



Saving Lives With Safe Water in West Africa



# 2015 Annual Report

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# Mission and Vision

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**Wells Bring Hope** is committed to drilling wells to bring safe water and effective sanitation systems to rural villages in Niger, West Africa. Our mission is **saving lives with safe water**.

According to the 2015 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 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 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). 100% of all donations go directly to drilling wells and are matched by our partner World Vision.

# Our Accomplishments

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## In 2015, we funded 60 wells and:

- Held a successful donor appreciation dinner for over 50 people at a local restaurant.
- Traveled to Niger to meet with local staff, visit villages where our wells have been drilled, and evaluate the microfinance training program. We also met with the Niamey Rotary Club for a Rotary International grant.
- Held a summer BBQ which was attended by over 50 volunteers and supporters.
- Were chosen as the beneficiary of a young supporter's hike of the Wonderland Trail around Mt. Rainer which was the focus of a fundraiser targeted at Millennials.
- Added three new people to the Board of Directors and expanded the Advisory Board.
- Added a Director of Special Events who managed our annual fundraising event.
- Hosted a successful Fall Fundraiser that raised funds for 23 wells.
- Added a Director of Corporate Partnerships and recruited a team to support him.
- Formed corporate partnerships with a t-shirt company and an author.
- Added four new Water Circles.
- Brought on a second Associate Director of Marketing and created a marketing and development team.
- Added a new Director of Public Relations to our team.
- We received grants from the Million Dollar Round Table Foundation, the Favrot Fund, and the Reed Foundation.



# Why Safe Water

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- Water is the source of all life. Without it, we die. It is a basic human right, something that is owed to everyone on the planet.
- According to the World Health Organization (WHO) "No other humanitarian intervention produces a more dramatic effect on life than access to safe water and sanitation."
- Almost 80% of diseases in developing countries are associated with a lack of clean water. At least 5,000 children die every day of diarrhea alone.

## Why Niger

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**It is poorest country in the world** (U.N. Development Index, 2015)

- 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 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. These women also serve as role models for their daughters who can also envision becoming micro-entrepreneurs.

# 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.

### **Laurie Adami, Secretary**

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

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

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



undergraduate degree from Colgate University and presently lives in Santa Monica, CA with her husband and son.

### **Lawrence Johnson, Treasurer**

Larry has over 30 years of senior level executive management and business advisory experience. He currently serves as President of Passage Foods Group, LLC the US Marketing and distribution arm of Passage Foods Pty Ltd of Australia. Additionally, Larry is the founder and CEO of LR Johnson Associates LLC, a specialty products marketing and distribution company. Larry also provides strategic marketing advice and counsel for middle market businesses in food and related industries.

Larry is an active Member of the Rotary Club of Manhattan Beach, and has served in a variety of leadership roles in Rotary International's District organization in the Los Angeles area. He is active in the local Episcopal Church, where he currently serves as a youth leader. A Louisiana native, he is a graduate of Boston College and also has an MBA from Columbia University.

### **Maryann Rinsch, Member at Large**

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!

### **Ed Keebler**

Ed is a global business management and strategy consultant based in Los Angeles. In 1999, he founded DEA Enterprises, a boutique consultancy that has provided fix-

term or a la carte contract services to businesses, governments, industry bodies, non-profits and NGOs. Areas of specialty have included: sustainability, triple-bottom-line economics, economic policy, trade promotion and policy, capital sourcing, marketing, market entry strategies, capability development, market arbitrage, multi-horizon scoping and planning. Sectors of focus have included: specialized manufacturing, ICT, food-fiber-agribusiness-aquaculture, bio-medical/bio-technology, nanotechnology, and clean-tech.

More recently, Keebler also opened the highly acclaimed Culver City restaurant, Bucato, as the Managing Partner. Simultaneously, in 2012, he founded a first of its kind hospitality PEO for Los Angeles, EFEK Management.

## **Andrew Schneider**

As Chief Operating Officer of American Solar Direct, Andrew oversees operational effectiveness and technology to deliver superior customer experiences. His 20-plus year tenure in IT leadership is instrumental in growing American Solar Direct's business processes and technology. Andrew is known for his fascination with German engineering - it is therefore no surprise that most of American Solar Direct's solar panels, and Andrew's car, are made in Germany.

## **Bruce Spector**

Bruce enjoyed a highly successful career as one of the country's leading bankruptcy lawyers with nearly twenty years as a partner and non-legal deal leader in the private equity firm of Apollo Management, L.P., the predecessor to Apollo Global Management.

From 1967 to 1992, he was a member of the law firm of Stutman, Treister and Glatt, specializing in restructurings, insolvency reorganizations and related bankruptcy matters. He served as lead debtor's counsel in a number of the largest chapter 11 cases of that era, including Wickes Companies and Storage Technology, Inc.

After joining Apollo Management in 1992, Bruce lead or was a key member of deal teams in purchasing and managing a number of high profile companies, including Vail Resorts International and Telemundo. In 2007, he stepped down as a partner in the firm in order to devote more time to teaching, family and charitable and community endeavors.

Bruce graduated from University of Southern California, B.A., *magna cum laude*, *Phi Beta Kappa* and the University of California at Los Angeles, J.D., *summa cum laude* and was Senior Editor of UCLA Law Review.

He has been a strong supporter of Wells Bring Hope since 2010, and to encourage his family to support the organization too, he created a Water Circle where he multiplies the donations of his grandchildren four times!

### **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.

## **Staff**

**Julie Battaglia, Director of Public Relations**

**Nichole Carlson, Director of Events**

**Kate Cusimano, Director of Operations**

**Hadiara Diallo, Director of Microfinance**

**Greg Flay, Director of Corporate Partnership**

**Ida Harding, Director of Volunteer Management**

**Nancy Kavadas, Associate Director of Marketing**

**Rose Schneider, Associate Director of Marketing**

**Sheri Tor, Director of Grant Team**

# Our Partners & Supporters

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

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

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

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



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

Adil Navid	Ka Wai Chan
Alan and Mandana Azad	Manouchehr and Jilla Sarbaz
Allan and Gigi Cheung	Marcy and Rita Norton
Barbara Goldberg	Marsha and Mark Hierbaum
Bette and Howard Krom	Maryann Rinsch
Bill Hendley	Mavis Orr
Bruce Spector	Pascal Mahvi
Charles Wu	Katy and Mike Saei
Donald Jordan	Percy Severn
Gil and Sukey Garcetti	Susan Steinhauer and Daniel Greenberg
Hank Frazee	Stanley Black
Harris Bass	Toby and Tim Tuttle
Laurie Adami	William and Susan Bloomfield
Kareem Ahmed	

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

Alan and Arlene Alda	Larry Thompson
Andrew Burton	Lois and Richard Gunther
Annie and David Langman	Mandana and Alan Azad
Cameron and Kristin Heimbigner	Mark Walton
Christine Benchay	Mehrdad and Nancy Mavadet
Christine Lai	Michael Tsunping Tsao
David and Orna Delrahim	Rich Stann
David Girard	Robert Gossett
Eileen Terry and Michelle Walker	Rosalie and Larry Lazarus
Harris Bass	Sandra Rosenfeld
Hershey Felder	Scott Fischler
Jason O'Malley	Stanley Black
John Marcarian	Ted Wei Tau
Julie Volpe	William Anderson
Ken Sherman	William Bloomfield
The Kilroy Family	

# Financials

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## Statement of Activities

Wells Bring Hope financial position for the year ended December 31, 2015

<b>Revenue</b>	<b>2015</b>
Donations	\$352,379
Sponsorship	\$ 92,750
<b>Total Revenue</b>	<b>\$445,129</b>

<b>Expenses*</b>	
World Vision Funding	\$296,800
Operating Costs	\$97,668
<b>Total Operating Expenses</b>	<b>\$394,468</b>

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