



Wells Bring Hope Annual Report 2012

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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 2012 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 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 called Salon Forum, a gathering of women organized 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.

In 2009, Wells Bring Hope formally partnered with Gil Garcetti to continue to fund wells, and on July 27, 2010 Wells Bring Hope became a 501(c)(3). All donation dollars go directly to drilling wells and are matched by World Vision. An individual sponsor and a family foundation have fully funded WBH's operating expenses from its inception. In 2012, operating expenses accounted for 13.6% of total donations.

Our Accomplishments

In 2012, we funded wells and:

Expanded

- Obtained operating funding from two sources: the bulk of it from a private individual and the remainder from a small family foundation.
- Received a three-year grant from the Roth Family Foundation for \$10,000 per year.
- Launched a new website
- Rebranded *Girls Helping Girls* as *The Front Line* to be inclusive of boys
- Launched a social fundraising feature on website
- Launched an online store

Increased Awareness

- Increased Facebook audience from 1,650 in June 2012 to 2,363 in December 2012 via a matching donations campaign
- Increased Twitter following from 375 to 463 followers
- Created a Pinterest page and gained 58 followers
- Uploaded 19 original videos to YouTube
- Created a formal blogging team and established a blogging schedule
- Created a school-focused prezi presentation for use in schools
- Created a corporate campaign focused prezi presentation

Built Relationships

- Developed strategic partnerships with corporations, community organizations, and family foundations
- Continued to receive funding from the Manhattan Beach Rotary Club as well as two new clubs, one in Pasadena and one in Santa Barbara
- Started active Water Circles at three new schools (Vistamar, Viewpoint, and Franklin)

Inspired Fundraising Projects

- Expanded “Water Circles” to enable groups, schools and individuals to start their own fundraising projects
- Added 16 new Water Circles
- Valguard Capital partners sponsored Wells Bring Hope’s annual fundraiser at the Lladro Gallery in Beverly Hills

Visited Niger

- Visited Niger and Mali with a team of 6 volunteers and Sam Jackson from World Vision
- Visited rural villages in three geographic regions of Niger and one in Mali
- Met with World Vision Niger partners
- Interviewed 87 women in 9 villages
- Produced 10 videos using footage obtained from the villages

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 of diarrhea alone.

Why Niger

It is poorest country in the world (tied with the Democratic Republic of Congo for last place on the U.N. Development Index, 2012)

- 44% of the people earn less than \$1.25 a day
- 61% in rural Niger have no access to clean water
- 96% in rural Niger have no access to improved sanitation
- Life expectancy is 55 years



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

- \$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.

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 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 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. 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 critically, on-going education and micro-finance programs designed to improve quality of life long-term.

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 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 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 micro-loans we provide enable the women 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.

Events

Earth Day at Santa Monica College – April 2, 2012

During the Earth Day Festival at Santa Monica College, 54 awesome SMC students got a small taste of what the women of Niger experience every day, walking with a 40 pound jerry can filled with water. Here is what some of them had to say about their experience:

"I couldn't imagine what it must be like for them doing this everyday."

"I just did the walk with 40 pounds, and it makes me feel really thankful for what we have."

"Its amazing how dedicated these women are to feed their families."

"We need more and more people to help build wells and bring more natural water."



Wells Bring Hope Fundraiser at Bel Air Crest – May 17, 2012

On May 17, Firouzeh Banki and Curtis Estes graciously hosted an event in honor of Wells Bring Hope at the lovely clubhouse in the Bel Air Crest community. The evening was a great success thanks to our hosts, dedicated volunteers, longtime supporters and new friends!

Gil Garcetti, former L.A. District Attorney and Vice President of Wells Bring Hope, kicked off the evening's presentations by describing his first visit to West Africa. Gil shared photographs and stories ~~and anecdotes~~ as he explained that "water is key" to changing lives in Niger and throughout West Africa.

Following Gil's remarks, WBH Founder and President Barbara Goldberg introduced a newly-released video on the transformative effects of the microloans that women receive when a well is drilled. During Barbara's presentation, longtime Wells Bring Hope supporter Laurie Adami presented her with a check for \$5,600 to fund a well. This will be the second well that Laurie and her family have funded!

Following the presentations, Wells



Bring Hope necklaces and copies of Gil's book, *Water is Key*, were raffled off as guests continued to enjoy the evening.

Over the course of the evening, several guests committed to starting Water Circles. Thanks to the generosity of friends both old and new, we raised over \$20,000—enough for close to four wells! Thank you, Bel Air Crest, for welcoming Wells Bring Hope into your community.



Annual Volunteers' Summer BBQ – August 12, 2012

On August 12, WBH Founder and President Barbara Goldberg hosted the annual Wells Bring Hope Volunteer/Supporter Appreciation Barbecue at her home in Los Angeles. The grill was fired up as guests mingled in the California heat, enjoying the shaded backyard and getting to know each other.



Local musician Xander Smith of Run, Run, Run played an acoustic set while Daniel Yadlosky (videographer) and Kristin Allen (interviewer) took the opportunity to conduct short interviews with the WBH volunteers and supporters to see what really drives the people behind WBH.



The evening's presentation began with

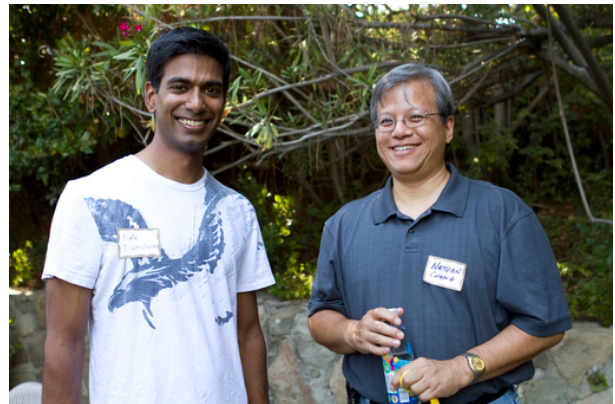
many thanks from Barbara to those who have donated their time and efforts to WBH. She then presented Dennis Ojogho, a supporter who raised money for WBH by starting a Water Circle at L.A. High, with a graduation gift and congratulated him on his acceptance to Harvard!



Dennis then spoke briefly about his involvement with Wells Bring Hope and credited his mother Esther, a native of Nigeria, with inspiring his passion for bringing safe water to West Africa. Finally, another volunteer was highlighted as Nancy Nagel, WBH Grant Team Director, presented the Volunteer of the Year award to Nathan Damodaran.



Gil Garcetti, former L.A. County District Attorney and Vice President of WBH kicked off the next round of speakers, one of whom was WBH Director of Microfinance Hadiara Diallo. Diallo shared her experiences going from growing up in Niger, a country where women have no hopes and dreams, to witnessing an increase in hope as WBH provides safe water and microfinance programs to Nigerien women.



Kareem Ahmed, Wells Bring Hope's biggest individual donor, rounded out the evening with inspiring words about his humble beginnings and how giving back has shaped who he is today.



Wells Bring Hope Fundraiser at the Beverly Hills Women's Club – September 22, 2012

After attending the Bel Air Crest event hosted by Firouzeh Banki and Curtis Estes earlier this year, guests Alan and Mandana Azad were inspired to host their own event in honor of Wells Bring Hope. We are happy to report the two did just that with much success on Saturday, September 22 at the Beverly Hills Women's Club!



The evening began with wine and appetizers on the patio of the historic women's club. As guests mingled before dinner, they had the chance to view ten of Gil Garcetti's striking images of West Africa and began to get a feel for the circumstances of life in the region.



After cocktail hour, guests made their way from the patio into the main hall for dinner and a few short presentations.

During the presentations, Barbara Goldberg, founder and president of Wells Bring Hope, spoke about her vision for the organization and the importance of this cause. She shared a video shot by the WBH crew on site in Niger, West Africa and explained WBH's mission of saving lives with safe water by raising funds to drill wells and give



microloans to women in Niger.

Host Alan Azad concluded the presentations by encouraging his guests to donate to the evening's cause,

In one of the evening's high points, three of the Azads' incredibly generous friends responded to his call for donations by pledging to fund a well each! Wells Bring Hope is happy to announce that the evening resulted in donations totaling \$27,250, funding almost five wells!

Wells Bring Hope is grateful to everyone who attended and made the evening such a success. Special thanks to Alan and Mandana Azad for their generosity and for helping to spread the word about Wells Bring Hope to their friends and family.



Volunteers' and Supporters' Holiday Party – December 2, 2012

On December 2, 2012, Wells Bring Hope Founder and President Barbara Goldberg once again opened her home to WBH supporters and volunteers for some holiday cheer and a celebration of another successful year.

WBH Vice President Gil Garcetti announced that the organization has funded 180 wells since its inception in 2008. That's over 100,000 lives transformed by clean water!

The party was a wonderful opportunity to reconnect with old friends and meet new ones.

Barbara used the party as an opportunity to announce the launch of Wells Bring Hope's new online store. Her granddaughter Lia was an obliging model of one of the WBH items available for sale in the new store!



Who We Are

Board

Barbara Goldberg, President & Founder

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

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.

Maryann Rinsch, Secretary

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 one well and are working on another!

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, and has worked in that field since 1991. Over the course of her career, she has helped resolve 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

Kate Cusimano, Director of Operations

Nancy Nagel, Director of Grant Team

Vikram Jadhav, Director of Strategy & Innovation

Hadiara Diallo, Director of Microfinance

Dyanne Aponte, Director of Corporate Development

Pam Jacobson, Director of Educational Outreach

Basmah Rana, Volunteer Project Manager

Nathan Damodaran, Project Manager of Grant Team

Evelyn Wilson, Volunteer Manager

Chuck Gooley, Website Manager

Laurie Reemeyer MBA, Management Consultant

Our Partners & Supporters

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

| | |
|-----------------------------|---------------------------|
| \$10 Club | Jalali Foundation |
| Aaron Marks Foundation | Roth Family Foundation |
| Andern Educational Research | Rothstein Kass Foundation |
| Benenson Family Foundation | Westlake Women's Club |
| Brach Family Foundation | Zimmer Family Foundation |
| Haynes Family Foundation | |

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

| | |
|----------------------------------|-------------------------------------|
| Chadwick School | Philoptichos Society of St. Anthony |
| C'est Tout Corp | Greek Orthodox Church of Pasadena |
| Dan Swietlick of Cut & Run | Santa Barbara Rotary Club |
| Exquisite Caribbean Resorts, LLC | Santa Monica College |
| Flowing Streams Ministries | St. Paul the Apostle |
| Manhattan Beach Rotary Club | Valgard Capital Partners, LLC |
| Marlborough School | Viewpoint School |
| Nika Water | Vistamar Yogurtland |
| Palos Verdes Sunset Rotary Club | |

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

| | |
|-----------------------|--------------|
| Allan and Gigi Cheung | Laurie Adami |
| Charles Wu | Pascal Mahvi |
| Ka Wai Chan | Percy Severn |
| Kareem Ahmed | |

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

| | |
|----------------------------------|-----------------------------|
| Alan and Mandana Azed | Manouchehr and Jilla Sarbaz |
| Bruce and Debra Spector | Mark Walton |
| Christine Benchay | Maryann Rinsch |
| Eileen Terry and Michelle Walker | Mehrdad and Nancy Mavadet |
| Gil and Sukey Garcetti | Michael and Katy Saei |
| Hank Frazee | Michael Tsunping Tsao |
| Harris Bass | Sandra Rosenfeld |
| Jason O'Malley | Scott Fischler |
| John Marcarian | Susan Steinhauser |
| Ken Sherman | Ted Wei Tau |
| The Kilroy Family | William Anderson |
| Larry Thompson | William Bloomfield |

The following individuals are **Major Supporters**, having donated \$2,000-\$5,599

| | |
|---------------------------|---------------------|
| Andrew Burton | Mo and Sally Baron |
| Beverly Greenfeig | Peter Brach |
| Burt and Nanette Forester | Ricky Tong |
| Curtis Estes | Robert Gossett |
| Daniel Swietlik | Simon Tu-Kuen Cheng |
| Helen Lin | Stanley Liu |
| Jeanne Kuntz | Susan Martin |
| Mark and Marsha Hierbaum | Tim Strelitz |
| Marcy and Rita Norton | Tim and Toby Tuttle |

We would like to thank the following for their generous pro bono support.

Arlene Stone Financial Services
Aurora Enterprises
Ben & Jerry's Century City
Bernie Shine
Bill Rogers Consulting
Brent Lewis
Bruce Chianese
Carol Rosen
CRUX Objectives
Daniel Yadlosky
Debrah Lemattre
Destiny McCune
Gretchen and Randy Lash
Helen Hasenfeld
Henry Jaglom
Hershey Felder
Irene Fixs
Jennifer Gedrick

Larry and Clara Yust
Laurie Reemeyer
Lladro Gallery
Margot Winchester
Millicent Gappell
Ostiller & Hung
Party Designs by Carol
Paula Present
Ptero Dance Theater
Rachelle and Jay Zukerman
Sofitel Hotel
Stretch Media
Susan Merson
TS Design Studio
UCLA Anderson School
Watts Water Technologies
West Coast Producers Group
Will Ito

Financials

Statement of Activities


Wells Bring Hope financial position for the year ended December 31, 2012

| | |
|----------------------|------------------|
| Revenue | 2012 |
| Public Support | \$501,972 |
| Sponsorship | \$121,449 |
| Total Revenue | \$623,421 |

| | |
|---------------------------------|------------------|
| Expenses* | |
| World Vision Funding | \$375,200 |
| Operating | \$85,383 |
| Total Operating Expenses | \$460,583 |

Ratio of Expenses to Donations **13.7%**

* All operating expenses have been underwritten by a private individual and a family foundation, not donor dollars.



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

www.wellsbringhope.org