

Scaling Dignity. Strengthening Systems. Supporting Kids to Thrive.

ANNUAL REPORT 2024



Splash

A MESSAGE FROM SPLASH'S FOUNDER AND CEO

Dear Friends,

2024 was a year of grit and groundwork. Splash remained laser-focused on what we do best: delivering clean water, safe toilets, hygiene education, and menstrual health support to children in some of the world's most densely populated urban areas. But beneath the day-to-day work, something bigger was taking shape—something we've been building toward for years.

Our values—putting people first, pursuing quality solutions, operating with honesty and joy, and learning from our mistakes—guided every decision and shaped every partnership. In schools, our teams worked hand-in-hand with local governments and communities to ensure no child had to choose between health and education.

At Splash, we don't believe in top-down aid or short-term fixes. We believe in systems change. We believe dignity is non-negotiable. And we believe every child, regardless of where they live, deserves the basics to thrive.

That belief is driving us forward in 2025. We've launched the most ambitious phase of our work yet—Project WISE, Phase II—expanding into three new countries (Malawi, Tanzania, and Zambia) to serve children living in urban neighborhoods of extraordinary density and complexity. We've proven that our model works across multiple cities in Africa and Asia. Now, we're scaling our cost-effective, durable, and impactful approach in close partnership with governments to reach millions more kids.

From the start, our goal has been to design ourselves out of a job. That means building strong systems, transferring ownership, and exiting responsibly.

The global aid landscape has shifted. Priorities are in flux. But at Splash, we're holding steady. We're staying grounded in our vision.

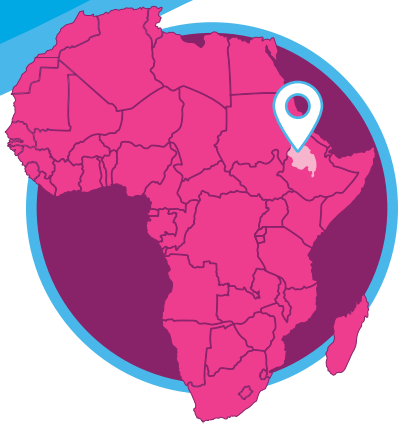
Thank you for walking with us through another year of impact and purpose. The work ahead is significant—but we're ready, and we're grateful to have you by our side.

With gratitude and resolve,



Eric Stowe
Founder & CEO





PROGRAM SPOTLIGHT

Rural Amhara Curriculum Adaptation

While Splash is rooted in urban work, 2024 marked a unique opportunity to show that our curriculums can adapt anywhere. So, we brought our urban-focused model to rural schools in Ethiopia's Amhara region—showing it could flex across very different contexts.

How We Did It:

- Carried out baseline research at three rural schools
- Held focus groups with faith leaders, students, and caregivers
- Piloted, tested, and updated content to match local realities
- Trained facilitators and gathered community feedback

What We Updated:

- **Abeba's World: Student Guide:** Refreshed with rural characters and cultural cues
- **Parent Guide:** Added dads into the dialogue
- **Male Facilitation Guide:** Switched from "hero" to "ally" and enhanced puberty talk
- **Cleaning Guide:** From a janitor-only guide to a faculty-wide guide
- **Ongoing Maintenance Guide:** Now includes routines tailored for rural schools
- **Community Engagement Guide:** New guide that encompasses connecting in rural communities

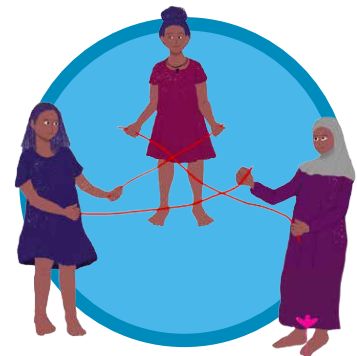


Image from "Abeba's World: Student Guide"

Bottom line? Good curriculum travels—and gets better when local voices lead the way.





Milestone Achieved!

Splash Completed Core Infrastructure Work in Addis Ababa

By the end of 2024, Splash completed WASH infrastructure (water filtration, handwashing, and drinking stations) in every government-funded school in Addis Ababa—including 38 new schools that opened since we first began work there in 2019. This city-wide coverage is a landmark achievement for Project WISE.

But our efforts go beyond infrastructure—we're working with government partners to sustain this progress through strong supply chains and maintenance systems. This is what planned obsolescence looks like in practice: **WASH in every school, not Splash in every school.**



STATEMENT OF FINANCIAL POSITION

Year Ended December 31, 2024 (With Comparative Totals for 2023)

	2024	2023
ASSETS		
CURRENT ASSETS		
Cash and Cash Equivalents	\$ 3,667,243	\$ 4,473,543
Grants and Pledges Receivable, Current Portion	495,159	699,620
WASH Systems and Supplies	304,740	411,296
Deposits on Equipment and Materials	—	26,500
Other Receivables, Current Portion	52,537	143,844
Advances to Programmatic Partners	61,535	34,892
Prepaid and Other Current Assets	56,951	95,100
Operating Right of Use Asset	—	10,667
Total Current Assets	4,638,165	5,895,462
OTHER ASSETS		
Grants and Pledges Receivable, Net of Current Portion and Discount	250,000	—
Property and Equipment, Net of Depreciation	59,444	32,198
Total Other Assets	309,444	32,198
Total Assets	\$ 4,947,609	\$ 5,927,660
LIABILITIES AND NET ASSETS		
CURRENT LIABILITIES		
Accounts Payable	\$ 147,938	\$ 68,357
Accrued Expenses	263,192	485,514
Refundable Grant Payable	250,000	—
Deferred Revenue	—	800,000
Lease Liability - Operating	—	10,676
Total Current Liabilities	661,130	1,364,547
LONG-TERM LIABILITIES		
Refundable Grant Payable	—	250,000
Total Long-Term Liabilities	—	250,000
Total Liabilities	661,130	1,614,547
NET ASSETS		
Without Donor Restrictions	1,549,114	1,671,636
With Donor Restrictions	2,737,365	2,641,477
Total Net Assets	4,286,479	4,313,113
Total Liabilities and Net Assets	\$ 4,947,609	\$ 5,927,660

STATEMENT OF ACTIVITIES

Year Ended December 31, 2024 (With Comparative Totals for 2023)

	2024	2023
REVENUE AND SUPPORT		
Contributions and Grants	\$ 6,259,971	\$ 5,371,866
Contributed Nonfinancial Assets	42,930	173,060
Special Events Revenue, Net of Expenses	136,052	125,558
Interest and Other Income	24,605	27,140
Contributed Assets Released from Restrictions	—	—
Net Assets Released from Restrictions	—	—
Total Revenue and Support	6,463,558	
EXPENSES		
Program Services	\$ 5,247,832	\$ 7,178,196
Management and General	421,023	1,076,329
Fundraising	821,337	622,304
Total Expenses	6,490,192	
CHANGE IN NET ASSETS		
	(26,634)	(3,179,205)
Net Assets - Beginning of Year	4,313,113	7,492,318
NET ASSETS — END OF YEAR		
	\$ 4,286,479	\$ 4,313,113



THE RESEARCH IS IN!

LSHTM Confirms— Project WISE Has WASH-y Magic!

In partnership with the London School of Hygiene & Tropical Medicine (LSHTM), Splash's impact was scientifically tested and has now been published in a peer-reviewed journal. This isn't just a feel-good story, the study conducted in 2021-2022 was a gold-standard, cluster-randomized controlled trial in 60 Addis Ababa schools. Here's what the sudsy science revealed:

Who and How Many?



60 schools.



6,229 students.

Conducted during the 2021–2022 school year, the study followed pupils aged 7–16 across 60 primary schools. Half received the full Project WISE package. The other half didn't. Then the data rolled in.

Best Confirmation?



Girls got a confidence boost in menstrual care.

The study showed an increase in menstrual self-efficacy (+3.3 points on a 100-point scale). That means more girls felt ready and supported at school while managing their periods—an essential step for gender equity and dignity.

Most Exciting Result?



A 16% drop in respiratory illness—thanks to soap and clean water!

Students at WASH schools reported significantly fewer respiratory infections in the past week compared to their peers. It's clear: handwashing works, even in the toughest environments and even during a pandemic.

Why It Matters Most:



A shocking 50% of WASH projects fail within five years.

Splash's goal is to beat those odds by designing for durability and scale. This independent research reinforces that when school WASH is done right—with infrastructure, education, and government alignment—it sticks. It works. And it deserves continued investment and rigorous research to keep improving.

► **You can check out the full research [here!](#)**

SCHOOL'S IN!

Partnerships that Propel the Work

In 2024, representatives from Osprey Foundation, and Artisan Coffee, amongst other partners, visited Splash programs in Ethiopia to see the work up close. Their partnership and shared commitment to dignity, sustainability, and local leadership remain a driving force behind everything we do.



“Seeing the joy on the children’s faces as they used the new handwashing stations was incredible. It reminded us why we started this journey.”

—Magda Harrison,
Co-Owner & Founder Artisan Coffee

“Osprey Foundation is proud to support Splash’s work in public schools. When we visited Addis Ababa, we were particularly impressed with a school hygiene club in which both boys and girls talked openly about topics like menstruation. We were also inspired by the pride and responsibility the students and teachers showed for the upgraded water, sanitation, and hygiene facilities.”

—Osprey Foundation

BY THE NUMBERS:
TOTAL SCALE THROUGH 2024

 **1,472,150**
BENEFICIARIES

 **1.2 million+**
CHILDREN REACHED

 **1,467**
SCHOOLS

 **1,230**
SITES
(including healthcare facilities and orphanages)

CHINA
 232,181
 4
 1,153

NEPAL
 160,462
 256
 8

INDIA
 177,579
 490
 5

ETHIOPIA
 760,512
 572
 17

BANGLADESH
 21,228
 71

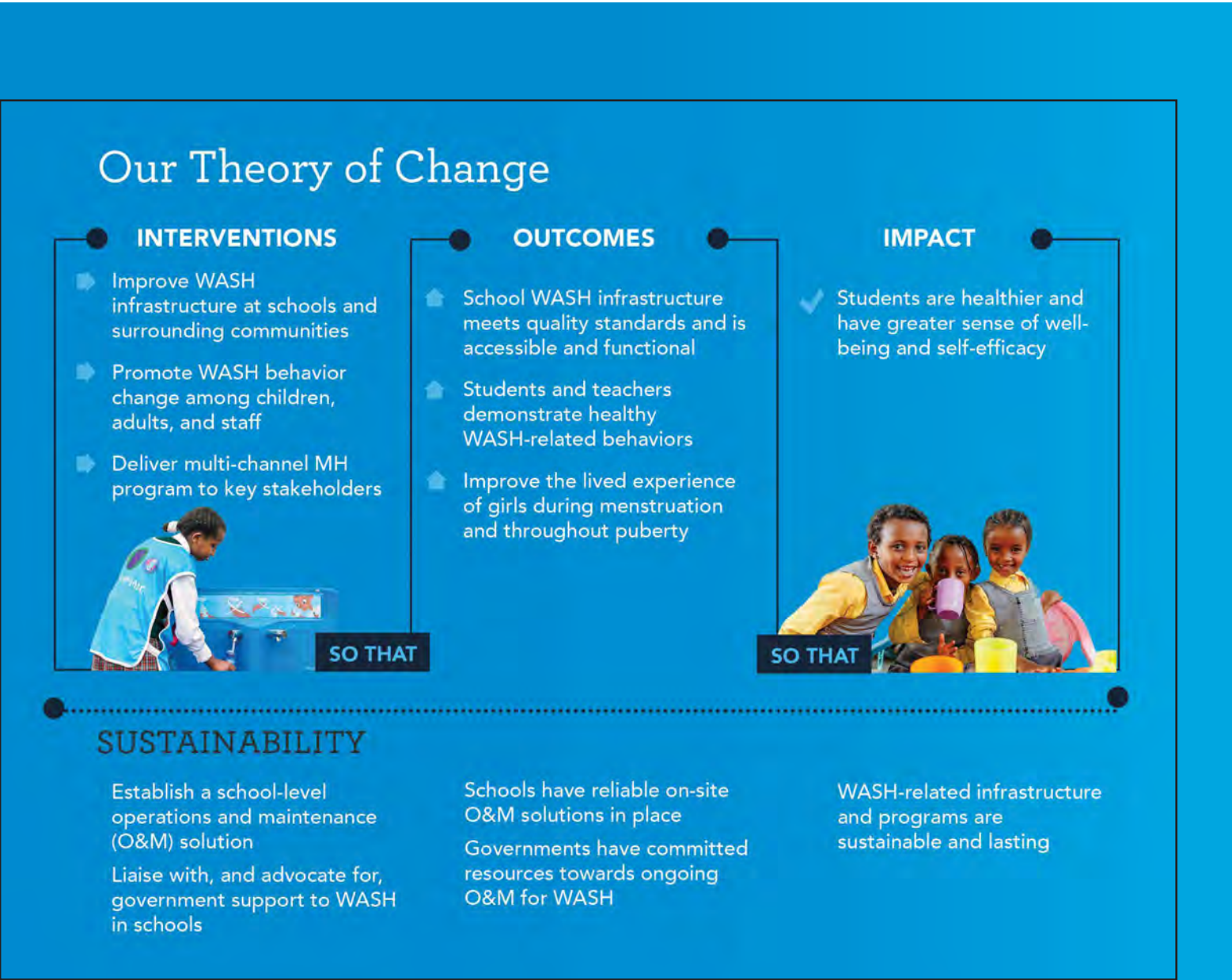
VIETNAM
 23,732
 3
 5

CAMBODIA
 85,271
 52
 32

THAILAND
 11,185
 19
 10

Measuring Wellbeing

At Splash, our **Theory of Change** isn't just jargon—it's our guiding star. It's the strategic roadmap that links what we do to the real change we aim to create like: making kids healthier, more confident, and empowered.



To show we are making this happen, we're leveling up our impact and measurement tools going beyond counting taps and toilets by using the INWISE Scale and SanQoL-5.

INWISE (Institutional Water Insecurity Experiences Scale)

- What it is:** A survey tool that asks students how they *feel* about their school's water and hygiene—not just whether water and toilets are there.
- Why it matters:** Even if a school technically has water and toilets, students might still feel insecure if supplies run out, if facilities are dirty, or if they worry about privacy. These feelings can affect how well kids pay attention, whether they skip school, and how comfortable they are with daily hygiene and managing their periods.
- Who's behind it:** Splash worked with Northwestern University and the UNC Water Institute to test and validate this tool for schools.

SanQoL 5 (Sanitation Quality of Life, 5 Dimensions)

- What it is:** A tool that measures how sanitation (toilets, bathrooms) affects students' sense of dignity.
- What it looks at:** It focuses on five key aspects of dignity—things like having privacy, feeling safe, and being emotionally comfortable when using school sanitation facilities.
- Why it matters:** Good sanitation isn't just about health—it's also about respect, safety, and the confidence to participate fully in school life.

These aren't just metrics. They are windows into our Theory of Change in action, bridging our infrastructure and programming to real, lived impact. By integrating them, we're making wellbeing a core part of our ongoing program measurement. Because every school we work with should have more than water and toilets—it should be a place where kids truly thrive.



PROJECT WISE, PHASE II FEASIBILITY STUDIES

Getting Real, Getting Ready

*From data dives to government deep talks—
here’s how Splash geared up to go big in 2025.*

In 2024, we conducted a rigorous multi-country feasibility study across seven countries in East Africa before we launched Project WISE (WASH in Schools for Everyone), Phase II. We reviewed existing data, assessed WASH infrastructure and government policy, met with local and national stakeholders, and identified partners aligned with Splash’s values and model.

Short Listed: Tanzania, Malawi, Kenya, Uganda, and Zambia

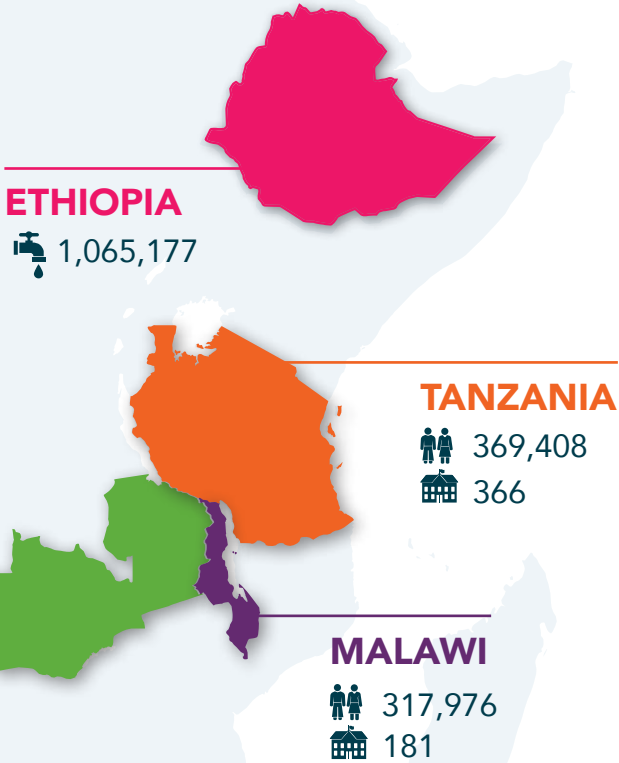
Following this intensive process, we selected Malawi, Zambia, and Tanzania as the initial focus countries for Phase II. These countries showed high need, strong alignment with Splash’s approach and governments’ priorities, and therefore significant potential for government collaboration and long-term sustainability.



1,464,931
STUDENTS

978
SCHOOLS

1,065,177
POPULATION FOR TREATED WATER



Why Malawi, Zambia, and Tanzania?

Each country offers a powerful mix of opportunity and momentum—growing urban populations, strong policy frameworks, and governments, local partners and communities ready to work toward lasting school WASH solutions.

Malawi: Urban Growth and Untapped Potential

In Malawi’s urban centers, schools are under pressure: results from our study suggest that 60% of schools (in selected cities) lack handwashing facilities, and over half of administrators report rationing water due to affordability. But the opportunity is clear. With high school enrollment, new government WASH standards, and active local organizations, Malawi is ready for a bold, city-wide approach. Splash’s work can help bridge the gap between national vision and school-level reality—improving health, dignity, and opportunity for thousands of students.

Zambia: Ambition, Access, and Political Will

Zambia’s free education policy has led to a surge in school enrollment—expected to rise from 4.8 million in 2021 to 8 million by 2035. This growth brings both challenges and opportunity. Zambia’s government has already established national WASH standards and guidelines, and innovative funding mechanisms like the Constituency Development Fund offer promising paths for local co-financing. With strong institutions and partners on the ground, Zambia is primed for impact at scale.

Tanzania: National Goals, Local Action

Tanzania has committed to universal school WASH by 2026. In many cities, students still lack safe water and sanitation, but the groundwork for change is strong. The country has a clear national WASH policy, a growing network of effective local NGOs, and active school-based WASH clubs already engaging students and families. Splash sees an exciting opportunity to support and accelerate Tanzania’s efforts with a model built on partnership and sustainability.

What’s Next?

With feasibility studies complete and Phase II implementation plans underway, Splash is on track to launch in selected East African cities in 2025. These next steps are rooted in collaboration at every step, shaped by local insight, and driven by one shared goal: delivering safe, sustainable WASH for every child—starting at school. This isn’t just planning. It’s how change starts.

Kids and Educators Share the Heart of What We Do

At the core of Splash's work are the people who live it—students stepping up for their classmates, teachers creating safer, healthier schools, and entire communities embracing dignity and equity. Here are just a few of their stories:



“Some students tease girls during their periods, but I speak up. I tell them it’s natural. If equal opportunities are given, both girls and boys can do anything.”

—Yordanos, Grade 8, Addis Ababa

“I’ve attended many trainings before, but none were as comprehensive and caring as Splash’s. The follow-up support showed true partnership.”

—Netsanet, Principal, Addis Ababa



“My friend, Bethlehem started her period during an exam. I gave her my jacket to cover herself and walked her home. Later, she returned confident and ready. That day, I helped her avoid embarrassment.”

—Abel, Grade 7, Bahir Dar
(Abel on right, Bethlehem on left)

“Before, we lacked clean water. Now, it’s always available. I’m proud to be a hygiene ambassador and make school better for everyone.”

—Desta, Grade 7, Addis Ababa



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Institutional Partners



We clean water for kids.



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