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SPLASH  
INTERNATIONAL

ANNUAL  
REPORT



Splash

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### FRONT COVER

Strings symbolize support and interconnectedness during an activity in the gender champion club training.

### PHOTOS BY

Mekbib Tadesse, Shivam Pandey, Make Beautiful, Boone Sommerfeld, and Splash staff.

### PUBLISHED

December 2022.

# LETTER FROM THE CHIEF EXECUTIVE OFFICER

Dear Splash supporters:

As I look back at 2021, it was a challenging year, but we persevered to help children thrive. We made it more than halfway through Project WISE and celebrate the work that we completed to advance children’s health and well-being.

Schools in India remained closed for the entire calendar year. We were able to continue water, sanitation, and hygiene (WASH) infrastructure work (while maintaining strict COVID safety protocols), but no behavior change, menstrual health, or sustainability work was possible with students and teachers because school was not in session.

In Ethiopia, schools re-opened in January, but the move to multiple shifts to reduce classroom sizes and a six-day school week made it difficult to access teachers and students. Moreover, we faced various challenges due to skyrocketing inflation and the conflict in northern Ethiopia.

Still, we adjusted and persisted. We invested in our behavior change and menstrual health programs, leveraging new digital tools to help children access vital information both in and out of school. We designed an innovative social ecosystem approach to menstrual health to engage with girls’ families, mentors, and boy peers.

Ultimately, we are so proud of all the work that our India and Ethiopia teams were able to accomplish, reaching 248,803 kids at 295 new schools.

In August, we made the incredibly difficult decision to wind down our Kolkata program. We had been trying for three years to secure funding from the government of West Bengal as we that is a key indicator of buy-in and sustainability. We made it clear that we could not continue without co-investment, but unfortunately, they declined.

So, what does that mean?

In 2022, we will be finishing active program implementation in Kolkata, for a total reach of 361 school sites and 143,000 people. We are also taking the next few years to ensure the sustainability of the WASH infrastructure and behavior change programs that we put in place at schools across the city.

In Ethiopia, we are expanding the focus of Project WISE to a second city, Bahir Dar, while continuing full speed ahead in Addis Ababa. We see these two cities as a pathway to national influence and replication.

Ultimately, despite many challenges, we are on track to reach 800,000 kids through Project WISE across Kolkata, Addis Ababa, and Bahir Dar by the end of 2023. While the project’s story has gone through many unexpected twists and turns, we are optimistic that there is a happy ending in sight for the kids we serve.

In gratitude,



**ERIC STOWE**  
CEO & Founder



photo by Make Beautiful



photo by Shivam Pandey

## 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 to urban schools.

Working in kindergarten, primary, and secondary schools, we are reaching large concentrations of under-served 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 to help improve the health and wellbeing of even more kids in other cities and countries

**In 2021, we made it more than halfway through Project WISE** and are proud of the work that we completed to advance more than 600,000 children's health and well-being in Kolkata, India, and Addis Ababa, Ethiopia.

We also laid the groundwork toward expansion into a second city in Ethiopia: Bahir Dar. We will not stop until all children have access to the services they need to thrive in the cities where we work.

Our program includes critical menstrual health education and services for girls, boys, and the adults that make up children's support networks.

### 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

## 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.**

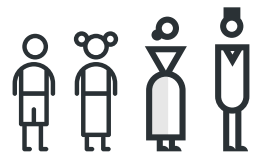
With over a decade of experience implementing WASH projects in over two thousand child-serving institutions (orphanages, schools, shelters, and feeding centers), Splash has served more than 730,000 kids across eight countries. In 2017, we reached every orphanage in China with clean water — a project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



Kolkata, often known as the City of Joy, faced one of the most challenging years in its history given the continuation of the COVID-19 pandemic. Schools remained closed for a second year, and we were concerned with whether they could be made COVID-safe before kids were expected to return. With what we learned in 2020, we started improvising and iterating on our regular interventions to more specifically equip schools to fight COVID-19 to create a safer space for students and communities.

Despite uncertainties and emerging new challenges, we made significant progress during the third year of Project WISE. Our team is excited that we were able to construct handwashing kiosks at the entrances to several big schools so kids could routinely wash their hands as they enter, keeping the school safer. Additionally, we designed and distributed several posters and stickers in strategic locations at schools to educate children on COVID safety protocols. We made progress with our new digital menstrual health and behavior change programs by conducting testing and gathering feedback online — something we never imagined prior to this pandemic. Thank you to everyone who supported our efforts and worked with our team along the way.

## 2021 BY THE NUMBERS



**78,940**  
kids and adults  
reached



**145**  
water filters  
installed



**518**  
handwashing  
stations installed



**211**  
schools newly  
served



**754**  
toilet stalls constructed  
or reconditioned



**454**  
drinking stations  
installed

## SHASHI'S STORY

**S**hashi is in class 9 at Khanpur Nirmala Bala Sarkar Girls' High School. She is from a middle-class family and lives with her grandmother, parents, and younger brother. Her father is a contractor by profession and her mother is a homemaker. Shashi is a very intelligent and responsible kid. She enjoys drawing and dancing. She is very active in school, participating in various activities on campus.

Splash organized a pilot menstrual hygiene training with a select group of schools during the COVID-19 lockdown. The training was conducted via WhatsApp, and the headmistress of Shashi's school had asked Shashi to participate. During the training, Shashi and the other participants learned about many facets of menstrual health and hygiene, including myths and taboos associated with menstruation.

Shashi put her training into action immediately — she had been worried about her mother as Shashi had observed her health deteriorating, and she now thought that it may be related to irregular periods. Her mother felt physically weak, and, due to this, her mental health was negatively affected. Her mother hesitated to consult a doctor because she was uncomfortable discussing her menstruation with doctors, friends, or family members.



photo by Splash staff

The training helped Shashi gather the courage to speak to her mother, orient her on menstrual health issues, and convince her to consult a doctor. The doctor found a tumor in Shashi's mother and operated to remove it. Her mother has been prescribed medicines and exercises to stay fit following her operation and is now recovering. Shashi feels proud that she was able to support her mother's health with the knowledge she gained from the training. Shashi now shares information about

menstrual hygiene with her neighbors, friends, and relatives and urges them to come to her with their problems related to menstrual health so that the issues can be addressed quickly. Shashi's story encourages us to intensify our intervention in menstrual health with other young adults. We aspire to reach endlessly more people on a subject which has been for so long a taboo in several societies.

# PROJECT WISE: ADDIS ABABA



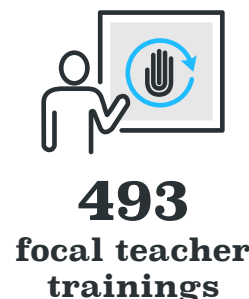
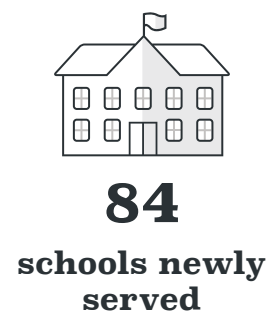
In 2021, Splash Ethiopia successfully installed hundreds of water filters, drinking water stations, hand washing stations, and toilets. To ensure the equipment is properly used and cared for in the coming years, the team led trainings for teachers, students, and janitors.

The year also saw the further development, piloting, and scaling of our Ethiopian menstrual health (MH) program. Our contextualized program enables us to establish a supportive environment in schools by involving boys, teachers, and parents, each receiving their own targeted education and guidance.

Ethiopia experienced skyrocketing inflation, which resulted in rapid changes in material costs and caused uncertainties in both planning and implementation. To mitigate this challenge, we optimized the design of our water and sanitation infrastructure and made changes to significantly reduce the cost of construction.

We were able to complete all infrastructure work at all target schools on time. In addition to managing the behavior change activities planned for 2021, the team caught up on all backlogged activities from COVID-19 closures. We are so proud of our amazing staff!

## 2021 BY THE NUMBERS



## MAZAA'S STORY

**M**azaa is a student at Kebena Primary School, located in the sub-city of Arada, Addis Ababa, and named after the river that flows behind the school. Mazaa is one of 1,067 students that this school supports, alongside 95 teachers, janitors, and staff members.

As a student, Mazaa enjoys the challenges and accomplishments that accompany solving mathematics problems and equations. Always the person to acknowledge the challenges faced by those around her, Mazaa shares how the lack of clean water for drinking and handwashing impacted the school: "The stations were not differentiated for drinking and handwashing. Students drank untreated water. In addition, the water was available only on Mondays and

Tuesdays. Sometimes, students went to class without drinking during break."

Splash installed a water filter, three 5,000-liter water storage tanks, five new handwashing stations, and five new drinking stations to bolster students' access to safe water and proper handwashing.

As a Hygiene Club member, Mazaa has been able to see the positive impacts of Splash's programming. "Thanks to Splash, the school has sufficient stations placed around the campus, which decreases students needing to wait in line to use a station." As an advocate for the importance of handwashing with soap, Mazaa is constantly educating peers on "the importance of keeping our hands clean."

A constant learner and absorber of knowledge, Mazaa reflects on takeaways from Splash's programs, including the importance of menstrual health: "When I learned about menstrual hygiene, I understood that it is something that I should not be ashamed of. Previously, boy students made fun of girls, but after the training, students started to have knowledge about menstruation and started supporting girls."

And when she's not in school? "After I study, I like supporting my mother with household chores. But above all, I love listening to music and singing," says Mazaa. As for the future, she continues, "I want to represent my country and show that dreams can be achievable." We are cheering you on, Mazaa!



photo by Splash staff

# A MENSTRUAL HEALTH ECOSYSTEM

## Menstrual Health... in WASH?

When someone says they work at a non-profit that focuses on WASH (water, sanitation, and hygiene), menstrual health may not be the first thing that comes to mind for most people. As an organization that takes the WASH+ approach, Splash considers our menstrual health (MH) program to be an integral part of our work in schools to improve children's health and well-being, which is why it has been a component of our model for over eight years.

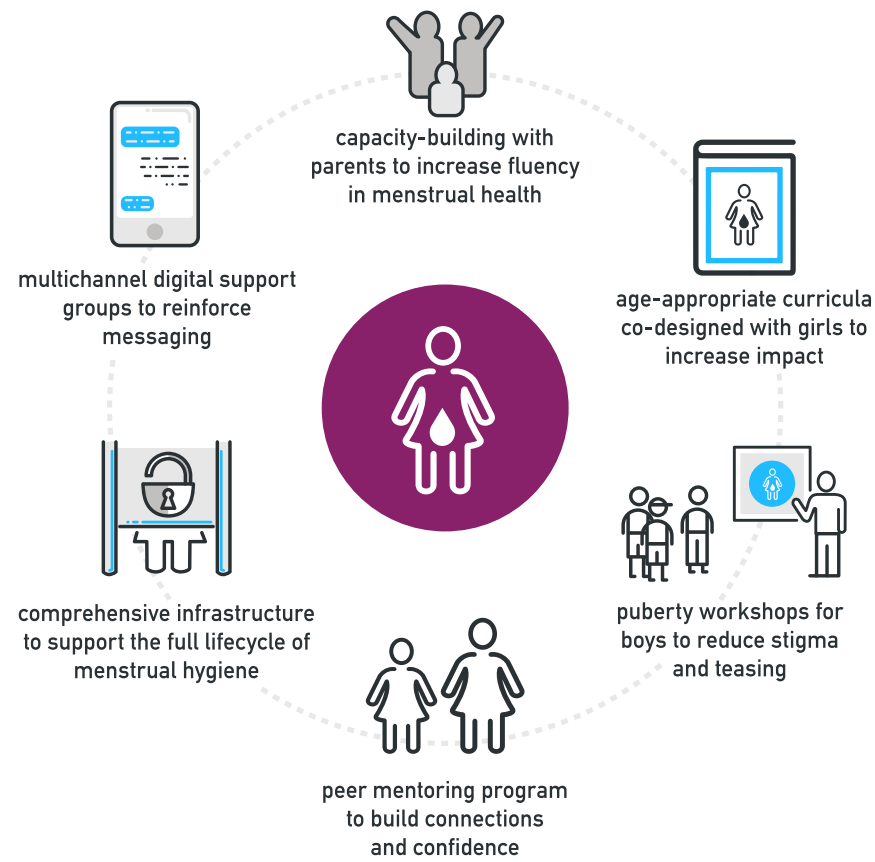
## Where It Started

In the beginning, our MH program was a branch of our hygiene curriculum. Our primary goals were seemingly simple: to refute the common myths and misconceptions surrounding menstruation.

Initially, Splash solely focused on delivering age-appropriate education to children in primary and secondary schools to normalize periods, reduce stigma, and address common misconceptions.

When we integrated sanitation into our overall programming in 2015, we specifically ensured sanitation facilities for girls would enable safe, hygienic, and discreet menstrual hygiene management.

What we have learned over the years of implementing and refining our program is that menstrual health requires involvement from everyone across the entire social ecosystem. Splash has recently spent more than two years taking a deep dive into an adolescent



girl's experience — unpacking the social norms, perceptions, and emotions that can accompany menstruation and puberty.

*Above, a diagram of the social ecosystem surrounding menstruating kids and young adults.*

## The Splash Approach

Teenagers and adolescents are at a critical point in their lives where confidence, self-efficacy, and sense of self can either be shaken or strengthened. By asking girls to share their lived experiences with us, we noticed that one of the primary gaps they were identifying was a lack of emotional support from the adults and peers in their life.



## PARENTS

We designed a program to equip parents with accurate information about menstruation, tips on how to discuss puberty with their children, and a community where parents can seek support from others who are going through similar experiences. Splash aims to redirect misconceptions by providing accurate information in a format and setting where culture and tradition are respected and there is no shame in showing up to learn.

## PEERS

It is no surprise that girls turn to friends for strength and support. We tapped into that sense of belonging and community by designing a peer mentoring program: younger girls are paired with older girls at their own school, go through guided discussions, and have the opportunity build relationships that provide the emotional support they need. At the end of the school year, mentees attend a final session where they are trained to become mentors themselves.

## BOYS

Male peers also provide an opportunity for Splash to inspire a shift in the narrative around menstruation. We have designed puberty workshops where boys learn about their puberty experience as well as valuable information about the female puberty experience to reduce misinformation and teasing.

By building knowledge and creating gender equity champions, Splash hopes to foster more empathy toward girls and their puberty experiences among all students and adults.

*Read more at [medium.com/@splash](https://medium.com/@splash) and [splash.org/MH](https://splash.org/MH)*

## Hindsight and Horizons

When Splash set out to optimize our MH program, we did not initially realize the full range of stakeholders we would need to engage with to shift the narrative, address misinformation, and help build the social support girls need to thrive during puberty. This is not a stagnant process, and there is more road to travel as we continue to listen to girls and refine our programs.

We couldn't do this work without the support we have received from an engaged community of people like you, and we are excited for what's to come.

## Where We're Going

We are beginning to create digital program components without sacrificing the sense of intimacy of in-person delivery. We hope to program for tomorrow by building digital delivery channels and leveraging social media, online gaming, and influencer culture.

We have learned a valuable lesson throughout COVID-19: when schools shut down, we can't. Splash needs to keep reaching students to ensure they are supported during this critical development period. Remote education and digital engagement are the next frontiers for Splash, and we are excited to share more of that journey with you.

## STAFF HIGHLIGHTS

**Sonali Paul****Splash India Office**

Senior Behavior Change Specialist

*How did you get involved in menstrual health work?*

I have been working with adolescent girls since 2003, immediately after I completed my master's degree and started working. I started working in a focused way on MH in 2008 when I developed the Behavior Change Strategy for Meghalaya (a northeastern state of India) under the Government of India's flagship health programme National Rural Health Mission. After this, I developed and implemented many other communication strategies for state flagship programmes that dealt with adolescent girls and MH.

*What's one thing you wish you knew as a young child that you know now?*

That life is not a destination you have to reach; it's in every small moment we live and the memories we make. They might look insignificant at that specific point in time... but overall, we are a sum total of these moments and memories.

*Did you pick up a new hobby or interest in 2021?*

I volunteered in an emergency medicine group in 2020 during the first lockdown that facilitated uninterrupted supply of emergency medicine to patients in different parts of the state. In 2021, this was strengthened, and the scope extended to facilitating emergency medical and blood transfusion services. This gives me immense satisfaction, and I intend to continue volunteering as long as I can.

*Finish this sentence: Menstrual health is important because...*

... it has immense potential for impacting lives of girls and women, not only health-wise but in several other facets and overall empowerment.

*One of Splash's core values is joy – what did 'joy' mean to you in 2021?*

Being able to do what you believe in and find fulfilling.

**Bellen Moges****Splash Ethiopia Office**Menstrual Health Program  
Coordinator*What first connected you to Splash?*

Splash's work inspired me as it aims to improve the WASH and menstrual health conditions of urban kids, which opened an opportunity for me to contribute my share in addressing the WASH needs of urban communities.

*How did you get involved in menstrual health work?*

Professionally, it was my dream to work with a program that understands girls and women. I faced several challenges in managing my menstruation during my stay in school. Being involved in Splash's MH program is a great opportunity for me to ensure that the current generation does not feel the challenges that I and girls my age encountered before.

*What is one of your most impactful memories from 2021?*

Launching our full menstrual health program. It is exciting to get to work with girls, boys, parents, and teachers. I am thankful to watch their smiling faces, which give me personal satisfaction and inspiration to continue the work.

*Finish this sentence: Menstrual health is important because...*

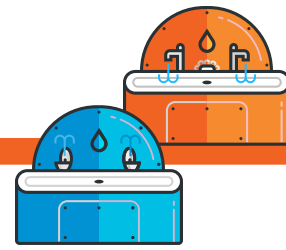
Menstrual health is important because it's a human right.

*What did 'joy' mean to you in 2021?*

Watching girls feel happier and better about themselves and enjoying their school environment.



# SPLASH SOCIAL ENTERPRISES



In 2018, we launched Splash Social Enterprises, LLC (SSE) to manufacture and sell our custom drinking and handwashing stations that are durable, child-appropriate, and built to intuitively promote positive handwashing and drinking behaviors. The first version of the stations was designed for schools and child-serving institutions in cities where piped water is present. With the vision of making handwashing facilities accessible to everyone during the COVID-19 pandemic, we set out to create a new version of the handwashing station that could be used across a broader array of settings like schools, healthcare facilities, and community centers, as well as in both rural and urban contexts.

Through a process of extensive market research, customer interviews, prototyping, and field testing in India, Kenya, and Ethiopia, we finalized a product design with the following features:

- Three tap-less water access points powered by foot pedals eliminate surface touching, reduce contamination, and eliminate a key failure point: broken taps.
- Both off-grid and piped water connection options allow the station to be used in urban, peri-urban, and rural contexts.
- 94L of internal water storage with a manual water fill hole ensures continuous water supply, even when there is no piped water.
- Multiple attachment points support both wall mounting and back-to-back configurations to adapt for multiple contexts.
- Visual nudges like arrows and foot signage encourage and direct use.
- Two maintenance hatches at the front allow for quick repairs.
- Four soap dishes to fight disease.
- Embedded mirrors promote better handwashing.
- Curved shell for easy cleaning and maintenance.

In the coming months, SSE will incorporate the new station into its product catalogue. In addition to the first version of stations that we are currently selling and the new product described here, we are working on another iteration of the design that will be tapless but will not have internal water storage. This new product will still reduce contamination and eliminate tap breakage while being lower-priced than the version with internal water storage. Together, the three versions of the stations will be suitable for most use cases, offering customers a fit-for-purpose solution.

PATH's Market Dynamics, Living Labs, and Product Development Engineering teams all played a critical role in the project, along with support from Huemen Design, MASS Design, Antunes, Ergoform, and others.

Visit [splash.org/sse](https://splash.org/sse) to learn more.

*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.*

*Profits go toward funding Splash's important work in ensuring kids have access to clean water so they can be happy and healthy.*



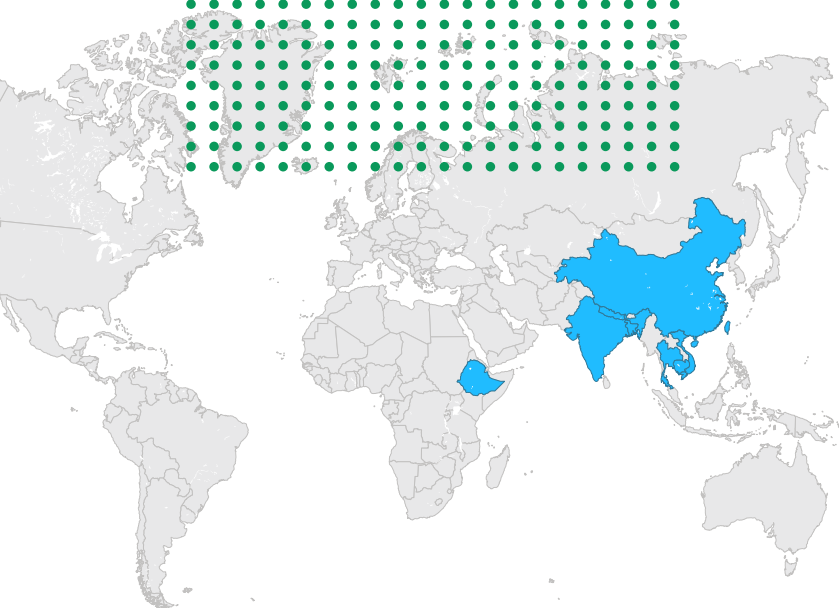
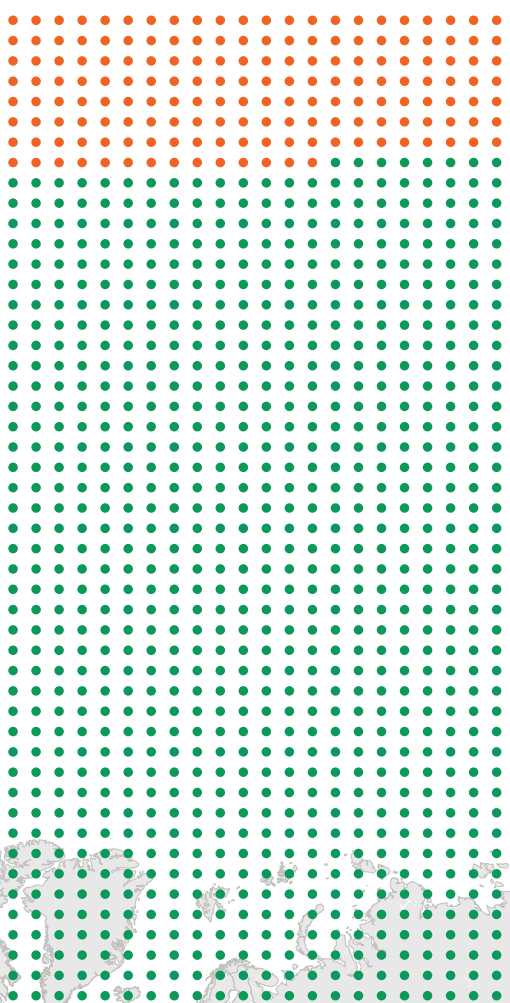


## OUR GLOBAL FOOTPRINT

Since 2007, Splash has served **1,078,859 kids and adults.**

**168,451** of those people were newly reached in 2021.

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 LANG'AT**  
Chief Operating Officer  
Best Buy Health

**ERIC STOWE**  
Founder & CEO  
Splash

**KRISHNAN SRINIVASAN**  
President & CEO  
PCC Community Markets

**MICHAEL ETZEL**  
Partner  
The Bridgespan Group

**MICHELE FRIX**  
Chief of Staff & 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

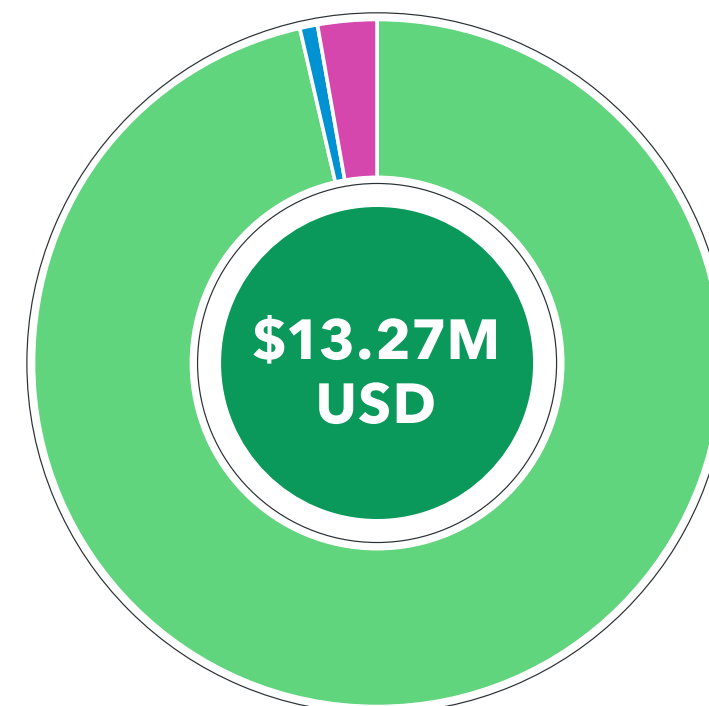
## 2021 FINANCIALS

### REVENUE

Contributions & grants	12,804,701
Special events revenue*	105,986
Other	354,370

**TOTAL \$13,265,057 USD**

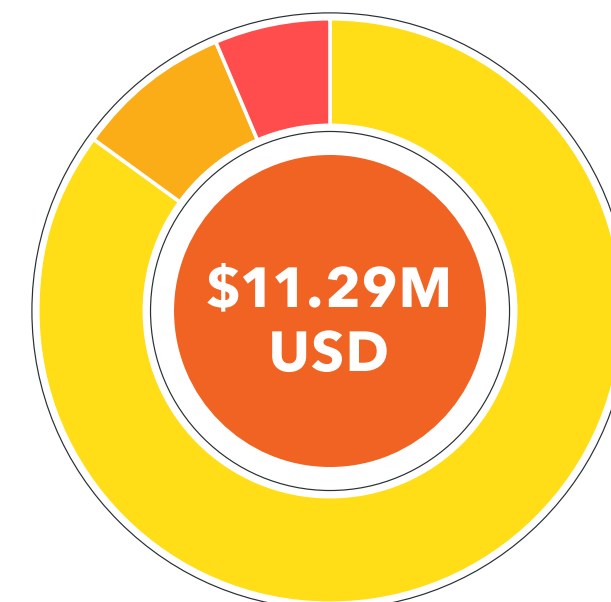
\* net of expenses



### EXPENSES

Programs	9,625,081
Management & general	977,648
Fundraising	691,154

**TOTAL \$11,293,883 USD**



Splash's financial performance in 2021 was strong despite the ongoing challenges of the global pandemic.

We were able to maintain the fundraising momentum we generated in 2020, with total revenue increasing significantly over the previous year. Program expenses increased by more than 50% as we continued to scale up Project WISE, particularly in Ethiopia. Programs represented a very healthy 85% of total 2021 expenses, up from 78% the previous year, while management expenses decreased by 13%. Fundraising expenses stayed relatively flat, with a small increase of 4%. By the end of the year, our net assets had increased by 21%, leaving Splash in a strong position as we entered the fourth year of Project WISE. The increase was driven primarily by several multi-year grants secured, and we expect net assets to reduce in 2022 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 2021, we expanded and deepened our new and existing partnerships to scale our impact through Project WISE and our social enterprise.

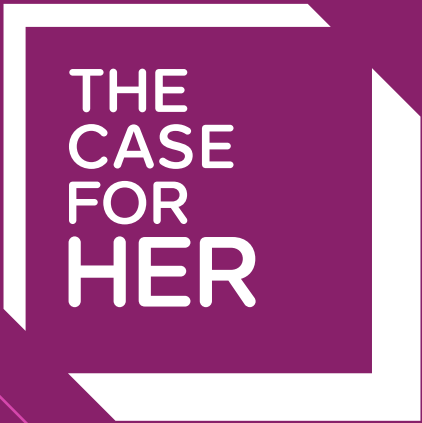
## Partnership Highlight: The Case for Her

The Case for Her is a philanthropic investment portfolio addressing the key women's health issues of menstruation and sexual health and pleasure through grants, investments, convenings, and advocacy.

Building on work that they supported in 2020, The Case for Her partnered with Splash in 2021 to help us roll out 'Oky', an open-source digital app developed by UNICEF in Kolkata to help girls manage their menstruation while supporting our work to create a social ecosystem program that engages the social stakeholders of girls, including boys, parents, and older peers.

These materials complement our other menstrual health interventions to foster self-efficacy, increase girl's confidence and body literacy, and shift social norms.

With significant experience working for women's health and rights, support from The Case for Her has been instrumental to our approach and will ensure that girls can get the information and support they need to manage their periods safely and confidently.



At The Case for Her, we strive to bring the organizations doing great work to the forefront, and we had the opportunity to do just that last year in the west-Bengal context.

Splash took the lead in creating a programme that launched the Oky India app, and in doing so became the first Oky franchise partner to take a contextualized and translated version of Oky live.

As independent donors to each of Splash, UNICEF/Oky, and YLabs, not only was it exciting to see organizations that we've worked with individually work well together, but it provided us the opportunity to hear from implementers about their experience implementing and configuring the app, and understand the community experience from a partner perspective.

Even better, Splash documented their testing experience so that they can better support future UNICEF franchise partners. It's this kind of community building and generous support that underscores our appreciation of Splash as a partner in systems-building, where generous, creative knowledge-sharing is critical if we are to make the most of the limited resources available especially now, post-COVID and early-recession.

WENDY ANDERSON | Co-Founder | The Case for Her

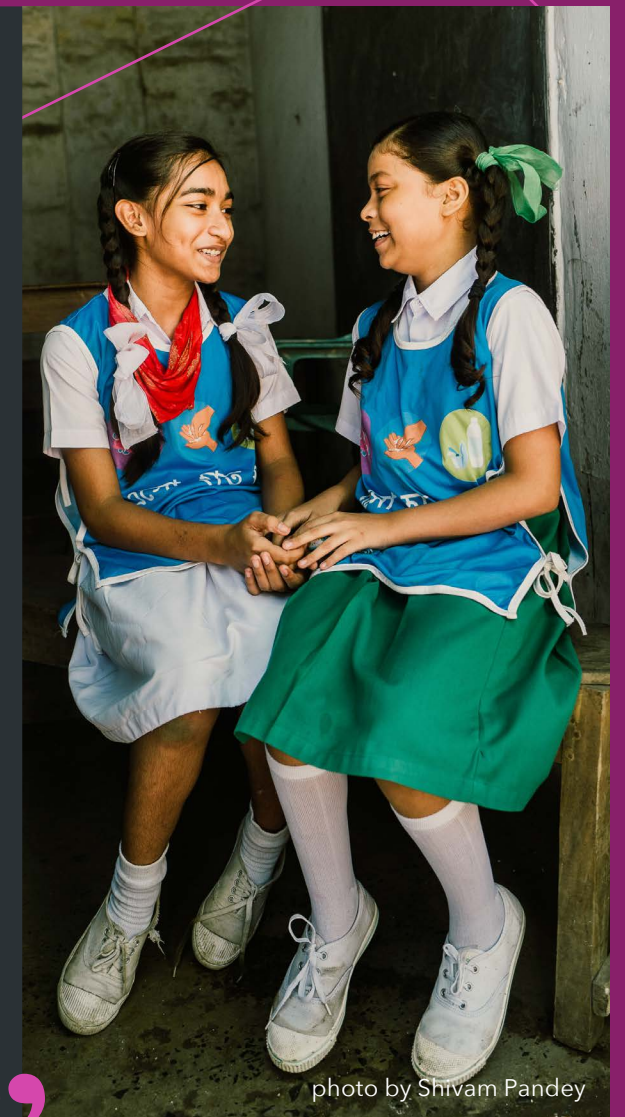


photo by Shivam Pandey



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