



Saving Lives With Safe Water in West Africa



Annual Report 2019

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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 2019 UN Development Index, **Niger is the 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 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

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, Barbara went on to form an organization dedicated to raising money to drill wells that would provide rural villages in Niger, West Africa with safe water.

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 Wells Bring Hope's partner on the ground.

On July 27, 2010 Wells Bring Hope became a 501(c)(3). It chose to incorporate a highly responsible financial model, directing 100% of all donations to drilling wells, money that is matched dollar for dollar by our partner World Vision.

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."
- Almost 80% of diseases in developing countries are associated with a lack of clean water. At least 5,000 children die every day from diarrhea alone.

Why Niger?

It is poorest country in the world (U.N. Development Index, 2019)

- 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

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, one of the largest humanitarian organizations in the world. They have been our partner since our inception in 2008.

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.
- We train women to start their own small businesses so that they are able to contribute to the economic well-being of their families

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.

We are able to dedication 100% of all donations directly to well projects because Panda Restaurant Group generously underwrites our operating expenses and has since 2014.

The End Result

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.

When a well is drilled, girls are freed from the daily task of walking 4-6 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.

What Our Supporters Say

"I've been volunteering for WBH for over a year because I have yet to come across an organization that cares as deeply about its mission. This is a group of people who are looking to make a big change by thinking about helping those among us who are the worst off, and yet full of equal potential. What could be more powerful than saving lives with clean water? On top of that, as a new father I LOVE that this organization doesn't stop at building wells, they go the extra mile in empowering women with newfound free time to become intelligent, savvy entrepreneurs and lift the economic spirit of their village."

Kyle M., Volunteer

...I have seen a lot of nonprofit organizations and even more volunteers of NPOs and I have never seen such dedication to helping impoverished women in such a poor part of the world... I don't contribute to the "big" charities but this one is on top of my list.

Lois Z., Donor

I have been involved with this organization as a volunteer for several years and was initially drawn to them by the financial model they offer. 100% of every dollar donated to WBH goes to drilling wells and the modest administrative expenses that WBH has is paid through a grant from a corporation. I had never heard of a model like this so I knew my money would get to the cause. And what a cause! Nothing changes the lives of people like clean water does and in the poorest country in the world, Niger, in West Africa. This organization will keep getting my donation, year after year. Wonderful!

Anonymous, Donor/Volunteer

I LOVE donating to this organization. My business donates 10% to three charities each month, giving each client the option to choose. Wells Bring Hope always responds in such beautiful ways. They do NOT send me letters, with envelopes, asking for more but instead, come from a place of abundance and gratitude, letting me know how my donations have made a difference in people's lives. I love this! Instead of "More! More!" I hear "Thank you." This organization seems to operate from love and abundance and gratitude and that is in line with my mission.

Peggy J., Donor

As a member of the International Monetary Fund's Civic Program Advisory Committee from 2006 to 2012, I reviewed hundreds of requests for grants and therefore, I know well the range of nonprofits' performances and effectiveness...

Since 2015, I have been supporting Wells Bring Hope because it maintains every element that I look for in supporting a nonprofit:

- 1. A clear mission and evidence of progress in fulfilling it.*
- 2. Provision of measurable results*
- 3. Little to no waste*
- 4. Sustainability*
- 5. Opportunity for complimentary programs (economic empowerment for women)*
- 6. A committed team of volunteers*
- 7. Reputable and reliable partners.*

I highly recommend supporting Wells Bring Hope!

Jennifer R., Board Member

Let me preface my review by noting I'm Scottish. We are a people who do not like spending money, and we squeeze every penny's worth of value out of what we do spend. It's what we do. Wells Bring Hope represents that incredible value that I naturally look for. That's why I've parted with money and time for this organization. Your donation grows in impact from the moment it reaches WBH.

Nick B. Donor/Volunteer

I was motivated to join Wells Bring Hope when I attended a presentation by Gil Garcetti on the plight of villagers in West Africa. I was moved by photos of young girls who had to walk many miles, sometimes several times a day, to fetch water. As a result, they could never go to school. I knew almost immediately that I had to do something to help stem this cycle. WBH offered the opportunity to join a number of like-minded folks, and we ARE making a difference!

Anonymous, Donor

Wells Bring Hope is one of the most well-managed and successful organizations I've ever worked with. I've worked with many non-profits over the last forty-two years as a professional fundraiser and board member and this one is at the top of my list.

Jan D., Donor

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 events that support personal enrichment and connection.

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. She is the mother of two and grandmother of three young girls who live close by.

Lawrence Johnson, Treasurer

Larry has deep executive experience leading established and start-up enterprises. He is the founder and CEO of LR Johnson Associates LLC, a specialty foods distribution and marketing firm. In addition, Larry serves as Director of the Center for Strategic Corporate Development at El Camino College’s Business Training Center.

Previously, Larry provided corporate finance advisory and investment banking services for both Deloitte and Price Waterhouse. 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. An avid golfer, Larry also is an aficionado of the Los Angeles Philharmonic.

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. Ida joined Wells Bring Hope shortly after its start and has traveled to Niger a number of times, serving as videographer interviewing women.

Marsha Hierbaum

Marsha Hierbaum was born and raised in New Jersey and graduated from Upsala College in East Orange New Jersey. 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 married Mark Hierbaum, and in 1980, they 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 since 2017. They have one daughter, Stephanie.

Jennifer Rice

Jennifer Rice is a native Angeleno who has spent the last 30 years in Washington, DC and Tunisia working at the International Monetary Fund (IMF) and the African Development Bank in Contracting and Procurement.

She holds an MBA in Logistics Operations Management and a MA in Human Resource Management from George Washington University, and a BA in International Relations/Economics from Mount Holyoke College.

While at the IMF, Jennifer chaired the Civic Program Advisory Committee (2006-2010) where she acquired extensive experience reviewing grant requests to select nonprofits that the IMF would support. In 2011 after the Jasmine revolution, Jennifer worked with Tunisians and a DC-based board to become founder and chair of Friends of Almadanya USA.

During a visit to Los Angeles in 2015, Jennifer was introduced to Wells Bring Hope and was immediately impressed with its mission, measured goals, transparency, and its founder. As a retiree, Jennifer enjoys many hobbies including travel, volunteering, reading, investing and sports.

Carol Rosen

Carol Rosen received a degree from USC in dental hygiene 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 catering.

The catering business evolved into event planning—Party Designs by Carol-- for both individuals and corporate entities. As a Certified Special Event Professional (CSEP) Carol enjoyed a fulfilling career and 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.

Now that she is officially “retired,” Carol has the time to devote to non-profit organizations like Wells Bring Hope and to her family. Carol has lived in Los Angeles her entire life, married for 50 years with two grandsons.

Arlene Stone

Arlene Stone is a financial and tax professional with Goldman Melcher Accountancy in Woodland Hills. She has a Bachelors degree from UCLA and an MBA from Golden Gate University. Arlene has been involved with Wells Bring Hope since the organization's founding in 2008 and has worked with the organization's founder, Barbara Goldberg, for more than 25 years.

She is a longtime senior elected officer of Temple Ahavat Shalom's Sisterhood, where she plans the organization's annual sold-out Passover seder, among other events. Between raising two children—and awaiting grandchildren—she travels widely in search of new cultural experiences.

Arlene has lived in Los Angeles all her life. Her travels to almost every continent have brought her up close with people in greatest need of basics like clean water, which is why she's so pleased to be involved with Wells Bring Hope.

Patricia Vick

Patricia Vick was an employee benefits attorney for over 34 years, and until her retirement at the end of 2018, was a partner in the Law Offices of Shardlow & Vick in Pasadena. Patricia graduated from USC with a BA in history and has an MA in European history from UCLA. She went to law school at night when her younger son Kevin started first grade and received a JD from Loyola Law School.

Patricia has been a member of the Board of Directors of AbilityFirst for 40 years and is a former chair. She has a personal commitment to its work with individuals with developmental disabilities because her older son, George, now deceased, was born with spina bifida. Participation in AbilityFirst's programs, especially his 14 years as a camper at his beloved Camp Joan Mier, tremendously enriched George's life.

Patricia also was a member of the Zonta Club of Pasadena and served as its President. It was at Zonta that Barbara Goldberg first introduced Patricia to Wells Bring Hope. Patricia is a passionate supporter of the mission of Wells Bring Hope and joined the Board in 2018. She is its Director of Strategic Planning. Her retirement plans include more travel and spending time with her three fantastic grandsons.

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. Gil continues to publish books, and in 2018, published his ninth book of photography, [Protea: The Magic and Mystery](#).

Staff

Kate Cusimano, [Director of Operations](#)

Ida Harding, [Director of Volunteer Management](#)

Hadiara Diallo, [Director of Economic Empowerment for Women](#)

Jennifer Rice, [Director of Development](#)

Todd Bendjen, [Director of Public Relations](#)

Our Partners & Supporters

Foundations

\$10 Club	Joseph and Fiora Stone Foundation
Aaron Marks Foundation	L.A. Clippers Foundation
Arthur and Edith Stern Family Foundation	Laura and John Arnold Foundation
Andern Educational Research	Margaret M. Bloomfield Foundation
Benenson Family Foundation	Million Dollar Round Table Foundation
Benevity Community Impact Fund	The P.E.A.C.E. Fund
Cornelia Hodge Fund	Panda Restaurant Group
Brach Family Foundation	Reed Foundation
Erich and Delia Koenig Foundation	Robert and Lois Jacob Philanthropic Foundation
Favrot Fund	Roth Family Foundation
Friese Foundation	Rothstein Kass Foundation
Greenberg Foundation	Stanley and Joyce Black Family Foundation
Haynes Family Foundation	Weingart Foundation
Horne Family Foundation	
International Monetary Fund	Zimmer Family Foundation
Jalali Foundation	

Corporations, Community Groups, and Schools

American Business Bank	Merrill Lynch
Bliss Car Wash	Noosh Brands
Chadwick School	Orange Aluminum
City National Bank	Palos Verdes Sunset Rotary Club
EmEmpowered	Pasadena Rotary Club
Exquisite Caribbean Resorts, LLC	Philoptichos Society of St. Anthony
Harvard Westlake	Santa Barbara Rotary Club
Hermosa Beach Rotary Club	Self Love Cosmetics
Hope Actualized	South Church
Kate Sullivan Elementary	St. Paul the Apostle Church
Lomita-Torrance Rotary Club	Turkish Airlines
Manhattan Beach Rotary Club	Viewpoint School
Marlborough School	Warren Woods Baptist Church

Our Accomplishments in 2019

- Funded 66 wells, bringing safe water to roughly 65,000 people
- Funded a solar-powered water system for a rural health clinic, which will serve 8,000-10,000 people a year
- Achieved a donation retention rate of 85%
- Matched the success of our 2018 fundraiser while reducing costs by 37%
- Added 8 new Water Circles
- Added 120 new donors
- Received grants totaling \$75,646 from 12 foundations, including the International Monetary Fund, The Million Dollar Round Table, The Los Angeles Clippers Foundation, and the Disney VoluntEARS program
- Raised \$67,973 from corporate partners (exclusive of Panda) in donations and event sponsorship
- Accepted into the Global Giving crowdfunding platform after successfully raising a required minimum of \$5,000 from 40 or more donors in less than three weeks
- Implemented a pro bono billboard advertising campaign covering the Inland Empire
- Accepted by Bruin Consulting Group of UCLA for pro bono consulting services
- Added a new Social Media Team Manager, Blog Team Manager, Administrative Assistant and Newsletter Coordinator
- Brought on a short-term pro bono Digital Marketing Consultant to assist with making use of a Google Ads Grant
- Produced a new video with pro bono filmmaker, Mellissa Tong, who was part of the Niger team who visited in February 2018
- Hosted a well-received holiday party for key donors and local volunteers

Statement of Activities

Wells Bring Hope financial position for the year ended December 31, 2019

Revenue	2019
Donations	\$463,570
Sponsorship	\$123,072
Total Revenue	\$586,642

Expenses*	
World Vision Funding	\$452,600
Operating Expenses	\$120,219
Total Expenses	\$572,819

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