



LAUNCHING PROJECT WISE

2019 ANNUAL REPORT

LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,

2019 was a wild ride. It marked the first year of Project WISE, our five-year effort to reach 100% of government schools in two major growth cities: Addis Ababa, Ethiopia and Kolkata, India. Working in kindergarten, primary, and secondary schools, this project will reach approximately one million underserved young people, typically living in slum communities, informal settlements, and low-income housing.

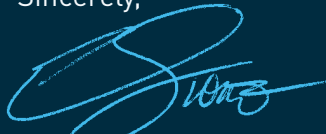
To successfully launch Project WISE, we focused on scaling our work and staff while strengthening our operations. We grew from 42 to 85 staff, launched a new financial management system; built a technology stack to enable us to better store and analyze monitoring and evaluation data; and strengthened our supply chain for drinking and handwashing stations, adding another factory partner in China for redundancy (which later proved prescient in the wake of COVID-19).

Along the way, we faced challenges and growing pains. While in Ethiopia, the Addis Ababa municipal government was quick to commit \$8 million in co-funding, our conversations with the West Bengal State Government have gone much more slowly. We also faced shipping and customs delays that cost us valuable time as we sought to strengthen our global supply chain and source locally as much as possible.

Through it all, I'm proud of how we've remained true to our values and kept the Splash culture strong. By the end of the year, Splash had completed nearly 2,000 projects at child-serving institutions, reaching 612,500 children across eight countries. We passed a \$10.4 million budget for 2020 with a goal to reach 280 additional schools, serving 250,000 children in Kolkata and Addis Ababa.

Thanks to each and every one of you for your support as we continue the incredible Project WISE adventure. We've come a long way, and we hope you are proud to be part of this story.

Sincerely,



Eric Stowe
Founder and Executive Director

PROJECT WISE

In 2019, we launched our biggest project yet: Project WISE (WASH-in-Schools for Everyone). Over the next five years, we are focused on reaching 100% of government schools in two major growth cities: Addis Ababa, Ethiopia and Kolkata, India. This includes some 1,600 schools serving nearly one million children.

Project WISE will bring improved water, sanitation, and hygiene infrastructure; behavior change programs for kids and adults; and strengthened menstrual health services for girls aged 10 and above. Our goal is to demonstrate a scalable, durable, and cost-efficient WASH-in-Schools (WINS) model that can be replicated beyond the initial two target cities and countries.

The impact will be healthier students and improved school attendance for over 1 million kids

Project WISE represents the front line of emerging global efforts between governments and philanthropy to co-invest toward lasting and scaled solutions. With lead investments from the Children's Investment Fund Foundation and the Government of Ethiopia, this project is supported by a diverse array of corporate, foundation, government, and community organizations as well as generous individuals.

DONATE

2019 IMPACT



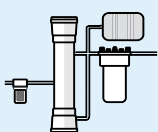
75

Total schools (sites on 63 campuses)



69,258

Total beneficiaries (64,407 students)



52

Filters installed



139

Drinking stations installed



166

Handwashing stations installed



428

Toilets and urinals improved or installed



4,684

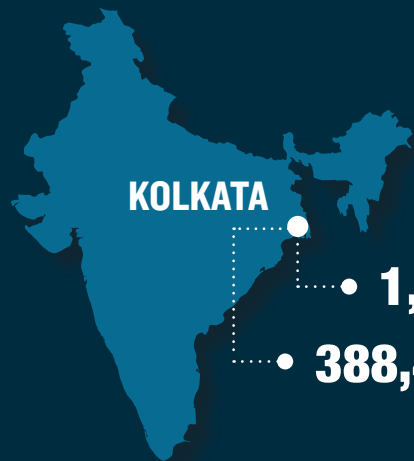
Kids and adults trained

Beneficiary and site numbers are based on MoUs signed with schools in 2019. All other metrics are based on actuals from January to December 2019.

PROJECT WISE

INDIA

With 1.3 billion people, India is the second largest country in the world by population. Kolkata is the third largest city with over 14 million people living in the Kolkata metropolitan area. Diarrheal disease and respiratory infections account for approximately 26% of deaths among children in India, indicating a need for improved water, sanitation and hygiene. With thousands of schools spanning the city, Splash sees an opportunity to make a deep impact on children's lives.



KOLKATA

- **1,479 SCHOOLS**
- **388,427 STUDENTS**

Watch our video about Mamoni in Kolkata and how Splash's intervention improved her quality of life.



WATCH VIDEO



BENEFICIARY STORY

S.K. Meher

Gangapuri Siksha Sadan School for Girls (INDIA)

Upon her school being selected for Splash's intervention, S.K Meher, a ninth-grade student attending Gangapuri Siksha Sadan School for Girls, became an active member of her school's hygiene club. Prior to the school being selected, Meher had spoken to her family about the challenges she and her peers faced managing their menstruation while at school. While her father, a construction contractor and sole earner in the family, was moved to donate a waste bin to the school specifically for this purpose, it was not a long-term solution.

Upon the hygiene club being formed, Meher and her peers identified the greatest WASH related challenges and barriers that the school was facing. This included a lack of handwashing stations, poor sanitation facilities, and a lack of sanitary napkin disposal facilities. With this guidance in mind and with the assistance of Splash, Meher's school supported the installation of an ultrafiltration unit to clean the school's water, new handwashing and drinking water stations, rehabilitation of their sanitation facilities, and installation of an incinerator in the girls' restroom to support them in managing their menstruation with dignity.

Students highlighted that the menstrual health training they received from Splash created a significant impact at their school, especially as they work to dismantle menstruation related taboos within their community.

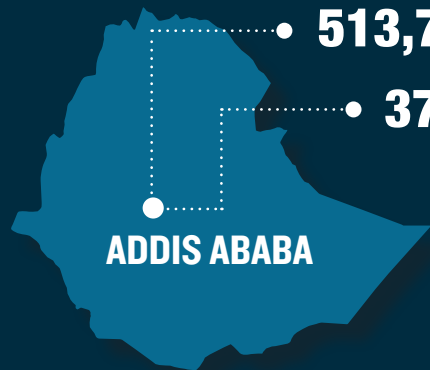
“We now have the knowledge and the will to overcome myths and superstitious beliefs. Splash gave us the courage to break free from taboos and face these obstacles.”



PROJECT WISE

ETHIOPIA

Ethiopia, with 105 million people, is the second largest country in Africa and the twelfth largest country in the world by population. Some 50% of the national population is under age 18. Addis Ababa is the capital city, with approximately 4 million people. Diarrheal disease and respiratory infections account for approximately 36% of deaths among children in Ethiopia, indicating a need for improved water, sanitation and hygiene. Splash will reach hundreds of thousands of kids across the city, forever impacting their lives through Project WISE.



ADDIS ABABA

• **513,771 STUDENTS**

• **375 SCHOOLS**



Watch our video about Project WISE
in Ethiopia and get inspired!



WATCH VIDEO



BENEFICIARY STORY

Almaz

Nigat Kokeb School Campus (ETHIOPIA)

Almaz, a fifth-grade student attending Nigal Kokeb Primary School in Addis Ababa, moved to the city from her rural hometown with aspirations of receiving a higher quality education. Along with getting to know her classmates, Almaz also enjoys learning Amharic and championing handwashing amongst her peers as an ambassador of the Splash implemented hygiene club.

Almaz loves educating her fellow students and teachers about the importance of handwashing and personal hygiene, including championing the consistent use and presence of soap at handwashing stations. Prior to Splash installing new drinking and handwashing stations at her school, she would often avoid the existing all-in-one handwashing and drinking station due to the constant misuse and neglect. Now with designated stations for both handwashing and drinking, and educational training to ensure each are being used as intended, Almaz feels more confident that the water that she drinks is clean and her school has soap, so she can wash her hands whenever she wants.

SPLASH SOCIAL ENTERPRISES

Splash Social Enterprises (SSE) was established in 2018 to fill a market gap in the WASH sector - drinking and handwashing stations that are durable, child-appropriate, and promote positive handwashing and drinking behaviors. 2019 was a momentous year for SSE, as we produced our first stations for school sites in Kolkata and Addis Ababa, and worked toward reliable, high quality production and distribution.

The stations offer a lasting way to improve health and hygiene outcomes, while ensuring that the dollars invested in the WASH sector can create long-term social benefits for children, families, and communities, globally.

The initial 2019 projections called for the manufacturing of 350 stations, however demand quickly increased to 1,000 stations by year-end. As we increase our manufacturing capacity, we will achieve economies of scale while maintaining superior quality. SSE plans to sell stations to governments, non-profits, and multilateral organizations at fair prices for distribution in schools and other low-resource, institutional settings. Stations will be available for purchase in late 2020 to organizations around the world.

In the meantime, we are on track to achieve financial sustainability of the social enterprise with a combination of grants, revenue, and impact investment. In 2019, our revenue covered 59% of expenses with grants covering the other 41%. Our goal is to grow our revenue streams and identify additional impact investors, with grants continuing to be an important component of the model, allowing us to drive R&D and innovation.



PARTNERSHIPS

Splash is grateful to have forged partnerships with foundations, governments, leading universities, research institutions, and corporations to help inform and sustain our work. In 2019, we expanded and deepened our new and existing partnerships to scale our impact through Project WISE and our Stations Social Enterprise. We would not be able to complete our work without the following institutions.



BRITISH ASIAN TRUST
TRANSFORMING LIVES
TOGETHER



charity: water



GET INVOLVED

There's a place for you in Splash's giving circles!

Thanks to our generous community of individual donors, Splash is able to reach more kids with the clean water, sanitation, hygiene, and menstrual health support they need. We invite you to join our network of supporters through Splash's giving circles: The Tap, The Fountain, and Founder's Circle.

The Tap

Join Splash's collective of monthly donors to ensure sustainable funding for Splash's critical programming.

The Fountain

Invest annually in Splash's intervention by joining this dynamic community of change-makers.

Founder's Circle

Become part of Splash's top donor group by making a multi-year commitment of financial support and thought leadership -- supporting thousands of kids along the way.

Thank you for investing in the communities that Splash serves. Together, we will ensure that all kids have access to the clean water and support they deserve.



Learn more about Splash's giving circles and how you can make a difference.

GET INVOLVED



INDIVIDUAL DONOR HIGHLIGHT

Thierry D'Hers

Splash is fortunate to work with a number of individuals who support our work through financial investment and thought leadership. An individual donor that has made a significant impact on our work is Thierry D'Hers.

We had the good fortune of meeting Thierry through our partnership with Tableau Foundation. Since then, Thierry has volunteered his talents and knowledge to help Splash in many ways, and has seen our work firsthand in Ethiopia and Nepal. When asked why he supports Splash, Thierry shared: "What really attracted me to Splash was the fact that it takes such a practical, pragmatic approach. I get to see the direct impact of the time and money that I invest."

Thierry has worked with Splash to develop data visualizations, and introduced us to wonderful new partners that support our culture of data and learning. Additionally, Thierry organized a 2019 fundraiser to support Splash's work in Nepal while summiting Mt. Everest, and hosted a table at Splash's first-ever virtual gala. We are so grateful to Thierry, and to all the individual donors that make Splash's work possible.

"Clean water isn't just about helping local water issues. It has a much bigger impact. When kids don't get sick as often, they can finish school, and get better jobs. This work can help alleviate poverty."

◀ Thierry visits with kindergarteners in Addis Ababa, Ethiopia

Photo: Make Beautiful



BEYOND PROJECT WISE

While we are focused on reaching 100% coverage in Addis Ababa and Kolkata, Splash's work spans across eight countries, with the goal of a sustainable transition to local NGOs and governments. By investing in Splash's work, you are not only improving the lives of students and their communities, but you're supporting governments and NGOs based in these countries to continue Splash's work and implement sustainable WASH practices.



Photo: Boone Sommerfeld

NEPAL

Of the cities Splash serves, Kathmandu has been identified as having the worst quality water and the highest need. In 2019, after careful consideration, Splash decided to transfer the operations of our Kathmandu office and move our staff over to our local implementing partner, SmartPaani. Long-term, this has been very positive for our sustainability in-country. In 2019, through our partnership with SmartPanni, Splash implemented our holistic WASH program at 15 schools with 5,197 students and staff. We also worked to reinforce the long-term sustainability of our work at 75 existing Splash sites, benefiting 53,722 students and staff through hygiene education refresher trainings and maintenance support.

CHINA

Since 2007, Splash's goal in China has been clear and audacious: providing safe water for every single orphanage in China. At the beginning of 2018, we completed this bold goal, securing safe drinking water at 100% of all 1,103 government-funded orphanages in China across 32 provinces. This project is benefitting over 191,000 people, resulting in better long-term health for vulnerable adults and children across China. In 2019, at some of the smallest orphanages in China, we installed a basic filtration system that needs minimal maintenance. We also distributed 303 filter cartridges to 101 sites with this type of system, so that they can easily make their own filter changes going forward.

CAMBODIA

By the end of 2019, Splash had served 70,006 children in Cambodia through our clean water and hygiene interventions. This work spans an array of child-serving institutions including schools, shelters, feeding centers, and pediatric hospitals. Towards our goal of local ownership, our work is now transitioned to a local social enterprise that continues to provide service and maintenance to support these projects. Founded by our former Cambodia Country Director, we are excited to see Splash Water Solutions Social Enterprise continue to thrive in the future.

BANGLADESH, THAILAND, & VIETNAM

While each context is unique, Splash projects in these three countries have transitioned to local ownership. In Vietnam and Thailand, Splash projects continued to serve over 29,000 children. In Bangladesh, through a partnership with BRAC, a renowned international NGO, Splash projects served over 20,000 children.

BOARD AND FINANCIALS

T.A. McCann

Managing Director, Pioneer Square Labs, founder of Rival IQ, Gist, and HelpShare

Michele Frix

Chief Strategy Officer and Chief of Staff, Seattle Foundation

Krishnan Srinivasan

Chief Financial Officer, PCC Community Markets

Michael Etzel

Partner, The Bridgespan Group

Nana Gyesisie

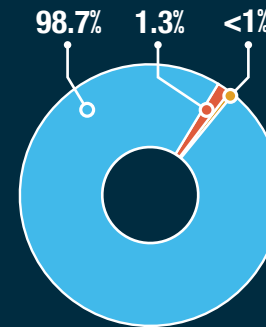
Senior Manager, Talent & Development, Microsoft

Skye Gilbert

Executive Director, Digital Square at PATH

Eric Stowe

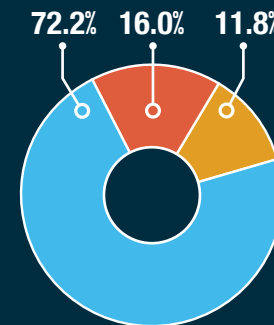
Founder and Executive Director, Splash



2019 REVENUE

- Contributions and grants: \$9,791,017
- Special events revenue: \$129,686
- Other revenue: \$2,441

Total 2019 Revenue: \$9,923,144



2019 EXPENSES

- Programs: \$4,119,199
- Management and general: \$911,008
- Fundraising: \$676,078

Total 2019 Expenses: \$5,706,285

2019 NET ASSETS: \$7,588,891

2019 was a banner year for Splash's fundraising, with total revenue increasing more than 60% over the previous year. This was primarily due to receipt of multi-year grants for the launch and expansion of Project WISE (WASH-in-Schools for Everyone) in Ethiopia and India.

Expenses in all categories increased, but particularly in Programs as we scaled up Project WISE and built our teams in Ethiopia and India, as described in other sections of this report. We also continued to make selective investments in Splash's management and fundraising capacities.

By the end of 2019, our net asset position had strengthened significantly, leaving us well-placed to tackle our ambitious agenda for 2020.

[VIEW AUDITED FINANCIALS](#)



Splash



VISIT

SPLASH.ORG

