

# 2004/05



WaterAid/Jon Spaul

WaterAid  
2004/05 Annual Review



**WaterAid – water for life.** WaterAid is an international non-governmental organisation dedicated exclusively to the provision of safe domestic water, sanitation and hygiene education to the world’s poorest people. These most basic services are essential to life; without them vulnerable communities are trapped in the stranglehold of disease and poverty.

WaterAid works by helping local organisations set up low cost, sustainable projects using appropriate technology that can be managed by the community itself.

WaterAid also seeks to influence the policies of other key organisations, such as governments, to secure and protect the right of poor people to safe, affordable water and sanitation services.

WaterAid is independent and relies heavily on voluntary support.

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# Chairman's report

In this annual review we present a summary of WaterAid's progress over the year. You'll find information about our finances, highlights of fieldwork, developments in our policy work and our key successes in marketing. Most importantly you'll hear the voices of some of our beneficiaries. It is the poor communities we help gain access to safe water and sanitation that lie at the very heart of WaterAid.

Nsomah Umala (pictured right) is nine years old and lives in the village of Asamponbisi in the Upper East Region of Ghana. WaterAid and its partner NGO Rural Aid helped her community to construct a hand-dug well in 2002. Interviewed in January this year, Nsomah told about her experience of suffering from a water-related disease before the well had been dug:

"Before I had diarrhoea and I had to go to hospital and stay there for five days. It was big and strange. I had to get injections and it was scary. I missed school while I was in hospital. I enjoy school so much."

Now Nsomah no longer worries about water-related diseases and can attend school and work towards her dream of being a doctor when she grows up. "I'm pleased I don't have to go the stream any more, I never visit there. I am happy with the new water.", she continued. Stories like this are the reason WaterAid exists –

we believe that access to water and sanitation are key pre-requisites for people having enough time and energy to devote to fulfilling their full potential.

This year we helped 610,000 people like Nsomah gain access to safe water, and 540,000 people to sanitation. WaterAid's new strategy for the years 2005 to 2010, launched this year, aims to increase both these figures to one million a year by 2010.

Our strategy for growth is necessary because of the scale and urgency of the need of the poorest people in the world for water and sanitation.

To achieve this growth we need to increase our annual income to £35 million by 2010. We believe it is feasible to achieve this with your continued support, for which we remain extremely grateful.

**Vic Cocker CBE**  
*Chairman of Trustees*

28 July 2005

To read our full strategy visit  
[www.wateraid.org/strategy](http://www.wateraid.org/strategy)



WaterAid/Jon Spaul

“Before we started this service people would go outside to the toilet. Now people are using latrines and so we are benefiting people”

Feroza Akand, who makes latrine components for WaterAid projects in Bangladesh.



WaterAid / Abir Abdullah

# Introduction

The devastating tsunami that swept across the Indian Ocean on Sunday 26 December 2004 brought into sharp relief the importance of safe water supplies and sanitation. In the aftermath of the disaster hundreds of thousands of people fell victim to water-related diseases as their facilities had been destroyed.

It is saddening that it takes a natural disaster of this magnitude to make water and sanitation hit the headlines. Worldwide, 1.1 billion people live without clean water and 2.6 billion people live without toilets every day of their lives. The shocking result is that a child dies every 15 seconds from water-related diseases.

WaterAid continues to develop its programmes in 15 countries in sub Saharan Africa and south Asia working with local partner organisations to help poor communities establish their own safe, clean water supplies, build toilets and develop a good understanding of safe hygiene.

WaterAid also strives to highlight to governments the need for more and better aid for water and sanitation.

All of WaterAid's work is governed by the following guiding beliefs and values:

- Clean water and sanitation are **human rights**, essential to life. Everyone in the world should have access to them close to their homes.
- Water, sanitation and hygiene education are crucial for **poverty reduction**. They reduce illness and deaths, and free up time spent collecting water or incapacitated through sickness for education and other economic and social development.
- The interests of **vulnerable** and marginalised groups, including women and children, are of primary concern.
- **Local people** should make informed choices about the water and sanitation services that best suit their needs and, wherever appropriate, should be involved in the building and ongoing management of their projects.
- **Local organisations**, which understand local needs, are best placed to implement projects to ensure long-term, sustainable change in a way that champions the voices of poor people.
- With ultimate responsibility for water and sanitation services **local and national governments** must be involved in decisions concerning their provision.
- Increased **accountability** and transparency by all organisations involved in water, sanitation and hygiene education are essential in ensuring the needs of the poor are met.
- Poor people should be offered affordable and reliable water and sanitation **technologies** that are appropriate to their situations.
- All projects should achieve long-term benefits, and as such the **sustainability** of water supplies, the finance and skills required for ongoing operation, and the ability to support existing and new projects are vital.
- Sharing of innovation and **learning** is crucial to the success of WaterAid and its partners.
- The dedication and development of WaterAid's **staff, partners' staff and volunteers** are central to the organisation's success, and WaterAid must embrace staff diversity.

“Now we have clean water there is so much time in our lives.  
We are now building bricks for a new school for our children.”

Mrs Gamma (fourth from right), Salima District, Malawi.



# WaterAid: 2004/05 in pictures



WaterAid/Abir Abdullah

WaterAid-funded projects helped 610,000 people gain access to safe water supplies.



WaterAid/Abir Abdullah

WaterAid-funded projects helped 540,000 people gain access to sanitation.



WaterAid/Libby Clarke

WaterAid partners helped a further 330,000 people gain access to water and 580,000 to sanitation, using 'levered income', funding received direct from other donors, but using WaterAid's methodology.



WaterAid/Alex Macro

In June 2004 WaterAid handed in nearly 40,000 *Flush out poverty* petitions to the British Government, demanding more investment in water and sanitation.

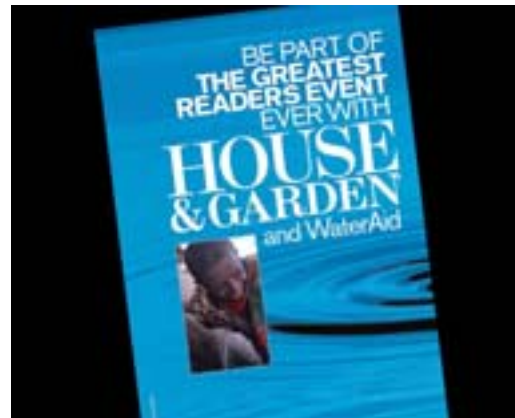


WaterAid/Caroline Irby

The *Your Health is in Your Hands* campaign promoting handwashing, launched by the WASH campaign chaired by WaterAid, reached five million people in Ethiopia.



The *Sanitation in your neighbourhood* schools photo competition launched by WaterAid on World Water Day in Madagascar prompted hundreds of entries.



A promotion to readers of *House & Garden* magazine throughout the summer of 2004 raised over £75,000 for WaterAid.



Fog harvesting proved to be a successful means of water collection for mountain communities in Nepal for WaterAid and partner organisation NEWAH.



WaterAid/Jon Spaul

On World Water Day, 22 March 2005, UK Secretary of State for International Development Hilary Benn announced a doubling of UK aid for water and sanitation in Africa.



WaterAid/Suzanne Porter

In July 2004 WaterAid's Burkina Faso programme was awarded the prestigious Burkinabe Merit Order for the organisation's outstanding work in deprived areas of Burkina Faso.



In December 2004 the UK's Independent newspaper launched the Green Shoots appeal in aid of WaterAid and two other charities.



In September 2004 WaterAid launched its new strategy for the period 2005-2010 including an aim to increase the number of both water and sanitation beneficiaries to one million per year by 2010.



WaterAid/Jon Spaul

WaterAid promoted its work to the headlining bands such as the Scissor Sisters and the 100,000 strong crowd at the 2004 Glastonbury Festival.



WaterAid had success in several countries promoting the use of rope pumps as alternatives to handpumps due to their relative ease of maintenance.



WaterAid campaigners wrapped several national landmarks in giant Make Poverty History white bands to campaign for more and better aid, on World Water Day in March 2005.



WaterAid and three of its partner organisations were presented with National Sanitation Awards by the Government of Bangladesh in February 2005.

# Asia



- 1 Pakistan
- 2 India
- 3 Nepal
- 4 Bangladesh



WaterAid/Abir Abdullah

Hasina (left) at the sanitation block in Dhaka.

## Improving sanitation in the slums

Hasina is 30 years old and has two daughters. She lives in Tajgoan Slum in Bangladesh's capital city, Dhaka. She is the caretaker for the WaterAid-funded sanitation block in her area.

“My understanding of cleanliness has totally changed since getting the new sanitation block in my slum. I know so much more now. As caretaker for the block I earn 600 taka [c.£4] per month which is paid for by the community. Before this job I was unemployed.

Before getting this block I used to be lucky to get a wash once every three days. I had to travel to the market and buy water and carry this home quite some distance. I would also wait for the rain and stand in the rain for a wash. Now I bathe every day and feel so much more clean and comfortable.”

## Bangladesh

WaterAid's large scale DFID-funded Advancing Sustainable Environmental Health (ASEH) programme which aims to help 1.3 million people over five years is now fully under way. Partner staff have been trained in water quality and sanitary inspection, arsenic mitigation, water supply and sanitation technologies, and gender and equity considerations. Many poor communities have now been assessed and helped to develop management committees and Community Action Plans, so widespread construction of waterpoints and latrines is now ready to begin.

WaterAid's support of the Government in the implementation of sanitation programmes throughout the country and dialogue with the World Bank and the Japanese Bank for International Co-operation on urban water and sanitation reform, have resulted in better targeting of vulnerable communities by these institutions.

The need to co-ordinate WaterAid's programme within the broader sector has been recognised, particularly as the donors move towards a sector wide approach, therefore WaterAid has taken steps to work more closely with UNICEF and has already collaborated on a school sanitation and menstrual hygiene project. WaterAid's research on the sustainability of sanitation interventions in Bangladesh and the

effectiveness of the water and sanitation programmes of the Asia Development Bank, being conducted across the region, will help improve further interventions.

## Nepal

Despite a difficult security situation due to the ongoing Maoist insurgency, WaterAid and its partners in Nepal have been putting their best efforts into implementing projects as per the schedule.

The low level of sanitation coverage in relation to water coverage (28% and 88% respectively) means WaterAid continues to focus on sanitation-only projects in Nepal, using the Community Led Sanitation Approach in which communities are motivated to achieve 100% sanitation, entailing every household having its own latrine and practicing safe hygiene behaviour, by learning about the benefits of safe hygiene.

WaterAid has continued to support its partner ENPHO to effectively introduce innovative technologies such as ecological sanitation toilets, arsenic bio-sand filters, solar disinfection and reed bed waste water treatment, while partner NEWAH has demonstrated success with the piloting of harvesting fog for drinking water in the mountains in the east. WaterAid's report *Water Laws in Nepal* on the legal perspective of water planning

and management was widely disseminated and well received, while research and advocacy by the NGO Forum for Urban Water Supply and Sanitation, supported by WaterAid, significantly contributed to reshaping the Kathmandu Valley Urban Water Supply and Sanitation Reform proposal, prepared by the Asian Development Bank, to be more pro-poor and affordable to low income consumers.

## India

Despite the year 2004/05 being difficult in India in terms of the programme being restructured, involving the continued relocation of activities from the south to the central eastern and western states, WaterAid supported 123 projects in 10 states of India covering 1154 villages and 136 slums.

Although WaterAid primarily focuses on long term development rather than emergency relief, WaterAid helped communities in six coastal districts of Tamil Nadu and Andhra Pradesh to rehabilitate their water and sanitation services following the tsunami.

Focus remained on motivating communities to achieve 100% sanitation, with this year a new scheme being introduced which offered certificates and cash prizes to the communities and schools that could best demonstrate the

“We used to get water from the stream. The children would get diarrhoea at least once a month. Now that hardly ever happens.”

Devaka Khatri, who now has access to a WaterAid-funded tapstand in Satu Pasal, Nepal.

management of a reliable water system and the cessation of open defecation.

Over the year WaterAid received many requests from local government, other donors and communities themselves keen to replicate WaterAid's methodology elsewhere as news of the success of community management of water and sanitation projects has spread.

A number of research projects were undertaken this year including Drinking Water & Sanitation Status in India: Coverage, Financing and Emerging Concerns, Profiling Informal City of Delhi: Policies, Norms, Institutions and Scope of Intervention, and Collaborative Research on ADB Water Policy Implementation.

#### Pakistan

WaterAid's programme in Pakistan focuses on empowering poor urban communities to self-fund and self-build sewer networks which can feed into municipal sewerage systems in order to eradicate the hazards of open sewers. The programme is based on a successful pilot in the Karachi district of Orangi several years ago. WaterAid is now supporting the development of expertise in mapping, documentation, surveying, estimating and supervision of construction amongst poor communities in Karachi so that they can offer training to other communities.





WaterAid / Jon Spaul

Nyaama has been blind from trachoma for over 30 years.

### The indignities of trachoma

Nyaama, 56, lives in the village of Aurigo in the Upper East Region of Ghana. She is blind from trachoma, an eye disease attributable to a lack of clean water.

“I do not understand exactly why I went blind but I know it was to do with the water here as where I grew up had clean water and I was fine but when I came here and used the dirty water my problems started.

My sight went slowly – for a while I could see in the afternoon but not at night, but now I see nothing. If I hadn’t become blind I could have worked like the others who aren’t blind and earned money. Other women farm groundnuts or sow seeds but I can’t do this.

Other people get problems in their stomachs or diarrhoea also because of the water. The most important thing we need in this village is water.”

# West Africa



- 1 Mali
- 2 Burkina Faso
- 3 Ghana
- 4 Nigeria

## Ghana

WaterAid’s campaign to expand use of the simple, low cost, easy to maintain rope pump has continued to strengthen over the past year with the Bolgatanga Municipal Chief Executive endorsing use of the rope pump in the district and also offering support to the nationwide campaign. The experience of WaterAid in Ghana has been invaluable for others in the region and this technology has now also been adopted by WaterAid in Burkina Faso.

This year WaterAid launched the Local Millennium Development Goal Initiative in all four countries it works in in West Africa, in which individual performance targets for different local governments will be set for establishing water and sanitation services. The initiative will involve the mapping of existing water and sanitation infrastructures in order to ascertain which communities need to be prioritised, and WaterAid helping strengthen the skills of local government to deliver the services.

WaterAid continued to expand its urban work in Ghana through its work with the partner New Energy to rehabilitate and mechanise dangerous open wells and build latrines in the city of Tamale.

Following a gender audit of projects, WaterAid and partners in Ghana are now working towards making projects more gender sensitive and have been piloting gender-friendly facilities.

## Burkina Faso

This year WaterAid began its first urban projects in Burkina Faso in two districts in the Commune of Ouagadougou, targeted due to the insufficient connections provided by the water utility operating there.

WaterAid also expanded into the area of integrated water resource management by agreeing to implement the water and sanitation component of a food security programme by Belgian NGO Terre Nouvelle. The programme will involve the construction of small dams and other activities to recharge the aquifer to ensure the long term sustainability of the ground water resources.

A ‘press caravan’ involving WaterAid and its partners taking journalists and representatives from the ministry of Agriculture, Water and Fisheries, traditional chiefs, and local government leaders to see the real life water and sanitation problems and hear poor communities’ views was very effective in raising awareness of the importance in investing in water and sanitation.

In July 2004 WaterAid’s Burkina Faso programme was awarded the Burkinabe Merit Order and WaterAid’s Country Representative Yéréfelo Mallé was personally awarded the Chevalier of National Orders, both for the organisation’s outstanding work in deprived areas of Burkina Faso.

## Mali

WaterAid continues to target the most vulnerable sections of communities for assistance with water and sanitation projects in Mali. This year research into gender and the development of a project to work with disabled people in Kolokani and Gao has helped ensure this aim is met.

Innovative approaches such as the establishment of community revolving credit schemes in which women can take out small loans to buy buckets with lids, which prevent the contamination of water on the journey home, and the promotion of community soap-making schemes have helped ensure that communities have adopted good hygiene practices as well as benefiting from water and sanitation services.

WaterAid Mali has been going through a period of expansion in the past year with the signing of agreements with Terre Nouvelle to carry out the water and sanitation elements of their food security programme, as well as with UNICEF to expand work into Koro and Bla in Mopti and Segou regions (initially for one year).

“My daughter used to suffer a lot from malaria, but now she’s either at school or able to play. It’s now so much better.”

Minata Coulibaly, collecting water from a WaterAid-funded waterpoint in Nefadji, Bamako, Mali

## Nigeria

This year WaterAid agreed to work in conjunction with Partners for Water and Sanitation (PAWS), a UK tri-sector initiative encompassing government, civil society and private sector organisations, to develop a programme of water and sanitation provision for poor communities in small towns in the Benue State of Nigeria that could be replicated elsewhere.

As hygiene promotion has been somewhat of a challenge in Nigeria, WaterAid is developing innovative approaches to enhance its appeal. A fun Snakes and Ladders game is proving a popular way of promoting good hygiene behaviour amongst both children and adults, literate and non-literate alike.

WaterAid’s community self-selection system, in use since 2003 in Nigeria, remains successful in allowing the most vulnerable people to be targeted for assistance with water and sanitation services using criteria determined by communities themselves. It is renewing communities’ faith in working with local government as it is a transparent system that eliminates political interference.





WaterAid/Caroline Irby

Elenda collecting water from the WaterAid-funded tap in Eloloka.

## Clean water saves time and improves health

Elenda Wabito lives in the village of Eloloka in Ethiopia. She is the chairwoman of the community water and sanitation committee that looks after the new waterpoints.

“We used to collect our water from a pond. It used to take around two hours for a round trip. The water from there was very polluted, but since we didn’t have any alternatives our children, our elders and our families all drank from there.

The community suffered with giardia, typhoid and many other diseases. The children and old people especially were dying because of the polluted water.

We were all involved in the project. We gathered wood for construction and we helped with the trench excavation too. We also mobilised the community to contribute 45 birr [£3] at the start of the scheme.”

# East Africa

## Ethiopia

WaterAid chairs the WASH (Water, Sanitation and Hygiene for All) campaign in Ethiopia, which this year staged a high profile national campaign called Your Health is in Your Hands, promoting the importance of handwashing at critical times such as after visiting the latrine or before eating. Widespread media coverage in five languages ensured that more than five million people had heard of the campaign.

A key strength of WaterAid’s fieldwork in Ethiopia is the establishment of large scale gravity flow water pipelines, in which mountain springs are capped and their water distributed via pipes to overhead storage tanks in several different villages. The largest schemes can provide water for tens of thousands of people. This year WaterAid documented the learning from its Robe Melliyu gravity water supply, sanitation and hygiene promotion schemes and disseminated the information through a workshop and a report entitled Water Works.

All of WaterAid’s partners in Ethiopia now place a great emphasis on the importance of sanitation and hygiene education within projects. The concept of 100% sanitation is being promoted, with WaterAid partner the Ethiopian Orthodox Church proud to announce they had achieved that this year in the district of Hintalo Wajerat.

## Madagascar

This year WaterAid secured funding from the Water Supply and Sanitation Collaborative Council to run a photographic competition on 'sanitation in my neighbourhood - problems and solutions'. This acted as the starting point for an innovative rooted advocacy project at commune level to be centred round local exhibitions and debates with local government, parent-teacher associations and the larger community on sanitation solutions at individual, family, community and state levels.

A Looking Back study undertaken by WaterAid in Madagascar this year found that communities who had benefited from water projects experienced less sickness and saved an average of two to three hours each day in water collection. The time and energy freed up enabled them to devote more time to other activities such as study, making compost, weaving or farming, the latter enabling them to also improve their diets.

The findings are now to be converted into a short film with supporting fliers which will serve as a basis for discussion at regional and commune levels as to the importance of bringing water into local planning as a basis for development.



- 1 Ethiopia
- 2 Uganda
- 3 Tanzania
- 4 Madagascar

## Tanzania

This year WaterAid began to map the density of existing water points in areas of Tanzania, Uganda and Ethiopia so that the equity of distribution could be assessed. When finished the maps have the potential to radically change planning and decision making in the water sector at District level.

WaterAid also launched a Participatory Action Research Videos scheme this year. A video shot in Mpwapwa exploring the issues of community management of water schemes from the community’s perspective has already had widespread influence with the Ministry of Water requesting 200 copies to use nationwide to raise awareness of the issues and alternative models of management. This has proved to be a powerful tool in getting the key concerns of grass roots communities heard by the nation’s highest decision makers.

In Dar es Salaam WaterAid has embarked on a sanitation marketing programme including the opening of a Toilet Information Centre to demonstrate different low cost toilet technology options. Research was also undertaken into various reliable, affordable and commercially viable emptying mechanisms for pit latrines in unplanned areas.

“Before we got clean water I was constantly sick and could never wash properly. Now I look forward to a brighter future.”

Erika Makalli, collecting water from a WaterAid-funded tapstand in Mbalawala, Tanzania.

## Uganda

This year WaterAid and its partner Community Integrated Development Initiative submitted a successful bid for the management, design and construction of a 6000 metre sewerage pipeline in capital city Kampala, funded by the EC. This is a very significant development as it's the first time the Ministry of Local Government has contracted a project to a NGO rather than the private sector.

Other programmes continue to help poor rural communities in difficult situations, such as those living on sand islands in Lake Victoria, gain access to safe water and sanitation. Ecological sanitation is being piloted and proving popular due to the benefits to farming communities of establishing a free source of fertile compost. Water technologies used by WaterAid Uganda and partners include boreholes, rainwater harvesting, shallow hand dug wells and spring protection schemes.

Other projects are helping slum communities in peri urban areas of Kampala establish communal waterpoints and latrine blocks. This year WaterAid was able to expand community water projects into four new districts, Kamuli, Mbale, Mpigi and Mbarara, with funding from the Standard Chartered Bank.





WaterAid/Therese Mahon

Carlotta with the latrine slab for her new, improved latrine.

## Fighting cholera with latrines

Carlotta Muchanga lives in the Urbanização district of Mozambique's capital city Maputo, an area that was prone to cholera outbreaks.

WaterAid and partner ADASBU have now helped all the families here to empty and reinforce old, full latrines or build new ones.

“I have come today to receive materials to build a new latrine. I have a latrine but it's full and I need a new one.

In the earlier times, before people came, you could build a new latrine when the old one was full – there was lots of space to do it. [Then] some years ago because of the war many people came from the fields and built their houses [here].

I'm happy to get my new latrine – so happy.”

# Southern Africa



- 1 Zambia
- 2 Malawi
- 3 Mozambique

## Malawi

By partnering with local governments, WaterAid Malawi has managed to build capacity where it counts. In its project areas it has strengthened weak frameworks of water and sanitation service delivery by providing training, organising educational trips and sharing knowledge with the technical arm of the District Assemblies. This has given WaterAid direct access to key decision makers, resulting in the formulation of by-laws for a gravity-fed water scheme, a focus on restoring failed governmental sanitation systems and an agreement for WaterAid to host the Donor Aid secretariat, through which it is ideally placed to shape the current process of drafting a National Sanitation Policy.

In its effort to mobilise and organise women to take a leading role in water and sanitation issues, WaterAid and its urban partner CCODE have begun to train female latrine masons who will use their skills to set up a business using a revolving sanitation fund. Meanwhile WaterAid supported the women of Mtandile in formulating a new management structure for urban water kiosks under threat from closure. In a further effort to support the poorest and most vulnerable, the Banana Credit Scheme was initiated to supply latrines to those who could not otherwise afford them. Under the scheme

communities are encouraged to plant banana suckers on full arborloos to provide payment in kind to the masons after a year, and so reducing the dependency on unsustainable handouts.

## Mozambique

Sustainability was the key to many of WaterAid's successes in Mozambique this year; by highlighting the ease of maintenance of its own rope pump design, the “Bomba de Niassa”, in comparison to the widespread Afridev handpump, WaterAid convinced a National Directorate of Water evaluation to choose this design as the national prototype.

High level recognition came from the World Sanitation Program (WSP) during a meeting in Uganda. It argued that the monitoring and evaluation systems which WaterAid in Mozambique has put in place are the only example of a monitoring exercise leading to identifiable programme modifications. WSP is now compiling a Field Note to highlight WaterAid's technical assistance to the Niassa region, which they claim is uniquely structured on sustainability issues.

Sustainability was also at the heart of WaterAid's successful project to create the first fully sanitised neighbourhood of capital city Maputo, the bairro Urbanização. Since its completion, the

project has succeeded in preventing any outbreak of cholera in an area that saw 270 cases last year alone (see box on left).

By helping and training decentralised governments to map the water point density at district level, WaterAid Mozambique is allowing councillors to manage and plan for the Millennium Development Goals of halving the proportions of people without water and sanitation by 2015.

## Zambia

A report published by WaterAid Zambia at the end of the financial year 2003/04 showed that the resources needed to meet the Millennium Development Goals for the water and sanitation sector were largely already present in the country but not distributed efficiently. The report stimulated a debate when it was released, and donors have since taken the argument of the need for a more coordinated approach more seriously. WaterAid has worked hard to remove the obstacles listed in the report, for instance by supporting District Councils' efforts to employ dedicated water and sanitation staff. Efforts to involve respected traditional leaders to promote hygiene and sanitation messages are also proving successful.

The way in which WaterAid manages its own projects was also updated in an effort

# “Being able to maintain the pump myself makes me feel independent and strong.”

Zeinabu Kayisi, chairperson of the water committee WaterAid helped to form in Chiutila Village, Malawi.

to scale up its operations. The new “focus area” approach ensures that projects are concentrated in several villages in specific areas, which were identified as being under-resourced in an exercise in which current water sources were mapped. This reduces operational costs and covers a wider area in comparison to the old “model village” concept in which individual villages were helped in each district with the aim of surrounding villages learning from the project’s benefits. The new approach makes it easier for staff to monitor and support projects. This has already brought about an improvement to the way in which local resources are used for building materials, such as basket linings for latrine pits instead of fibreglass moulds.





## Getting to boiling point

WaterAid's new report *Getting to boiling point* exposes how governments and other donors are currently on course to fail to meet the Millennium Development Goals of halving by 2015 the proportions of people without safe water and sanitation.

But it also gives national governments and the international community the routes forward which, if followed, could enable them to keep their promises. In order for the targets to be met 175,000 people need to gain access to safe water and 350,000 people to basic sanitation every day between now and 2015. This requires public financing to be increased, partly from increased aid; but also that increases in the levels of funding are spent in a better targeted, coordinated and sustainable way.

With extensive data from 14 countries in which WaterAid works *Getting to boiling point* provides a baseline against which further progress on the world's water and sanitation crisis can be measured.

To download a copy of the report visit [www.wateraid.org/boilingpoint](http://www.wateraid.org/boilingpoint)

# Policy

WaterAid continually seeks to influence public policy to champion the needs of poor communities without water and sanitation.

In several countries WaterAid has continued to be at the forefront of national WASH (Water, Sanitation and Hygiene for All) campaigns. In Ethiopia WaterAid chairs the WASH movement that launched the 'Your health is in your hands' media campaign that reached five million people in five local languages. In Madagascar the effectiveness of the WASH coalition (whose secretariat is supported by WaterAid) was cited by the World Bank as a trigger for their Poverty Reduction Support Credit programme. In Bangladesh the Government's development of a national sanitation strategy has been significantly influenced by the WASH South Asia Conference on Sanitation which WaterAid co-organised with the Water Supply & Sanitation Collaborative Council.

In the UK WaterAid's sustained engagement with the Government's Department for International Development (DFID) was an important factor in their decision to double water and sanitation expenditure for Africa, announced on World Water Day, 22 March 2005. WaterAid's Flush Out Poverty campaign, which ran until the end of 2004, resulted in nearly 40,000 petitions being handed in at Downing Street demanding increased investment in water

and sanitation, while the WaterAid report *Getting to boiling point* was publicly commended by Secretary of State for International Development Hilary Benn (see box to the left).

Throughout the year, WaterAid has worked on a number of initiatives in preparation for the G8 meeting held at Gleneagles in July 2005. WaterAid contributed to the Commission for Africa that had been established by the UK Government to provide the basis of the G8 programme of work in Africa. In March 2005 the Commission called for more money for Africa, both through increased aid and debt relief, more to be earmarked for water and sanitation and for spending to be better coordinated and monitored.

WaterAid has been an active member of the UK's Make Poverty History coalition, calling for more and better aid, free trade and debt relief. Particularly effective was WaterAid's online 'toilet humour' game (see picture on right) that resulted in 1,550 e-postcards being sent to Tony Blair demanding more investment in water and sanitation.

At the international level, WaterAid's new Citizens' Action project was launched at the UN Commission for Sustainable Development and WaterAid was a member of the panel to review the Asian Development Bank's Water Policy Implementation.

WaterAid was also instrumental in

securing the agreement of the Government of Germany to fund the coordination of the Multi-Stakeholder Review of Private Sector Participation in the water and sanitation sectors in five countries; and of the World Bank to support discussions with non-governmental organisations in cost-recovery models and tariff setting in urban water sector reform, both key factors in ensuring projects are both targeted at the poor and sustainable.

WaterAid also became a member of the Water & Sanitation for the Urban Poor (WSUP) group (made up of international NGOs and private companies), set up to find solutions for the provision of water and sanitation services in peri-urban districts and mid size towns. The aim is to move beyond the rhetoric of debates on privatisation to the development of partnerships which can deliver services to these unserved and institutionally neglected communities. The first project, in which WaterAid is the lead NGO, is in the Indian city of Bangalore.



“WaterAid’s online ‘poo-shooting’ game really brought home to me the shocking reality that over a third of the world have to live without a loo.”

Finola Higgins, WaterAid campaigner



The poo-shooting game showed web visitors an animation of an exploding toilet, then invited them to play a game in which they shot down ‘poos’ using a toilet roll cursor. Finally visitors were asked to email a message to Tony Blair demanding more investment in water and sanitation for the world’s poorest people.

To keep up to date with WaterAid’s campaign actions visit [www.wateraid.org/campaigns](http://www.wateraid.org/campaigns)





The Marathon de Sables across the Sahara Desert.

### Fundraising events

Every conceivable leisure activity offered an excuse for a WaterAid fundraising event this year.

**Running** Intrepid Mark Britten ran the infamous Marathon de Sables, 150 miles across the desert, raising £5,000.

**Dancing** WaterAid in Wales' Grand Ball raised £88,000

**Music** South West WaterAid's Remembrance Concert in Exeter Cathedral raised £13,000.

**Driving** An adrenaline filled driving day at Silverstone organised by Severn Trent raised a racy £33,500

**Rafting** Thames Water's Raft Race brought in £32,000

**Golfing** Scottish WaterAid's Pro-Am Golf Day raised £65,000

**Climbing** The WaterAid Corbett Challenge mountain climbing event raised £ 66,000

**Fishing** Anglian Water's Fly Fishing Challenge hooked in a fantastic £13,600

**Cycling** The MWH bike ride raised over £6,500

# Marketing

This has been another successful year for WaterAid's marketing with voluntary income growing 14% over the previous year to £15.6 million and from just over £6 million five years ago.

Fundraising from individuals flourished with the annual appeal to water company customers recruiting over 13,000 direct debit gifts, gifts to WaterAid in lieu of weddings or other occasion presents doubling to £100,000, income from appeals to existing donors increasing by almost 20% from the previous year and legacy income totalling £1,157,000. One supporter showed fantastic generosity by donating a house, the sale of which generated in excess of £270,000 in unrestricted funds for WaterAid.

Corporate partnerships were successful both in raising funds for WaterAid and awareness of the cause. The click-to-give fundraising site [www.aquaplastics.org](http://www.aquaplastics.org) successfully reached its target of 1.5 million clicks, seven weeks ahead of schedule in May 2004, securing a donation of €150,000 (approximately £103,700) from Plastics Europe. June 2004 marked ten years of WaterAid's involvement with the Glastonbury Festival where it was another record breaking year for WaterAid and its intrepid volunteers, raising £138,000. A series of wine auctions held by world wine magazine *Decanter* raised over £25,000 for WaterAid, while a bikini sold in 18 European countries by

high street retailer H&M netted over £50,000 for WaterAid.

The British water industry remained very supportive of WaterAid, with total funds raised by voluntary fundraising committees topping £1.34 million (see box to the left for some of the events). The water companies' payroll lotteries had their best year ever, raising close to £500,000. Support for WaterAid from the Environment Agency across the country also continued to build in the year 2004/05 with fundraising activities proceeds totalling £165,000, including their payroll lottery which netted £90,000. The World Water Day national fundraising scheme, Give An Hour raised over £20,000.

Community fundraising brought in a total of £1.2 million. Lent and harvest appeals contributed towards a total of £442,000 donated by religious groups, while Rotary International in Great Britain and Ireland raised £186,000. 'Singing for Water' events, now in their fourth year, brought in over £50,000. BBC *Blue Peter's* appeal for WaterAid in 2002 has had a lasting effect in boosting donations from the youth audience, with schools, youth groups and universities donating £320,000 this year.

WaterAid was fortunate to benefit from two high profile media appeals this year. *The Independent's* Green Shoots appeal raised £116,000 for WaterAid, while being the designated charity of *House & Garden*

magazine Readers event and the *Daily Telegraph/House & Garden* Fair in the summer of 2004 raised over £75,000 for WaterAid. Independent card publisher, Woodmansterne Publications Ltd raised a further £36,000 through selling Christmas cards in support of WaterAid.

Regional television coverage of WaterAid supporters visiting projects in Tanzania and particularly *Central News'* coverage of a trip to Ethiopia by three teenage student reporters were valuable in raising awareness of WaterAid's work amongst primetime audiences.

WaterAid America and WaterAid Australia (which are both registered as separate organisations) both had successful first years of operation, the former concentrating on developing relationships with US foundations and companies, while the latter is developing voluntary fundraising committees within the Australian water industry.

“It’s amazing how something so simple to us can dramatically change so many people’s lives for the better,”

Lisa Pietrzak, *Central News*’ student reporter, on WaterAid projects in Ethiopia.



# Thank you

WaterAid's work would not be possible without the dedication and generosity of its supporters and volunteers. WaterAid's Council would like to express its thanks to **all** who have helped WaterAid over the last year, including thousands of individuals.

Special acknowledgements this year go to the following organisations:

What If!	Danish International Development Agency	Ireland Aid	Portsmouth Water	Three Valleys Water
The Alchemy Foundation	Dean & Dyball Construction Ltd	Isle of Man Overseas Aid	Price Waterhouse Coopers	The Tolkien Trust
Alfred Mcalpine Infrastructure Services	Decanter	IWO	Protos	Torquay Central Church
H B Allen Charitable Trust	Diageo Foundation	KBR	Purac Ltd	The Treeside Trust
Allen & Overy LLP	The Dutch Government	Kierbeck Holdings	The Ranworth Trust 1985	Triaqua
AMEC Group Limited	Dwr Cymru Welsh Water	KMI Water	Rotary Club of Douglas	Turret RAI Plc
AMEC plc	Earthtech	The Kyte Group	Rotary Club of Edinburgh	UBS
Anglian Water	EarthTech Morrison	The Licensed Victuallers' School	Rotary Club of Rainhill	UK Government Department for International Development
ARUP	E C Harris	Life Water	Rotary Club of Ryde	UNICEF
Asia Development Bank	Enterprise Plc	Lions International Multiple District 105 (Great Britain and Ireland)	Rotary Club of Worcester South	Unilever
Association of Inner Wheel Clubs in Great Britain and Ireland	The Environment Agency	The Lotus Foundation	Rotary International Great Britain and Ireland	UNISON
AstraZeneca PLC	Ernest Kleinwort Charitable Trust	Lumsden and Carroll Construction	Royal Bank of Scotland	United Utilities Plc
Band Aid Trust	European Commission	M J Gleeson Group plc	Rullion	US Agency for International Development
Barclay Card	The European Private Equity and Venture Capital Association	Martin Pipeline	RWE Thames Water	Usborne Publishing Ltd
Barhale Construction Plc	Exel	May Gurney	Saint Gobain Pipelines Plc	Utility Technology Services
Biffa Waste Services	FM Global	mbc	Scottish Water Contracting	Veolia Water Systems
Big Lottery Fund	Folkestone & Dover Water	McGarvey Construction Services	Scottish Water Solutions	Water and Environment Development Council
Biwater Treatment Ltd	Gaffney, Cline & Associates Services Ltd	Mid Kent Water	Severn Trent	Water Direct
Black & Veatch Consulting Ltd	Galliford Costain	Mitsubishi Corporation (UK) Plc	Severn Trent Laboratories	Water Service NI
Bournemouth & West Hants Water	Galliford Try	morgan=est	Severn Trent Services	Water Supply and Sanitation Collaborative Council (WASH Campaign)
Bristol Water	Galliford Try	Mott McDonald Bentley	ShareGift	Water UK
British Pump Manufacturers Association	General Assembly of Unitarian & Free Christian Churches	MWH	Simavi	WaterAid Masquerade Ball Committee
Brunswick	GET PLC Electrical Distributor	Neston County High School	Sing for Water events around the UK	Watermark
BUFO Ventures Ltd	Gastonbury Festivals Ltd	Netherlands Ministry of Foreign Affairs	Sing for Water London led by Helen Chadwick	Wavin Plastics Ltd
Byzak	Grundfos Pumps	No-Dig Conferences & Exhibitions	South Staffordshire Water	Wellington Management International
Cadbury Trebor Bassett	The Hadley Trust	Nomenca Ltd	South West Water	Wessex Water
Cambridge Water	H&M	North Midland Construction	Southern Water	Women in Advertising and Communications London
Canadian International Development Agency	Hardy & Greys Limited of Alnwick	Northumbrian Water Plc	Specialist Services	Woodmansterne Publications Limited
Capita Symond	Haswell	Norwest Holst	St Andrew's United Reformed Church, Berkhamsted	World Bank
Cellular Reclamation Ltd	Headley Trust	npower	Standard Chartered Bank	WRc Plc
City of London School	The Health Foundation	OFWAT	Stansted Parochial Church Council	Yorkshire Water Plc
CIWEM	Hennes & Mauritz	Orange	States of Guernsey Overseas Aid	Zurich Financial Services
Clifford Chance	HMB Alliance	Oxfam Water for Survival	States of Jersey Overseas Aid	
Comic Relief	House & Garden	Paperchase	Sutton & E Surrey Water	
Conrad N Hilton Foundation	The Independent	Pembroke Management Development	Swiss Agency for Development and Cooperation	
The Co-operative Bank	Institute of Water Officers	Philip Henman Charitable Trust	Tendring Hundred Water Services	
Costain	Integra Utility Services	PHS Group Ltd	Thames Water Utilities	
	International Trachoma Initiative	PlasticsEurope		And many individuals and anonymous donors

School children collecting water from a WaterAid-funded tapstand in Kashishi, Tanzania.



Brent Stirton

WaterAid acknowledges with thanks the ongoing support from:



The European Commission

#### Council of Management

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HRH The Prince of Wales

##### Vice-Presidents

Maurice Lowther

The Rev and Rt Hon Lord Sandford, DSC

The Rt Hon Baroness Chalker of Wallasey

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Pramilla Senanayake

John Sexton

Hugh Speed, OBE<sup>^\*</sup> (*resigned 1 December 2004*)

Kevin Whiteman

Pamela Taylor

\* = Member of the Overseas Committee

<sup>^</sup> = Member of the Audit Committee

##### Chief Executive

Ravi Narayanan

“We used to have to get our water from a muddy hole in the forest. Now I can come here to get clean water for my family.”

Teopista Namynja, 11, Bussi Island, Uganda



WaterAid/Libby Clarke

# Financial Summary

The information on this page is a summary of WaterAid’s income and expenditure for the year ended 31 March 2005.

This has been an extremely successful year for WaterAid with total income rising by 16% from £18.3 million to £21.3 million. Voluntary and total income have now both nearly doubled over the last three years (see table to the right).

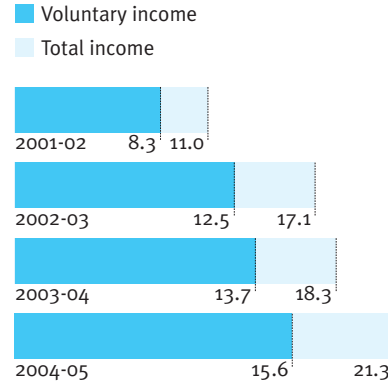
Programme expansion has been rapid, following the increase in our funding base. Our operational programmes have grown by £2.3 million during the year. The Trustees have approved an ambitious plan to significantly scale up the growth of the international programmes over the next three years. Projected total expenditure is planned to grow from its current level of £19.7 million to more than £31.4 million in 2007/08.

With reserves of £13.5 million at the end of 2004/05, WaterAid is in a healthy financial position to support this growth.

**Nigel Reader**  
Chairman, Audit Committee

28 July 2005

## WaterAid’s income growth £ millions



**Secretary**  
Jehangir Ghandhi

**Auditors**  
PricewaterhouseCoopers LLP

**Bankers**  
Barclays Bank plc

**Registered office**  
Prince Consort House,  
27-29 Albert Embankment,  
London SE1 7UB, UK

**Registered numbers**  
Company: 1787329  
Charity: 288701

## Trustees’ statement

These summarised accounts may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. For further information the full annual financial statements, the auditors’ report on those financial statements and the Trustees’ annual report should be consulted. Copies can be obtained from:

WaterAid, Prince Consort House,  
27-29 Albert Embankment, London SE1 7UB  
(until end of January 2006)  
or WaterAid, 47 Durham Street, London, SE11 5JD  
(from February 2006)

The full annual financial statements, from which these summary financial statements are derived, and on which the auditors gave an unqualified opinion, were approved on 28 July 2005 and will be submitted to the Charity Commission and the Registrar of Companies.

## Independent Auditors’ Statement to the Trustees of WaterAid

We have examined the summarised financial statements on page 21.

## Respective responsibilities of the Trustees and auditors

You are responsible as Trustees for the preparation of the summary of financial statements. We have agreed to report to you our opinion on the summarised statement consistent with the full financial statements, on which we reported to you on 9 August 2005.

## Basis of opinion

We have carried out the procedures necessary to ascertain whether the summarised financial statements are consistent with the full financial statements from which they have been prepared.

## Opinion

In our opinion the summarised financial statements are consistent with the full financial statements for the period to 31 March 2005.

## PricewaterhouseCoopers LLP

Chartered Accountants and Registered Auditors  
Southwark Towers, 32 London Bridge Street,  
London SE1 9SY

### Consolidated balance sheet at 31 March 2005

	£ '000s	
	2005	2004
<b>Fixed assets</b>	<b>605</b>	<b>433</b>
<b>Current assets</b>		
Stock	3	5
Debtors	2,515	1,337
Short term investments	8,606	7,529
Cash at hand and in bank	4,323	3,826
	<b>15,447</b>	<b>12,697</b>
<b>Creditors</b>	<b>(2,577)</b>	<b>(1,249)</b>
<b>Net current assets</b>	<b>12,870</b>	<b>11,448</b>
<b>Net assets</b>	<b>13,475</b>	<b>11,881</b>
<b>Unrestricted funds</b>		
General reserves	13,002	10,781
<b>Restricted funds</b>		
BBC Blue Peter fund	249	591
Other restricted funds	224	509
	<b>473</b>	<b>1,100</b>
<b>Total funds</b>	<b>13,475</b>	<b>11,881</b>

Payments made as part of the overseas programme expenditure are often made via partner organisations for the charitable work.

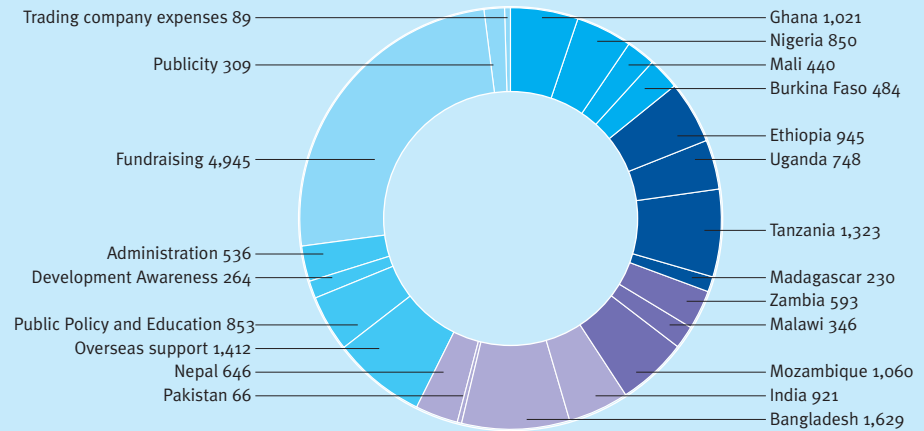
### WaterAid's 10 largest contracts with partner organisations

	£'000
NEWAH, Nepal	377
VERC, Bangladesh	305
Ethiopian Orthodox Church, Ethiopia	290
Green Hill, Bangladesh	210
WaterAction, Ethiopia	164
New Energy, Ghana	157
NGO Forum, Bangladesh	151
DSK, Bangladesh	141
APDO, Ghana	131
UST, Bangladesh	121

### Expenditure £'000s

Total expenditure  
2004/05 £19,710  
2003/04 £15,978

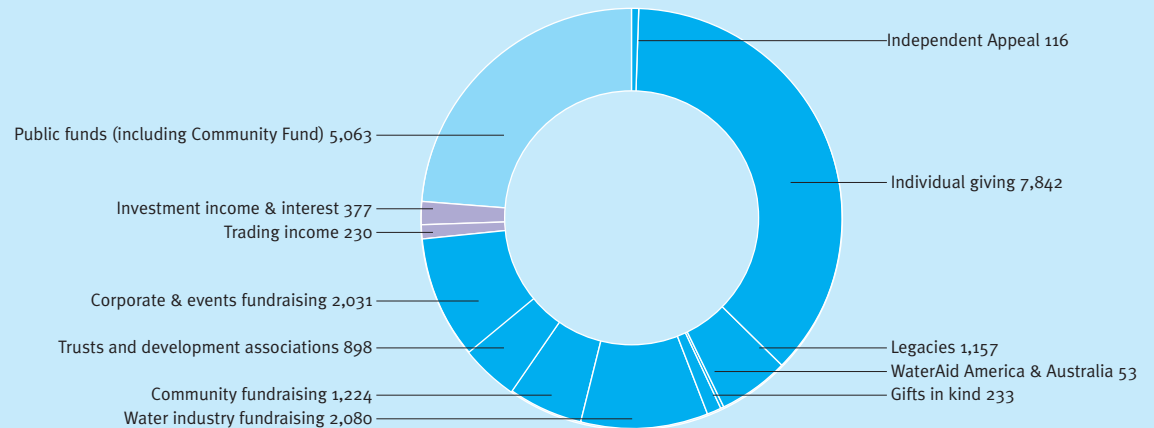
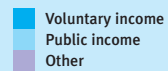
Total charitable expenditure £14,367  
Total fundraising and publicity expenditure £5,343



### Income £'000s

Total income  
2004/05 £21,304  
2003/04 £18,321

Total voluntary income (general fundraising) £15,634  
Public income £5,063  
Other £607





“I come to collect water four times a day for my family of five. Before the pump was here, I fetched water from the riverside. The water from there was not good. It was dirty and made us feel sick. It used to take five hours to get to the river and back with one load of water.

I have much more time now. We use that time to weave hats, and then we sell them at Bolgatanga market. I can usually finish one hat in two days, and sell it for 8,000 Cedis [approximately 50p]. We use the money to buy food. I was there when the community met to decide about building the well. I was very happy when the new source was finished. I hope the water will continue here for my children and grandchildren.”

Alahede Dura (pictured on the front cover), aged 18, from Apowugo village in the Upper East Region of Ghana, where WaterAid funded a well.

**£1** pays for a hammer as part of a basic tool kit in Bangladesh.

**£15** buys an ecological sanitation latrine in Mozambique.

**£100** pays to train two community water technicians selected to maintain the hand-dug wells and springs in a village in Ethiopia.

**£470** pays for a handpump used by 250-300 people in Ghana.



**WaterAid – water for life**

The international NGO dedicated exclusively to the provision of safe domestic water, sanitation and hygiene education to the world's poorest people

**WaterAid**

Prince Consort House  
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*(until end of January 2006)*

**WaterAid**

47-49 Durham Street  
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*(from February 2006)*

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Email: [wateraid@wateraid.org](mailto:wateraid@wateraid.org)  
Website: [www.wateraid.org](http://www.wateraid.org)

UK charity registration number 288701