



Saving Lives With Safe Water in West Africa



**2017 Annual Report**

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# Mission and Vision

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**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 2016 UN Development Index, **Niger is the poorest country in the world**, tied for last place with Central African Republic, 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 upwards of 70% in areas where we work. Girls receive an education. Women receive microfinance education, start small businesses, and are empowered by their accomplishments and contributions to the community.

**They have hope for the future.**

## Our Story

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In February, 2008, Gil Garcetti, former Los Angeles County District Attorney, spoke to a group called Salon Forum, a gathering of women founded by Barbara Goldberg. Inspired by Garcetti's call to action, Ms. Goldberg went on to form an organization dedicated to 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, California, a nonprofit water research organization.

An in-country partner was necessary to oversee the practical, operational aspects of drilling wells in Niger. Based on its extensive experience and expertise in West Africa as well as a proven track record of fully sustainable projects, World Vision (WV) was selected as its partner on the ground.

On July 27, 2010 Wells Bring Hope became a 501(c)(3). 100% of all donations go directly to drilling wells and are matched by our partner World Vision.

# Our Accomplishments

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## In 2017, we funded 56 wells and:

- Received grants from: the Reed Foundation, the Favrot Foundation, the Million Dollar Round Table Foundation, the Bloomfield Family Foundation, and the Arthur and Edith Stern Family Foundation
- Held a well-received donor appreciation dinner for major and long-term donors, which resulted in greater connection to our cause and also multiple donations, including one for a well and a half
- Initiated a monthly volunteer/supporter newsletter to introduce new volunteers, highlight accomplishments, and share blogs and other updates
- Were the beneficiaries of a “Kendra Gives Back” fundraising event at a national jewelry chain, Kendra Scott
- Added two corporate sponsors – Noosh Brands and Self Love Cosmetics
- Held a successful annual fundraiser at the home of Stanley Black
- Added two new school Water Circles
- Coordinated a trip to Niger for our Treasurer to get an update on the Rotary International Project he initiated and launched
- Held a holiday party for volunteers and supporters
- Added Ida, Harding, Jan Doak, Marsha Hierbaum, and Carol Rosen to the Board of Directors
- Initiated a Board development program, led by long-time nonprofit professional and Board member, Jan Doak
- Added a Blog team manager, a Director of Special Events, a Director of Marketing and a Director of Development
- Created a new overview video with footage from Niger for promotional purposes
- Developed an animated video for use on social media and ran it as part of our year end campaign

# Why Safe Water

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- 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."
- 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

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**It is poorest country in the world** (U.N. Development Index, 2016)

- 46% of the people earn less than \$1.90 a day
- 64% in rural Niger have no access to clean water
- 94% in rural Niger have no access to improved sanitation
- Life expectancy is 62 years



# What We Do and How We Do It

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The funds that we raise provide for: the drilling and maintenance of safe water wells in rural villages in Niger, the continuing health education that is essential for sustainable improvement in overall quality of life, and microfinance tools and education 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 established Area Development Programs, we provide continuing education on 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 microfinance training to start small businesses.

Due to our unique relationship with World Vision, our financial model allows our donor dollars to be multiplied five times in services delivered to a village. 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 worth of services 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 most critically, on-going education and micro-finance educational programs designed to improve quality of life long-term.

# The End Result

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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 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 upwards of 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 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 the village as a whole.

In addition, the microfinance training we provide enables the women to start small business enterprises that provide added income to their families, empowering them and improving their quality of life. We are the only safe water cause that does this. These women also serve as role models for their daughters who can also envision becoming mini-entrepreneurs.

## 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. 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.

### **Laurie Adami, Secretary**

Laurie S. Adami began her career in 1982 in the fixed income portfolio management group at the Bank of New England in Boston. In 1984, she relocated to Los Angeles to work for Capital Management Sciences (CMS) a provider of fixed income analytical software.

At CMS, she served in various roles, including manager of client services, sales and marketing. In 1996 Ms. Adami was promoted to Chief Operating Officer of the company. In 1999, when the founder, James Kaplan, retired from CMS, she assumed the role of President. In 2001, CMS merged with Interactive Data and Laurie continued to manage the division.

After twenty-four years with the company, she stepped down from her role in September 2008. Since then, she has been involved in fundraising for the Leukemia Lymphoma Society and her work with Wells Bring Hope. In addition, she is on the board of directors of Governance Metrics International. Ms. Adami received her undergraduate degree from Colgate University and presently lives in Santa Monica, CA with her husband and son.



**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.

**Jan Doak**

Janet Doak has a long history of organizing, fundraising, management and serving on Boards of Trustees. She served for 22 years as Executive Vice President of the House Ear Institute where she managed many volunteer fundraising groups. Before retiring she was elected to House Ear Institute Board of Trustees. She served as President, Los Angeles Chapter of the Association of Fundraising Professionals and was named Professional of the Year in 1998. She previously served on the Board of the United Presbyterian Foundation, the University of the Ozarks, the Dashew Center for International Students, UCLA, and the San Francisco Theological Seminary.

Jan is a graduate of the University of Illinois with a BA in English, where she was Phi Beta Kappa and University of Idaho, where she received a Master of Education. She taught junior high school in Illinois and Santa Monica.

She is currently serving on the Board of Trustees of the New Theological Seminary of the West, Mychals Learning Place and is President of the Board of Directors for the University Religious Conference, UCLA.

**Ida Harding**

A native Georgian, Ida worked as Project Manager for IBM and Federal Contracting Services for 20 years. Prior to that, she was Assistant Dean of Students and Director of Academic Skills Center at two Wisconsin universities.

She has an MBA from the UCLA Anderson School), as well as an MA in English Literature /Linguistics and an AbD in Higher Education, from University of Wisconsin-Madison). She also graduated from the Project Management Institute (PMI)

Leadership Master Class and has earned her Project Management Professional (PMP) credential.

She has been an active member and volunteer in PMI for 25 years. She was President of the LA Chapter for two terms and was selected as the PMI Chapter President of the Year for both. She has been an active Trustee since 2001. She has been active on the global and regional levels as well, serving on several Boards within PMI. She created and managed a global program of Regional Mentors for three years.

Ida joined Wells Bring Hope shortly after its start and has traveled to Niger a number of times, serving as videographer interviewing women. She is the Director of Volunteer Management, supervising a team of volunteers. Ida also mentors directors and managers.

### **Marsha Hierbaum**

Marsha Hierbaum was born and raised in New Jersey and graduated from Upsala College in East Orange New Jersey. She had a double major in sociology and psychology. Her first job was in advertising in Philadelphia, PA. In 1972, she moved to Los Angeles where she worked as a Branch Financial Analyst for Xerox Corporation

She is married to Mark Hierbaum, and has one daughter Stephanie.

In 1980, Mark and Marsha started their own company, DML Marketing Group, LTD, located in Van Nuys, California. Marsha retired in 2017, and Mark is still running the business.

Marsha is President of the Bel Air Crest Homeowners Association, and serves on many committees for the association.

Marsha and Mark have contributed to many charities but Wells Bring Hope has been a very special charity for the Hierbaum Family and they have been matching donors for the last three years. WBH not only has saved lives, it has transformed the lives of so many people in these small villages.

### **Maryann Rinsch**

Maryann is a native Angeleno who returned after graduating from the University of Minnesota with a degree in Occupational Therapy. She worked for California Children's Services for several years, becoming an Administrative Director before retiring to raise three sons. While mothering, she was active for over twenty years on the Alliance Board of the Natural History Museum of Los Angeles County, serving as president and Dinosaur Ball chairman.

In the early 90's she started a therapy practice that continued for over 12 years, contracting occupational and physical therapy services to three school districts in Los Angeles. She later continued in private practice, working with children with autism and Asperger's syndrome. A lifelong dream led her to spend a good part of three years living in Paris and learning the language.

Her deep concern for the women and children of Niger began after viewing the Wells Bring Hope video at an event in Barbara's home. Her heart was captured, and she and friends funded two wells and are working on a third!

### **Carol Rosen**

Carol Rosen received a degree from USC in dental hygiene (Trojans ... Fight On) and was engaged in that practice for fifteen years. During that time, which included raising two girls, she developed her passion for cooking, which she turned into a business of custom cakes and social catering. That business grew because Carol combined competence and organizational skills with an easy-going manner that clients needed and appreciated.

The catering business evolved into event planning for both individuals and corporate entities. As a Certified Special Event Professional (CSEP) Carol has continued to enjoy a fulfilling career through her company Party Designs by Carol. She loves working with clients to create their "dream" event and lasting memories. She has served as the president of several event industry organizations. Notably: The Los Angeles Chapter, International Special Events Society and International President of Wedding Industry Professionals Association. Carol has also been a mentor for many young people just starting out in the field.

She is delighted to now have the time to devote to non-profit organizations like Wells Bring Hope. Carol has lived in Los Angeles her entire life, married for 50 years with two young grandsons who she loves entertaining—no surprise... she's good at that too!

### **Gil Garcetti, Special Advisor to the Board**

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 the photographs that inspired the founding of Wells Bring Hope were on exhibit in the visitors lobby of the United Nations in New York. He is currently traveling around the world in his role as Cultural Ambassador for UNESCO.

## Staff

**Kate Cusimano, Director of Operations**

**Ida Harding, Director of Volunteer Management**

**Hadiara Diallo, Director of Microfinance**

**Jennifer Rice, Director of Development**

**Idan Elmelech, Director of Corporate Partnerships**

**Kyle Maurer, Director of Marketing**

**Todd Bendjen, Director of Public Relations**

**Michelle Chan, Director of Events**

# Our Partners & Supporters

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The following **foundations** have provided generous support for drilling wells and operational activities.

\$10 Club	Jalali Foundation
Aaron Marks Foundation	Million Dollar Round Table Foundation
Arthur and Edith Stern Family Foundation	The P.E.A.C.E. Fund
Andern Educational Research	Reed Foundation
Benenson Family Foundation	Roth Family Foundation
Brach Family Foundation	Rothstein Kass Foundation
Favrot Fund	Westlake Women's Club
Haynes Family Foundation	Zimmer Family Foundation
Horne Family Foundation	

The following **corporations, community groups, and schools** have provided generous support for drilling wells.

Chadwick School	Greek Orthodox Church of Pasadena
Exquisite Caribbean Resorts, LLC	Santa Barbara Rotary Club
Harvard Westlake	Santa Monica College
Lomita-Torrance Rotary Club	Self Love Cosmetics
Manhattan Beach Rotary Club	South Church
Marlborough School	St. Paul the Apostle Church
Nika Water	Valgard Capital Partners, LLC
Noosh Brands	Viewpoint School
Palos Verdes Sunset Rotary Club	Vistamar
Pasadena Rotary Club	Warren Woods Baptist Church
Philoptichos Society of St. Anthony	Wells Fargo

The following individuals are **Water Warriors**, having donated over \$10,000.

Adil Navid	Ka Wai Chan
Alan and Mandana Azad	Manouchehr and Jilla Sarbaz
Allan and Gigi Cheung	Marcy and Rita Norton
Barbara Goldberg	Marsha and Mark Hierbaum
Bette and Howard Krom	Maryann Rinsch
Bill and Laurie Benenson	Mavis Orr
Bill Hendley	Nancy Wheeler
Bruce Spector	Pascal Mahvi
Charles Wu	Percy Severn
Donald Jordan	Rich Stann
Gil and Sukey Garcetti	Robert and Michele Gossett
Hank Frazee	Rosalie and Larry Lazarus

Harris and Margaret Bass  
Laurie Adami  
Kareem Ahmed  
Karen and Don McMaster  
Katy and Mike Saei

Susan Steinhauser and Daniel Greenberg  
Stanley Black  
Toby and Tim Tuttle  
William and Susan Bloomfield

The following individuals are **Well Donors**, having donated \$5,600 - \$9,999.

Alan and Arlene Alda  
Andrew Burton  
Annie and David Langman  
Av and Martha Bluming  
Cameron and Kristin Heimbigner  
Catherine Kaufman  
Catherine and Kate McEvilly  
Christine Benchay  
Christine Lai  
David and Orna Delrahim  
David Girard  
Eileen Terry and Michelle Walker  
George Montgomery  
Harris Bass  
Hershey Felder  
Jason O'Malley  
John Marcarian  
Julie Volpe

Karen and Robert Norton  
Ken Sherman  
The Kilroy Family  
Larry Thompson  
Lois and Richard Gunther  
Mark Walton  
Mehrddad and Nancy Mavadet  
Michael Tsunping Tsao  
Patricia Vick  
Peymaneh Rothstein  
Sandra Rosenfeld  
Scott Fischler  
Stanley Liu  
Ted Wei Tai  
Victoria and Gary Davis  
William Anderson

# Financials

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## Statement of Activities

Wells Bring Hope financial position for the year ended December 31, 2017

Revenue	2017
Donations	\$ 317,549
Sponsorship	\$ 102,465
<b>Total Revenue</b>	<b>\$420,014</b>

Expenses*	
World Vision Funding	\$ 313,600
Operating Expenses	\$ 104,989
<b>Total Expenses</b>	<b>\$ 418,589</b>

\* Operating expenses have been underwritten by Panda Restaurant Group, not donor dollars.