



Saving Lives With Safe Water in West Africa



# Annual Report 2020

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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 2020 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

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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, 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?

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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 from diarrhea alone.

## Why Niger?

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**It is poorest country in the world** (U.N. Development Index, 2020)

- 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, 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

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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.

Another key aspect of our program: we educate women on how to start their own small businesses that provide much needed income to their families, improving their overall quality of life. Women experience a very powerful feeling of accomplishment, enhancing their self-esteem. They also serve as role models for their daughters wanting to become "mini-entrepreneurs" just like their mothers.

# What Our Supporters Say

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*"I've been volunteering for WBH for over a year because I have yet to come across an organization that cares so 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 incredible 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 drilling 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., Donor and Former 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., Board Member



# Who We Are

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## 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.

### **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.

### **Dhivya Sridhar**

Dhivya was born in India to a family with rural roots. She grew up watching her mother and aunts carry water from wells and water tanks back to their homes and was told stories of how her grandmother walked 3 miles, each way, to get water from a nearby river. As a result of these stories and what she witnessed growing up, gender equity has always been close to her heart.

Dhivya is currently an MBA student at UCLA Anderson. She earned her undergraduate degree in biomedical engineering at UC Irvine. Prior to that, Dhivya worked for six years as a medical device marketer.

Volunteering has long been a part of Dhivya’s life. She is passionate about gender equity and financial inclusion. She joined Wells Bring Hope after meeting a fellow board member at an impact-focused Anderson event and is actively involved in developing new areas of donor engagement for WBH.

### **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.

## Operational Support

Kate Cusimano, **Director of Operations**

Hadiara Diallo, **Director of Economic Empowerment for Women**

Yvonne Fung, **Director of Volunteer Management**

Todd Bendjen, **Director of Public Relations**

Aubrey Hooper, **Director of Social Media**

Kate McEvilly, **Manager of Ambassadors Program**

Gauri Patil, **Manager of Blog Team**

Anique Wertheimer, **Manager of Silent Auction**

Brent Lewis, **Web Developer**

Charles Gooley, **Web Master**

Peggy Kelly/Timeless Celebrations, **Special Events**

Laurie Reemeyer, **Organizational Management**

## Our Partners & Supporters

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### 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	Waters Foundation
Horne Family Foundation	Weingart Foundation
International Monetary Fund	Zimmer Family Foundation
Jalali Foundation	

### **Corporations, Community Groups, and Schools**

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



# Our Accomplishments in 2020

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- Held a very successful year-end campaign, which generated 53% more revenue than 2019's year-end campaign
- Effectively transitioned to a virtual fundraiser, "Hop on for Hope"
  - Close to 200 people were in attendance, with very positive feedback from guests
  - Raised funds for 20 wells, \$122,000
- Received grants totaling \$70,000 from 5 foundations, including the International Monetary Fund, The Reed Foundation, The Friese Foundation, The Waters Foundation, and GlobalGiving
- Raised \$8,500 through a successful crowd funding campaign through Global Giving for their Girl Fund competition. Reached the top five out of hundreds of participating nonprofits.
- Funded 51 wells, bringing safe water to roughly 51,000 people
- Funded one solar-powered water system for a rural health clinic, serving 8,000-10,000 people a year
- Achieved a donation retention rate of 55%
- Added 167 new donors
- Initiated the WBH Ambassadors Program for high school students throughout the country to teach them how to do community outreach
  - Held two eight-week sessions that featured guest speakers
  - Educated them about the water crisis in West Africa and WBH's program
- Planned and executed a very well-received panel discussion on gender equity and achievement that included four highly successful women including the Honorable Yolande Smith, Ambassador to Grenada.

# Financials

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## Statement of Activities

Wells Bring Hope financial position for the year ended December 31, 2020

Revenue	2020
Donations	\$322,585
Sponsorship	\$84,300
<b>Total Revenue</b>	<b>\$406,885</b>

Expenses*	
World Vision Funding	\$233,000
Operating Expenses	\$83,411
<b>Total Expenses</b>	<b>\$316,411</b>

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