



Splash

2023 IMPACT REPORT



If you remember just one thing
from this annual report it should be this:

in 2023,
Splash has served
1,414,991
kids and adults.



The bulk of this amazing number comes as we close out the first phase of Splash's largest project to date: Project WISE (WASH In Schools for Everyone). In this Phase I (2019-2023), Splash's singular organizational focus was to provide water, sanitation, hygiene, and menstrual health services at scale to all public schools in two major global growth cities: Addis Ababa, Ethiopia and Kolkata, India.

Most of those years were in the midst of a global pandemic, so you can guess there were countless unforeseen hurdles and roadblocks. However, it is an amazing team here at Splash and we went around or through every obstacle put in our way.

I'm happy to report this project is now **daily serving more than 800,000 students!**

2023 was the final big year of implementation work for Phase I. The ensuing years in Ethiopia and India will focus heavily on shifting oversight, financing, and full ownership to the schools and local governments directly. Less expensive work, to be sure, but no less critical. In the following pages you will read a bit more about the gains of the previous year while also getting a sense of the big things ahead.

While Phase I of Project WISE allowed Splash to refine, prove, and intimately understand the impact, cost efficiencies, and durability of working in schools at citywide scale, replicating a program that is entirely reliant on an international nonprofit for its further success is not sustainable (and, honestly, not smart). Thus, Phase II of Project WISE (2025 and on) is about scaling through and with established local organizations in four key regions: East and West Africa, the Middle East, and South Asia.

Our current projections set this phase of work **to serve more than 3,000,000 kids.**

That's a big number.

While the close-range impact is healthier, happier, and more empowered students and improved school attendance, particularly among girls, the far-reaching effects extend to whole communities and the very health of the cities where they live. We are excited by this challenge and even more eager to elevate the innovations, talents, and creativity of local organizations over our own in the coming years. Ultimately, our goal is not to have Splash in every school; it's to improve WASH in every school so that kids can thrive and reach their full potential.

Best,



Eric Stowe, Founder & CEO



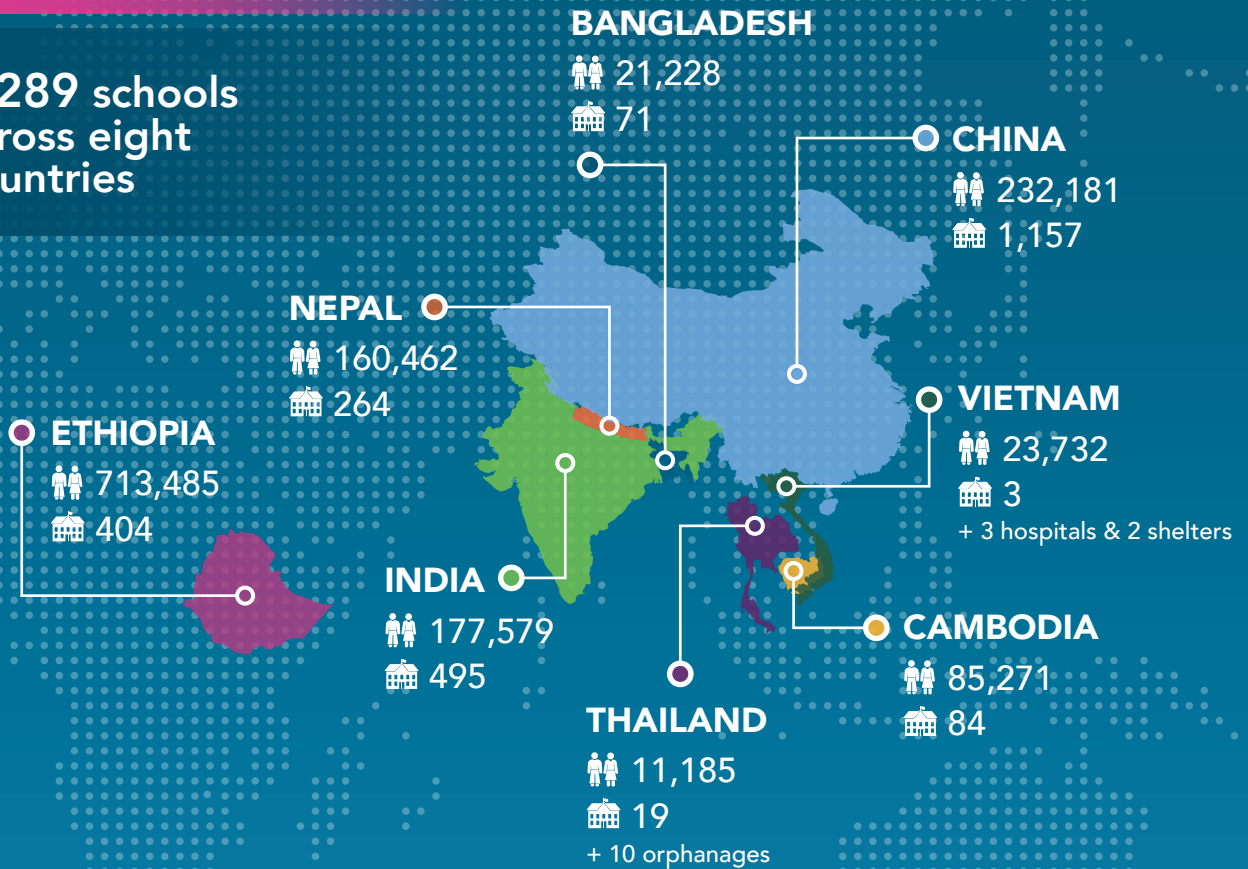
2023 BY THE NUMBERS



1,414,991
beneficiaries



1,289 schools
across eight
countries

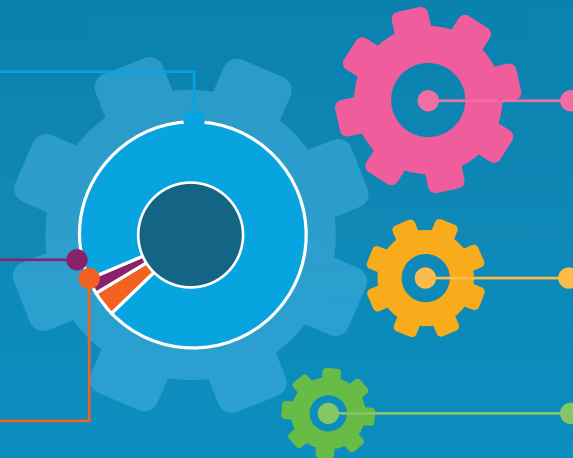


FINANCIALS

Contributions
and grants:
\$5,371,866

Special events
and revenue:
\$125,558

Other:
\$200,200



Programs:
\$7,178,196

Management
and General
\$1,076,329

Fundraising:
\$622,304

OUR THEORY OF CHANGE

INTERVENTIONS

- Improve WASH infrastructure at schools and surrounding communities
- Promote WASH behavior change among children, adults, and staff
- Deliver multi-channel Menstrual Health program to key stakeholders

SO THAT

OUTCOMES

- ▲ School WASH infrastructure meets quality standards and is accessible and functional
- ▲ Students and teachers demonstrate healthy WASH-related behaviors
- ▲ Improve the lived experience of girls during menstruation and throughout puberty

SO THAT

IMPACT

- ✓ Students are healthier and have greater sense of well-being and self-efficacy



SUSTAINABILITY

- Establish a school-level operations and maintenance (O&M) solution
- Liaise with, and advocate for, government support to WASH in schools
- Schools have reliable on-site O&M solutions in place
- Governments have committed resources towards ongoing O&M for WASH
- WASH-related infrastructure and programs are sustainable and lasting



CELEBRATING SUCCESSES IN ETHIOPIA



537 of 575
schools
served



572,830
of 613,830
kids served



22%
increase
in rate of
handwashing



33%
reduction
in kindergarten
absences



17%
reduction
in respiratory
illness



\$11.4 M
government
co-investment



Moving toward completion in Addis Ababa

In 2019, we began providing clean water, child-friendly toilets, and hygiene programs in Ethiopia with the goal of covering all **537 schools**. Since then, **38 new schools** have opened, serving **41,000 kids**.

Our aim has always been to serve all kids at all government schools in Addis Ababa, so we're not stopping now.

Splash has finalized construction on WASH infrastructure at 537 schools, ensuring reliable, clean water, improved water storage, and handwashing and drinking stations for 572,830 children in the capital city. We are committed to reaching the 38 additional schools during Phase II of Project WISE, estimating completion at the end of 2024.

The government has already constructed 40 toilet stalls at 4 of these Phase II school sites, and they are on track with co-funding and enthusiastic about Splash's modified toilet stall designs that significantly reduce the cost of toilet construction. In response to the 2022 government evaluation of Project WISE implementation, government stakeholders have unanimously agreed to grant Splash an increased role and mandate in the project steering committee towards facilitating better coordination and the expediting of processes among various government offices.

We are focused on operations and maintenance of the new WASH infrastructure, and we continue to have conversations with schools to ensure long-term sustainability of the new systems.



Update on Bahir Dar

Splash began working in Bahir Dar in 2022, with plans to implement our full WASH-M programs in **56 schools**. To date, we have served **71,511 kids** across the city.

Our approach in Bahir Dar drew from the lessons we learned in the previous 15 years of WASH programming, and therefore heavily emphasized collaboration through local partnerships.

This is how we envision the future work of Splash, and the successes we had in Bahir Dar lend credence to this model of working in partnership.

LOCAL PARTNERS

In Bahir Dar, we are partnering with Partners in Education Ethiopia (PIEE) and local education departments to create sustainable WASH solutions. PIEE's contacts with local agencies, deep local knowledge, and established trust in the community helped accelerate our WASH work in Bahir Dar schools. Together, we developed a government-approved Playbook for schoolteachers, filled with stories, local examples, and engaging exercises to boost student hygiene clubs. Officially endorsed in September 2023, this Playbook will soon be used widely beyond Bahir Dar.

We also launched the Health Extension Worker (HEW) Pilot with PIEE, training 25 HEWs to conduct home visits for health screenings, assessments, and WASH promotion. These HEWs are now in the field, spreading good hygiene practices and gathering vital WASH data.

SUCCESSES

The Amhara government is enthusiastic about Splash's modified toilet block designs and the subsequent reduced cost and has encouraged other NGOs to adopt them. The new design is also being used by private schools in Bahir Dar.

In 2022, a WASH assessment found 10 schools without water. Splash explored solutions, and by spring 2023, we assessed borehole feasibility. Two schools were connected to nearby water sources, and eight were suitable for boreholes. Of these, seven are now operating with solar pumps, providing ample water. This success prompted us to expand our WASH in Schools model to local communities, aiming to extend water access beyond schools.

CHALLENGES

Ongoing conflict in the Amhara region begun in August 2023 and has significantly impacted project implementation in Bahir Dar. At the end of 2023, the State of Emergency was still in place with limitations on internet access and transportation between city districts and Bahir Dar and other cities. The situation remains highly variable day-to-day. Travel to and from Bahir Dar city is a very real security concern and above all, Splash prioritizes the safety of our staff and vendors.

Splash's work was originally scheduled to be completed by December 31, 2023. Due to security concerns, we were not able to complete work according to this timeline. While we have completed implementation in most schools, the remaining 15 schools are located in the outskirts of the city, where security concerns are higher.

CURRENT STATUS

Recently the government has allowed internet access to select NGOs, and Splash was one of the first to be ensured internet access. We have begun discussing the remaining 15 schools with our construction vendors and designing our WASH solutions for these sites. Construction in schools where work has already started will be completed when the security situation improves.

All staff and their families in Bahir Dar are safe, and the Bahir Dar office has been open with limited staff since August of 2023, though security risks remain.



Meet Amen



Meet Amen, a 13-year-old student from Addis Ababa who wants to be a pilot when she grows up. In the seventh grade, Amen has an infectious enthusiasm for life. With two brothers by her side, family is at the core of her world.

Amen's passion for science and technology shines through, and her family and friends recognize her for her knack for fixing light bulbs and experimenting with gadgets.

"I want to make the world a better place, and science and technology are fun and cool."

One of the most wonderful experiences in Amen's life was a recent vacation. Her love for travel painted a vivid picture of new places, diverse foods, and warm swimming pools. "Traveling is awesome. I can't wait to go again!" she exclaims.

As a lover of learning, Amen's favorite subject is math. The thrill of manipulating numbers and shapes, coupled with her love for drawing patterns, epitomizes her curious and creative mind. Her dream of becoming a pilot reflects her desire to explore the world, donning the uniform and accessories that symbolize her aspirations.

Looking towards the future, Amen envisions success. Her parents, working tirelessly to support and provide for her, inspire her dreams. She dreams of a day when she can reciprocate their love and hard work by having a good job and supporting her family.

Amen shares the challenges she faced before the intervention of the Splash program. Clean water was a rarity at her school, causing health issues and an aversion to its peculiar taste.

The introduction of Splash brought positive changes, and Amen credits her teachers, Ms. Yodit and Mr. Abebe, for teaching her about safe hygiene practices. She embraced this knowledge, learning proper handwashing techniques and the importance of clean water. Amen became a messenger of good hygiene practices, sharing her newfound knowledge with family and friends.

Her awareness extends beyond hygiene, touching upon gender equity. Amen strongly condemns gender-based violence, recognizing its detrimental impact on women and girls. She believes in a world where everyone has the right to live free from fear.

Expressing her desire to change the world, Amen highlights the lack of electricity in rural areas and the scourge of kidnappings and ransoms in her country. Her heartfelt wish is for everyone to be happy and safe.

Amen's story is a testament to the power of dreams, the joy of learning, and the resilience of hope. In her journey, she not only envisions a better future for herself but also strives to create positive change for those around her.

The Milliman Giving Fund

In October 2023, Splash hosted a delegation from the Milliman Giving Fund, a philanthropic initiative funded by employees and retirees of Milliman, a global consulting firm, in Addis Ababa. The visit's intent was to raise awareness of the programs Splash implemented. The delegation visited Keste Demena Primary School, Major Hayelom Araya Primary School, and Hope Enterprises with Splash's program. They were able to see the handwashing and drinking water stations built by Splash and the presentations made by students from Gender and Hygiene club members on hygiene, sanitation, and menstrual health. The next day, the group visited a school where Splash had not yet begun working. The purpose of this visit was to make the delegation aware of the reality and the urgency of the situation in urban schools in Ethiopia—specifically, the challenges or problems related to the availability and quality of water and hygiene facilities.

Milliman's mission is to protect the health and financial well-being of people everywhere. And the Milliman Giving Fund is unique in that it is funded solely by donations from our employees and alumni. The Giving Fund focuses on funding transformative programs focused on community development, health, and STEM education.

"Seeing the difference this program made, not only to the children and teachers at the school, but to the behaviors and attitudes that influence their communities was powerful. We left Ethiopia with a deep appreciation for the scale and impact of the truly meaningful change we have helped make possible through our partnership with Splash."

*Deborah Wolf, Social Impact and Sustainability Program Manager
and Milliman Giving Fund Committee Co-chair*



REACHING NEW AUDIENCES WITH DIGITAL TOOLS

As digital communications become more commonplace worldwide, we set out to create video and online content about topics like safe water, hygiene, menstrual health, and advocacy.

Videos

In 2023, we began employing menstrual health videos designed for different demographic groups, like parents and boys. These videos were developed through extensive research and testing to see what imagery and messaging resonated with our target audiences.

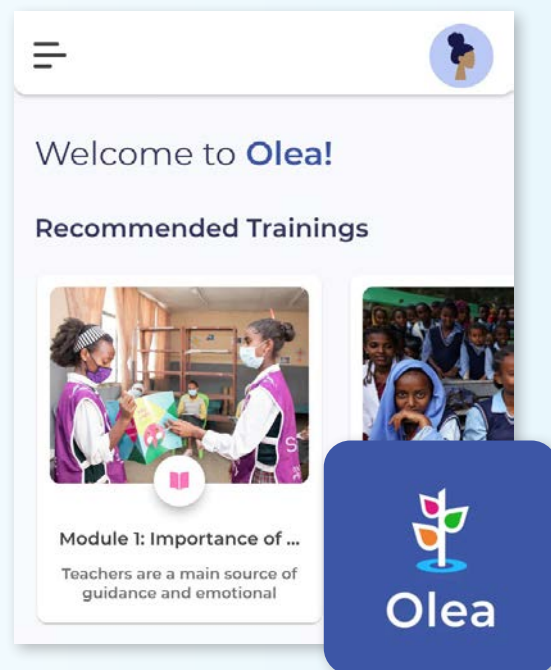
We held feedback sessions with gender experts at Ethiopia's Bureau of Education, parents, and school communities earlier this year. Like the hygiene videos, we believe these investments will reinforce messages learned at school, engaging the entire ecosystem of a girl in creative and compelling ways.



Olea App Launch

Splash's Menstrual Health team in partnership with Grey Chain Design, developed a teacher-facing mobile phone application called Olea that will be leveraged as a platform to access program refresher trainings and for building community among teachers. The app was developed for female teachers who have participated in a Splash-led training to build their capacity around menstrual health curriculum so that they can facilitate the training with their students. The app has gone through a design journey based on user-centered design principles coupled with discovery workshops, prototype testing, user testing assessments, and functionality tests.

The Olea app launched in late 2023 and is available in the Apple and Android app stores.



City Level Program of Action (CLPOA)

CLPOA Kolkata started its journey in 1994, working alongside the Social Welfare Department, UNICEF, British Council, and Kolkata Police to support and rehabilitate children living and working on the streets. As their mission expanded to include all vulnerable youth, CLPOA began addressing WASH issues in schools.



In 2012, Splash partnered with CLPOA to install water filters in Kolkata schools. By 2015, Splash sought implementation partners for our full WASH programs in Kolkata, and given CLPOA's extensive experience with WASH in over 600 schools, they were the ideal choice. Since then, CLPOA has worked hand-in-hand with Splash to implement our WASH-M projects in Kolkata schools.

CLPOA was interested in partnering with Splash because both organizations share the goal of improving WASH in Kolkata's schools. Over time, the relationship between CLPOA and Splash deepened, resulting in expanded projects. Some Splash-supported schools even received government awards, thanks to the improved WASH infrastructure and other key inputs provided through our collaboration.

CLPOA and Splash have been proactive in negotiating maintenance agreements with schools, ensuring they are tailored to meet each school's unique needs and fit within their budgets. This approach has been crucial in developing a successful sustainability plan. We are incredibly proud that nearly all schools have signed long-term maintenance contracts with CLPOA and have formalized budgetary plans to support their new infrastructure.

This cost-sharing model has secured support from school administrators, teachers, parents, and students, ensuring future investment in the sustainability of WASH infrastructure. CLPOA's commitment to lasting, impactful change in the schools and communities they serve is a testament to their vital role in their partnership with Splash.

RESEARCH

Impacts of Splash's program on student WASH knowledge and behaviors in Addis Ababa, Ethiopia

Splash's school-based water, sanitation, and hygiene (WASH) program uses a behavior-centered design (BCD) framework to effectively implement handwashing initiatives.

This study examined how different program activities and infrastructure impact students' handwashing habits at six government schools in Addis Ababa through interviews with students, hygiene club leaders, and teachers.

KEY FINDINGS

- Knowledge: 88% of students understand that washing with soap removes germs, and 46% know the difference between washing with soap and just water.
- Challenges: Inconsistent city water supply, overcrowded handwashing stations, and low-quality soap, which is often stolen, remain major barriers. Improving water access and soap quality should be priorities for Splash.
- Encouragement: Mirrors and posters help remind students to wash their hands.
- Knowledge Sharing: Many students share their handwashing knowledge with family, particularly younger siblings.
- Hygiene Club Awareness: Some students outside the hygiene club do not fully understand its role, indicating a need for increased awareness.

IMPLICATIONS FOR SPLASH

The findings suggest that Splash's behavior change models effectively teach the importance of handwashing and improve overall health in schools. However, inadequate water and soap supplies are significant obstacles.

NEXT STEPS

To address these challenges, Splash should continue teaching handwashing lessons, enhance water infrastructure by using larger tanks or collaborating with the city, and improve the soap supply by providing higher-quality soap and installing dispensers to reduce theft.



READ THE FULL TECHNICAL SUMMARY

Watgunj GSFP School, Kolkata, India

Watgunj GSFP School in Kolkata has 200 students and seven dedicated teachers who have collaborated to foster a healthier, cleaner community, supported by a partnership with Splash.

With assistance from Splash, the school has witnessed significant improvements. Access to safe drinking water, upgraded hygiene facilities including filtration systems, drinking water stations, and handwashing facilities, along with refurbished toilets and urinals, now bring improved WASH-M facilities to the school community.

Empowered by the initiatives facilitated by Splash, the Child Cabinet underwent comprehensive hygiene training. Through engaging activities such as orientations, soap drives, and regular meetings, students and teachers became advocates for positive change and began to address WASH-M beyond their school and into their community.

The Child Cabinet identified sanitation challenges in their area, Steam Gali, conducting awareness campaigns and surveys to address pressing hygiene issues. They even extended their outreach to the Parai Sikhalaya community schools (schools organized during the COVID-19 pandemic lockdowns), ensuring continuity in their mission.

Despite facing obstacles such as space constraints, the Child Cabinet continued to advocate for change. They engaged with local authorities, hosting events like World Toilet Day to raise awareness and demand action.

Their perseverance yielded tangible results: improved hygiene practices, increased household toilets, and a notable shift in community mindset towards sanitation. Families embraced the initiative, constructing personal toilets and adopting cleanliness practices, transforming the landscape of their surroundings.

The enduring commitment of these children and teachers is commendable. Their relentless pursuit of a cleaner, healthier community exemplifies the spirit of resilience and dedication. Guided by Mr. Nehal, their endeavors continue to yield positive outcomes, fostering a culture of hygiene consciousness and empowerment within the community.

Together, they stand as champions of change, inspiring others to join in the cause of sanitation and hygiene advocacy. The journey of Watgunj GSFP School is a testament to the transformative power of collective action, affirming the belief that change is achievable through unwavering determination and shared commitment.

WATCH VIDEO



The Mayor with Child Cabinet ministers and teachers.



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Michele Frix, Board Secretary

Krishna Srinivasan, Board Treasurer

Mike Etzel

Nana Gyesie*

Chemu Lang'at

Skye Yoden, 2024 Board Chair

Eric Stowe, Founder & CEO

Eric Angula**

Sharon Cheramboss**

Khunapong Khunaraksa**

**Term ended in 2023.*

***New board members in 2024.*

INSTITUTIONAL PARTNERS



charity: water





Splash

We clean water for kids.

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