



**Wells Bring Hope
Annual Report 2010**

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Mission and Vision

Wells Bring Hope is committed to drilling wells to bring safe water and good sanitation to rural villages in Niger, West Africa—**saving lives with safe water.**

Niger is one of the three poorest countries in the world, according to the 2010 UN Development Index, and one of many places where contaminated water kills innocent victims, most often infants and young children.

There is more to this sad story. The burden of getting water falls upon women and girls, who walk back-breaking miles every day to find and carry water back to their villages. The result? Girls are not able to go to school and women have no time to work productively to generate income for their families

This doesn't have to happen. Drill a well deep into the ground and lives are transformed instantly.

- Child mortality is reduced by 65%
- Girls go to school
- Women get micro-loans and start small businesses, feeling pride in their accomplishment

They have hope for their future.

Our Story

In February, 2008, Gil Garcetti, former Los Angeles County District Attorney spoke to a group called Salon Forum, a gathering of women organized by Executive Director, Barbara Goldberg. He talked about the dire need for safe water in West Africa and the plight of women and girls who walk many miles every day to get water. Inspired by Gil's words and photographs, Wells Bring Hope was born. Its then fiscal sponsor was the highly respected Pacific Institute of Oakland, CA, a non-profit water research organization.

Requiring an in-country partner to handle the operational function of drilling wells, Wells Bring Hope explored several NGO's to work with. World Vision (WV) was ultimately selected, based on its extensive experience and expertise in West Africa, including Niger and their proven track record of fully sustainable projects.

In 2009, Wells Bring Hope formally partnered with Gil Garcetti to continue to fund wells. On July 27, 2010 Wells Bring Hope became a 501(c)(3). All donation dollars raised to drill wells go directly to World Vision which allocates 15% for their operating expenses. WBH's operating expenses have been funded by individual and corporate sponsors from inception through 2010. In 2010, operating expenses accounted for 3.4% of total donations. In 2011, WBH obtained funding for its operating expenses from a small family foundation through 2013.

Our Accomplishments

In 2010, we drilled 20 wells and...

Expanded	Increased Awareness	Built Relationships	Inspired Fundraising Projects	Educated
<ul style="list-style-type: none"> • Received 501(c)(3) status • Developed a Board of Directors • Grew our Volunteer base to over 50 people • Developed organizational protocols 	<ul style="list-style-type: none"> • Developed an innovative social media campaign that grew our support base on Facebook by over 1,000 people in one month • Used Twitter to expand awareness of our cause 	<ul style="list-style-type: none"> • Developed strategic partnerships with corporations, private family foundations and service clubs like Rotary 	<ul style="list-style-type: none"> • Started "Water Circles" to enable groups, schools and individuals to start their own fundraising project 	<ul style="list-style-type: none"> • Held several events at Santa Monica College & worked closely with students to educate them on the water crisis in West Africa • Marlborough School and others took up fundraising projects for us

Why Safe Water

- Water is the source of all life-without it, we die. It is a basic human right for everyone on the planet.
- According to the World Health Organization (WHO) "No other humanitarian intervention produces a more dramatic effect on life than access to safe water and sanitation."
- At the March 2009 World Water Forum, UN officials stated: By 2030, 3.9 billion people will be living under "severe water stress," nearly half the world's population. Almost 80% of diseases in developing countries are associated with the lack of clean water. At least 5,000 children die every day of diarrhea alone.

Why Niger

It is one of the three poorest countries in the world (#167 out of 169 countries on the U.N. Development Index, 2010)

- **61% of the people earn less than \$1 a day**
- **68% have no access to clean water**
- **87% have no access to good sanitation**
- **Life expectancy is 53 years**



What will it take to achieve the Millennium Development Goals by 2015? (Set by USAID & the West Africa Water Initiative)

- **A HUGE amount of money!!**
- **\$76 million every year for water**
- **\$10 million every year for sanitation**

Currently, the government of Niger is only able to invest less than 10% of that because it is so poor.

The End Result

Providing safe, clean water improves public health almost immediately. However, another key component in improving quality of life involves educating people on good sanitation and proper hygiene. Latrines are constructed and villagers are taught the importance of using them. Even before a well is drilled, a committee is formed to maintain the well, taught what to do if there is a malfunction and where to go to get parts. A maintenance fund is also set up to which everyone in the village contributes a small amount of money.

With this concentrated effort, childhood mortality is reduced by an average of 65% and can be measured within the first year of a well's operation. Up to 85% of children aged 1-9 are reported to have clean faces, leading to a reduction in water borne diseases like trachoma by up to 30%. Mothers take pride in keeping themselves and their children clean. They observe that the instruction in good hygiene they have received, works.

Liberated from walking miles to get water, girls attend school, allowing them to break the unending cycle of early marriage and early child bearing. Most critically, availability for education opens up new opportunities that they only dreamed of. With the help of micro-loans, women engage in small business enterprises, adding income that contributes greatly to the improvement in quality of life. These women also serve as role models for their daughters who can also envision becoming micro-entrepreneurs.

In addition to the strain of walking miles to get water every day, the task of pulling up water from a traditional well is extremely difficult, and typically results in chronic pain over time. When girls start carrying water at a young age, they are subject to physical deformities and chronic pain that can last throughout their lives.

When women no longer spend hours walking to get water, both their psychological and physical stress levels are reduced significantly. Elimination of these difficult labors results in women feeling better, which promotes greater harmony within the family and village as a whole.

What We Do and How We Do It

Our work enables the drilling and maintenance of safe water wells in rural villages in Niger, West Africa and continuing health education to improve overall quality of life. Drilling and follow up work on the ground will be done by our partner, World Vision. We view the drilling of a well as "the entry point," the first step in transforming lives for generations to come. Once a well is drilled and latrines are built, we:

1. Continue to work with every village for 15+ years, via local, established Area Development Programs, educating people about good sanitation, hygiene, drip farming and more.
2. Educate villagers on how to maintain the well so that it is fully sustainable. Villagers establish a maintenance fund to do whatever repairs are needed. In this way, they are able to do it themselves, giving them "ownership" of the well.
3. Provide all of the women micro-loans to start small businesses.

One of the most impressive aspects of our project is sustainability. According to the International Water and Sanitation Centre in the Netherlands, of the 600,000 to 800,000 hand pumps installed in Sub-Saharan Africa over the past 20 years, approximately 33% failed prematurely, resulting in a wasted investment of more than \$1 billion. In comparison, World Vision conducted research in Ghana on the borehole wells drilled from October 1995 through March 2003 and found a hand pump failure rate of only 8.5%.

Due to our unique relationship with World Vision (WV), our financial model allows our dollars multiply in services. Up until December, 2010, a well cost \$6,100. Due to economies of scale, our cost has dropped to \$5,600. Wells Bring Hope (WBH) provides \$5,600 per well and it is matched, dollar for dollar by WV, resulting in the total cost per well of \$11,200. WV then provides an additional \$18,000-\$22,000 to a village from other WV funds over the course of 15+ years. Thus a \$5,600 donation by WBH effectively results in \$29,200-\$33,200 in services for a program that includes not only well drilling and maintenance but most critically, an on-going education program designed to improve overall quality of life.

100% of donations go directly into every project. Our operating expenses, which have averaged 3.1% over three years, are paid for by separate individual and corporate sponsors. All of the people employed in drilling services and the on-going ADP activities are native to West Africa.

Events

A Concert & Cabaret: "Blame It on the Movies!"

The evening was a huge success, with close to 100 people attending. Millicent Gappell's piano concert, featuring classical music and the musicians who composed for Hollywood in the 1940's, 50's and 60's, was brilliant. After a wine intermezzo and desserts under the stars, we were entertained by our divas in the Cabaret. Marion Ramsey, Patti B. and Lynda Levy serenaded us, accompanied by Ron Snyder on keyboard. We thank them for putting on a fabulous show.

Best of all, this exciting evening raised over \$12,000, enough to drill two wells in Niger, West Africa. Our deep gratitude goes to Millicent Gappell who conceived of and made the evening possible. Special thanks to Allison Johnson, at the second piano, impresario, Chuck Marso, Event Planner, Carol Rosen, assisted by Joyce Fletcher, and photographer Peter Fletcher. The evening was topped off by Ben & Jerry's ice cream sundaes, thanks to the very generous Jennifer Gedrick of Ben & Jerry's Century City.



Who We Are

Board

Barbara Goldberg, President & Founder

A native New Yorker, Barbara began a very exciting advertising and marketing career on Madison Avenue. She founded Responsive Research, Inc. and spent over thirty years as a marketing consultant, conducting focus groups for Fortune 500 companies, including Bank of America, Coca-Cola, American Airlines, Johnson & Johnson, General Motors, General Mills, IBM, and 3M to name a few. In 1975, she moved to Los Angeles where she continued to work and raise two children. In 1993, she founded Salon Forum, a non-business venture, to bring women together in her home for monthly events that support personal enrichment and connection. It has grown to include over 800 women.

In March of 2008, Barbara and other women of Salon Forum were inspired by one of its speakers, Gil Garcetti, to start “Wells Bring Hope.” She saw it as an opportunity to “give back” and so decided to devote her full time to saving lives in West Africa. In January of 2009, she was one of six women who went to Niger, a life-changing experience. She began speaking to community groups and schools to inspire others to take up this cause.

Gil Garcetti, Vice President

Gil Garcetti spent 32 years in the Los Angeles County District Attorney’s Office, including eight years until 2000 as Los Angeles County District Attorney. His involvement with bringing safe water to the people of West Africa began in January 2001, when he visited West Africa as the guest of the Conrad N. Hilton Foundation. The most startling fact he learned on this trip: roughly 70% of rural villages do not have access to safe water. He made four subsequent trips to West Africa and from the photographs he took, a book was born: “Water Is Key. Since 2006, he has worked tirelessly and successfully to raise awareness and funds to drill wells in West Africa. His life goal is to continue to fund wells to save lives with safe water.

Gil is an internationally acclaimed photographer, having published five photo books since 2002. In the Fall of 2007, the UCLA Fowler Museum had an exhibition of his photographs, "Women, Water and Wells." In 2009, many of these photos were on exhibition in the visitors lobby of the United Nations in New York. In February, 2008, these same photographs and his words inspired the founding of "Wells Bring Hope."

Lawrence Johnson, Treasurer

Larry has over 30 years of senior level executive management and business advisory experience. He is currently Managing Director of Diamond Capital Partners where he focuses on advising food industry clients. He also serves as CEO of Passage Foods Group, LLC the US Marketing and distribution arm of Passage Foods Pty Ltd of Australia. Additionally, Larry serves on the board of a small cap public company, where he is a member of the audit, litigation and compensation committees.

Larry is an active Member of the Rotary Club of Manhattan Beach, and has served in a variety of leadership roles in Rotary International's District organization in the Los Angeles area. He is active in the local Episcopal Church, where he currently serves as a youth leader. A Louisiana native, he is a graduate of Boston College and also has an MBA from Columbia University.

Shanna Batten Aguirre, Secretary

A graduate of Duke University and the University of Virginia School of Law, Shanna Batten Aguirre moved to Los Angeles from Virginia in 1995 to pursue a career as a criminal prosecutor. She has dedicated the subsequent fifteen years to zealous advocacy on behalf of the victims of violent crimes, focusing on gang murders, intra-familial violence, and sexual assaults on both adults and children. In 2008, she was based in Washington, DC, where she worked for the U.S. Department of Justice, Office of International Affairs.

Her pursuit of justice has led her to work with community-based organizations such as Peace Over Violence, Justice for Murdered Children, and Stand Up for Kids. For several years she served as a Big Sister and a member of the Board of Directors for Big Brothers/Big Sisters of Greater Los Angeles. A seven-year survivor of breast cancer, Shanna is working on establishing a website and programming to promote breast health

awareness in younger women. She is passionate about achieving justice in all forms and recognizes the potential of WBH's work to enrich and to empower African communities.

Deborah Rothman, Member at Large

Deborah has a BA from Yale College, a law degree from NYU Law School, and a Masters in Public Affairs from Princeton University's Woodrow Wilson School. After practicing law, she started Baby Fair Enterprises, which put on fairs all over the U. S. for the pregnancy through preschool market, complete with educational presentations and non-profit exhibitors. She then trained to become a mediator and arbitrator, which has been her profession since 1991. In that time, she has helped resolve literally thousands of disputes in all industries, both domestically and internationally, involving people in all walks of life, including pro bono mediations through the Los Angeles Superior Court. In the field of Alternative Dispute Resolution, she has been named both a Southern California Super Lawyer, and a Best Lawyer in America, every year since 2006. She is devoted to increasing the number of women and minorities in the field of Alternative Dispute Resolution.

Staff

Vikram Jadhav, Director of Operations

Pete Brach, Director of Marketing

Nathan Chong, Project Manager

Pauline Vu, Social Media Manager

Elizabeth Kalfas & Marty Levine, Grant Team Managers

Jennifer Duarte, Special Events Manager

Evelyn Wilson, Volunteer Manager

Laurie Reemeyer, Management Consultant

Susan Von Seggern, Public Relations Consultant

Irena Fiks, Graphic Designer

Our Partners & Supporters

The following individuals and organizations have provided generous support for drilling wells and operational activities.

Aaron Marks Foundation

Arlene Stone Financial Services

Aurora Enterprises

Bill & Laurie Benenson

Bill Rogers Consulting

Brach Family

Bruce & Debra Spector

Cinema 11

Clif Bar Family Foundation

Kilroy Family

Geoff Levin Music

Hank Frazee

Harris Bass

Haynes Foundation

Hershey Felder

Laurie Adami

Laurie Reemeyer
Marlborough School
Maryann Rinsch
Ostiller & Hung Accountancy
Panda Restaurant Group
Percy Severn
Rotary Club of Manhattan Beach
Rotary Club, Palos Verdes Sunset
Roth Family Foundation
Santa Monica College
Scott Fischler
St. Paul the Apostle School
Stretch Media
Susan Von Seggern
UCLA Anderson School
Watts Water Technologies
West Coast Producers Group
Yogurtland

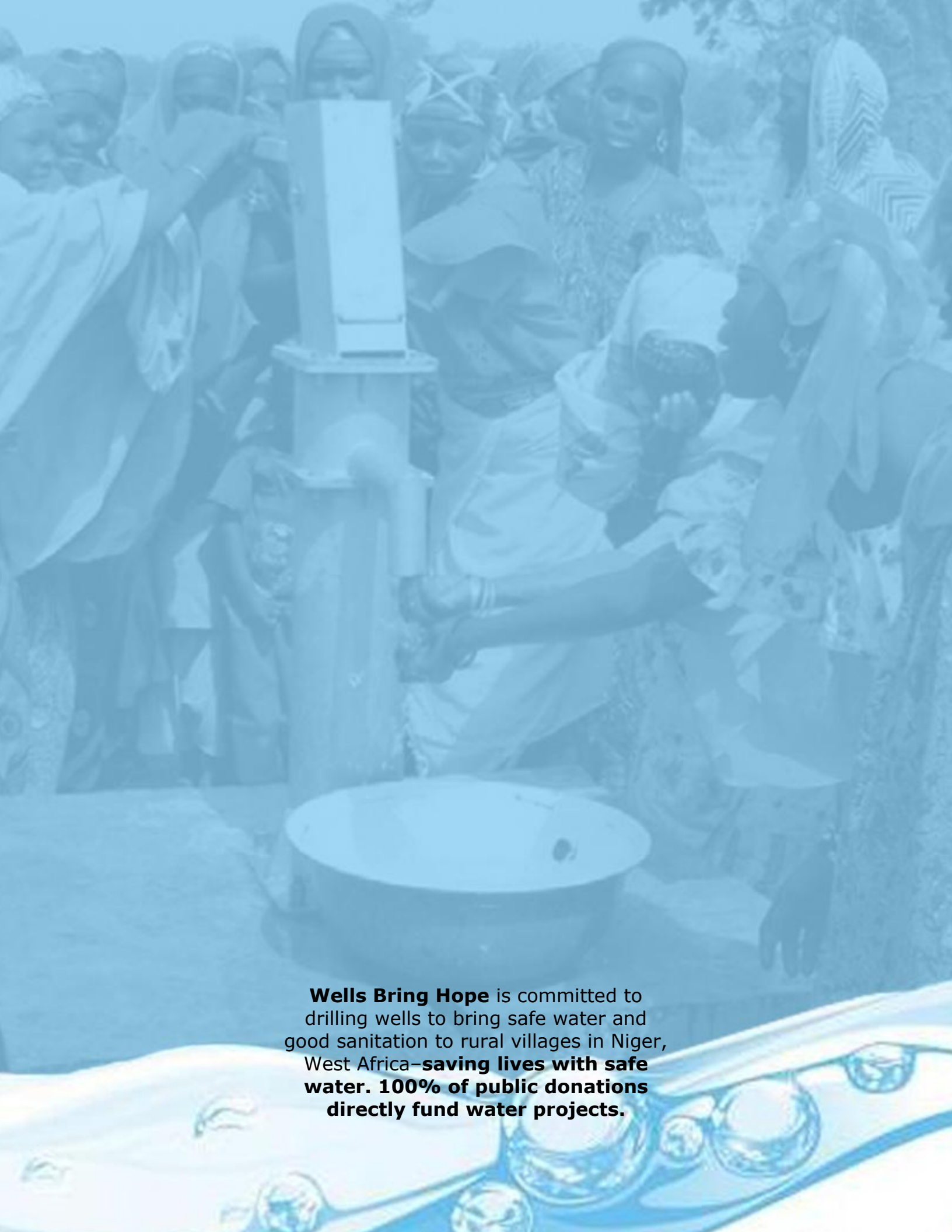
Financials

Statement of Activities

Wells Bring Hope financial position for the year ended December 31, 2010

Donations	2010
Public Support	\$154,115
World Vision Matched	\$154,115
Total Funds	\$308,230
Expenses*	
Administration	\$5,276
Total Operating Expenses	\$5,276
Ratio of Expenses to Donations	3.4%

* All operating expenses have been underwritten by individual and corporate sponsors



Wells Bring Hope is committed to drilling wells to bring safe water and good sanitation to rural villages in Niger, West Africa—**saving lives with safe water. 100% of public donations directly fund water projects.**

www.wellsbringhope.org