



# IMPACT <sup>2023</sup> REPORT



Splash



“

The training that I got from Splash was helpful. I like how the training includes personal and environmental hygiene and the critical times of handwashing. After I took the training, I encouraged students to wash their hands with soap, advised students to drink from the blue stations and wash at the orange ones, and put soap on the handwashing stations during lunchtime. I also taught my parents about the importance of washing hands with soap. I want to thank Splash and its partners for providing these facilities.”

Kal, 7th Grade

Africa Andenet No. 2 Primary School  
Addis Ababa, Ethiopia





Splash is creating citywide solutions so all kids can reach their full potential.



# Project WISE

PHASE I (2019-2023)

In 2019, Splash launched Project WISE (WASH [water, sanitation, and hygiene] in Schools for Everyone), a bold idea to provide WASH services to every child in public schools across two cities in India and Ethiopia. To date, we've reached **over one million kids**, dramatically reduced operational costs, and leveraged **\$11.5M in government funding**.

JANUARY 2019

Preparation to launch Project WISE begins in Addis Ababa and Kolkata

## The scale of this project is groundbreaking.

Unlike typical international development efforts that focus on limited pilot projects, Project WISE aims to bring about systemic change. It is the first time that all government schools in key target cities will have cost-effective and sustainable facilities such as clean drinking water, handwashing stations, behavior change programs, and child-friendly toilets. The impact is healthier students and improved school attendance, particularly among girls.

JUNE 2019

Official launch of Project WISE in Addis Ababa



## Splash's model is a sustainable solution, not a band-aid.

Sustainability is a journey, and we are committed to making sure that our programs and the co-investments of local schools and governments create a lasting impact. This means keeping costs down over time, creating community advocates, and shifting norms so that kids know they deserve clean water and good health.





## Government engagement is critical—and HARD.

Splash actively builds and nurtures relationships with key public officials who can allocate resources effectively to address WASH needs in schools. Governments play a crucial role in providing sustainable funding and enhancing credibility and long-term acceptance within communities. When an intervention is both credible and cost-effective, helping governments tackle their challenges comprehensively and affordably, it becomes a win-win.

**For Project WISE, the Addis Ababa municipal government pledged \$8 million to improve school sanitation.**

END OF YEAR 1  
DECEMBER 31, 2019

**118,606**  
students served

33,898 in Kolkata  
84,708 in Addis Ababa

MARCH 2020

Schools close in Addis Ababa and Kolkata due to COVID-19 pandemic

## Splash created COVID-19 educational materials and developed a strategy to incorporate digital interventions for our behavior change program.

With most schools closed for over a year in Kolkata, Splash developed digital interventions to reach girls no matter where they are and to complement in-person programming when schools are open. Splash partnered with UNICEF to launch the Oky mobile app in India, which supports girls in managing their menstruation through games, quizzes, tips, cycle tracking, and targeted information.



Our menstrual health research showed that digital tools are not only necessary in the context of COVID-19, but are also effective. We learned that virtual tools helped girls manage their periods even when in-person interventions weren't possible due to COVID-19.

### SUSTAINABILITY LEARNING

### WRAPAROUND SERVICES

## We can't just build and walk away.

Splash launched a janitor training program in 2020. We need technicians to maintain and fix stations when they need repair and janitors to keep stations and bathrooms clean. Beyond that, we need to advocate on a government level for school funding that can support these employees as well as public schools overall.



OCTOBER 2020

Schools begin reopening  
in Addis Ababa

MEET

# Shashi

Grade 9  
Kolkata, India



Shashi is in the 9th grade at Khanpur Nirmala Bala Sarkar Girls' High School. She lives with her grandmother, parents, and younger brother. Her father is a contractor by profession and her mother is a homemaker. Shashi is a very intelligent and responsible kid. She enjoys drawing and dancing. She is very active in school, participating in various activities on campus.

Splash organized a pilot menstrual hygiene training with a select group of schools during the COVID-19 lockdown. The training was conducted via WhatsApp, and the headmistress of Shashi's school had asked Shashi to participate. During the training, Shashi and the other participants learned about many facets of menstrual health and hygiene, including myths and taboos associated with menstruation.

Shashi put her training into action immediately – she had been worried about her mother as Shashi had observed her health deteriorating, and she now thought that it may be related to irregular periods. Her mother felt weak physically and, due to this, her mental health was negatively affected. Her mother hesitated to consult a doctor because she was uncomfortable discussing her menstruation with doctors, friends, or family members.

The training helped Shashi gather the courage to speak to her mother, orient her on menstrual health issues, and convince her to consult a doctor. The doctor found a tumor in Shashi's mother and operated to remove it. Her mother has been prescribed medicines and exercises to stay fit following her operation and is now recovering. Shashi feels proud that she was able to support her mother's health with the knowledge she gained from the training. Shashi now shares information about menstrual hygiene with her neighbors, friends, and relatives and urges them to come to her with their problems related to menstrual health so that the issues can be addressed quickly.

Shashi's story encourages us to intensify our intervention in menstrual health with other young adults. We aspire to reach endlessly more people on a subject which has been for so long a taboo in several societies.





APRIL 2021

Construction begins on Splash urban school toilet block designs in Addis Ababa

MAY 2021

Splash signs partnership agreement to expand work in a second Ethiopian city, Bahir Dar.

JUNE 30, 2021

Project WISE reached **318,504** kids and **390** schools in Addis Ababa and Kolkata



SUSTAINABILITY LEARNING

LOCAL PARTNERSHIPS

Partnering with local organizations increases the possibility of scaling up efforts, fostering local ownership, and actively involving the community.

Splash began launched work in Bahir Dar in cooperation with with Partners in Education Ethiopia (PIEE) and Millenium Water Alliance in rural Amhara.



## MEET **Zeke**

Grade 10  
Bahir Dar, Ethiopia

Zeke is a 16-year-old student at Bahir Dar Mesenado Preparatory School in grade 10. He is the only child in his family, and his parents work as a merchant and a military servicemember.

Zeke described the water condition at the school before Splash: "There was only one station, and the area was muddy, which made it difficult to use. So many students wanted to use this single water station during break time. On top of this, water was not always available on most school days."

**Now, thanks to Splash and partners, the school is equipped with enough handwashing and drinking stations to meet the needs of its 3,521 students.**

"When Splash started working in our school," Zeke said, "I joined the hygiene club." Splash's hygiene clubs are designed with a tailored curriculum that encourages kids to become champions for good health for themselves and their communities.

"The training provided by Splash has directly benefited my day-to-day life," Zeke shared. "We learned that behaviors like eating raw fruits without washing them and without washing our hands properly can lead to getting sick easily. After the training, I started teaching my friends about healthy hygienic behavior."

Zeke thanks Splash and its partners that he and his friends are enjoying clean water for drinking and sufficient stations for handwashing!



JANUARY 2022

Oky period tracker app officially launched in India

FEBRUARY 2022

Schools reopen in Kolkata. Infrastructure work at all 360 sites completed and serves 136,501 students



JUNE 2022

Pilot on behavior change programs for hygiene and menstrual health completed in Bahir Dar

JUNE 30, 2022

**Project WISE reached 463,564 beneficiaries and 250 sites in Addis Ababa**

JUNE 2022

Splash Kolkata closed but remains working with small number of staff to ensure support during this transition

## Splash believes that only through government co-funding can we ensure long-term sustainability of WASH solutions in schools.

Because the Kolkata government could not meet their co-funding commitment, Splash made the difficult decision to wind down our activities in the city. We are committed to ensuring sustainability in the 361 schools we have reached in Kolkata and have dedicated our resources to this small subset of schools. Our strategies for long-term sustainability here include securing low-cost maintenance contracts between schools and private vendors and a handover of the project to a local NGO.

While we are saddened to close our operations in Kolkata, we still think there is an incredible opportunity to leverage our program design and delivery model in India, where there is often WASH infrastructure, but it is rarely accompanied by behavior change programs, which Splash excels in and are so powerful in terms of impact. As such, we continue to retain some staff to both help us wind down the program as well as to conduct technical assistance and carry forward the behavior change and menstrual health program work that remains.







## MARCH 2023

LSHTM finds a 17% reduction in respiratory illness at Splash intervention schools in Addis Ababa attributed to Project WISE

Splash attends UN Water Conference focused on SDG 6

## 17% reduction in respiratory illness attributed to Splash’s program

Splash collaborated with the London School of Hygiene and Tropical Medicine (LSHTM) to complete an impact evaluation for key interventions of Project WISE in Addis Ababa. They found a 17% reduction in respiratory illness among kids in schools where Splash worked vs schools where the Splash intervention had not yet begun.

This is particularly noteworthy as it took place in 2021-2022 when the prevalence of respiratory illness (including COVID-19) was high.

This finding is consistent with a recent systematic review of hand hygiene interventions (Ross et al. 2023).



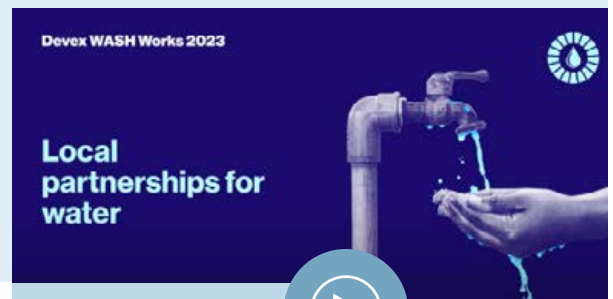
## Sustainable Development Goal (SDG) 6: Ensure access to water and sanitation for all.

Splash CEO Eric Stowe spoke at the Devex event WASH Works about creating relationships with local organizations who can implement Splash’s WASH model sustainably in the long term.

**UN: The global urban population facing water scarcity is projected to double from 2016 to 1.7-2.4 billion people in 2050.**

Kids living in urban poverty regularly have no option but to drink unsafe water or use dirty toilets. The issue isn’t technology; it’s justice.

We believe that getting governments to scale WASH solutions is the biggest roadblock to achieving safe water and sanitation for all by 2030. However, the increasing willingness among water organizations and governments to collaborate and share information—along with the technology for doing so—gives us hope.



See the video





**SUSTAINABILITY LEARNING**

**COST EFFICIENCY**

Per-student costs decreased by 30% from the start of Project WISE through 2023.

Despite rampant inflation in Ethiopia, Splash maintained cost-efficiency through:

- Economies of scale and local manufacturing
- Improvements to sanitation and water storage design
- Greater efficiency of staff resources

**MAY 2023**

First run of stations manufactured in Ethiopia complete







Splash's one-part station design allows them to be durable and easy to clean, two of our strongest claims when marketing to potential clients.

## SUSTAINABILITY LEARNING

## LOCAL SUPPLY CHAINS AND MANUFACTURING

Splash's handwashing and drinking station design is innovative for durability and sustainability.

We learned that to be sustainable, stations and toilets must be locally-sourced. Local production is an important step towards long-term sustainability for our work in Ethiopia and will give us a strong advantage with external customers.

Our partnership with Avon Industries to produce stations locally will create jobs and lower our costs. In Ethiopia, customs clearance can total up to 90% of the base price of goods and shipping. Eliminating this cost will allow Splash to price the stations competitively, giving us a tremendous marketing advantage with external customers, and ultimately allowing for more children to have access to thoughtfully designed drinking and handwashing stations.

**Splash Social Enterprises remains committed to building out and scaling our local production and marketing in-country.**



AS OF JUNE 30, 2023

**93%**

of government schools (481) in Addis Ababa covered by Splash

**22,000**

students and 1,100 teachers participated in hygiene clubs to shift handwashing behavior

**6,200**

Splash handwashing stations deployed

**896**

schools in Kolkata, Addis Ababa, and Bahir Dar

**854,000**

students and staff benefitted

**22%**

increase in observed child handwashing rates

January 1, 2024

Project WISE Phase II launches







Over the next five years, we aim to reach **millions of children** by expanding our programming in East Africa, South Asia, and the Middle East.



# Where We are Going

PHASE II (2024-2030)

Building on our track record of success and learnings from Phase I, we plan to launch Phase II of Project WISE in East Africa, South Asia, and the Middle East – all areas of rapid population growth and in regions that face critical challenges in water, sanitation, and public health. We aim to prove, once and for all, this can be done effectively.



# Our Theory of Change

## INTERVENTIONS

- ▶ Improve WASH infrastructure at schools
- ▶ Promote WASH behavior change (children and adults)
- ▶ Strengthen school-based menstrual health programs



SO THAT

## OUTCOMES

- ▶ School WASH infrastructure meets quality standards, including access and functionality
- ▶ Students and teachers demonstrate healthy WASH behaviors
- ▶ Girls have increased awareness of menstrual health and access to necessary facilities at school

SO THAT

## IMPACT

- ✓ Students are healthier
- ✓ School attendance improves, especially for girls



## CROSS-CUTTING STRATEGIES

- ▶ Foster sustainability through local ownership by schools and governments
- ▶ Lay foundation for replication in other cities through delivery and promotion of cost-effective model





# Changes we're making in Phase II based on what we learned in Phase I:

- **Government funding is the key to sustainability**, but it's also complicated. Donors and NGOs must have reasonable expectations and contingency plans.
- **Funding for post-implementation is necessary to ensure sustainability and efficacy.** This was not included in Phase I, which was focused on implementation.
- **Menstrual health programming needs to expand beyond simply providing information** – the entire ecosystem needs to be addressed and included. Programming for parents and for boys is also necessary.
- **100% local supply chains must be established from the beginning.** Imported goods complicate long-term operations and management and are more difficult for governments to fund.
- **Local partners can bring new ideas and networks and can help us align with government priorities.**
- **Funding flexibility is necessary** – for Phase II, we will ensure greater reserves and a higher percentage of project funds raised prior to starting work.

Join the movement to bring  
safe water to kids in the  
world's largest cities!

Partner with us: [info@splash.org](mailto:info@splash.org)

▶ **DONATE MONTHLY**

▶ **DONATE ONCE**

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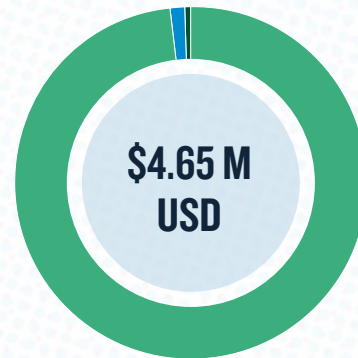
# 2022 Financials

## REVENUE

● Contributions & grants	4,582,836
● Special events revenue*	53,521
● Other	9,215

Total **USD \$4,645,572**

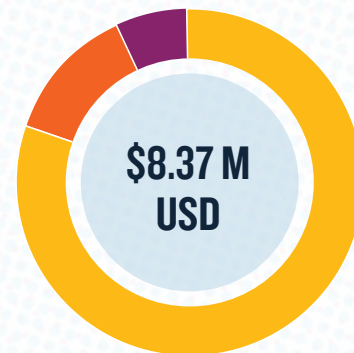
\* net of expenses



## EXPENSES

● Programs	6,781,397
● Management & general	1,053,589
● Fundraising	536,941

Total **USD \$8,371,927**



*Splash spent programmatic monies in FY2022 that had been carried over because of COVID-19 and lack of spending on certain in-person elements of our projects that were affected by the pandemic. Spending in FY2022 reflects that.*

## Board of Directors

- |   |                        |
|---|------------------------|
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| ● <b>T.A. McCann</b><br>Board Chair             | ● <b>Nana Gyesie</b>   |
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# Institutional Partners



charity: water



thankyou.™





Splash

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