

Water for People



2020
Impact
Report

Every Home. School. Clinic.


Always

Our Mission:

Eradicating the world's
water crisis through local,
missional businesses.

Our Vision

A world where all people
have access to safe and
Living Water.



A Note from Our CEO

The pilot is finished, the future is near. As you've seen, NASA and SpaceX are on a race to get mankind to Mars. But to get life on Mars, they're testing it on the Moon first. Proving life and logistics at a small scale is the first step for the 2nd greatest achievement of humanity--human life on Mars. The greatest achievement will be the one we see in our lifetime--the eradication of the global water crisis for over 2 billion people here on earth.

Wassa East, Ghana was the first district that local Water4 heroes took to total safe water coverage. This first district is Water4's lunar learning base. We learned what it costs, what resources it takes, and who is essential to ensure safe water, always. Safe water access means that no matter where you are, when you wake up in the morning, your kids can go to school, your doctors can wash their hands and clean medical equipment, you can pursue your dreams, have time for faith and worship, and you can cook and bathe without fear of disease and bacteria.

For the 106,000 people living in that district, life changing history was just made. At the same time we're accelerating total coverage in Sierra Leone and Zambia and are kicking off a new initiative in Uganda. Just like living on Mars, what we build has to sustain itself with what's around. We're committed to using charity to end the need for charity by using technology, business models, and the challenge of sustainability to innovate for a future of self sufficiency--local safe water heroes using local resources for local flourishing.

We'll keep pressing forward until everyone can focus on their dreams, not live the daily nightmare of water scarcity. In 2020, 943 projects were completed and 345,000 people were impacted with safe water, WaSH and the gospel. This is just the beginning. Every year we're holding onto the promise of keeping water flowing for future generations. By 2030, 7 million people will be served and our Mars landing will show what life looks like on the other side of this great adventure of humanity, bringing life and Living Water to this planet for all posterity.



Matt Hangen
Water4 President & CEO

Twelve Years of Impact

+1.6m
PEOPLE IMPACTED BY
SAFE WATER

+377,000
PEOPLE EDUCATED IN
WASH & THE GOSPEL

+6,700
WATER
PROJECTS

2020 Impact

205,806
PEOPLE IMPACTED BY
SAFE WATER

141,940
PEOPLE EDUCATED IN
WASH & THE GOSPEL

943
NEW WATER
PROJECTS

Sustainability Sustainability Always

We are focused on the long-term, which includes water services that are sustainable over generations.

Sustainability always becomes reality when local businesses work day in and day out to ensure continuous water flow for their customers. This is happening across 13 countries right now:

19
MISSIONAL
BUSINESSES
=
511
LOCAL
PEOPLE EMPLOYED

=
PROFESSIONALLY
MANAGING
574
HAND
PUMPS
+
1,191
NUMA WATER
VENDING SITES
=
377,308
CUSTOMERS WITH A
CONTINUOUS FLOW OF
SAFE WATER AT
HOME, SCHOOL & CLINIC

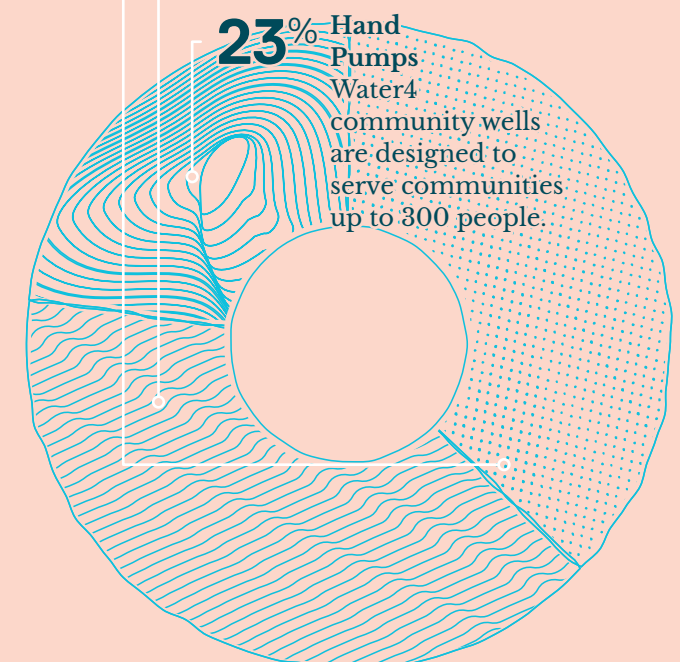
*We focus on not only
access to safe water but
also sustainability.*

Program Expenses

40% NUMA
Networks
are serving piped
water for
communities of
up to 3,000 people
per module

37% Enterprise
Training
Coaching and
training to build
profitable and self
sustaining
businesses.

23% Hand
Pumps
Water4
community wells
are designed to
serve communities
up to 300 people



The BIG Picture: 2030 Goals

Over the next 10 years, Water4's "moon mission" - district-wide water - will be replicated and scaled across Africa. Our approach to scale is ambitious - reaching at least 7 million people and creating safe districts where every man, woman and child has access to safe water.

Our approach is clear: Formalize the district-wide process into a NUMA Franchise Model that can be replicated through our local businesses. That's 20 districts in 15 countries, providing inspiration and a roadmap for others to contribute to the eradication of the global water crisis.

\$142m
Invested



20
Districts with
Universal
Access



15
Countries



7m
PEOPLE SERVED



2020 Impact by Country

13
COUNTRIES

19
MISSIONAL
BUSINESSES

Ethiopia



337 PEOPLE SERVED
7 WATER PROJECT

DRC



25,795 PEOPLE SERVED
70 WATER PROJECTS

Ghana



32,904 PEOPLE SERVED
253 WATER PROJECTS

Kenya



11,585 PEOPLE SERVED
35 WATER PROJECTS

Malawi



22,477 PEOPLE SERVED
67 WATER PROJECTS

Sierra Leone



55,875 PEOPLE SERVED
135 WATER PROJECTS

Our work
in these
countries was
disrupted,
and or halted
by COVID-19
this year.



Tanzania



3,370 PEOPLE SERVED
70 WATER PROJECTS

Togo



2,068 PEOPLE SERVED
3 WATER PROJECTS

Burkina Faso



Liberia

Uganda



18,725 PEOPLE SERVED
50 WATER PROJECTS

Zambia



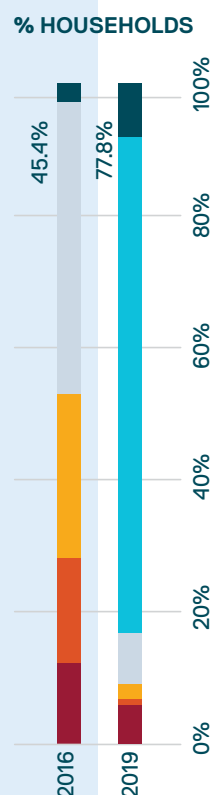
32,736 PEOPLE SERVED
379 WATER PROJECTS

Peru



Before (2016) 53%

of residents in Wassa East were collecting dirty surface water and only one clinic had taps in treatment rooms.



Proving The Model: Safe Water for All, *Always*

For the first time, in 2020, Water4 brought safe water to an entire district in Ghana. That's water for every home, school and clinic, always. In just 5 years, AD Ghana has reached 96,032 people with access to safe water.

Compared to before, these NUMA households report:

- Greater convenience, closer to home
- Reliable service with fewer days without water
- Greater quantity and better quality water

Water for the Economy

The impacts of this approach are life-changing. No matter where a child is in the district at any given time - home, school, clinic or playing with friends - they have access to safe water. And the benefits don't stop there.

Water also brings economic opportunity. Several entrepreneurs in the district were able to start or scale their businesses because they had more reliable access to safe water, a key input to their products and services.

PROPORTION OF HOUSEHOLDS FROM 2016 TO 2019

SAFELY MANAGED - Drinking water from an improved water source which is located on premises, available when needed and free from fecal and priority chemical contamination

NUMA - Treated, piped water supply that is free from faecal and chemical contamination and available when needed from local kiosks.

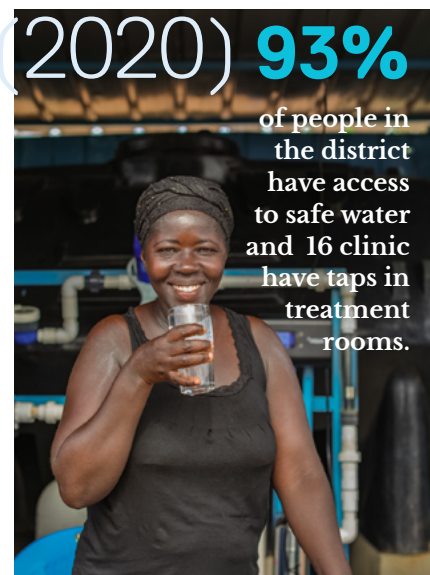
BASIC - Drinking water from an improved source, provided collection time is not more than 30 minutes for a roundtrip including queuing

LIMITED - Drinking water from an improved source for which collection time exceeds 30 minutes for a roundtrip including queuing

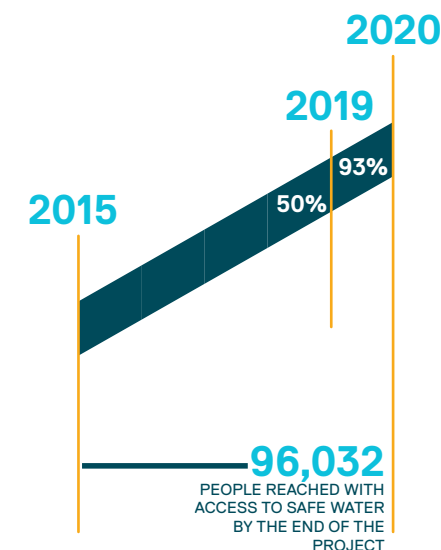
UNIMPROVED - Drinking water from an unprotected dug well or unprotected spring

SURFACE WATER - Drinking water directly from a river, dam, lake, pond, stream, canal or irrigation canal

After (2020) 93%

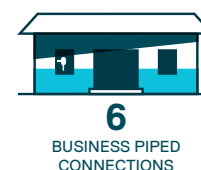
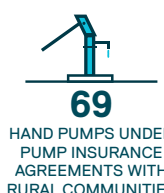
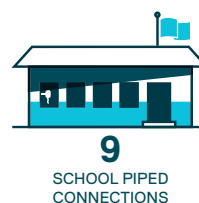


of people in the district have access to safe water and 16 clinic have taps in treatment rooms.



Infrastructure Impact

AD Ghana manages 522 water points in 114 communities in Wassa East. The business sells more than 5.5 million liters of safe water every month.



Growing Local Businesses

"Since NUMA Water came to my community, my family has really benefited from their service. My wife prepares "Fante Kenkey" (a staple food made with maize) to sell and spends most of the time fetching water, as a result she is unable to meet her daily target of Kenkey to be produced. She loses valuable time to fetch water. But ever since we got Numa water in our house, she does not worry about when to get water. She turns a tap and clean water is available anytime, any day for her use. This has helped her increase the production of the "Fante Kenkey" to meet her daily target and serve customers better."

~ Mr. Philip Quayson Ayedie



For Profit, For Purpose

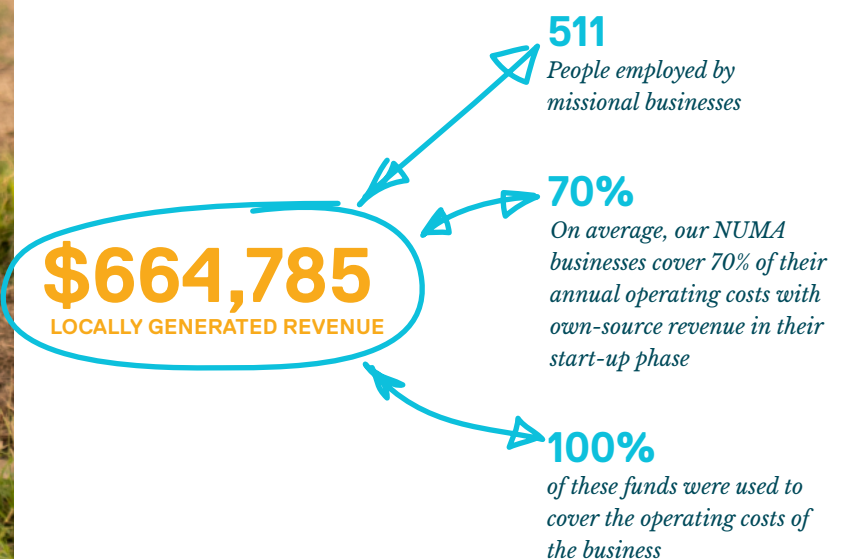
Water4 is the catalyst and partner that invests in people and places thirsty for change. This year, we put our money where our mouth is. We committed to helping every one of our businesses improve their cost efficiency while bolstering their revenue base.

Building a **GOOD** business is about good customer service, both retaining our existing customers and growing the base. We have helped improve marketing and sales strategies, from how our businesses can better market NUMA water to new users, to how to ensure communities pay their pump iNsurance fees in a timely manner.

Building a **BETTER** business is about keeping an eye on costs so that every cedi, leone, franc, kwacha, birr and shilling are used to build an enterprise that can deliver on its mission. Money spent well today will yield more jobs, more water, and more healthy communities tomorrow.

Building a **PROFITABLE** business? That's next level. Water4 is committed to being the donor that drives change. The one that holds partners accountable for delivering results. That's why we have asked businesses to cover an increasing share of their own costs with their own revenues, so that Water4's support for basic operations reduces year upon year, as the local business becomes stronger.

Proving profitability. Our business in Ghana borrowed \$100,000 to invest in 100 new household connections, to be repaid through water sales.



COVID-19

Being local has many benefits. When a pandemic hits, Water4 businesses, already trusted partners in a community, quickly respond.

In 2020, Water4 secured \$560,000 in emergency funding from generous donors to respond to the pandemic across sub-Saharan Africa.

Our businesses quickly got to work, building hand washing stations, providing media messages around hygiene and social distancing, and working with local governments to identify the highest priority needs.

Where's the Soap and Water?

COVID-19 has opened everyone's eyes to the inequalities in health care around the world. Underfunded clinics across rural Africa have become hotspots for disease transmission. When the only choice is to walk into an unclean facility to get the medicine or care you need, the better option is often to just stay home.

With a greater need for more water at rural clinics to prevent COVID-19 infection, Water4 deployed a new elevated storage design to pump water to multiple sinks and taps.



Pilot Innovation:

The crisis prompted Water4 to innovate a new elevated water storage model for clinics, which can be replicated for future use in Ghana and beyond with a direct cost, on average, of \$2,945 dollars per clinic where an existing safe water source exists.

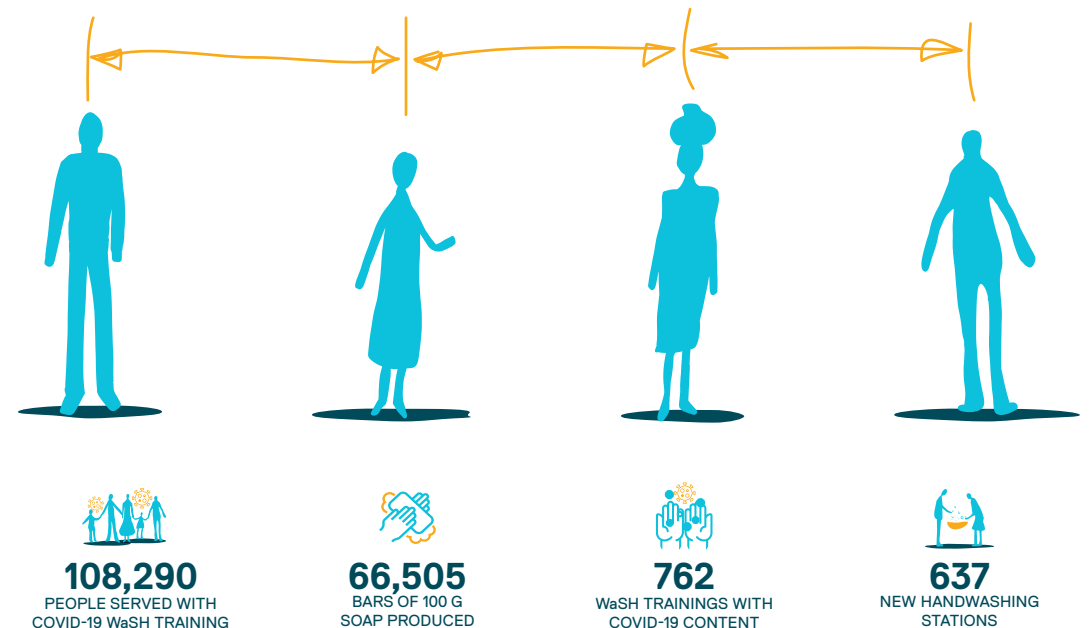
Before COVID hit in Wassa East, Ghana there were 30 rural clinics with only one ceramic sink among them. Today, they have 78 safe water sinks in maternity wards, dressing units, and at the clinic entrance for use by patients. This means that the 80 children per month that are born in these clinics will have a higher chance of survival because nurses can wash their hands and sterilize equipment, and mothers don't have to bring their own water to the clinic to deliver their babies.

Then we partnered with Global Communities, a market-based sanitation provider, to ensure that this new water supply was used to promote better hygiene, keep clinics clean, and protect both patients and health care workers. More than 70 workers were trained on improved hygiene practices and 30 clinics now practice better waste management, such as safe disposal of infectious waste.



Respite Care for Healthcare Workers:

Thanks to our corporate partner, Pacha Soap, and Crossings Community Church, we were able to distribute enough Frontline Workers Kits to cover all those working in COVID-19 response unit at a local hospital!





500
PARTICIPANTS
IN PERSON & VIRTUAL

\$360,000
DOLLARS
RAISED


13,200
PEOPLE WILL RECEIVE
ACCESS TO SAFE WATER

"We are passionate about supporting Water4 because of the holistic approach they take to serving communities. Lack of clean drinking water continues to be one of the most addressable and regrettable issues worldwide. The way that Water4 enables economic opportunity, entrepreneurship, and personal development while addressing this issue is truly remarkable. We are honored to be able to support their impact worldwide."

MIKE BECKHAM, SIMPLE MODERN, CEO

Water4's Second Annual signature fundraiser, Walk4Water4 was a great success in 2020! Water4 supporters safely gathered at Scissortail Park in Oklahoma City and virtually across the country for a fun, meaningful event where everyone got to experience first hand the weight of the burden carried by millions just to gather water each day.

Corporate partners, church communities, families, and friends came together to raise funds for the mission of Water4. Walk4Water4 provides an opportunity for every type of group including team building, education, and spiritual growth.

Over 500 people participated in-person and across the country to walk and jointly raised more than \$360,000 for safe water! Water4 and our partners continue to fight to bring safe water for every home, school and clinic across the 13 countries where we work, and this would not be possible without you. Because you walked with us and helped bring to light the safe water needs, another 13,200 people will receive access to safe water.



GIVING HOPE
FOUNDATION
JASCO

simple
MODERN

CROSSINGS
COMMUNITY CHURCH

David & Lezlie Hudiburg
Family Foundation

Greg & Susan
Kannady

W4k



Water4's Evolution: A New Take on Business as Mission

The key to vibrant communities and movements of faith lies not just in telling people the gospel message but in demonstrating God's love in tangible ways. Providing safe water meets their physical needs by literally "meeting them at the well" and provides an entry point to understanding them and introducing them to paths that meet their spiritual needs.

Over time, we've learned that getting good at selling a high-quality water product creates opportunities to build authentic relationships with people on a continuous basis. Water4 invests in business leaders who are making disciples both in the company, and in the communities they serve. We first start with finding a market that will work with the business model, then we build discipleship activities into the business - putting a capital B on the Business as mission so that the mission can endure.

Running a business is not an effective "side hustle" for a pastor. Starting and scaling businesses is demanding and requires technical skill, entrepreneurial DNA, and a commitment to continuous improvement. We build on the foundation of capable and faith-driven entrepreneurs, catalyzing and scaling businesses that are fully integrated in the Great Commission.

2020 Spiritual Impact



141,940

NUMBER OF PEOPLE EXPOSED TO WASH & THE GOSPEL



3,790

TOTAL NUMBER OF BIBLE DISCOVERY MEMBERS



350

ACTIVE DISCOVERY BIBLE STUDY GROUPS



225
NUMBER OF BAPTISMS

Water4 is changing the paradigm of 'business as mission.' We don't start a new business as a mission gimmick; we develop missional businesses designed - at their very core - to scale in product, service, and spiritual impact.



Partnering With Purpose

Water4 signed eight new partnership agreements in 2020, allowing us to learn from other talented implementers and a host of new philanthropic partners who are helping us improve and refine our approach.

We're getting smarter about how we use charity dollars to end the need for charity in the water sector. In both Ghana and Sierra Leone we connected pioneering donors with Water4 businesses to transition to finance, rather than using only grants to fund infrastructure.

In Uganda we are partnering for the first time with Living Water International and LifeNet International, two faith-based organizations helping us do more to serve rural communities.

And in Ghana we began working with Global Communities, with support from the Conrad N. Hilton Foundation, to help stop the spread of COVID-19 and other infectious diseases through a water and health partnership.

We are grateful to all of our partners - implementers and donors alike- who are working with us to change the face of philanthropy, one innovation at a time.

Water4 is grateful for our continued partnerships with the Conrad N. Hilton Foundation, Pacha Soap, and the Paul M. Milburn Gift Fund.



**Paul M. Milburn
Gift Fund**



thewaterloo*
foundation



twistthink





Every
Home.
School.
Clinic.
Always



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100%
of your gift
goes to end the
water crisis.

2X
New donors make
twice the impact.

∞
Multiply your gift
through the Water4
endowment.