



water for people



Focusing
Philanthropy

Now More Than Ever Campaign Report

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Prepared by Water For People

Now More than Ever Campaign Summary

Campaign Background and Objectives

Since 2011, Water For People has successfully implemented the Everyone Forever impact model that is fundamentally changing the industry's approach to end the global water and sanitation crisis. One in three people around the world lack access to safe and reliable water. One in two people lack a proper toilet. With programs in Africa, India, and Latin America, Water For People creates sustainable water and sanitation systems by bringing together local entrepreneurs, community members, and governments to build, operate, and maintain their own systems so that every family, health clinic, and school has access to safe water and sanitation that will last for generations to come.

Over the past 10 years, Water For People has worked in 164 clinics and hospitals across nine countries to improve access to water, sanitation, and hygiene (WASH) services. In 2020, Water For People and district partners identified 310 health clinics and other community facilities in need of WASH upgrades. In partnership with Focusing Philanthropy, we launched the Now More Than Ever campaign in April 2020 to invest in these systems, providing lasting benefits to tens of thousands of people directly—and many more throughout the broader community—while also immediately reducing the likelihood and pace of the spread of community transmission of COVID-19. Focusing Philanthropy added \$1 for every \$2 contributed to the campaign by Water For People donors, providing up to \$800,000 in matching support toward the overall goal of \$2,400,000.



Handwashing station in Rwanda

Campaign Impact: Summary

Aligned with campaign commitments, in 2020, Water For People completed work in 185 schools, 22 clinics, and 94 Anganwadi Centers (AWC)¹, reaching 87,508 student and staff in schools, 33,983 in patients and healthcare providers in clinics, and 5,285 children, mothers and staff in AWCs with WASH services in the nine countries where we work.

Because it cost Water For People approximately \$70.38 to reach one person through a school, clinic, or AWC, the \$2,400,000 Now More Than Ever campaign with Focusing Philanthropy helped us reach 34,101 people with safe, sustainable water services in the face of COVID-19.

Additional support was provided to assist government ministries or districts in their efforts to respond to the pandemic. At the request of these officials, Water For People has, among other things, constructed handwashing facilities, mobilized communities on COVID-19 prevention, provided Personal Protective Equipment (PPE), and promoted WASH sustainability. For example, at the request of the Rwandan Ministry of Health, we completed handwashing facilities for three health care facilities on the border with Tanzania and Uganda, reaching an estimated 211,000 people. Additional detail is provided below. All our efforts contributed to ensuring that these public facilities – health clinics, markets, and schools – are better-equipped to contain the spread of COVID-19 in some of the world's most under-resourced communities.

WATER, SANITATION AND HYGEINE IMPROVEMENTS COMPLETED IN HEALTH CLINICS, SCHOOLS, AND RURAL CHILD DEVELOPMENT CENTERS IN EVERYONE FOREVER DISTRICTS (OCT 1, 2019 - DEC 31, 2020)

Country	# clinics where work is complete	# people reached in clinics	# schools where work is complete	# people reached in schools	# AWCs where work is complete	# people reached in AWCs
Bolivia	0	0	9	1,621	0	0
Guatemala	4	30,120	7	261	0	0
Honduras	1	40	5	241	0	0
India*	1	300	80	16,554	94	5,285
Malawi	2	772	43	44,588	0	0
Nicaragua	0	0	0	0	0	0
Peru	0	0	1	20	0	0
Rwanda**	6	550	24	19,224	0	0
Uganda***	6	2,201	16	4,999	0	0
Total	22	33,983	185	87,508	94	5,285

*In India, government lockdowns and restrictions delayed progress. Water For People completed the majority of infrastructure in clinics and schools as well as in additional AWCs, although some WASH program activities were delayed due to school closures and government restrictions on travel and large gatherings. In some clinics, WASH interventions could not be completed because they were testing and treating COVID-19 patients.

¹ Anganwadi Centers (AWC) are child development facilities that provide nutritional health support and education to young children and their mothers in India.

**The construction of permanent handwashing facilities in health clinics on the border with Tanzania and estimated number of people reached – 211,000 – are not included in this table, as this border area is not one of our Everyone Forever districts. Everyone Forever districts and local WASH stakeholders receive additional capacity building and long-term support from Water For People to foster the sustainability of WASH services.

**In Uganda, Water For People provided 92 handwashing facilities in heavily trafficked public areas of Kampala and Luuka Everyone Forever Districts, which are not included in this table. The number of people reached in clinics – 2,201 – is based on numbers of patients and staff using clinics for routine treatment and care. This number does not account for increasing numbers of COVID-19 patients being treated, particularly in one clinic that was upgraded to a hospital for COVID-19 treatment (see details below).

Campaign Impact: country by country

In Bolivia, Water For People completed the construction and/or rehabilitation of WASH infrastructure – sanitary blocks and handwashing stations – in nine schools, providing improved water and sanitation services for school 1,621 students and staff. Separate changing rooms were provided for women and girls. Water For People provided technical support for the mayor and the District Water and Sanitation Office (DMSB) technicians from seven of the eight Everyone Forever districts to encourage the sustainability of WASH services throughout the pandemic and support the development of COVID-19 emergency response plans. Water For People’s long-term support in Tiraque, a rural Quechua-speaking district of more than 30,000 people, helped prepare communities to face the pandemic. Since our work began in the district, we have provided assistance for at least 85 providers – water and sanitation services (CAPS) – to ensure the availability of WASH services and proper hygiene behavior, like handwashing. The district passed a resolution to ensure continued water service throughout the pandemic – despite non-payment of household water tariffs – and created an emergency committee to implement measures like installing public handwashing stations to protect health care workers and community members. Water For People also collaborated with other NGOs including Habitat for Humanity-Bolivia and Food for the Hungry Foundation to host a virtual seminar focused on water and sanitation in the context of COVID-19.

In Guatemala, we completed infrastructure work at four health clinics, providing improved water and sanitation service for 30,120 healthcare professionals and patients. Water For People completed WASH infrastructure in seven schools, improving water and sanitation services for 261 students and staff. In June 2020, we began the six-month project *Clean Hands, Children, and Healthy Communities* in partnership with Educo, a Spanish education-based NGO, focused on the prevention of respiratory diseases related to COVID-19 through safe hygiene practices in the four Everyone Forever districts in Quiché. We also supported the Water and Sanitation Network in Guatemala to develop a national water and sanitation emergency response to COVID-19. In addition, Water For People participated in regional webinar – *Experiences in Water and Sanitation Solutions, and Value Offer in the Times of COVID-19* – highlighting the role of microfinance institutions, including the Guatemala Network of Microfinance Institutions (REDIMIF), to improve sanitation services.

In Honduras, Water For People helped districts monitor water service provision for 72 service providers to ensure reliable and quality water service for consumers during the pandemic. We provided safety equipment for district water

technicians and worked with our partners at Agenda for Change and the United Nations to conduct the *Good Hygiene Practices* social media campaign. Our team in Honduras also provided trainings on bio safety protocols for staff involved in infrastructure projects in the three Everyone Forever districts.

Despite our progress in Honduras, the region was recently devastated by back-to-back category four hurricanes Eta and Iota. Approximately 100 people in Honduras died as a result, and 935,000 were evacuated from their homes.² Flooding remains the primary cause of damage. Both storms adversely affected approximately 4.6 million people in Honduras.³ While the total extent of the damage remains to be seen, preliminary estimates from the United Nations economic commission for the region indicate losses at approximately \$1.9 billion.⁴ Despite the devastation, Hondurans are resilient. Over the next year the humanitarian sector will work side-by-side and begin the arduous process of helping them rebound, rehabilitate, and reconstruct what was lost. Prior to the hurricanes, Water For People completed WASH infrastructure in one clinic, providing improved water and sanitation services for forty people. We also completed WASH infrastructure in five schools, providing improved water and sanitation services for 241 students and staff.

Water For People India completed WASH infrastructure in 80 schools, reaching 16,554 people with improved water and sanitation services. We completed WASH infrastructure at 94 AWCs, providing 5,285 children and staff with improved water and sanitation services in rural India. We also constructed a new WASH facility in a primary health center in Sheohar, which currently caters to 300 visitors and clinical staff.

Water For People has been raising social awareness to prevent community transmission of COVID-19 as part of the *Shared Responsibility, Global Solidarity* campaign in ten Everyone Forever districts in Bihar, Maharashtra, and West Bengal. Partners held a webinar to discuss the best course of action to reach and protect communities. Water For People India assisted in efforts to sensitize Water User Committees, Panchayat members, farmers clubs, and community club members connected to community water points about proper hygiene behaviors. We used virtual methods like WhatsApp and short videos to disseminate information on the importance of handwashing, social distancing, and the use of face masks. Street art, wall paintings, and visual messages were displayed in public spaces. Water For People provided additional assistance for harder to reach and marginalized communities, including Mahadalits in Bihar, to discuss appropriate measures to prevent COVID-19 transmission. We shared information on how to access much-needed disinfection agents, sanitizers, and face masks distributed by the local government and partners. We also advocated for additional food rations and continued water access in these communities. Water For People India conducted 11 awareness sessions in partnership with Colgate-Palmolive focused on preventative measures like social distancing and handwashing in schools and villages in Chikhaldara, Amravati.

² <https://news.un.org/es/story/2020/11/1484802>

³ https://reliefweb.int/sites/reliefweb.int/files/resources/2020_12_30%20USAID-BHA%20Latin%20America%20Storms%20Fact%20Sheet%20%239.pdf

⁴ <https://www.reuters.com/article/us-honduras-storms/u-n-says-honduras-hurricane-losses-total-1-9-bln-far-below-government-estimate-idUSKBN28V035>

On October 15, 2020, Water For People India collaborated with officials in Birbhum District, including Chief Health Officers in Rajnagar, elected leaders in Gram Pradhan and Upa Pradhan, Self-Help Group members, health workers, and mothers to celebrate Global Handwashing Day. This year's theme – *Hand Hygiene for All* – focused on the importance of handwashing and its impact on health and well-being in rural communities, especially within the context of COVID-19. In Amravati, the day was celebrated in six villages in Chikhaldara with approximately 509 community member participants. In addition, the Development Management Institute (DMI) organized WASH Talks on October 14th to request community adoption of safe handwashing practices to combat the further spread of COVID-19.

On November 19th, Water For People celebrated World Toilet Day in AWCs, communities, and schools in six Everyone Forever districts across West Bengal (Rajnagar), Bihar (Sheohar), and Maharashtra (Amravati). This year's theme – *Sustainable Sanitation and Climate Change* – highlighted the need for sustainable sanitation, clean water, and handwashing facilities to improve personal health and to stop the spread of communicable diseases like COVID-19. In Amravati, creative activities to spread the importance of toilet usage were organized through small rallies with slogans, rangoli art drawing to generate mass awareness, and handwashing lessons among students. In Sheohar, the event was observed in all five blocks, covering 53 Gram Panchayats to raise awareness related sustainable sanitation.

As part of the *Shared Responsibility, Global Solidarity Movement*, Water For People India took action in the ten Everyone Forever districts in Bihar, Maharashtra, and West Bengal to raise awareness and prevent the community spread of COVID-19. As a collaborative effort, Water For People hosted a webinar with all partners responding to the pandemic to determine actions to reach and protect the communities.

In Malawi, Water For People completed work at four healthcare clinics, improving water and sanitation service for 772 people. We completed WASH infrastructure that reaches 43 schools and 44,588 students and school staff. In addition, Water For People stepped up to lead the COVID-19 Response WASH Cluster in Chiradzulu District. The district-wide task force included government entities and local and international non-governmental organizations (NGOs), including Médecins Sans Frontières (MSF-Doctors Without Borders) and ActionAid. We procured and distributed PPE to three district hospitals in Blantyre, Chikwawa, and Chiradzulu to complement government efforts. We also participated in district COVID-19 task force cluster meetings to further discuss prevention and control through increased mass sensitization using radio, television, newspaper, and Information Education and Communication (IEC) posters and brochures. We have been assisting the districts in organizing mandatory temperature testing in public places, face mask mandates in public places, and continue to support district health offices by providing PPE, nutritious food for patients, and essential medicines. Water For People conducted preparatory trainings for School Management Committees (SMC) on preventing transmission of the virus in schools and developed plans to support District Education Offices with materials and logistics for mass disinfection of schools prior to reopening. We provided buckets with soap for hand washing and free face masks for students and school staff. In addition to the work listed above, UNICEF funded 13 schools that only received hygiene activities.

In Nicaragua, **Water For People** collaborated with 12 members of the Water and Sanitation Network of Nicaragua (RASNIC) and the Grupo Más Lago network to carry out the *Healthy Nicaragua* communications campaign, targeting Water and Sanitation Committees (CAPS) and rural communities. Water For People's communication officer, Milagros Alvarado, coordinated with members of RASNIC and the microfinance institution Micrédito to develop social media

material that included safe water and hygiene messages and three video conferences to be repurposed and disseminated across the country.

Water For People, the microfinance institution MiCrédito, and water tank supplier Plastitank hosted an event – *Dignified Bathrooms for All!* – to celebrate World Toilet Day 2020. During the event, the two companies reaffirmed their commitment to this basic human right. More than 70 people attended the in-person event and another 78,900 people were reached through social media and/or attended the webinar on Facebook. Participants engaged in productive dialogue stressing the importance of the sanitation value chain in providing improved access to safe sanitation products.

Water For People solidified an alliance with the AquaHub platform to expand WASH sector networks, knowledge and opportunities for future collaboration. Water For People participated in webinars organized to celebrate World Water Day and World Toilet Day. In addition, consultation sessions were hosted on the platform to discuss Potable Water Design Technical Standards and the WASH sector's response to COVID-19 as part of the *Healthy Nicaragua* campaign.

In Peru, rural and indigenous populations were hit especially hard by the pandemic, reporting over 950,000 confirmed cases and 35,000 deaths as of December 3, 2020. We worked with District Water and Sanitation Offices (ATM), Water and Sanitation Committees (JASS), and families, and provided additional advice for ATMs and JASS through virtual communication platforms in the three Everyone Forever districts. In addition, Water For People distributed chlorine in April 2020 to ensure the delivery of safe water in the districts where we work. Since then, district governments have continued the chlorination of water for their respective systems.

In Rwanda, we supported the construction of permanent handwashing facilities in public places – markets and parking lots – for approximately 25,370 people in Gicumbi, Kicukiro, and Rulindo to aid in COVID-19 prevention. We constructed permanent handwashing facilities in seven health care centers in Gicumbi and Rulindo for up to 110,000 people. Water For People provided PPE and handwashing materials to COVID-19 response teams in Kicukiro and Rulindo for an estimated 3,348 people. In Rulindo, we mobilized the district's population – 337,820 people – aimed at preventing community transmission of the disease. In addition, we aided the Rwandan Ministry of Health in Nyagete District near the borders of Tanzania and Uganda to construct permanent handwashing facilities at three healthcare facilities that serve over 210,000 people. Water For People constructed WASH infrastructure in six health clinics in three Everyone Forever districts, providing improved water and sanitation services for 550 people. We constructed and/or rehabilitated WASH infrastructure in 24 schools in the three Everyone Forever districts, improving water and sanitation services for 19,224 students and school staff.

In Uganda, Water For People improved water and sanitation services for 2,201 healthcare professionals and patients through the construction and/or rehabilitation of WASH infrastructure in six clinics. In addition, we completed WASH infrastructure for sixteen schools, providing improved water and sanitation services for 4,999 students and school staff. Water For People purchased and supplied personal protective equipment (PPE) including face masks, thermometer guns, and disinfectants for field staff who come in direct contact with the community and stakeholders, including district officials with whom we work. Water For People finished construction on the Rukunyu Incinerator in Kamwenge to ensure the proper disposal of biohazardous materials at Rukunyu Hospital. The new incinerator will directly benefit an estimated 2,000 patients and healthcare professionals. Water For People covered the water and electricity bills at the hospital and Rwamwanja Primary School. Both locations were identified and designated as regional hubs to receive and treat

COVID-19 patients. Through this contribution, Water For People ensures the constant flow of water for patients and medical staff. Water For People also procured 92 portable handwashing facilities – including a basin and stand – for the districts of Luuka and Kampala. These facilities serve high-traffic population areas including markets, schools, trading posts, and health centers. Support aimed to ensure constant flow of water for patients. Rukunyu, which currently provides care for up to 4,000 outpatients per month and 600 inpatients per month, also received an incinerator as well as staff training. Water For People also donated a refurbished pick-up truck to the health department to respond to COVID-19; a means of transportation was identified by the district as the main bottleneck in effective control of the virus.

Impact Stories



Students showing off their clean hands

India – Celebrating Hygiene

Teachers at the Fatepur Primary School in West Bengal, India, know that a successful student is a healthy student. Twice a year, the school of nearly 500 students holds a soap drive. Parents and children gather for a festive celebration, and the families bring donated soap and hygiene supplies for the school to use. Soaps, buckets, scrub brushes, and sanitizers are assembled while children share messages of good health and proper hygiene through songs, plays, and decorated signs.

Hygiene education, including proper handwashing techniques, is an integral part of this school's curriculum. Water For People works with schools like the Fatepur Primary School to train the teachers and develop plans and messages for instilling healthy hygiene habits in the young students. If schools lack the budget for necessary supplies, setting up the soap drives ensures a bank of hygiene materials for student and teacher use.

From daily songs to paintings on the walls, the students are always reminded of the importance of hygiene. This knowledge spreads through the community as the young students enthusiastically take what they learn during the day home to their families.

Neelima, whose daughter is in the 4th grade, experiences this enthusiasm. "Whatever is taught in school, like washing hands after using the toilet or before eating food, she comes home and tells us everything."

"We didn't have a separate bar of soap for washing hands after using the toilet," Manorana, mother of a 3rd grader shared. "But my son came home and told me you should have one bar for washing hands before eating and a different bar for the bathroom."

These mothers are happy to support the soap drives, and enjoy the eager lessons brought home to the rest of their families. They see the importance of handwashing and the direct connection to their children's health.

Rupa, mother of a 3rd grader, experienced this connection. "My daughter had fevers and stomach aches. Every month I would spend 500-1000 rupees on just medical expenses, but not anymore. This is because of their personal hygiene and handwashing. Now she is healthy."

While fairs in honor of handwashing look different during a pandemic, the passion for clean hands has not been diminished. Students across schools cover their faces and continue to celebrate the importance of handwashing.



This young student, wearing a headband depicting handwashing messages, shows off her clean hands.

Uganda – The Rukunyu District Hospital

Ivan Mujuni has lived in Kamwenge District in Uganda for 15 years. He plays a crucial role for this community of over 20,000 people – he is a doctor. Specifically, Dr. Mujuni is the Senior Medical Officer at the Rukunyu District Hospital. From starting as an intern to working his way up to the current senior role, Dr. Mujuni has seen significant growth and transitions at the hospital.

In 2018, Water For People partnered with the district and the Center for Disease Control (CDC) to analyze health centers' current state of handwashing, drinking water, and waste management facilities and practices. For the Rukunyu Health Center, Water For People supported the installation of waste incinerators and handwashing stations at key locations. In 2019, it was upgraded from a Health Center to its current District Hospital status. This meant increased capacity, support, and treatment offerings – including improvements in maternity services. On average, the hospital served 2,500 out-patients and admitted 400 in-patients per month. In 2020, the hospital was designated as the hub for potential COVID-



Dr. Ivan Mujuni at his office in the Rukunyu District Hospital

19 cases. In addition to COVID testing and care, the hospital also saw a swell in patients as its new treatment offerings attracted more people.

“During the COVID-19 pandemic we have been a hub for the district and since then, the numbers have increased to 4,000 outpatients and 600 inpatients per month,” shares Dr. Mujuni.

The hospital facilities were overwhelmed and in need of support. It was unable to keep water flowing for patients and

healthcare workers. Many partners jumped into action by contributing additional beds, soap, detergent, and bleaching agents. While these were crucial supplies, Water For People recognized the need for the hospital to maintain uninterrupted access to water. In close alignment with the District Water and Sanitation Coordination Committee, Water For People stepped up to cover the cost of the water bills. This provided the flexibility and support necessary for the hospital to safely carry on its care.

“Before this partnership, we had handwashing points, but they had no water. All the taps within the institution were closed and patients had to walk to other sources outside the hospital for their water,” Dr. Mujuni further shares. When going to fetch the water, patients were paying for just two liters of water – an amount inadequate for the care, cleaning, and hygiene they required.

“This was the thing that was needed the most in the hospital especially with the pandemic where we constantly have to wash our hands. We had the handwashing materials, but no water.”

Listening, and responding, to the local needs means that thousands of patients and medical professionals are safely washing hands and practicing proper hygiene at the Rukunyu District Hospital.

Longer term, Water For People will continue working with the hospital and the District government on future financing efforts to ensure the hospital can pay its own bills and keep the water flowing. WASH financing is built into Water For People's Sustainable Services Checklist as it is a key part of sustainability.