



# **Wells Bring Hope Annual Report 2013**

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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 2013 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

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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 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. From 2008-2013, operating expenses have accounted for 11.7% of total donations.



# Our Accomplishments

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## In 2013, we funded 80 wells and:

- Developed strategic partnerships with Socha Tea and Watts Water Technologies
- Continued to receive funding from the Manhattan Beach Rotary Club
- Supported Chadwick School, Harvard Westlake, and Viewpoint in raising funds for one well each
- Added 4 new Water Circles
- Were featured on KNBC
- Hosted a very successful annual fundraising event that brought in \$379,693 and was fully underwritten by new supporters – Wells Fargo Bank, Union Bank, CMX Metals, and Merrill Lynch
- Sent Director of Microfinance, Hadiara Diallo, to Niger to evaluate our microfinance program and document several well dedication ceremonies
- Held a three successful auctions (silent, live, and online) with major donations from American Airlines, Turkish Airlines, the Four Seasons, the Beverly Hills Hotel, the St. Regis, Zulu Nyala, and Casa Del Mar
- Increased our Facebook audience from 2,363 to 2,653
- Increased our Twitter following from 463 to 758 followers
- Received 1,119 views on YouTube

# 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** (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
- 68% 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 to provide safe water for everyone in the country.

# 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 tools 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 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 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 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

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## Annual Volunteers' Summer BBQ – July 14, 2013



On Sunday, July 14th, Wells Bring Hope Founder and President Barbara Goldberg once again opened her home to the many volunteers and supporters that make this organization possible. Volunteers new and old filled Barbara's beautiful backyard - old connections were renewed and new friendships made.



**Ken Kilroy and Brent Roske**



**Hadiara Diallo, Kristin Allen, Barbara Goldberg and Heather Jenoure**





Making this summer's barbecue extra special was the fact that we were joined by Mamane Amadou, Director of Water Operations for World Vision Niger and Sam Jackson, Director of Development for World Vision.



**Mamane Amadou and Sam Jackson**



After everyone had a chance to heap their plates with barbecued chicken and a variety of salads, Barbara began the program by announcing that Wells Bring Hope had just funded its 200th well!



Following Barbara's announcement, Sam Jackson spoke about Barbara's phenomenal dedication to saving lives with safe water and how thankful World Vision is for her commitment. After Sam's remarks, Wells Bring Hope's Director of Microfinance took center stage to introduce her fellow Nigerien, Mamane Amadou.





As Director of Water Operations for World Vision Niger, Mamane was able to provide the other guests with a unique perspective on the impact of the wells that WBH drills.



Following our illustrious speakers, Kate Cusimano, Director of Operations had the privilege of recognizing Evelyn Wilson and Basmah Rana as our Volunteers of the Year. As an organization that relies heavily on volunteers, Wells Bring Hope could not function without Evelyn and Basmah acting as our volunteer managers.

Finally, Barbara presented Kristina Rietz with a special Founders award to recognize her contribution to the birth of Wells Bring Hope. Kristina has been a supporter since the inception of Wells Bring Hope and helped in getting the organization off the ground.



**Barbara Goldberg and Kristina Rietz**



## Wells Bring Hope 5<sup>th</sup> Anniversary Fundraiser – September 29, 2013

Wells Bring Hope celebrated its fifth anniversary and the drilling of 200 wells since we began in 2008. It took place at the home of Gil and Sukey Garcetti. Our guest of honor was Kareem Ahmed, a philanthropist, humanitarian, and WBH's largest donor.



Our honoree, Kareem Ahmed  
and Barbara Goldberg



Lauren and Lia McCluskey



Gil Garcetti  
WBH Vice President



David Girard and Ida Harding

Thanks to our wonderful supporters and tireless volunteers, the event was a huge success! Our goal was to raise money for 40 wells but thanks to the generosity of our supporters, we reached 63 wells, over \$350,000, an amount far beyond our expectations!



Evelyn Wilson, Pam Jacobson, and Sharon Croskery greet guests at check-in



Corinne Becker



The party kicks off!



Once the silent auction ended, everyone made their way to the backyard.



Our hosts, Sukey and Gil Garcetti



Mary Michlovich, Ann Hammond, Michael Skelton



Brad and Stacy Moser, Lefky Mansi of Wells Fargo, and Cristian Younan

After a few words from our President and Founder, Barbara Goldberg, Gil introduced Wells Bring Hope's youngest supporter, Sedona Goldstein. Following Barbara's and Gil's remarks, Grant Snyder, auctioneer extraordinaire, took the stage to auction off some amazing trips, some great art, and a chef's dinner! Later in the evening, Mayor Eric Garcetti took the stage to recognize the incredible philanthropy of the night's honoree, Kareem Ahmed.



Barbara Goldberg addresses the guests



Mayor Garcetti



Gil Garcetti and Sedona Goldstein



Stanley Liu announces that Panda Restaurant Group will match Gigi Cheung's donation of ten wells!



Adil Navid donates two wells



Alan Azad donates a well

# 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 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 two wells and are working on a third!

## **Laurie Adami, Member at Large**

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.

## Staff

**Kate Cusimano, Director of Operations**

**Rebecca Cover, Director of Grant Team**

**Hadiara Diallo, Director of Microfinance**

**Ida Harding, Director of Volunteer Management**

**Basmah Rana, Volunteer Project Manager**

**Hamilton Liu, Project Manager of Grant Team**

**Evelyn Wilson, Volunteer Manager**

**Chuck Gooley, Website Manager**

**Laurie Reemeyer MBA, Management Consultant**



# Our Partners & Supporters

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

\$10 Club  
Aaron Marks Foundation  
Andern Educational Research  
Benenson Family Foundation  
Brach Family Foundation  
Haynes Family Foundation

Jalali Foundation  
Roth Family Foundation  
Rothstein Kass Foundation  
Westlake Women's Club  
Zimmer Family Foundation

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

Chadwick School  
C'est Tout Corp  
Dan Swietlick of Cut & Run  
Exquisite Caribbean Resorts, LLC  
Harvard Westlake  
Manhattan Beach Rotary Club  
Marlborough School  
Nika Water  
Palos Verdes Sunset Rotary Club

Philoptichos Society of St. Anthony  
Greek Orthodox Church of Pasadena  
Santa Barbara Rotary Club  
Santa Monica College  
Valgard Capital Partners, LLC  
Viewpoint School  
Vistamar  
Yogurtland

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

Adil Navid  
Alan and Mandana Azad  
Allan and Gigi Cheung  
Barbara Goldberg  
Charles Wu  
Gil and Sukey Garcetti

Ka Wai Chan  
Kareem Ahmed  
Laurie Adami  
Pascal Mahvi  
Percy Severn  
Susan Steinhauser

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

Bruce and Debra Spector  
Christine Benchay  
Eileen Terry and Michelle Walker  
Hank Frazee  
Harris Bass  
Hershey Felder  
Jason O'Malley  
John Marcarian  
Ken Sherman  
The Kilroy Family  
Larry Thompson  
Manouchehr and Jilla Sarbaz  
Marcy and Rita Norton

Mark Walton  
Maryann Rinsch  
Mehrdad and Nancy Mavadet  
Michael and Katy Saei  
Michael Tsunping Tsao  
Sandra Rosenfeld  
Scott Fischler  
Stanley Black  
Ted Wei Tai  
William Anderson  
William Bloomfield

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/Party Designs by Carol  
Charles Gooley  
Daniel Yadlosky  
Destiny McCune  
Helen Hasenfeld  
Hershey Felder  
Irene Fixs

Larry and Clara Yust  
Laurie Reemeyer  
Lladro Gallery  
Millicent Gappell  
Ostiller & Hung  
Paula Present/Ptero Dance Theater  
Rachelle and Jay Zukerman  
Sofitel Hotel  
Stretch Media  
Susan Merson  
UCLA Anderson School  
Watts Water Technologies  
Willi Ito

# Financials

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## Statement of Activities

Wells Bring Hope financial position for the year ended December 31, 2013


<b>Revenue</b>	<b>2013</b>
Donations	\$481,125
Sponsorship	\$ 27,500
<b>Total Revenue</b>	<b>\$508,625</b>

<b>Expenses*</b>	
World Vision Funding	\$448,000
Operating Costs	\$ 88,415
<b>Total Operating Expenses</b>	<b>\$536,415</b>

**Ratio of Operating Costs to Revenue      17.4%**

**\* 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](http://www.wellsbringhope.org)