



Annual Report 2007

WaterAid
America

Contents

Message from the Chair	01
Message from the President & CEO	02
Highlights of achievements in 2007	04
WaterAid America's international role	06
Public education and outreach	10
Financial summary	11
Contributors	12
Board of Directors	13

WaterAid is the leading independent nonprofit organization devoted exclusively to enabling poor people to gain access to safe water, sanitation and hygiene education. WaterAid is headquartered in London, with independent alliance members in the United States and Australia and offices in the 17 African, Asian, and Pacific nations¹ where we currently work.

WaterAid America, an independent strategic partner in the WaterAid alliance, shares and supports WaterAid's mission to ensure that the poorest communities in the world have access to safe water, effective sanitation and hygiene education. WaterAid America is a US tax-exempt, 501(c)(3) nonprofit organization. Our goals are to raise awareness in the US about the urgency of the international humanitarian crisis in safe drinking water and sanitation and to raise financial support and other resources domestically to advance the work of WaterAid around the world.

Front cover image: Darou Nuri (left) and Meymona Said are two of eight community members who were trained as Village Health Coordinators in Kulufo-Shegeder, Ethiopia. They are responsible for promoting good hygiene practices and collecting the fees that villagers pay to use the new water source. The money collected is used to cover the operation and maintenance costs of the water scheme. The two different ethnic groups in the village, and men and women, are both equally represented on the water and sanitation committee.

Photo credit: WaterAid/Caroline Irby

¹ Bangladesh, Burkina Faso, Ethiopia, Ghana, India, Madagascar, Malawi, Mali, Mozambique, Nepal, Nigeria, Pakistan, Papua New Guinea, Tanzania, Timor-Leste, Uganda, and Zambia

Message from the Chair

Establishing safe water sources in cities such as Kathmandu, Nepal means that poor communities no longer have to buy expensive water from vendors who obtain it from dubious sources.



WaterAid's determined efforts to tackle the water and sanitation crisis require an immense commitment from the communities with whom we work, our local partner organizations, board and supporters.

The dedicated work of our partners and communities is celebrated in the pages that follow, where some of our many success stories are highlighted.

WaterAid America has been extremely fortunate this year in recruiting three new directors to our board who have the expertise, influence and commitment necessary to help us grow and succeed. I am very pleased to welcome Myles Druckman, Gregory Hodkinson, and Roberto Lenton. My deepest thanks also extend to the three directors who stepped down in 2007: Nancy Bikson, Gordon Channon, and Andrew Chapman.

The generosity of our supporters, which grows every year, has built up a momentum of growth which has transformed the scale of our programs to a level which is not only benefiting millions of people directly each

year, but gives WaterAid the credibility to lobby governments and international agencies to shake off their scandalous neglect of these most essential services.

The importance of sanitation is often overlooked, but the safe disposal of human excreta is absolutely crucial in the fight against water-related diseases. Next year, 2008, is the International Year of Sanitation. On the eve of that year, I hope you will remember the 2.6 billion people who have to endure the indignity and health risks of living without a toilet. A renewed pledge of support for WaterAid will help enable millions more people to build their own latrines and set up sustainable water supplies.

A handwritten signature in blue ink, appearing to read 'Vic Cocker'.

Vic Cocker CBE
Chair, WaterAid America
20 August 2007



WaterAid/Marco Betti

Message from the President & CEO



It is gratifying to witness the growing awareness in the US of the grave crisis faced by a sixth of the world's population who live without access to safe drinking water and more than twice as many who live without even basic sanitation. This increased awareness could not be more welcome or more timely. The crisis is only set to be exacerbated by global warming. As rainfall becomes more erratic, droughts become more frequent and water tables are depleted, it is the poorest of the poor in developing countries who suffer the most. The increased concern of people in the west comes at a critical time, when urgent action is needed.

This report covers my first year as President & CEO of WaterAid America, and I am very pleased that our organization is making a growing contribution to the international achievements of WaterAid.

With growing support from donors in the US and around the world, last year WaterAid and its local partners helped nearly one million of the world's poorest people to gain access to safe water and over one and a half million gain access to sanitation.

WaterAid also made significant progress in influencing the policies and priorities of governments to ensure that the needs of the poor for safe water and sanitation are met.

Looking ahead, WaterAid programs will continue to be guided by the following key principles:

- **Partnerships:** Our work will be managed by local people, who understand local issues.
- **Equity and inclusion:** Our work will target marginalized groups.
- **Sustainability:** Our projects will consider water depletion,

contamination and ongoing maintenance.

- **Learning:** We will review, refine and adapt our work as necessary.

Reflecting the changing needs of the communities we serve, WaterAid will intensify its focus on these crucial issues:

- **Urban dwellers:** We will respond to rapid urbanization and unplanned development in the developing world which leaves millions of the urban poor without essential services.
- **Hygiene and sanitation:** We will adapt and innovate a variety of approaches to ensure that the health benefits that safe water can provide are fully achieved.
- **Water resources management:** We will help communities ensure the sustainability and quality of water sources, and identify alternatives to supplement threatened supplies.

I am deeply grateful for the generosity of all WaterAid America's supporters over the past year. High-profile support, such as WaterAid being chosen as the official charity of The

Police's worldwide tour, has been invaluable in boosting awareness of our cause. But every donation helps impoverished, vulnerable communities attain their fundamental human needs and rights to safe water and sanitation.

Thank you very much.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Patricia Dandonoli'. The signature is fluid and cursive.

Patricia Dandonoli
President & CEO, WaterAid America
20 August 2007

Worldwide 2.6 billion people live with the indignity and disease risk of not having a latrine.

WaterAid and its partners enable marginalized communities to gain the skills and technical assistance they need to solve their own water and sanitation problems. Sani Mejjakai (left) from the Jigawa State of Nigeria is one of thousands of people who received training to construct slabs for pit latrines, which reduce communities' exposure to deadly diarrheal diseases.



Highlights of achievements in 2007

In the fiscal year ending 31 March 2007, WaterAid made significant progress toward our most fundamental aim: increasing the number of people whose lives are improved by having access to safe water and sanitation. Throughout our country programs, WaterAid and its local partners reached a growing number of people with these essential services and also helped to build local capacity needed to ensure the sustainability and scalability of our contributions.

In its first year of fully staffed operations, WaterAid America contributed to work in nine countries and put in place the foundation needed to support the growing organization. Thanks to the generosity of our donors, new commitments to WaterAid America grew from \$1.5 million in 2006 to over \$5 million in 2007. These gifts and pledges enabled us to increase our program support by more than 100% over the prior year and to look ahead to making a growing contribution to WaterAid's global mission.

Over the past year, WaterAid continued to assert its core beliefs that safe water and sanitation are basic human rights and that these essential services underpin health, education and livelihoods.

WaterAid has two key objectives

- To support partner organizations (local NGOs, local government, research institutions and water and sanitation provider forums) in Africa, Asia and the Pacific Region to deliver water, sanitation and hygiene education services to the poorest people
- To influence policy to ensure affordable, sustainable services reach more of the people who need them most

In both areas, 2007 saw significant achievements.

Together with nearly 400 partner organizations WaterAid reached almost **one million people** with **safe water** and over **1.5 million people** with **sanitation**.

Hygiene promotion by WaterAid partners shared safe and effective practices with over **1.5 million people**, greatly reducing the incidence of deadly diarrheal diseases.

WaterAid's **water resource management initiatives** have built its partners' capacities to undertake activities such as water point mapping, water quality testing and integrating water source sustainability and protection into projects through simple methods such as rainwater harvesting and improving environmental sanitation.

In response to rapid urbanization and unplanned development, WaterAid has continued to **extend its work beyond its**

traditional rural focus to urban and peri-urban settings. In these urban settings, WaterAid's partners worked to extend municipal water services, install community sanitation facilities, and were involved in providing wider services, such as solid waste disposal, mass hygiene campaigns, and communal shower block construction.

The majority of urban projects focused specifically on serving **slum settlements** and marginalized communities. For instance in Nepal, NEWAH, WaterAid's largest partner worldwide, successfully lobbied for a reduction in the water connection fee for formerly unserved poor communities.

WaterAid has **promoted the sustainability of projects** by supporting the formation of thousands of community-based groups and committees to operate and maintain water and sanitation facilities, with local people being trained as masons, mechanics and engineers.

In seeking to **reach out to marginalized groups**, WaterAid has developed its ability to identify and work with those groups who may be excluded from accessing water and sanitation on the basis of economic and social factors such as disability, ethnicity, religion, gender, age, social status or HIV/AIDS.

In developing countries it is women and girls who are generally responsible for collecting water for their families and who suffer the most from a lack of adequate latrines. This year WaterAid strove to **make**

The simple act of **washing hands with soap and water** can reduce diarrheal diseases by over **40%**.

women's voices better heard by increasing the proportion of women involved in local water committees and as water point technicians and caretakers.

In Mozambique, Malawi, Tanzania and Uganda, the results of **water point mapping** have been used to target services for the marginalized and to lobby for more equitable services, ensuring equity in resource allocation.

WaterAid has been working at all levels – global, national, regional and local – to **promote integrated approaches to development** that place the water, sanitation and hygiene sector as one of three essential services, alongside health and education.

WaterAid started a major research project across 15 developing countries to identify the obstacles impeding the flow of **finance for local government water and sanitation services**. The aim is to help WaterAid, official donors and recipient governments to strengthen the delivery of predictable, stable and sufficient financial flows for the sector.

At the local level, the **Citizens' Action** initiative has continued to help articulate the demands of poorer communities for affordable and reliable services and assisted them in engaging in dialogue with service providers. The challenge now is for citizens' participation and consultation to be extended to strengthen domestic institutions and influence parliaments, ministries and national budget-making processes.

WaterAid's work on **urban utility reform** has successfully promoted public sector reform options, emphasizing the need for water utilities to be demand-led and accountable to users and governments.

Contributing to the Millennium Development Goals (MDGs)

As the UN's MDG targets to halve the proportion of people living without water and sanitation services by 2015 are significantly off-track in many countries, WaterAid has developed a method to localize the targets and support local governments and local NGOs to achieve them in their area.

This method, called the Local Millennium Development Goal initiative (LMDGI), has been used in Mali, Burkina Faso, Nigeria and Ghana, with similar initiatives launched in Madagascar, Uganda and Zambia.

Hygiene education, such as handwashing campaigns, is a vital component of WaterAid's work, alongside safe water supplies and sanitation.



WaterAid America's international role in 2007

With funding from US donors, WaterAid America contributes directly to WaterAid's international work. In 2007, WaterAid America provided approximately \$1 million in annual support to a wide variety of programs and activities across nine countries. Examples of several major initiatives undertaken with WaterAid America support in 2007 include the following:

Nigeria: Strengthening local governments

WaterAid works in partnership with local organizations that undertake the direct day-to-day management and implementation of interventions enabling communities to set up, operate and maintain sustainable water and sanitation services.

In return WaterAid offer its partners financial support, training and technical advice as well as assistance with planning, budgeting and institutional development. In this way WaterAid supports the development of its partner organizations' capacity to help more poor people.

As decentralization processes devolve responsibility for water and sanitation service delivery to local level, WaterAid is increasingly working in partnership with under-resourced local government water and sanitation departments to develop their skills and capabilities to fulfil these obligations. In Benue State in Nigeria, WaterAid is supporting its partners, the local governments of Obi and Oju, in enabling rural communities of peasant

farmers and petty traders to gain access to safe water, sanitation and hygiene education. Assistance is being targeted to the poorest of the poor, as defined by a vulnerability ranking system that uses criteria developed by poor communities themselves.

The work is being used to advocate to the state and local government authorities on the need for allocating adequate budgets for rural water and sanitation services, and serves as a model on how services can be delivered in an equitable, sustainable, participatory manner.

Ethiopia: District-wide approach

Given the scale and urgency of the water and sanitation crisis, WaterAid and its partners have been placing considerable emphasis on exploring effective ways to scale up service delivery. One such approach has been to work across entire districts, thereby broadening our impact and making operations more efficient.

This approach has been adopted successfully by WaterAid in Ethiopia, with multi-year support from WaterAid America, and aims over three years to attain 100% access to water and sanitation in the entire Menge Woreda region of northwest Ethiopia, which is home to over 38,000 people in 22 kebeles.

In the first year of this multi-year effort, communities in six kebeles gained access to safe water services through a variety of low-cost, appropriate technologies: the construction of shallow and hand-dug wells, fitted with



Afridev handpumps or rope pumps, the construction of a reservoir and rehabilitation and extension of piped water systems.

A variety of latrine designs are being promoted, in order to ensure even the poorest households are able to afford one. Designs include traditional pit latrines, ventilated improved pit latrines and composting latrines, which safely turn human waste into fertilizer.

By exploring a variety of water and sanitation technologies, the work can be appropriately replicated as needed across entire districts ensuring both scale and adaptability.

Ethiopia: Community-managed gravity-flow rural water supply system

WaterAid and its partners work with individuals and families in their communities, enabling them to take responsibility for projects so that they can keep functioning long

Safe water means less disease,
less time collecting water and
more time for school.

Children collect water from the new water point in Anyaokwu, Obi, Nigeria. Community participation is a key component of WaterAid's projects and the community has received training in the maintenance and operation of the pump, in addition to having assisted with the well's construction.

into the future. Communities are involved from the start from planning through building, to managing and maintaining their projects.

In Oromia, Ethiopia, WaterAid is working with the local government and the community to help 20,000 poor people in the towns of Ticho and Kella and surrounding rural areas to gain access to safe water, sanitation and hygiene education. In this area there were absolutely no improved water sources prior to WaterAid's intervention. The entire community collected drinking water from unprotected springs or rivers contaminated with waste discharged by communities living upstream.

The work involves the construction of a large gravity-flow water scheme, that pipes water from mountain springs a few miles away to a network of tapstands. The technical construction work is being undertaken by private contractors, but the communities themselves are being empowered to form water and sanitation committees who are given training to manage their section of the water network. By utilizing their own skills and resources, the communities of Ticho and Kella have been able to address their own water and sanitation needs and since they have a stake in this process, they are motivated to sustain the gravity-flow system.



For the MDG sanitation target to be met, an additional 450,000 people will need to gain access to a latrine every day until 2015. This calls for almost a doubling of the current efforts. Under the Local Millennium Development Goal Initiative, WaterAid is helping local governments to assume responsibility for local targets.

WaterAid America's international role in 2007 (continued)

Ghana & Mali: West Africa Water Initiative (WAWI)

As part of a broad coalition of donors and other implementing organizations who are part of the West Africa Water Initiative, WaterAid is working in partnership with local governments to motivate 45,000 poor rural people in Mali and Ghana to construct adequate latrines and to develop knowledge on the importance of good hygiene practices.

Hygiene education programs focus on how open defecation and poor hygiene contribute to the spread of easily preventable diseases such as cholera, dysentery, typhoid and trachoma or 'river blindness', the world's leading cause of preventable blindness.

Once households decide to construct a latrine, they receive a subsidy to purchase the necessary materials. WaterAid and partners then take responsibility for the construction of the 'sub-structure' of the latrine – everything from the ground down, such as the latrine slab and pit lining. Households, meanwhile, assume responsibility for construction of the 'super-structure', i.e. the walls and roof, albeit with WaterAid's supervision.

This participatory approach ensures that the households feel ownership of the structure, which in turn helps ensure that they will properly use and maintain their latrines.



WaterAid/Jon Spaul

Every day 5000 children die from easily preventable water-related diseases.

The gender study in Burkina Faso found that on average women and girls collect water four times per day, taking 48 and 39 minutes respectively each time, and collect 20 gallons per day.

Burkina Faso: Mainstreaming Gender

Alongside its direct service work with local partners, WaterAid conducts research designed to deepen its understanding of the water and sanitation sector. Issues affecting marginalized groups are of particular concern, and WaterAid continually seeks to improve its approach based on input from partners and communities.

In Burkina Faso, WaterAid undertook a comprehensive study to understand the special needs of women and adolescent girls with respect to water and sanitation. Adolescent girls are seen as a particularly vulnerable group as they are often assigned the task of water collection from distance sources and they suffer acutely from the lack of dignity and risk of assault associated with open defecation.

Focus groups, questionnaires and interviews were used to gather data on the impact WaterAid's work has had on men, women, boys and girls. The findings revealed that while the water and sanitation interventions are helping fulfill girls' practical needs for these services, cultural definitions of gender roles are still holding girls back from using these gains for strategic advancement, for example using the time freed up from water collection for more education.

The research provides valuable data and analysis, which will help WaterAid's Burkina Faso program develop a more strategic approach to gender that more effectively addresses gender inequality.

Conference on the West African Local Millennium Development Goal Initiative (LMDGI)

The Millennium Development Goals (MDGs), which were agreed by 147 governments, include a target to halve the proportions of people living without safe water and sanitation by 2015. However, progress towards achieving the targets is currently off track, with total annual global investment in water and sanitation \$10 billion short of the required amount.

WaterAid is working to help local governments contribute towards the achievement of the target through the LMDGI, which breaks the global targets down into local targets.

The conference, held in Accra in May 2006, brought together WaterAid and partners' staff to share experience and knowledge on the use of diagnostic tools to assess current provision in the sector and advocate for more resources to execute equitable water and sanitation interventions under local government ownership. A key emphasis of the initiative is promoting the accountability of government and service providers to consumers, especially the poor.

The conference explored the role NGOs can play in facilitating citizens' participation in the process, building the capacity of local governments, enhancing the coordination of planning across the sector and advocating for better data collection.



WaterAid/Suzanne Porter

Children march with home-made banners proclaiming the importance of safe water at the *Walk for Water* event in New York which was organized by Starbucks on World Water Day, 22 March 2007.

Public education and outreach

An integral part of WaterAid America's mission is to raise awareness and understanding in the United States about the global crisis in access to safe water and sanitation. Highlights of our activities over the past year include:

- A panel discussion was held on ***The Gender Dimensions of the Water & Sanitation Crisis***, marking both International Women's Day and World Water Day. Co-sponsored by The Earth Institute, Columbia University, the event was open to donors, prospects, the media, students, faculty, and friends.
- In collaboration with the Natural Resources Defense Council we staged the US Premiere of ***The Long Walk*** at Union Station in Washington, DC. This 7.5 hour documentary film chronicled the daily walk for water by Sarah, a woman living in the Nuba Mountains in Sudan. The event was marketed to over 10,000 individuals in the DC area.
- In partnership with *Americans for an Informed Democracy* **kits of WaterAid materials were distributed to colleges and universities** nationwide to raise awareness among students, who are now planning for campus-based events throughout the year.
- WaterAid projects were highlighted in the annual Starbucks ***Walk for Water*** event, held in 20 cities in the US and Canada. Additional funds raised in the Eastern half of the US through employee participation in the walks were donated to WaterAid's Benishangul Gumuz project in Ethiopia.
- In March this year, WaterAid was selected as the official charity of the 2007 **worldwide tour of The Police**, taking place between May and December 2007. A short WaterAid video is shown at every concert, and WaterAid will receive a portion of the tour proceeds.
- **Media coverage** this year included a profile of WaterAid and an interview with Patricia Dandonoli, our President and Chief Executive Officer, in the magazine *Corporate Responsibility Officer*, and interviews with Patricia Dandonoli on both regional and national radio programs.



WaterAid/Sarah Dohseavage

Financial summary

Thanks to generous increases in gifts, grants and contributions, in 2007 WaterAid America was able to increase its support for mission-related activities by more than 100% compared with 2006 - from \$538,577 to \$1,175,193. The year ended with an operating surplus which added to a modest cash reserve, established through contributions in prior years designed to support start-up costs and operating expenses for an initial five-year period. Fundraising expenses represented approximately

13% of total expenses and only 4% of total contributions secured. In addition to a growing number of gifts from individual donors, last year WaterAid America secured several major multi-year commitments from private and corporate foundations.

A full set of WaterAid America's audited financial statements are available online at www.wateraid.org/usa/annualreport

Statement of Financial Position

	Year ending 31 March 2007	Year ending 31 March 2006
Assets		
Cash	\$2,270,446	\$1,651,859
Pledges receivable	\$2,711,671	\$56,060
Other receivables	\$23,853	-
Prepaid expenses	\$25,837	\$1,306
Property and equipment	\$12,015	-
Security deposit	\$8,577	-
Total Assets	\$5,052,399	\$1,709,225
Liabilities		
Accrued expenses payable	\$89,448	\$18,060
Total Liabilities	\$89,448	\$18,060
Net assets		
Unrestricted	\$1,659,740	\$677,442
Temporarily restricted	\$3,303,211	\$1,013,723
Total Net Assets	\$4,962,951	\$1,691,165
Total Liabilities and Net Assets	\$5,052,399	\$1,709,225

Statement of Activities

	Year ending 31 March 2007		Year ending 31 March 2006	
	Unrestricted	Temporarily Restricted	Total	Total
Support and Revenue				
Gifts, grants and contributions	\$2,233,128	\$2,711,671	\$4,944,799	\$1,384,417
Contributed services, materials and facilities	\$5,607	-	\$5,607	\$128,412
Benefit events (net of expenses)	-	-	-	\$7,412
Investment income	\$46,400	\$28,510	\$74,910	\$13,951
Net assets released from restriction	\$450,693	(\$450,693)	-	-
Total Support and Revenue	\$2,735,828	\$2,289,488	\$5,025,316	\$1,534,192
Expense				
Program services	\$1,175,193	-	\$1,175,193	\$538,577
Management and general	\$355,027	-	\$355,027	\$307,073
Fundraising and marketing	\$223,310	-	\$223,310	\$85,387
Total Expenses	\$1,753,530	-	\$1,753,530	\$931,037
Change in Net Assets	\$982,298	\$2,289,488	\$3,271,786	\$603,155
Net Assets – Beginning of Year	\$677,442	\$1,013,723	\$1,691,165	\$1,088,010
Net Assets – End of Year	\$1,659,740	\$3,303,211	\$4,962,951	\$1,691,165

Like 1.1 billion other people in the world, Miza from Madagascar used to lack a safe water source. She used to collect her family's drinking water from this muddy hole. She now has access to safe water from a well built with WaterAid's assistance.

Contributors

WaterAid's work would not be possible without the generosity of its many supporters. Special acknowledgement this year goes to the individuals and organizations listed below who have allowed us to recognize their generosity during the past fiscal year, 1 April 2006 through 31 March 2007.

Corporations and Corporate Foundations

Allen & Overy
 Alterna Professional Haircare
 Arup Americas
 Bay Agency
 Bovis Lend Lease LMB, Inc.
 Bridgehead
 Business Wire
 Design Styles, Inc.
 Equipro International Ltd.
 Gibson Foundation
 Global Water Instrumentation, Inc.
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 Conrad N Hilton Foundation
 Jones Family Foundation
 June and John Hechinger Children and Grandchildren's Charitable Lead Trusts
 Leonardo DiCaprio Charitable Foundation
 Lotus US Foundation
 Rivendell Foundation
 Stavros S Niarchos Foundation

Organizations & Associations

Blind Brook High School
 Capuchin Franciscans Province of Mid-America
 Casas Adobes Baptist Church
 Corvallis High School
 Gethsemane Lutheran Church
 Highland Meadows High School Youth
 Highlands United Methodist Church
 Hope Lutheran Church Christian Education
 Illinois Sports League Corp
 Mayfield Junior School of the Holy Jesus
 Newton Country Day School of the Sacred Heart
 Northeast Community Church
 Pathways Church
 Rotary International
 St. Mary's School System
 United Way of New York

Individuals (\$500+)

William Birch
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WaterAid/Jeremy Horner

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Myles Druckman MD*

Gregory Hodgkinson*

Rachel Brydon Jannetta

Roberto Lenton*

Ellen E West (Treasurer)

*elected March 2007

Patricia Dandonoli

President & Chief Executive Officer

WaterAid strives to ensure that all community members are able to benefit from water and sanitation services, regardless of gender, class, disability or age. Even at the age of 92, Santu Maya, pictured here, visits a well in central Kathmandu, Nepal, rehabilitated with WaterAid support.



Azrupa Gimba, 23, from Mugurou in Nigeria stands next to a WaterAid funded handpump that she is able to operate despite her disability.



WaterAid's mission is to overcome poverty by enabling the world's poorest people to gain access to safe water, sanitation and hygiene education.

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