

WASH YOUR HANDS

SPLASH INTERNATIONAL 2020 ANNUAL REPORT



Splash



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THE COVER

Working with government partners in Kolkata, we modified our curriculum and created educational materials like this poster to focus on key hygiene messages and COVID-19 safety behaviors to give kids more power over their own health.

PHOTOS BY

Mekbib Tadesse, Shivam Pandey, and Splash staff

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LETTER FROM THE EXECUTIVE DIRECTOR

Dear Splash supporters:

2020 started off with bright promise and ambitious plans. In February, Splash leadership traveled to Addis Ababa, Ethiopia, where we convened staff and donor representatives from the US, UK, India, Kenya, and Ethiopia. Little did we know that trip would be the last time we would see our international colleagues for over a year.

While it was not the year that we had envisioned, it was a year that taught us resilience, patience, and flexibility. I am proud of what we were able to accomplish despite school closures in our two main countries of operation, India and Ethiopia, while transitioning to a remote global workforce and dealing with constant uncertainty and change.

By the end of the year, we had reached 148 new schools and 127,775 additional kids with improved water, sanitation, and hygiene (WASH) infrastructure, designed a cutting-edge menstrual health program, and optimized our behavior change program to emphasize COVID-19 safety behaviors. All of this took place amidst a global pandemic that has now taken more than four million lives and disrupted life as we know it, from travel and supply chains, to business, government, and education.

Against this backdrop, Splash's work to bring WASH in schools to underserved communities is critical and a cause for hope. As schools re-open, we know that facilities for handwashing with soap, and programs to encourage positive hygiene behaviors, are a public health imperative.

As we look to the future, I remain more confident than ever that we have the strong local leadership, tenacity, and unrelenting optimism to not just survive, but to thrive. We are incredibly grateful to the Splash community for supporting our vision to bring clean water, sanitation, hygiene, and menstrual health solutions to children in urban poverty, so that every child can be healthy and reach their full potential.

In gratitude,



Eric Stowe
CEO & Founder



photo by Shivam Pandey

WHO WE ARE

Splash is at the forefront of a growing movement to ensure that children in urban poverty have the resources they need to thrive and realize their full potential.

We design child-focused water, sanitation, hygiene (WASH), and menstrual health solutions with governments in some of the world's largest cities.

With over a decade of experience implementing WASH projects in over two thousand child-serving institutions (orphanages, schools, shelters, and feeding centers), Splash has served more than 730,000 kids across eight countries. In 2017, we reached every orphanage in China with clean water – a project that took nearly ten years to complete. In 2019, we embarked on our most ambitious initiative yet: Project WISE (WASH in Schools for Everyone).

ABOUT PROJECT WISE

WASH in Schools for Everyone

Through Project WISE, Splash is bringing improved water, sanitation, and hygiene (WASH) infrastructure; behavior change programs for kids and adults; and strengthened menstrual health services for girls aged 10 and above. Working in kindergarten, primary, and secondary schools, this project is reaching large concentrations of underserved young people, typically living in the poorest urban communities. Our goal is to demonstrate a scalable, durable, and cost-efficient WASH-in-schools model that can be effectively replicated beyond the initial target cities and countries.

100% COVERAGE

A project at this scale is groundbreaking for the WASH sector. While most development work is conducted at a limited, pilot project level, this approach rarely leads to systemic change. Instead, Splash will aim to reach every government school across two focal cities with clean drinking water, handwashing stations, behavior change programs, and child-friendly toilets that are cost-effective and sustainable. The impact will be healthier students and improved school attendance, especially for girls.

GOVERNMENT PARTNERSHIP

To ensure local ownership, we require that governments fund a significant proportion of the project costs. For example, the Addis Ababa municipal government committed \$8 million USD for improving school sanitation through Project WISE. We also work closely with schools and government stakeholders – across bureaus of health, education, construction, and finance – to coordinate implementation of our work while ensuring the allocation of funding to maintain WASH infrastructure and continue educational programs.

Project WISE Pillars

WATER

- Leverage commercial-grade water filtration systems
- Ensure water is safe and reliably flowing at all times
- Provide durable, child-friendly drinking and handwashing stations

SANITATION

- Upgrade existing facilities to make them usable
- Construct additional toilets so kids can go when they need to
- Utilize local supply chains to make the improvements sustainable

HYGIENE

- Create an enabling environment that promotes handwashing
- Leverage students as the primary educators and actors
- Use environmental nudges to promote soap use and good hygiene

BEHAVIOR CHANGE

- Promote behavior change in both kids and adults
- Merge knowledge, norms, emotions, and habits to create lasting change

MENSTRUAL HEALTH

- Strengthen school-based menstrual health services
- Create girl-friendly sanitation facilities
- Hold education and awareness events for all students
- Train teachers and parents to provide support

PROJECT WISE: KOLKATA

Kolkata is the third largest city in India – with a current metropolitan population of over 14 million – and is projected to have 33 million people by 2050. With thousands of schools spanning the city, Splash sees an opportunity to make a deep impact on children's lives.

Despite continued uncertainty due the COVID-19 pandemic and school closures, we made significant progress during the second year of Project WISE. In 2020, Splash completed infrastructure work at 122 schools, reaching 50,899 kids and adults. Additionally, we made exciting headway on several innovative new menstrual health and behavior change digital interventions.

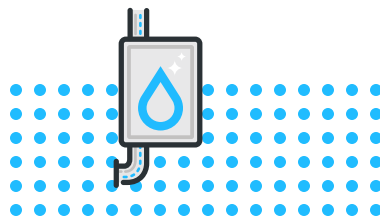
2020 IMPACT BY THE NUMBERS



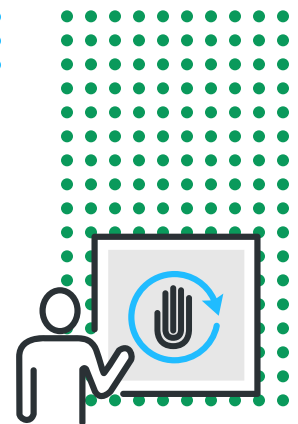
50,899
kids and adults
reached



122
schools served



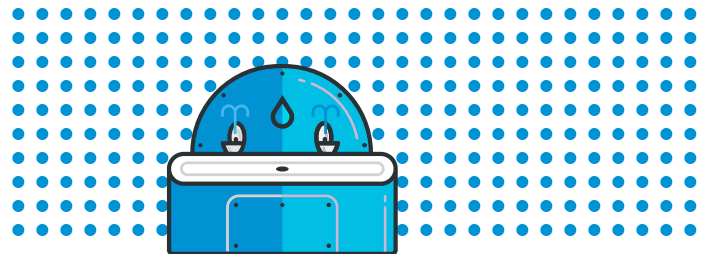
96
water filters
installed



170
teacher and
child trainings



251
handwashing
stations installed



293
drinking stations
installed



21 new toilet
stalls constructed

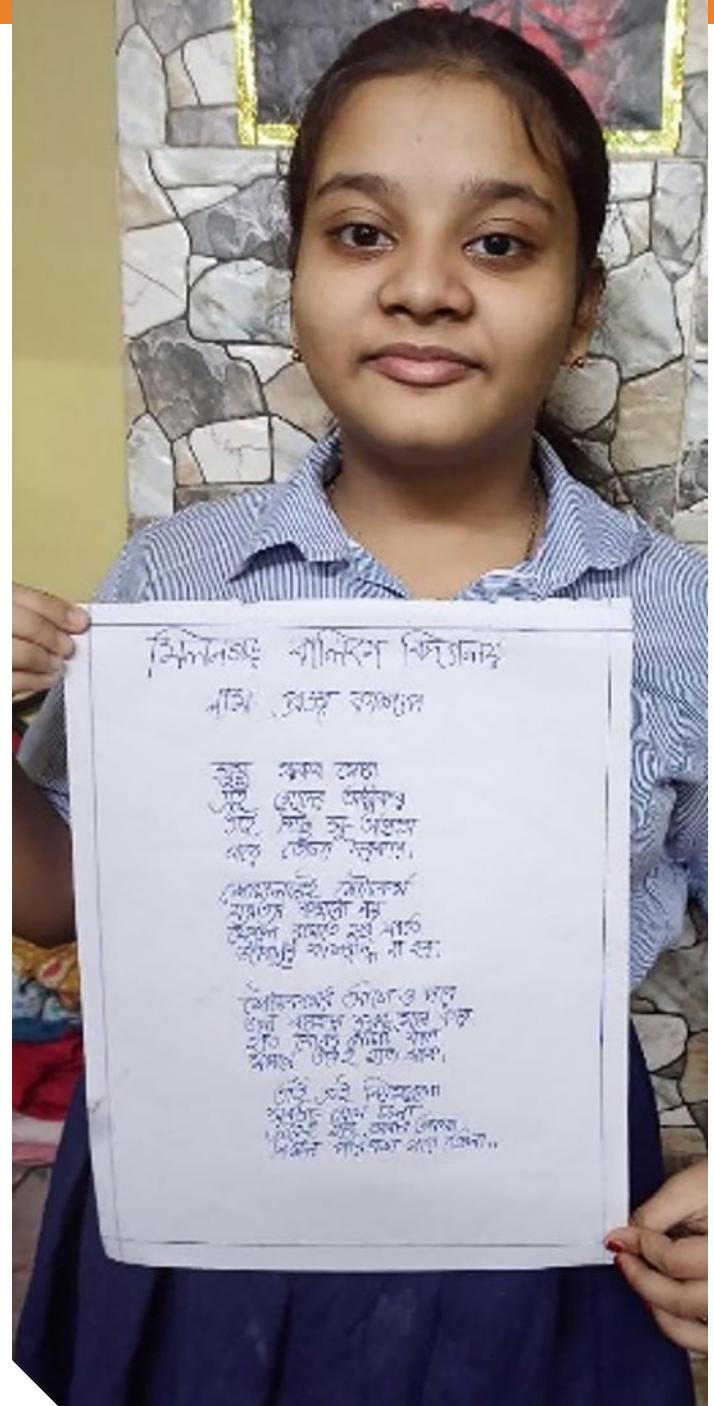
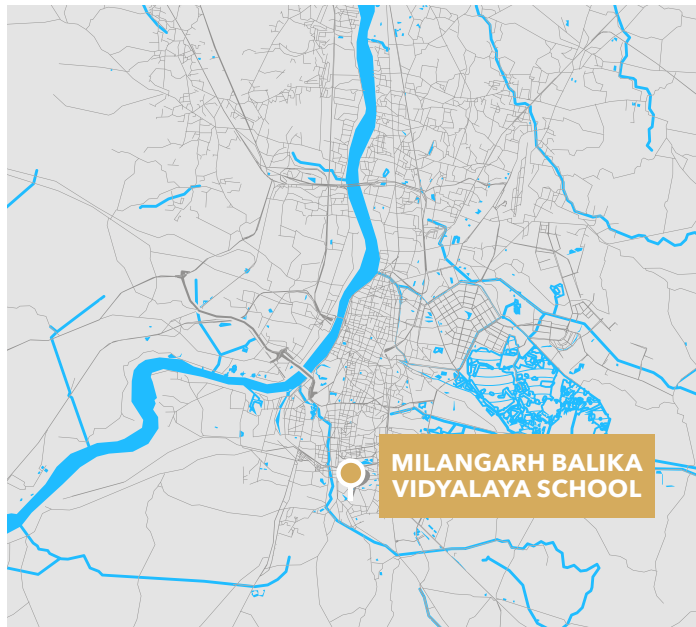
PADMA'S STORY

Padma is a sixth grader at Milangarh Balika Vidyalaya school in **Kolkata, India**.

The school, with 285 students and 33 staff, was closed for most of 2020 due to the pandemic, much like the other schools in West Bengal. While not every child has access at home, teachers conducted online classes where possible to help continue children's' education.

Padma is a hygiene club member at her school and an active participant in Splash training. In November 2020, when the world was still deep into the COVID fight, Padma knew she could use her voice to raise awareness, so she wrote a poem about World Toilet Day to spread the message about the importance of using a toilet instead of open defecation and the necessity of washing hands with soap, especially given the risk of COVID-19.

We are thrilled that Padma and others will have WASH infrastructure and services to use upon returning to school in order to provide protection against COVID-19.



Padma's initiative is an inspiration for others and shows that our collective will stands stronger than any challenge, be it a physical challenge, natural disaster, or pandemic – together, we can overcome these challenges and do our part to improve our situation.

splash.org/padma

PROJECT WISE: ADDIS ABABA

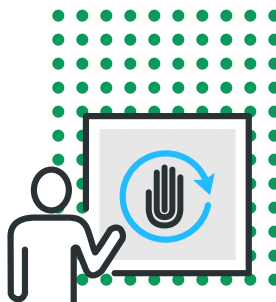
Addis Ababa is the capital of Ethiopia – with a current metropolitan population of 5 million – and is projected to have 13 million people by 2050. With some 50% of the national population under age 18, schools offer an entry point to impact the trajectory of the entire country.

Splash's work in Addis Ababa is on track, despite nine months of school closures due to COVID-19. Government relationships continue to strengthen and expand, and significant progress has also been made on local supply chain and operations and maintenance initiatives. In 2020, we completed infrastructure work at 80 schools, reaching 88,744 kids and adults.

2020 IMPACT BY THE NUMBERS



88,744
kids and adults
reached



126
teacher and
child trainings



56
water filters
installed



80
schools served



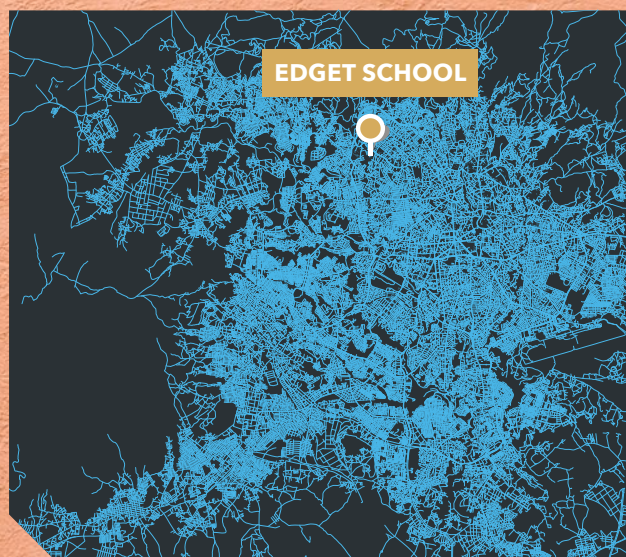
436
drinking stations
installed



443
handwashing
stations installed

66 new toilet
stalls constructed





A LETTER FROM MR. BANDA

Mr. Getnet Banda is a teacher and special needs officer at Edget Primary School in Addis Ababa, Ethiopia. He has been at the school since 2015 and loves teaching children with special needs.

When Mr. Banda joined, the student population was not nearly as big as it is now, and the school facilities were in poor shape. As the school expanded, they knew they needed better facilities, but they lacked the budget to do so. Children used to drink from rusted taps, and improper water drainage meant dirty water was flowing over the school grounds, bringing bad smells with it.

“

The Splash WASH program has shown us that we deserve better WASH facilities, and it's possible to make it happen if we work together.

This pandemic would be the hardest time of all if we did not have these new WASH facilities at school. I used to drink bottled water from the school café, which was very expensive to buy daily, and I think about the kids who survived all those years with water shortages and unclean water. These days, janitors can clean toilets and the compound regularly because there is enough water in the school.

I am so excited and motivated after seeing this work that I organize cleaning campaigns every Friday with students. The hygiene ambassadors are so helpful in teaching their peers; it is a great approach to engage students in this responsibility. Thank you Splash for investing in this generation!!

”

— Mr. Getnet Banda

LESSONS LEARNED: ADDIS ABABA GROUP 1



In December 2020, Splash completed the first group of 54 Project WISE schools in Addis Ababa (Group 1). Due to COVID-19 and related school closures, we were not able to collect post-intervention data until early 2021.* We wanted to share our findings with you to give you a sense of how we're doing and what we're learning along the way.

Top 5 Successes



1. **81,500 kids at 54 schools have access to clean, safe drinking water.** 100% of water quality tests at school sites were free from *E. coli*, fecal coliform, and other contaminants thanks to Splash's installation of water filtration systems.



2. **99% of kids are drinking filtered water from drinking stations.** Before Project WISE, 19% of children were seen drinking water directly from handwashing stations, where water is not filtered – combined with using unsanitized hands for collecting water from handwashing stations, this behavior likely exposed kids to waterborne illness. At observation after implementation, this risky behavior was reduced to 1%.



3. **64% of students are washing both hands with soap and water.** Washing hands after using the toilet and before eating is critical to preventing the spread of disease. The good news is that handwashing rates increased by 14% after Splash's intervention, and we have found that when soap is made available to students, the vast majority will use it.



4. **Student access to toilets increased by 16%.** Before Project WISE, the student-toilet ratio was 64:1. By constructing 213 new toilets at schools in partnership with the government, we improved this ratio to 58:1 – that means less waiting and more going for kids when they are at school.



5. **78% of schools have an active student hygiene club.** Student hygiene club members serve as ambassadors across their school, using positive peer pressure to encourage hygienic behaviors like handwashing with soap and hosting events. Only 2% of schools had a club before we started, whereas 78% of schools have one now. Despite COVID-19 and school closures, we found that 76% of the clubs had met within the last month.

* Schools have been closed in Kolkata, India, since March 2020 – those data sets will be gathered, analyzed, and shared as soon as it is possible to do so.



Top 5 Challenges

1. **Water availability at schools remains low.** Water is critical for drinking, handwashing, flushing, and toilet cleanliness. While Splash installs significant water storage at sites, the municipal water supply can be scarce – at some sites, water is available for just one or two hours per day. We have redoubled our efforts to ensure that when municipal water is available, schools store it in tanks so kids can have access to water all day at school, no matter when they are thirsty.
2. **Soap is not consistently available at handwashing stations.** While we saw some big gains (soap availability at handwashing stations with water climbed from 3% to 38%), we observed that the majority of handwashing stations at schools still do not have soap present for kids to use. In some cases, school staff have reported being worried about theft, opting to keep soap locked away instead of placed at handwashing stations. As part of our operations and maintenance program, we are working with staff to unlock the soap and make sure it is frequently replenished so that kids receive the full health benefits when washing their hands.
3. **Boys are still washing their hands less than girls.** While handwashing rates increased among all students, girls are still leading the way on hand hygiene. Handwashing rates for boys saw huge gains, jumping from 38% to 57%, while handwashing rates among girls climbed from 60% to 69%.¹
4. **Dirty, stinky toilets persist.** While 100% of schools reported that toilets were cleaned at least once per day, student surveys found that the percent of toilets rated as “clean” or “somewhat clean” did not improve. In addition to addressing water availability, we launched a janitor training program to incentivize, train, and equip janitors with the tools and motivation they need to keep toilets clean.
5. **What happened to the waste bins?** Splash furnishes every girls’ toilet stall or block with a waste bin to ensure that girls have a place to safely dispose of menstrual hygiene products. While 100% of schools have a janitor or cleaner responsible for waste collection, only 32% of stalls still had the waste bin present when we came back to conduct post-implementation data collection. We are redesigning our waste bin approach so they don’t go missing.

¹ Gender data is not self-reported and is collected in a binary system; these numbers may not be entirely accurate in reflecting the lived experiences of the students.

SPLASH SOCIAL ENTERPRISES

Splash Social Enterprises, LLC (SSE) is a fully owned, for-profit subsidiary of Splash International that manufactures and sells Splash's patented drinking and handwashing stations to NGOs and governments.



SSE 2020 Update

In response to a market gap, we developed our own drinking and handwashing stations that are **durable, child-appropriate, and designed to promote positive handwashing and drinking behaviors.** Our stations offer a practical and lasting way to improve health and hygiene outcomes while creating long-term benefits for children, families, and communities globally.

Our station products will ultimately maximize impact in urban and rural institutional settings like schools, health care facilities, and community centers, providing an affordable station solution to governments, non-profits, and multilateral organization customers. Profits from the social enterprise will be used to support Splash's direct work in schools.

As of August 2021, **3,086 stations have been installed for use in 300 government schools** as part of Splash's Project WISE implementations, **serving 291,628 kids.** We also launched an initiative in mid-2020 to develop an additional handwashing station product for potential use in rural schools and healthcare facilities to help in the fight against COVID-19, with product launch expected in 2022.

With more than 25,000 hospitals across India and the African continent, and more than 400 million students attending schools throughout the area, Splash's innovative handwashing products have the potential to serve the millions of people who currently lack access to dedicated, durable handwashing stations.



photos by Mekbib Tadesse

SSE Partnership Highlight: Autodesk Foundation

Since 2017, collaboration with the Autodesk Foundation has enabled Splash to design our first mass-manufactured handwashing and drinking water stations in just one year, produce thousands of handwashing and drinking stations for schools in Kolkata and Addis Ababa, and establish a social enterprise model to scale distribution.



In addition to its catalytic funding, in-kind support like Autodesk software and Autodesk pro bono consulting and interns, as well as its design and engineering expertise, have been integral to Splash's successful design and manufacturing process. Splash's team members around the globe have had access to the same cutting-edge software and training opportunities that Autodesk's corporate clients receive, allowing them to complete their work more efficiently and build industry-competitive skills.

Splash presented the Autodesk Foundation with an opportunity to bring its WASH innovations to new markets and thousands more people by accelerating further product development and launching Splash Social Enterprise. Splash's handwashing and drinking stations are now ready for global scale, an achievement we are proud to have been a part of through our catalytic capital and technical expertise. We look forward to continuing this collaboration and supporting Splash to realize its goal of reaching 1 million children with WASH solutions by 2023.

BETH FOSTER
Portfolio & Investment Manager
Autodesk Foundation

Autodesk Foundation's funding and technical support helped us prove we could reimagine our design-forward handwashing and drinking water stations for manufacturing at scale. Without that track record, we wouldn't have had a proof of concept for new investors. If we can do it once, we can do it again.

LESLIE LLADO | Director of Global Infrastructure and Product Development | **Splash**

STAFF HIGHLIGHTS

Deepanita Biswas

Splash India Office

Senior Program Specialist

'People first, people second, people third' is Splash's main value. What did this mean to you throughout 2020?

This meant prioritizing safety of my team and other teams in the country office. I proactively worked on initial drafts of guidelines and policies related to COVID, raising concerns proactively, and supported management in all the possible ways. Safe drinking water for kids is also important, so despite the challenges, we explored and figured out ways of getting our work done while maintaining the safety protocols.

What keeps you inspired during challenging times?

Kids will get safe drinking water and lovely toilets to use when they are back in school. These were nightmares in my school days, especially the dirty toilets that left a bad impact in my mind. So, I would genuinely want all kids to get these, and this keeps me going thinking that with a little effort from all of us, and kids will get these which I longed for when I was small.

What work are you most proud of in 2020?

Completing Group 2 work for the year in time despite the challenging times. We learnt an entire new mode of working and getting things done.

What brought you to Splash and what keeps you here?

Since my academic year with graduation and post-graduation in social work, I have worked in many domains – a large part of it was directly related to children's rights. As I continued working in WASH, I got to explore newer responsibilities and learn from success and challenges within the organization. I get to learn and grow each day, which keeps me here. And of course I get to work with kids, which is very close to my heart.

If you could tell Splash supporters one thing about your team and your work, what would it be?

We ensure you would get to see our kids smiling with sparkling eyes all time when they are in school if you come here anytime for a personal experience.

Finish this sentence: When I was young, I wanted to be ...
... someone who people could trust and rely on.



Photo taken by Deepanita's son, who discovered his passion for photography during lockdown.

Nasser Ferej

Splash Ethiopia Office

Program Strategy and Reporting Manager



What excites you the most about Splash?

People at Splash love their job and are committed towards serving the kids in need. I have worked in a couple of organizations including international NGOs, but this team is very exciting to work with. Employees are champions to their work – they work hard to meet deadlines despite risks and constraints.

What work are you most proud of in 2020?

I am proud of the different initiatives made by the infrastructure team, like preparation of different design options, direct procurement of materials, use of mixed approach for construction/installation, engineering modifications, and piloting of improved concrete water stations.

What brought you to Splash and what keeps you here?

As a child, I used to go to public schools similar to the ones where Splash is intervening to improve their WASH conditions. Though the magnitude of the WASH problems varies, most schools in Ethiopia have basic problems – poor WASH facilities and services. We are now in 2021, and still children die due to diarrhea globally, the main cause being poor hygiene. Every child has the right to health as well as to learn in a conducive environment where they can thrive and perform, become healthy and happy, and their potential can be unleashed. I came here to contribute to tackling school WASH problems. The smile I add to the faces of the kids and my daily interaction with the amazing team keeps me here.

Karaoke song of choice?

Adele, "Hello" and Bob Marley, "Three Little Birds (Don't Worry)."

Coffee or tea? How do you take it?

I take both. I always drink a cup of tea in the morning while eating my breakfast. I usually take a cup of coffee at the office late in the morning. I do not drink machine-made coffee, but I love a coffee prepared by "Jebena," a traditional Ethiopian coffee pot made of clay. We usually have coffee ceremonies over the weekends, especially Sundays, and sometimes neighbors and relatives join.

Finish this sentence: When I was young, I wanted to be...

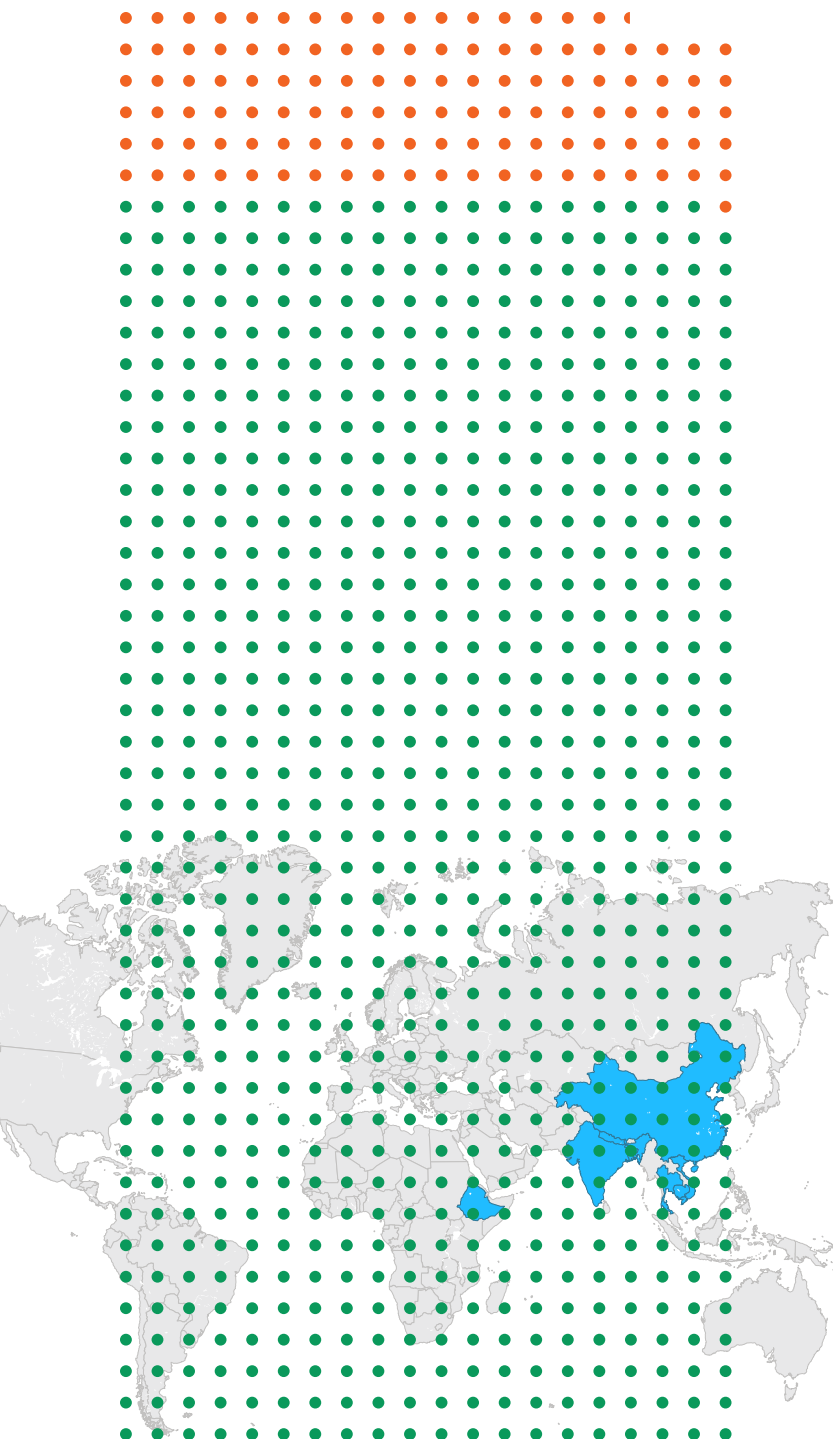
An urbanite. My father is a businessman. When I was a child, he used to visit Addis frequently to bring fabrics for sale. We were accustomed to clothes, shoes, books, and foods that he used to bring from the capital. This has ignited my interest to envision living in Addis. Once upon a time, while I was in primary school, my mother came back from Saudi Arabia to Addis, and she told my older brother and me that we should come to Addis as she had not had enough time to visit us in our hometown. We flew by airplane to the capital and got the thrilling opportunity to visit Addis. These were the reasons that triggered me to live in a big city. Now, I am living the dream of my childhood.

OUR GLOBAL FOOTPRINT

Since 2007, Splash has served
916,509 kids and adults.

138,288 of those people were reached in 2020.

Each dot below represents one thousand people who now have clean water thanks to the work of our staff and partners.



BOARD OF DIRECTORS

CHEMU LANGAT

VP of Quality and Regulatory
Best Buy Health

ERIC STOWE

Founder and CEO
Splash

KRISHNAN SRINIVASAN

Chief Financial Officer
PCC Community Markets

MICHAEL ETZEL

Partner
The Bridgespan Group

MICHELE FRIX

Chief of Staff and Chief Strategy Officer
Seattle Foundation

NANA GYESIE

Senior Manager, Talent & Development
Microsoft

SKYE GILBERT

Executive Director, Digital Square &
Strategy Director
Programs and Innovation Division at PATH

T.A. McCANN

Managing Director
Pioneer Square Labs

2020 FINANCIALS

REVENUE

Contributions & grants	9,137,047
Special events revenue*	326,651
Other	304,027

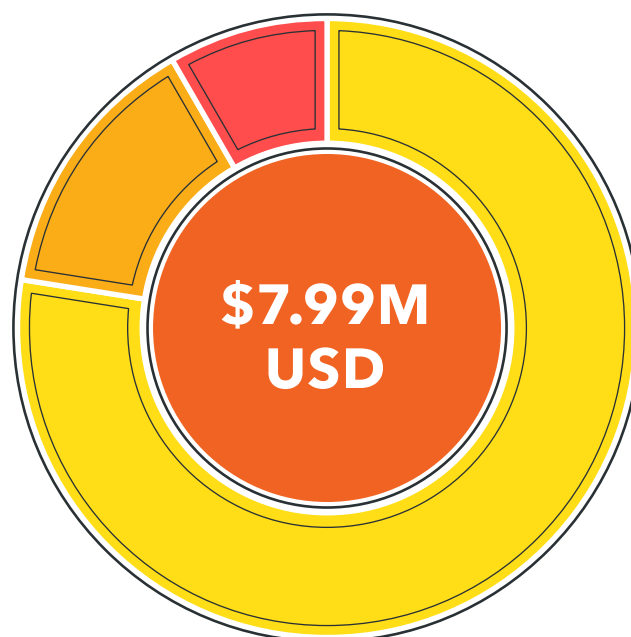
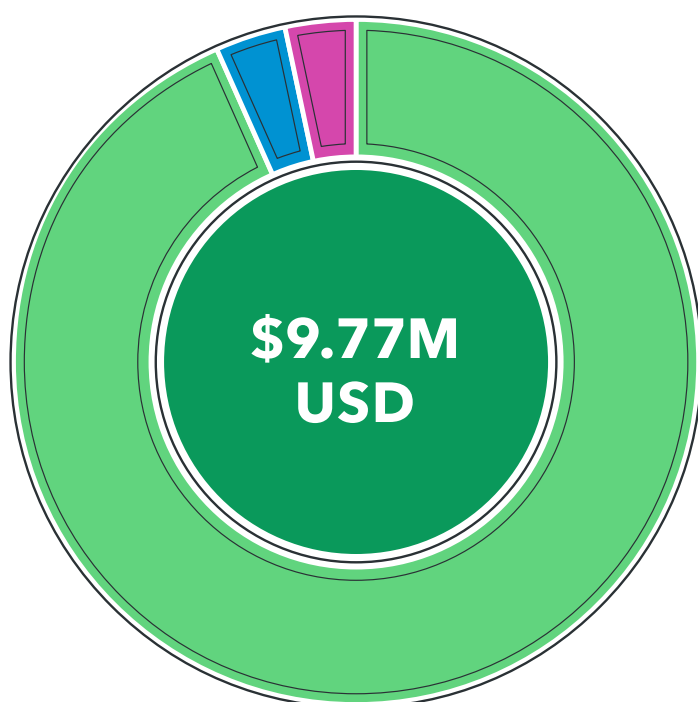
TOTAL \$9,767,725 USD

* net of expenses

EXPENSES

Programs	6,204,654
Management & general	1,124,963
Fundraising	663,035

TOTAL \$7,992,652 USD



Splash's financial performance in 2020 was strong despite the challenges of a global pandemic.

We were able to maintain the fundraising momentum we generated in 2019, with total revenue at almost the same level as the previous year. We secured both new and renewal grants for the continued implementation of Project WISE (WASH in Schools for Everyone), as well as new grants for technical assistance and product development work.

As planned, program expenses increased by more than 50% as we scaled up Project WISE, particularly in Ethiopia. Programs represented a very healthy 78% of total 2020 expenses, up from 72% the previous year.

By the end of the year, our net assets had increased by 23%, leaving Splash in a strong position as we entered the third year of Project WISE. The increase was driven primarily by several multi-year grants secured, and we expect net assets to reduce during the coming year as those grants are deployed.

INSTITUTIONAL PARTNERS



Splash partners with foundations, governments, research institutions, and corporations to improve the health and development of children in urban Asia and Africa. In 2020, we expanded and deepened our new and existing partnerships to scale our impact through Project WISE and our social enterprise.

Partnership Highlight: Thankyou

Splash is fortunate to work with partners who support our work through financial investment and thought leadership, including **Thankyou**, an Australia-based social enterprise that exists all for the end of global poverty.

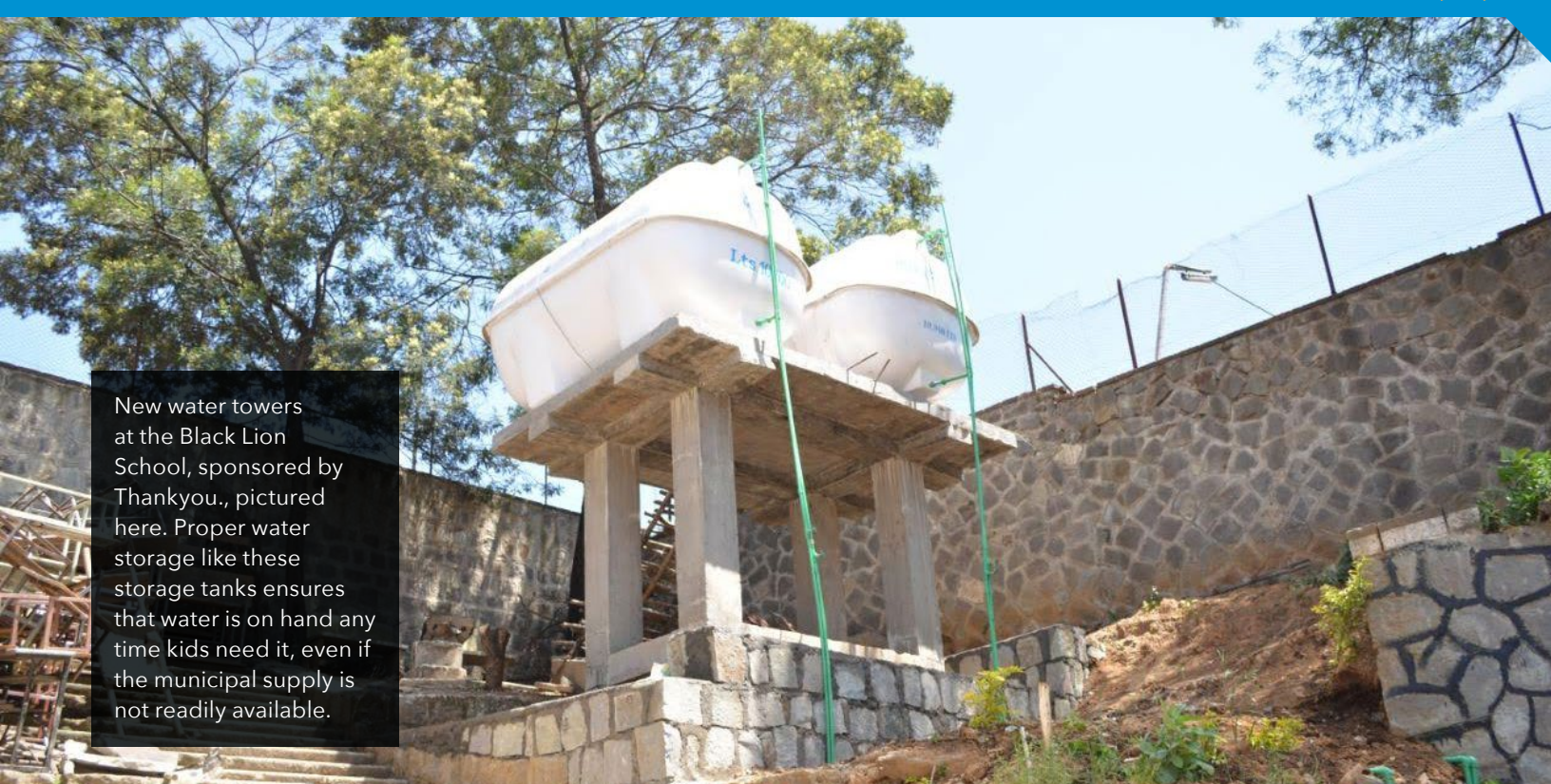
They aim to amplify impactful change-makers exponentially and choose to work with partners who are tackling complex systems change, not simplistic solutions; who are focused on impact, not activity; and who have a clear endgame.

Thankyou has supported Splash's work since 2016, and in 2020, they approved a series of unrestricted grants to Splash and over seventeen other organizations, leveraging their new trust-based model of giving. This new way of giving – practicing trust-based philanthropy – aims to redress the power imbalance between donor and doer by generating and redistributing wealth, pioneering the work of their partners in a revolutionary way. By providing unrestricted funding, Thankyou is able to give for the greatest effect where there is the greatest need, aiming to scale their impact over the next decade and beyond towards the end of extreme poverty.

thankyou.™

“We are honoured to partner with Splash, who aligns with our vision of helping to create a world where not one person lives in extreme poverty. We believe in Splash's approach in ensuring every child gets access to safe water, sanitation and hygiene services in low-resource schools, and consequently, the health and educational impacts experienced as a result of their programs.

PETER YAO | Chief Impact Officer | **Thankyou**”



New water towers at the Black Lion School, sponsored by Thankyou., pictured here. Proper water storage like these storage tanks ensures that water is on hand any time kids need it, even if the municipal supply is not readily available.



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