

PREPARING FOR SCALE

ANNUAL REPORT 2017-2018





Splash is a nonprofit organization dedicated to bringing water, sanitation, and hygiene (WASH) solutions to children living in urban poverty in Africa and Asia.

Dear Friends,

2018 was an exciting year of transition and new seasons at Splash.

At the beginning of the year, Splash reached every orphanage in China with clean water, a milestone ten years in the making. This project, Splash's first big undertaking, now benefits 190,000 children, staff, and elderly at China's social welfare institutions. Today, we continue the hard work of refining our service and maintenance networks, as we move to transition the long-term responsibility of ensuring clean water for China's most vulnerable populations to local actors.

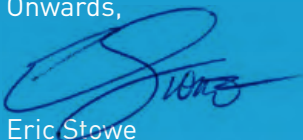
By the end of the year, Splash began the transition of our staff and operations in Kathmandu, Nepal, to a local social enterprise. We found a partner, SmartPaani, that could sustain our decade of work on behalf of more than 100,000 kids, while also continuing to scale our program to reach 100% coverage of government schools in the capital. Converting to local ownership has always been one of our ultimate goals. In both China and Nepal, our two largest countries of operation to date, we are quickly approaching that outcome.

As we transitioned, we started to talk about our next audacious goals. With support from The Bridgespan Group and other external advisors, we set our sights on reaching every government school in Addis Ababa, Ethiopia and Kolkata, India with improved water, sanitation, and hygiene (WASH) infrastructure, behavior change programs, and menstrual health support for girls. This initiative, Project WISE (WASH in Schools for Everyone), aims to benefit one million children by 2023.

"Why Addis Ababa and Kolkata?" you might ask. First, the school WASH conditions in each city are dire and include contaminated drinking water, lack of water access, limited practice of handwashing with soap, and toilets so dirty that kids don't want to use them. Second, Splash has a strong track record of operating in each country, as well as highly effective local teams and growing government support. Third, we are compelled by the opportunity to prove our model in two of the top twenty fastest growing cities on the planet.

With a focus on improving children's health and increasing school attendance, Project WISE has the potential to be truly groundbreaking. As we embark on this next adventure, we invite you to share our vision of a world where every child has the water, sanitation, hygiene, and menstrual health support they need to thrive and reach their full potential.

Onwards,



Eric Stowe

Founder & Executive Director



THE GLOBE IS CHANGING



Splash focuses on government schools that serve the most vulnerable children.

Most WASH organizations focus on rural areas. Yet, globally, more people live in cities than in the countryside and three million people move into cities every week around the world. India is facing truly explosive urban growth and the country is on track to add 530 million people to its cities by 2050.

With rapid population growth and urbanization, many governments struggle to provide equitable WASH services to urban communities. As a result, children in slum and resource poor neighborhoods significantly lag behind in health and education. Splash sees this as a huge opportunity to change the course of the future and make cities more livable for the urban poor—by starting with government schools that typically serve the most vulnerable children.

Schools are everywhere, even in the poorest urban communities. They serve as a platform for influencing and communicating norms, modeling rights and responsibilities, and providing space for community development, not just for students, but also for adults—government administrators, parents, teachers, and staff—who are invested in their success.

The opportunity for impact is huge. A survey of 60 countries found that less than half of primary schools have access to safe water and just over a third have adequate sanitation. Yet, studies have shown that school WASH interventions have been associated with reductions in school absenteeism, as well as reductions in illness and diarrhea. In addition, improving sanitation facilities in schools can especially benefit girls during their menstrual period and may increase their school attendance.

Through Project WISE, we aim to provide a model for WASH in schools that is effective, affordable, and can be replicated by governments and NGOs.

● **Urbanization often exacerbates the divide between affluent and poor communities.**

OUR IMPACT



Splash provides clean water, clean toilets, and clean hands to more than 435,000 kids a day across eight countries.

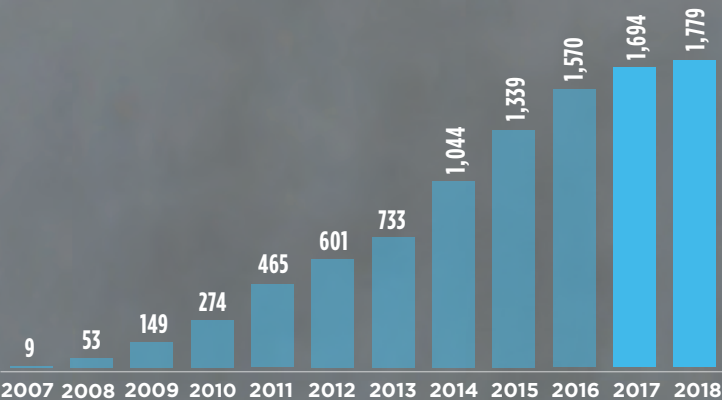
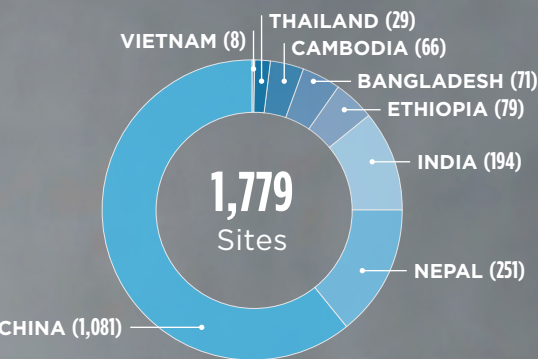
We are on track to serve **one million** by 2023.

Countries of Operation

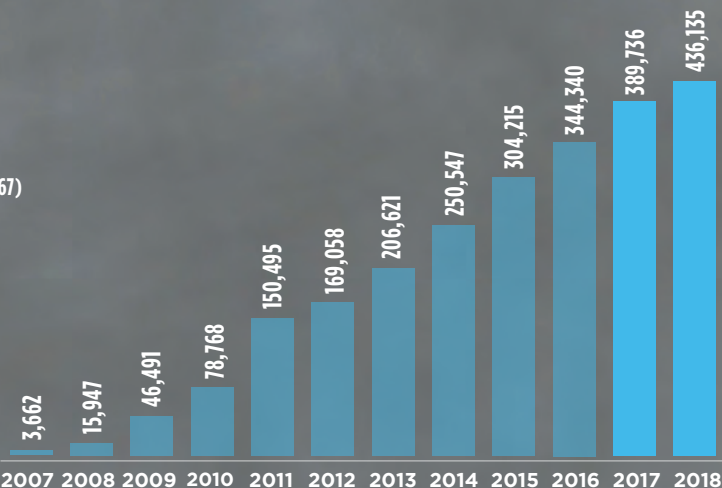
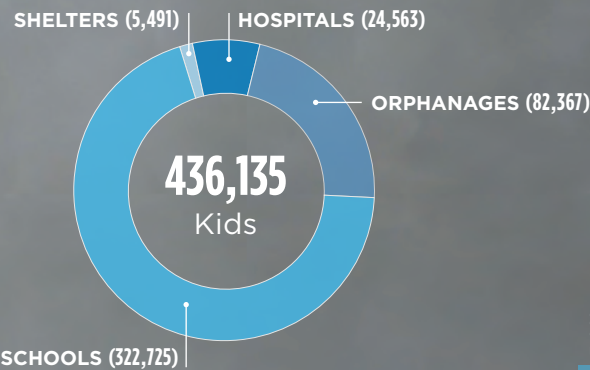
Sites include: Bangladesh, Cambodia, China, Ethiopia, India, Nepal, Thailand, and Vietnam



Sites Supported



Kids Supported



Clean Water

Everything that Splash does starts with safe water. Splash installs commercial-grade filtration systems that remove 99.9999% of bacterial pathogens to meet or exceed World Health Organization standards. The result is water that we would serve our own children. It's not enough to make sure the water is safe; it needs to be available whenever kids are present. We make sure schools have sufficient water storage, so that there is always water for drinking, handwashing, and flushing.



Clean Toilets

Too many kids lack access to decent toilets, and too many girls don't have access to safe and private stalls when they have their period. Leveraging local supply chains, Splash improves sanitation by ensuring school toilet facilities are outfitted to meet global standards for safety, privacy, cleanliness, and accessibility. This includes ensuring toilet facilities have appropriate doors, locks, lighting, ventilation, waste bins for menstrual hygiene management, water for cleaning and flushing, and that they are gender-segregated.



Clean Hands

Safe water and child-friendly toilets alone can't eliminate water-borne illness. Handwashing with soap is critical. Through colorful and child-sized handwashing stations, student hygiene clubs that encourage healthy behaviors through positive peer pressure, the use of fun and engaging education materials, and event days, Splash's program integrates powerful motivators and environmental cues to increase handwashing rates and promote positive hygiene behaviors.



Menstrual Health

Splash delivers education to both girls and boys to normalize periods and reduce stigma, with additional support and trainings just for girls to provide more specific information on the practicalities of managing menstruation. We work to change behaviors and social norms and increase access to sanitation through girl-friendly facilities. We understand that key barriers and motivators for girls matter, including access to hygiene products at schools, as well as social networks that influence how girls perceive their menstrual health.



Water Stations

Despite good intentions, many NGOs build expensive tile and concrete handwashing and drinking stations that are neither durable nor designed specifically for children. These failures mean higher costs for NGOs and less kids washing their hands and drinking clean water. Over the last decade, Splash has developed superior station designs that address a clear market gap in the sector. Splash's durable, child-friendly drinking and handwashing stations incorporate behavioral nudges like bright colors and different basin depths to encourage use and to separate handwashing and drinking behaviors resulting in better health. Splash will bring these products to market through our newly formed business entity Splash Social Enterprises, LLC.

Behavior Change

Splash encourages long-term behavior change by instilling in kids, teachers, staff, and parents the value of safe drinking water and hygienic conditions throughout their lives. Splash implements a multi-faceted behavior change program at each school, targeted to children and adults, based on the Behavior Centered Design framework of the London School of Hygiene & Tropical Medicine. Our intervention integrates activities that address knowledge, norms, emotions, and habits to create a lasting impact.





MEASURING SUCCESS

Splash is committed to full transparency and using data to improve the impact of our programs.

How We Collect Data

We have dedicated Monitoring & Evaluation (M&E) teams on the ground in India, Ethiopia, and Nepal to assess and track the progress of our programs. We consistently evaluate our results to ensure the quality of our intervention.

Splash utilizes school-based surveys to record WASH infrastructure conditions and observe behaviors during pre- and post-implementation surveys, as well as through routine monitoring visits. Through these methods, we assess the impact of our intervention against key performance indicators, thereby identifying areas for programmatic improvement.

As part of Project WISE, the London School of Hygiene & Tropical Medicine will also conduct a multi-year evaluation to assess the impact of Splash's interventions on student health and school attendance, especially for girls. Results are expected for publication in 2024.

Splash utilizes a sophisticated suite of technology tools to track and evaluate our progress. Using CommCare, a mobile data collection application, Splash staff collect data in the field, which can be accessed immediately in Seattle and in our country offices. We use Tableau to assist us in data analysis and visualization to measure progress, highlight our results, and refine our program design as needed for the kids we serve. With each round of data collection, we conduct a multi-step, collaborative review process between our Seattle and in-country Program teams.



Teacher Story | NEPAL

Sita Ghimire is a teacher at Indrayani Basic School, a modest school that serves 80 low-income children in Kathmandu, Nepal. While many of her students come to school without lunch, lack shoes and school uniforms, or face various physical and developmental challenges, Sita continues to witness sparks of joy and hope after Splash's WASH intervention.

Before Splash, the school had low enrollment and was at risk of being merged with another school. Indrayani Basic School sourced their water from municipal water lines and lacked a filter to remove water-borne illnesses and bacteria, and the bathrooms badly needed repair.

Thanks in part to funding by MiiR, Splash installed a LifeStraw Community water filter and a child-friendly handwashing station to promote clean hands, while rehabilitating the school's toilet facilities and painting them with a bright, cheerful mural. Sita notes that these improvements have been vital for the well-being of her students and encouraging parents to enroll their children at the school.





→ A handwashing demonstration for students at Repi Primary and Secondary School

Meet Selam! | ETHIOPIA

Fourteen-year-old Selam is an eighth grader at Salayish Primary School in Addis Ababa, Ethiopia. Salayish is a large school with over 3,000 students, teachers and students. Since Splash's intervention in 2015, Salayish has become cleaner and healthier, which directly affects students like Selam.



In the two years since Selam's first hygiene training, she has become an all-star member of the school's student-led Hygiene Club and an ambassador for Splash's hygiene curriculum among her friends, peers, and family. Selam and her friends are very conscious of personal hygiene and understand the importance of handwashing before eating and after using the bathroom. The school's biology teacher says Hygiene Club members do a great job keeping the campus clean and holding their peers (and teachers!) accountable to practicing good hygiene.

At home, Selam excitedly shares her hygiene knowledge with her parents and four older siblings. Immediately after taking part in her first hygiene training, Selam came home and helped clean the family's toilet and shower, and nowadays, she leads her family in group handwashing every morning. She even posts hygiene messages around the house to encourage good behaviors, much like the Splash messaging she sees at school.

Selam's involvement with Splash and the Hygiene Club has invigorated her love of biology. She dreams of one day growing up to be a doctor so that she may take care of the people of Addis. Because of the success of Splash's intervention at Salayish, Selam says, "I want other schools to be beneficiaries of clean water and hygiene education!"



FINANCIALS

Splash Financials

Splash revenues grew significantly from 2017-2018, in part due to multi-year grants that we recognized in full during the year received, in accordance with IRS guidelines.

In terms of expenses, we invested in both management and fundraising in order to strengthen our organizational backbone for scale. These investments were primarily related to building the capacity of our finance, operations, technology, and fundraising teams through new hires.

As Splash scales up to implement Project WISE (WASH-in-Schools for Everyone), we anticipate that the percentage of spending on Programs will increase relative to other categories.

	2018	2017
TOTAL REVENUES	\$6,082,277	\$3,297,569
Contributions and grants	\$6,062,505	\$3,287,457
Other revenue	\$5,664	\$10,112
Special events revenue	\$14,108	-
TOTAL EXPENSES	\$3,799,150	\$3,069,986
Management	\$755,581	\$512,883
Fundraising	\$532,072	\$342,044
Programs	\$2,511,497	\$2,215,059

For our full audited financials, please visit www.splash.org.



PARTNERS

In 2017 and 2018, we partnered with numerous corporations and foundations whose generous investments in Splash's work allowed us to reach more kids with clean water and to pilot and incorporate innovations in our programming.



Alwaleed Philanthropies

Alwaleed Philanthropies provided a five-year grant from 2015-2019 that has been critical to helping Splash reach every government orphanage in China with clean water. This project spans 32 provinces and 1,100 orphanages—forever impacting the life trajectories of nearly 200,000 children and adults.



Autodesk

With a grant and generous pro-bono support from Autodesk, we've refined our handwashing and drinking station design to allow for the rapid production in lightweight, durable plastic and incorporating behavior change nudges to encourage increased handwashing.



The Conrad N. Hilton Foundation

The Conrad N. Hilton Foundation provided funding for Splash to conduct WASH interventions in Ethiopia at 24 schools in Addis Ababa, as well as two schools in Amhara province in partnership with CARE. This one-year grant has helped Splash scale our work in Addis, while assessing how our model works in secondary cities.





charity: water



Generous support from charity: water in 2018, enabled Splash to reach thousands of more kids in Kolkata, India with full water, hygiene, and sanitation services, as well as pilot new sustainability and behavior change measures to ensure they last. charity: water's support also helped Splash to conduct a citywide survey of every government school in Kolkata, so our future interventions are even more impactful.

Open Road Alliance



Open Road Alliance awarded a grant of \$88,500 for Splash to refine our behavior change strategy for children and adults between 2017 and 2018. Funding has enabled Splash to hold two behavior change summits with leading experts from academia, government, and the private and non-profit sectors, while conducting pilot interventions in India and Ethiopia.

Tableau



Through a partnership grant and generous pro-bono support from Tableau, Splash can now visually demonstrate the need for our work while informing our implementation plans and resource allocations. We use Tableau software to show the impact of our work on our website, as well as use it as an internal tool to inform our day to day operations.



THE PATH AHEAD

With key investments from the Children's Investment Fund Foundation, charity: water, the Conrad N. Hilton Foundation, and the Addis Ababa Bureau of Education, Project WISE officially kicked off in January 2019. From 2019-2023, we will reach approximately 1,600 kindergarten, primary, and secondary schools, benefitting one million children.

To execute this \$45 million project, Splash will grow from 50 to 150 staff by mid-2020. This will include modest growth in Seattle, particularly to strengthen our people, operations, and finance teams, as well as the significant scale-up of our India and Ethiopia offices. As we invest in our country teams, we are bringing on new talent to support and complement existing leaders.

In the year ahead, we will focus on several initiatives to improve not just “what” we do, but “how” we do it. While investing in people, we are also enhancing the systems, policies, and processes needed to support the rapid growth of the organization. This includes implementing a new, cloud-based financial management system that is used across all offices and enhancing our technology stack to support the increased volume of data our teams will collect and analyze as part of monitoring and evaluation activities.

On the programmatic side, we are refining our drinking and handwashing stations and manufacturing them in India, both for Project WISE and, eventually, for sale to NGO and government customers. We are also optimizing our menstrual health program to ensure that girls not only have access to girl-friendly toilets, but that they receive the knowledge and support they need to manage their menstruation. At the same time, we'll continue to provide education to both girls and boys to reduce the stigma around periods.

We are excited and humbled by the opportunity ahead. For the first time, all government schools in Addis Ababa and Kolkata will have clean drinking water, handwashing stations, and clean toilets that are cost effective and sustainable. We are grateful to our staff, board of directors, advisors, investors, and you—for joining us on this journey.







Splash

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