



WATER



2022 Impact Report

Water4

sim

*safe & Living**

Water



empowering & sustainable

+ Jobs



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.

THRIVING BUSINESSES ENABLE BETTER LIVES.

A Note From Our CEO

200 years ago, at the birth of free markets, there were only 60 million people in the world living above extreme poverty. In 2020, that number was 6.5 billion, thanks to the same free markets. Fighting poverty in Africa for 18 years, I realized we were losing with the charity approach. I believe that whatever its flaws might be, the business approach that worked in the past is our best foundation for solutions for the future.

This is because businesses see the needs in their communities as markets. They design solutions to deliver value (innovation), meeting the needs of the market, and receive the market's value for their solution by paying for it. It's this revenue that supports them, allowing them to operate and, you guessed it, deliver more value and address more needs. The more efficiently they solve problems, the more value they deliver, and the more profit the business sees. Businesses are the only thing that can create more resources in communities with less.

Business is a really, really good thing.

When the people you serve earn \$2 a day, "Will you pay for this?" isn't a common question, but asking it has changed everything at Water4. When we asked people what they'd pay for water, they began to calculate what their time, not just their health, was worth.

I was in a rural Sub-Saharan village the first time I heard community members say, "We want piped water." I'll admit, standing amongst grass-roofed huts, my instinct was to scoff. How could they afford that? But those closest to the problems know better how to solve them than we do.

Water4 builds businesses, and businesses deliver what the market demands. So we found economies of scale, engineered around the cost to deliver, and built a product, a brand, a solution - NUMA Water.

Sustainability does have a cost. It just turns out to be \$.04 a day per person. That's all it takes to cover business costs to provide the highest quality water to someone with a \$2 and above daily income.

Our customer-focused approach is what moved Water4 from a PVC hand pump to walk-up water kiosks, and is now becoming household connections. The motivation to listen to the customer is rewarded in each business's bottom line every day.

Thriving businesses enable better lives. Pairing that with the gospel transforms them.

Thank you for your tremendous role in that.

MATT HANGEN

Matt Hangen
President & CEO



Impact

2022



impact

260,342

PEOPLE IMPACTED BY SAFE WATER

235,507

PEOPLE EMPOWERED IN WASH & THE GOSPEL

1,751

NEW WATER PROJECTS

735,882

PEOPLE WITH ONGOING SERVICE DELIVERY

14

years of impact

+2.1m

PEOPLE IMPACTED BY SAFE WATER

+759,223

PEOPLE EMPOWERED IN WASH & THE GOSPEL

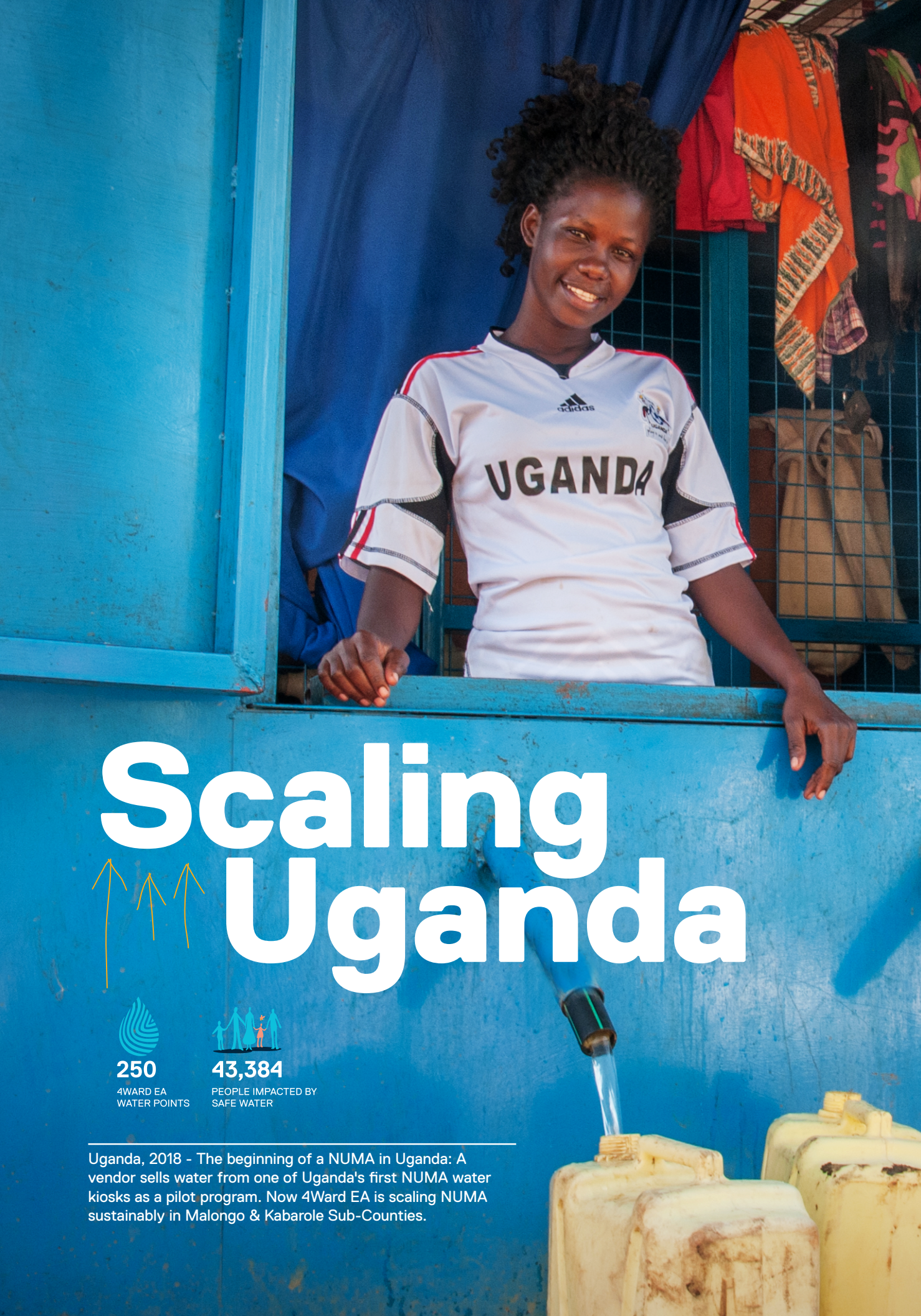
+9,518

WATER PROJECTS

+662

PEOPLE CURRENTLY EMPLOYED BY WATER4 BUSINESSES





Scaling Uganda



250
4WARD EA
WATER POINTS



43,384
PEOPLE IMPACTED BY
SAFE WATER

Uganda, 2018 - The beginning of a NUMA in Uganda: A vendor sells water from one of Uganda's first NUMA water kiosks as a pilot program. Now 4Ward EA is scaling NUMA sustainably in Malongo & Kabarole Sub-Counties.

Ubuntu - an ancient African philosophy that translates to “I am what I am because of who we all are.” This concept of showing humanity to others and collective effort for the overall good is seen clearly in the collaborative spirit of the NUMA Franchise Model; building on successes and failures toward a larger goal of seeing a prosperous future free of a water crisis.

It is in this spirit that a new NUMA franchise, **4Ward Development East Africa (4WardEA) in Uganda**, has established itself and created yet another success story. 4WardEA was granted their business license by the Ugandan government in December, 2020, in the midst of a pandemic with only four staff members. Since then, they have expanded to a team of 54 and have undergone tremendous growth, both in skill and capacity. The team was trained in electrical and plumbing skills, financial management, and “decision-intelligence” sales techniques.

Leveraging the Water4 network, the NUMA brand, and their business acumen, 4WardEA has already made significant progress toward meeting critical needs in new communities through safe water. In Uganda, 8 million people lack access to safe water and 28 million lack access to improved sanitation facilities. By the end of 2022, after just two years of operating in Uganda, 4WardEA had secured partnership agreements with four Districts in Uganda - Jinja, Mayuge, Iganga and Kabarole - where safe water services are now available to over 40,000 people through the installation of 27 NUMA Nexus and Node retail points of sale, 215 NUMA Now household connections, and 23 Pump iNsurance community contracts. Their aim is to serve 65,000 people through 1,000 water points by the end of 2023.

“As we move from 0 to 65,000, nothing is stopping us,” says Aloise Gathenya, Regional Director, 4WardEA, “We've met the challenges that we've faced, we continue to learn, but we're looking forward with a lot of confidence that we're able to serve this population by the end of 2023.”

And by 2026, 4WardEA aims to provide over 114,000 new customers with access to safe and reliable water, with over 45,000 of those customers being connected to piped water in their homes. Now that's scaling up with the spirit of Ubuntu!



Bottom Line: Safe Water Forever

Our goal at Water4 is to end the water crisis (period). We're looking for safe water today, tomorrow, and forever. When this happens, we'll dissolve as an organization. We'll liquidate our assets, let our employees go, and happily watch dozens, if not hundreds, of our local water businesses live on, providing affordable safe water to their communities without our support. **We've got an exit strategy.**

Today there are thousands of organizations with the exact same goal arguing about how to accomplish it. Most are providing safe water today, some are addressing tomorrow, but rarely do organizations reach "safe water forever." We've tried other solutions and we're not shy to tell you that they failed. True sustainability will not be achieved through technical innovations or clever twists to tried-and-failed models. No, sustainability requires swallowing a hard truth: government and charity will never have enough funding to end the water crisis.

Sustainably ending the water crisis requires business. Business, charging for water, makes "safe water forever" possible. It re-balances the relationship between water provider and beneficiary. With charity, a beneficiary doesn't have input into the solution that's offered, they don't have a stake in their own development. With business, the beneficiary becomes a customer. As a customer they have a say in what they want, deserve, and ultimately get. They keep the business alive with their purchasing, and if they don't get what they want, they'll stop buying, putting the customer in charge.

Business is just the exchange of value. We purchase things we value, giving money in return. What's leftover, profit, is what allows the business to grow. In the case of our businesses, this profit just means more water for more people. Who doesn't want that? Our businesses aren't only designed to increase safe water access; sell convenient, affordable, tasty safe water; and provide water point maintenance - they have to. If they don't, customers take their money elsewhere. **This relationship, this market approach, keeps safe water flowing, forever.**





Isha Bangura is a mother of six and for the past eight years she has helped support a household of eleven by selling NUMA water on the old airstrip in Waterloo, Sierra Leone. Before NUMA, Isha would sell rice and other goods at the market - paying for transportation, the market stall, help carrying her 100lb bag of rice, and meals away from home - just to make a few cents of profit each day. Now she sells water with a smile, making between \$8 - \$12 a day, and has great friendships with her coworkers at Water4Ever, even naming her youngest son after her kiosk quality control technician, Alfred! This job has changed the status of her and her family's lives.



Rugiatu S Koroma became the Chief Health Officer of Kissi Town Community Health Centre in Waterloo, Sierra Leone back in 2017. The facility didn't have water access, so they required women to fetch their own water to give birth, often enduring labor through the night waiting for water kiosks to open or a safer journey to water before heading to the centre. But in January 2022, Water4Ever installed a NUMA Now system at the centre. "It's very good. All of the rooms have water now - all of the rooms," Rugiatu commented. Now there's safe water for deliveries, safe water for hygiene, safe water to drink, safe water for laundry - straight from the tap, all with reliable service.



Emmanuel Boakye is the District Chief Executive of the Wassa East District, Ghana. He serves as a community representative and has long been concerned with the issue of safe water facing his community. But thanks to 4Ward West Africa's work, Emmanuel has seen a sharp decrease in disease and hospitalization, "People were beginning to fall sick because of the water that they drank. Before, about 40-50 people would come to the assembly demanding for their hospital bills to be paid every week. Now, by the end of the week, I've only seen one person. So, the pressure on the hospital is down and I think it will go a long way to help the whole region and the entire nation too."

More than growth, this is a movement.

69,260



Multiply: A Story of Revival

In October, Hannah, our Multiply Coordinator for our Zambia business, Access Water4 Zambia (AW4Z), aided in bringing about revival. Through Water4's discipleship program, Multiply, she's been trained and equipped to create generational discipleship across the districts where AW4Z works.

Alongside her team of 25 local volunteers and area pastors, Hannah walked and prayed throughout the community of Mwewa, where the commissioning of a new NUMA water system with 55 home connections was about to take place.

They went door to door inviting people to attend an open-air meeting. The next night, a huge crowd gathered and when the gospel was shared, 1,814 people – adults, youth, and children – came forward to commit to following Jesus! Hannah and her network then helped plug these new believers into Discovery Bible Study (DBS) groups to meet regularly, learn scripture, and grow their faith in community. It was like Acts 2:38-47 in NUMA blue!

Now, months later, attendance remains high in the DBS groups, churches are reporting many new members, and a new house church will open soon. Hannah continues to work in awe and gratitude: "We thank God and ask for prayers that all these new believers will continue to grow in the faith and obey what they discover in the scripture."

Because of you and your generous support of Water4, Hannah is seeing a revival happen in her community. Thousands of people's lives are changing through hearing the good news of who Jesus is and the Church is growing in Africa.

← Since 2017, Water4's Multiply discipleship movement has reached over 145,000 people with the Gospel, with 2022 seeing exponential growth, empowering 69,260 people!



235,507
PEOPLE
EMPOWERED
BY THE GOSPEL
SINCE 2017



48,128
DISCOVERY
BIBLE STUDY
MEMBERS



5,162
DISCOVERY
BIBLE STUDIES

Take Action!



Highlighting stories of people acting to end the water crisis!

Drinks4Drinks

In August of 2022, a new event, Drinks4Drinks, launched in Seattle to introduce Water4 to the Pacific Northwest! Drinks4Drinks combined a keynote from Water4 President & CEO, Matt Hangen, with a concert and livestream experience to raise \$77k from supporters and strengthen our relationship with local water non-profit winery Water From Wine.

You can learn about Water From Wine, their story of how they support water charities, and buy your very own Water4 wine at [Water4.org/wine!](https://Water4.org/wine)



Walk4Water4

Walk4Water4 2022 welcomed 500 attendees to walk a 3.7 mile route around Scissortail Park in Oklahoma City. The event allowed people to experience what it's like to walk for water and raised \$460,000 to provide over 17,000 people with safe water.



North Church

In October, North Church in Oklahoma City surprised Water4 with a check for \$20,000! Thank you, North Church, for including us in your incredible commitment to being the church locally and globally through the Heart For His House initiative!



Norman High Water Club

Norman High Water Club is a student-led organization with over 50 members fundraising for safe water in Africa since 2019. The club volunteers at our Walk4Water4 event and raised over \$4,000 in 2022 with a goal of \$10,000 in 2023!



The Hansons

Mona, Jacqueline, and Genevieve Hanson created a fundraising campaign in honor of their parents to bring safe water to their home country of Ghana. Over \$15,000 was raised and allowed Water4 to provide a new NUMA Node to serve the community of Deboase to continue the legacy of the Hansons providing safe water to Ghana!



Howdy, Partners.

The business of solving the water crisis is only possible because of Water4's many supporters and partners who come alongside us to join with and amplify our vision, offer support and expertise, and commit to long-term funding. These partners allow us to innovate, scale our concepts, expand our audience, and impact more and more lives with safe water provision.

2022 saw Water4 continue to prove itself as a reliable and preferred partner, executing work on multi-year grants while also securing follow-on funding. The diligent work of our team paid off with partnerships like The Stone Family Foundation, where, after completing our first grant in 2021, we were able to develop a new concept for our partnership in 2022. This new project includes a first-time innovation of a NUMA system in Sierra Leone, utilizing a spring-fed water source to generate 50% more water than a typical NUMA installation, and provide safe water to 500 households!

Water4 also expanded partnerships in 2022, receiving a first-time grant from Danish pump manufacturer Grundfos' Poul Due Jensen Foundation to help replicate and scale the NUMA Franchise Model in the Upper West Region of Ghana. At year's end, Water4 was awarded a first-time grant with charity: water. This project will scale NUMA to more rural areas of Waterloo in 2023 and is the start of a long-term partnership with charity: water.

Our partners' innovative thinking, enthusiastic support, and amplification of our brand have helped Water4's model of scaling profitable businesses succeed. We are incredibly grateful to these partnerships and look forward to bringing sustainable safe water to thousands and thousands more through their support.



Financials

\$11.54 million

REVENUE RAISED

\$523,945



IN LOCALLY GENERATED REVENUE

21.8%



GROWTH OVER 2021

Program Expenses

51%

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

30%

Enterprise Training & Support Coaching, training, and support to build profitable and self-sustaining businesses.

19%

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

Actuals

80.80%

Program Expenses

14.65%

Fundraising

4.55%

G&A

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

Give Today @
[Water4.org/donate](https://www.water4.org/donate)

Thank You!

Key Donors

- * Albert and Kim Gray
- * Anna Rice
- * Aqua for All
- * Bank of Oklahoma
- * Bethany Baptist Church
- * Bob and Leesa Waliszewski
- * Bojan Drakulic
- * Buhler Mennonite Brethren Church
- * Calvary Evangelical Church
- * CannedWater4Kids
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- * CGR Charitable Foundation (Will Kennish)
- * Clean Water for Congo
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- * Love Meyer Family Foundation
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- * The Cole Foundation
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- * The Feffer Family
- * The Huchton Family Foundation
- * The Living Water Project
- * The Smith Family Trust
- * The Stephenson Family
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of your gift goes
to ending the
water crisis.



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