On March 6th, 2010, twenty-six determined individuals from around the world climbed Mount Kilimanjaro in Tanzania in efforts to raise awareness and funds for Water School projects in Africa. Before embarking on the six day trek up the mountain, climbers had the opportunity to visit Water School projects in Nairobi and the Kajiado District in Kenya. The initial Water School project visits inspired the climbers and were seen as an important piece of the experience as it gave context and meaning to the Climb.

The initiative raised almost \$200,000 thanks to many generous sponsors. Their support provided over 20,000 people with the tools necessary to access clean water for life. After such resounding success, the Water Climb has officially become our signature event and will be replicated and expanded in future years.



## SPOTLIGHT ON TEAM INTERNET

Team Internet, established by Stefan Wiegard, Mario Witte and Nico Zeifang in 2010, has been a tireless supporter of Water School despite being a very young company. Collectively, the three founders have been working in online marketing for more than 30 years. Charity is an important pillar of their company culture and they have been involved with Water School since Nico accompanied Fraser Edwards and Gregg McNair on a trip to Uganda.

Seeing the work Water School is doing up close has given this amazing trio further motivation to champion our cause. In March 2010, Nico and Stefan participated in the Water Climb, working whole-heartedly to raise funds and awareness during this campaign. Following in Nico and Stefan's footsteps, Mario has risen to the challenge, joining Water Climb 2011.

In addition, they have independently supported Water School by participating or organizing various fundraising events including Domainer Oktoberfest Charity Auction 2009 and 2010, Consultdomain Christmas Fundraiser 2008, and Domainvermarkterforum Munich 2010.

THANK YOU  
TEAM INTERNET  
FOR YOUR  
TREMENDOUS  
SUPPORT!



# KIDS WATER CLIMB

On October 5th, 2010, the first Kids Water Climb was held by the 340 students of Frère André, a school in London, Ontario. The event was driven through the enthusiasm of the school children and mirrors Water School's annual Water Climb that takes place on Mount Kilimanjaro in Africa every year. The first annual Kids Water Climb successfully raised \$9,400 which was put directly towards programming at Minière Primary School and the surrounding communities in Haiti.

This event has a mission to not only successfully raise funds for Water School projects around the world but also to create leaders and foster a sense of compassion and global awareness in children. As leaders of tomorrow, they will be the ones who create solutions that bring lasting change.

With the success of the first Kids Water Climb, there are now plans to expand the program to an increasing number of communities across Canada in the coming years.



# MIA AND JOAQUIM'S STORY



Kids Water Climb was conceived by Mia (aged 7) and Joaquim (aged 4), two young philanthropists from London, Ontario, who were inspired by pictures of children in Africa. "We were looking at the pictures of the people in Sudan," their father recalled. "I was holding Mia's hand and I noticed she was bawling. So I picked her up. She cried in my arms for about 10 minutes and never said a word. She finally peeled off me and said, "Dad, I'd like to do something for the little kids in Africa." The earthquake in Haiti prompted the family to look for ways to help those also in need. After researching different organizations, they found Water School to be the best fit. Mia and Joaquim, are proof that there are no obstacles you cannot overcome if you have passion and perseverance. Thank you Mia and Joaquim. You are an inspiration to us all!

"DAD, I'D LIKE TO DO SOMETHING FOR THE LITTLE KIDS IN AFRICA."

# 2010 FINANCIAL SUMMARY

YEAR ENDED ON DECEMBER 31, 2010

I am very grateful to look at our audited financial reports that show a dramatic rise in income in 2010, despite a tough economic climate. Thanks to the generosity of a donor who covers all of our administrative costs, this year, we were able to commit all donations from our supporters to our programs in Kenya, Haiti and Uganda.

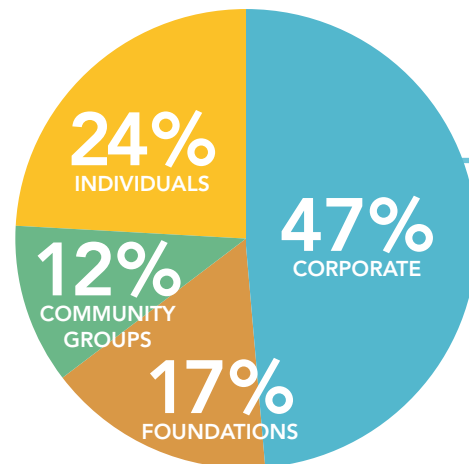
Recent impact assessments reflect significant positive change in the lives of the people who have adopted and continue to use the Water School program. Because of this, requests for our help around the world continue to be far greater than our available resources. This is a challenge we welcome.

New programs in Haiti, Dominican Republic, and South Sudan will bring us closer to our vision of clean water for life for all, in the coming years. Thank you for your part in making this a vibrant and life-changing organization.

Yours gratefully,

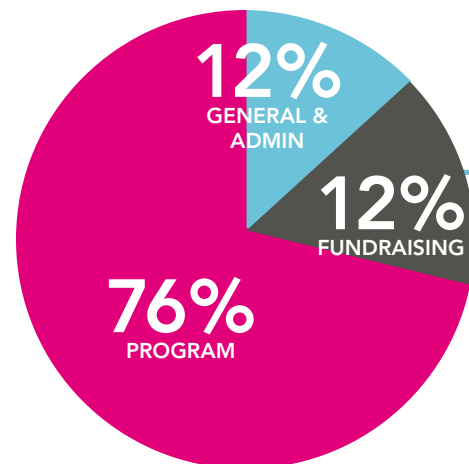


**Fraser Edwards**  
Chief Executive Officer



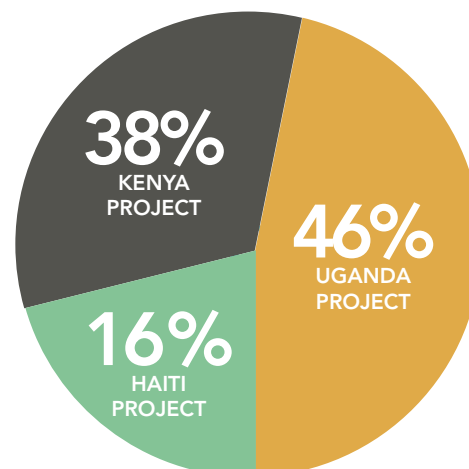
## WHO DONATES

CORPORATE \$677,066  
INDIVIDUALS \$350,849  
COMMUNITY GROUPS \$181,307  
FOUNDATIONS \$241,982



## WHERE IT'S SPENT

PROGRAM \$1,100,532  
GENERAL & ADMIN \$169,087  
FUNDRAISING \$181,631



## WHERE IT GOES



# THANK YOU

WATER SCHOOL WOULD LIKE TO THANK ALL OF ITS SUPPORTERS FOR HELPING US SPREAD OUR MESSAGE OF CLEAN WATER FOR LIFE IN 2010.

## BOARD OF DIRECTORS

To help us along in our work, a dynamic, dedicated and experienced board of directors provides expertise, guidance and oversight to all Water School projects and activities.

**DAVE ERICSON (CHAIR)**  
**ROBERT DELL**  
**RICHARD LAU**  
**BRUCE FRIESEN**  
**GLENN MOORE**  
**JIM MACSWEEN**  
**CHRIS CAHILL**  
**NEIL NICHOLS (LEGAL COUNSEL)**

## **WATER SCHOOL**

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