



Wells Bring Hope Annual Report 2011

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Mission and Vision

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

According to the 2011 UN Development Index, **Niger is the second poorest country in the world** 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 water and carry it back to their villages. The result? Girls are not able to go to school, and women have no time to work to generate income for their families.

This doesn't have to happen. When we drill a well deep into the ground, lives are transformed instantly and dramatically.

Child mortality is reduced by 70% in areas where we work. Girls receive an education.

Women get micro-loans, start small businesses, and are empowered by their accomplishments and contributions to the community.

They have hope for their future.

Our Story

In February 2008, Gil Garcetti, former Los Angeles County District Attorney, spoke to a group of women called Salon Forum, monthly gatherings for personal enrichment and networking, founded by Barbara Goldberg. Inspired by Gil's moving talk about the dire need for safe water in West Africa, they decided to take action. Wells Bring Hope was born, and the following month, the new organization began raising money to drill wells that would provide rural villages in West Africa with safe water. At its inception, the organization's fiscal sponsor was the highly respected Pacific Institute of Oakland, CA, a non-profit water research organization, making all contributions tax-deductible.

The group had to make two key decisions at the outset: where to drill wells in West Africa and who it would partner with for drilling wells. It chose Niger because, at the time, it was, according to the UN Development Index, "the poorest country in the world." Wells Bring Hope investigated several NGOs in its search for a partner and chose World Vision, based on its extensive experience and expertise in West Africa and its track record of fully sustainable projects.

In 2009, Wells Bring Hope formally partnered with Gil Garcetti and all of the funds he raised went to the organization. On July 27, 2010 Wells Bring Hope became a 501(c)(3). All donation dollars go directly to drilling wells and are matched, dollar for dollar by World Vision. Individual and corporate sponsors have fully funded WBH's operating expenses from its inception through 2010. In 2011, WBH obtained funding from a small family foundation that will provide for a portion of its operating expenses through 2013. In 2011, operating expenses accounted for 3.4% of total donations, and they have averaged 3.4% over four years.

Our Accomplishments

In 2011, we drilled 118 wells and:

Expanded

- Obtained operational expense funding from a private family foundation
- Increased grant team efficiency by targeting small family foundations
- Obtained three grants totaling over \$23,000
- Grew our volunteer base to over 70 people
- Developed organizational protocols and reporting, including posting of this report on our website and conducting an independent financial audit

Increased Awareness

- 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
- Were featured in Glamour Magazine's 31 Days of Giving, December issue
- Held an annual fundraiser that was featured in a two and half-minute segment on ABC Eyewitness News
- Earned the GuideStar Exchange Seal for demonstrating a commitment to transparency

Built Relationships

- Panda Restaurant Group funded five wells at the beginning of 2011
- In the fall, Panda launched a major, company-wide fundraising campaign with Founder and Chairman Andrew Cherng and his wife Peggy matching all donations dollar for dollar
- Developed strategic partnerships with corporations, community organizations, and private family foundations
- Chosen as a fundraising beneficiary for The Suitcase Party
- Selected to be a featured cause at the launch of Helpers Unite, a crowd-funding site; also selected as a beneficiary of First Giving

- Continued to receive funding from the Manhattan Beach Rotary Club as well as two new additional clubs, one in Pasadena and one in Santa Barbara

Inspired Fundraising Projects

- In the last two months of the year, Panda Restaurant Group raised money for 40 wells
- Expanded “Water Circles” to enable groups, schools and individuals to start their own fundraising projects
- Valguard Capital Partners sponsored Wells Bring Hope’s annual fundraiser at the Lladro Gallery in Beverly Hills

Why Safe Water

- Water is the source of all life. Without it, we die. It is a basic human right, something that is owed to 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," that is nearly half of the world's population. Almost 80% of diseases in developing countries are associated with a lack of clean water. At least 5,000 children die every day of diarrhea alone.

Why Niger

It is the second poorest country in the world (#186 out of 187 countries on the U.N. Development Index, 2011)

- 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 and 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 can afford to invest less than 10% of what is required.

The End Result

We know that providing safe, clean water transforms lives instantly and dramatically. However, there is another essential component in the effort to improve quality of life; people must be educated on good sanitation and proper hygiene practices. In villages where we drill, latrines are constructed and villagers are taught the importance of using them. Before the well is drilled, a committee made up of an equal number of men and women is formed. The committee's sole responsibility is to maintain the well, and they receive education in how to handle malfunctions that may occur and where to go to obtain new parts. A maintenance fund is also established, and everyone in the village contributes a small amount of money to this fund.

As a result of this concerted and communal effort, childhood mortality is reduced by 70% in the areas where we work, and this effect can be measured within the first year of a well's operation. Once a well is drilled, mothers take pride in keeping themselves and their children clean as they realize that the instruction they have received is effective. After a well is drilled 85% of children aged 1-9 are reported to have clean faces.

When a well is drilled, girls are freed from the daily task of walking miles to get water. This enables them to receive an education, something that is crucial if they are to succeed in breaking the unending cycle of early marriage and early child bearing. Most critically, the chance to attend school opens up new opportunities that previously they had only dreamed of. In addition to the opportunity to attend school, the drilling of a well relieves girls and women of the chronic physical pain and the risk of physical deformity that results from the daily strain of pulling up water and carrying it home.

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.

In addition, the women in villages where we work are provided with micro-loans. These loans enable them to start small business enterprises that provide added

income to their families, empowering them and improving their quality of life. These women also serve as role models for their daughters who can also envision becoming micro-entrepreneurs.

What We Do and How We Do It

The funds that we raise provide for: the drilling and maintenance of safe water wells in rural villages in Niger, West Africa, the continuing health education that is essential for sustainable improvement in overall quality of life, and micro-loans that allow women to start small businesses.

Drilling and follow up work on the ground is 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:

- Continue to work with every village for 15+ years. Using local, established Area Development Programs, we provide continuing education on good sanitation, hygiene, drip farming and more.
- Educate villagers on how to maintain the well so that it is fully sustainable. We support villagers in establishing a maintenance fund to provide for any repairs that may be needed. In this way, the villagers are able to maintain the well themselves, thereby giving them "ownership" of the well.
- Provide the women with micro-loans to start small businesses.

One of the most impressive aspects of our project is its 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 that they 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, our financial model allows our donor dollars to be multiplied in services. Up to December 2010, it took \$6,100 to

fund a well. Due to economies of scale, that dropped to \$5,600. Wells Bring Hope provides \$5,600 per well, and those funds are matched, dollar for dollar by World Vision, resulting in the total cost per well of \$11,200. Over the course of the next 15 years, World Vision funds provide for an additional \$18,000-\$22,000 to each village where a well is drilled. Thus a \$5,600 donation by Wells Bring Hope effectively results in \$29,200-\$33,200 in services for a program that includes not only well drilling and maintenance, but on-going education and micro-finance programs designed to improve quality of life long-term.

100% of donations go directly to the project. Our operating expenses, which have averaged 3.4% over four 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

World Water Day Walk – March 20, 2011

In celebration of World Water Day, about 40 of us came together to honor a remarkable 14-year-old girl, Kevin Kilroy. Kevin had recently made a very short presentation to her church that resulted in her raising \$11,200, enough money for



two wells! Here's Kevin, lifting a container filled with water, equivalent to what women in Niger carry every day.

Gil Garcetti, former L.A. County District Attorney and renowned photographer, presented Kevin with one of his photos, that of an African girl in a classroom. The photograph portrays one of the most significant benefits of drilling a well in a village—girls go to school and get an education, something they would not be able to do if they had to spend all their time helping their mothers walk miles to get water.

Kevin's persuasive abilities are clear, as is her purpose. She has inspired her school to begin fundraising efforts to help drills wells in Niger.

Swingin' at the Sofitel – March 26, 2011

Our first fundraiser of the year was held at the Stone Rose Lounge of the Sofitel, a chic and elegant setting for mixing and mingling with friends. We raffled off some great prizes as well, certificates for scrumptious dinners at restaurants like the Larchmont Grill and Zengo, personal training sessions, beauty



treatments, tickets to entertainment venues, and gift baskets. We give special thanks to manager, Hunter Hall, for making the evening possible and to Fiji Water for their contribution. With our hilarious MC, Jordan Syms, and inspiring words by Gil Garcetti, everyone had a fabulous time!



Earth Day at Santa Monica College – April 22, 2011

Wells Bring Hope joined other ecologically minded nonprofits on the Santa Monica College campus for Earth Day on April 22. Students took part in a “Treasure Hunt” that required them to walk from one end of the quad to the other carrying a 40-pound can filled with water. They couldn’t believe how heavy it was, and they found the idea of carrying it for 4-6 miles, as women in West Africa do every day, to be unimaginable. They were so happy to learn that when a well is drilled, all that is ended and girls can go to school.



Here’s what they had to say after carrying a can with 40 lbs. of water:

“It was very heavy. For girls like me, it would be really hard to carry it. They would feel very tired. It’s sad that the girls can’t go to school.” -Jade F. 8 years old

“I couldn’t make it all the way. I can’t even imagine having to do that every day, let alone one day for four to six miles.”—Isabella Z.



“I can’t believe that African women have to carry these so often. I could barely carry it for a couple of feet.” —Diana P.

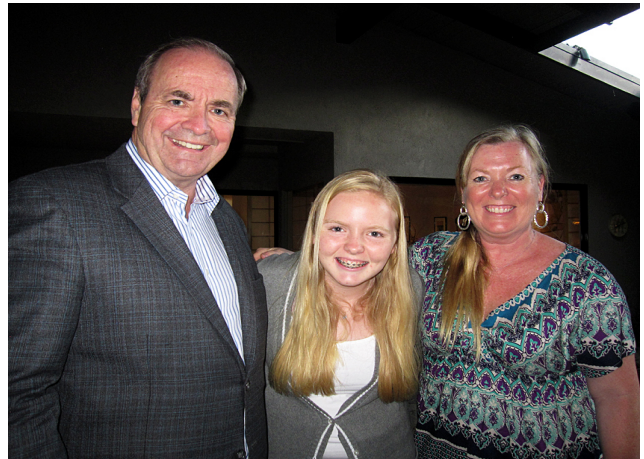
“It is very heavy, even for a guy. I can’t even imagine doing it every day.” —Cristian H.



Annual Volunteers' Summer BBQ – July 24, 2011

It was a perfect L.A. summer day in a Japanese garden, and the mood of serenity was overshadowed by the excitement of knowing that our combined efforts have funded 63 wells and three more coming soon.

On hand to celebrate with us was the inspiration for our cause, Gil Garcetti, who talked about his recent trip to Niger with supporters, Ken Kilroy and his son Ross. The Kilroy family was on hand,



including Kevin, below, with her parents, Ken and Denise, who raised enough for two wells in her short talk to five Masses at her church.



We were also thrilled to meet one of our newest volunteers, Hadiara Diallo, on the right below, who was born in Niger and talked about her childhood experiences

there. Susanah Ngwuta, a volunteer for over a year, and from Nigeria, also writes on our about her experiences growing up in West Africa.



Our Director of Marketing, Pete Brach, talked about the importance of going onto our Facebook page and "sharing" the contents with friends, and helping to spread the word. On hand also were Jennifer Duarte, Director of Special Events, and Bex Dumler, who works closely with her.

Wells Bring Hope Fundraiser at the Lladro Gallery- October 27, 2011



“A Journey to Niger, West Africa” was held at the Lladro Gallery in Beverly Hills on October 27 and was hosted by Valguard Capital Partners, LLC, and its principals, Robert Kerrigan and Kenneth Kilroy.

The event featured memorable photos displayed throughout the gallery, taken by Ken Kilroy on his April 2011 trip to Niger. A video shot by his son, Ross, on the same trip was also shown that night. The event and video highlighted the accomplishments of Ken’s remarkable 15-year-old daughter, Kevin Kilroy, who, through donations from her church, school and others, raised funds for five wells. Leslie Miller of Channel 7 Eyewitness News was on hand to interview Kevin.

Founder and President, Barbara Goldberg, kicked off the evening by thanking attendees and telling them about what Wells Bring Hope does and the uniqueness of its program. Also in attendance was former Los Angeles County District Attorney and internationally acclaimed photographer Gil Garcetti who talked about what happens when a well is drilled in a village.

The most memorable part of the evening was the presentation of a major donation by WBH supporter, Panda Restaurant Group. Vice President Stanley Liu announced a donation by longtime Panda employees, Alan and Gigi Cheung of \$56,000 which was matched by company Founder and Chairman, Andrew Cherng and his wife Peggy for a total gift of \$112,000. He has pledged to match all funds raised for wells by his employees all of whom he has encouraged to support Wells Bring Hope.



These funds will enable WBH to drill 20 more wells, surpassing their 2011 goal of 40 by eight wells. This does not include other donations from this fundraiser, which provided for an additional five wells.

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 30 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. Salon Forum has grown to include over 800 women.

In March of 2008, Barbara and other women of Salon Forum were inspired to start Wells Bring Hope after Gil Garcetti spoke at one of their meetings. She saw WBH 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 on a life-changing journey to Niger. 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 as Los Angeles County District Attorney. His interest in 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; during those trips, he took the photographs that would eventually become the book “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 exhibit in the visitors lobby of the United Nations in New York. In February of 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 currently serves as President of Passage Foods Group, LLC, the US Marketing and distribution arm of Passage Foods Pty Ltd of Australia. Additionally, Larry is the founder and CEO of LR Johnson Associates LLC, a specialty products marketing and distribution company. Larry also provides strategic marketing advice and counsel for middle market businesses in food and related industries.

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 dedicated the next 15 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, Director of Project Management

Nancy Nagel, Director of Grant Team

Hadiara Diallo, Director of Micro-Finance

Pauline Vu, Director of Social Media

Kate Cusimano, Operations Manager

Jennifer Duarte, Special Events Manager

Evelyn Wilson, Volunteer Manager

Laurie Reemeyer MBA, 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.

\$10 Club

Aaron Marks Foundation & Mark Walton

Arlene Stone Financial Services

Aurora Enterprises

Bill Bloomfield

Bill & Laurie Benenson

Bill Rogers Consulting

Brach Family, Nancy, Pete and Betsy

Bruce & Debra Spector

Charles Wu

Exquisite Caribbean Resorts, LLC

Gigi & Allan Cheung

Hank Frazee

Harris Bass

Horne Family Foundation

Jason O'Malley

Ka Wai Chan

Ken Sherman

Kenneth Kilroy & Family

Lappen Family Foundation

Laurie Adami

Manhattan Beach Rotary Club

Marlborough School

Michael Tsao & Laurin Man-Yin Chow

Nika Water

Ostiller & Hung

Panda Restaurant Group

Percy Severn

Roth Family Foundation

Santa Monica College

Scott Fischler

St. Paul the Apostle

Thompson Family

William Anderson

Zimmer Family Foundation

Financials

Statement of Activities


Wells Bring Hope financial position for the year ended December 31, 2011

Revenue	2011
Public Support	\$458,162
Grants	\$23,670
World Vision Matched	\$458,162
Total Funds	\$939,994

Expenses*	
Operating	\$11,000
Total Operating Expenses	\$11,000

Ratio of Expenses to Donations	3.4%
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* All operating expenses have been underwritten by individual and family foundations, not donor dollars.



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