

2020 ♥ 2021

# Impact Report



FRANK WATER



# Welcome and thank you!

## Landmarks from the last year

### A look back at what you've helped us achieve

The last year has seen Frank Water recover, regroup and reinforce our vision of a future where everyone, everywhere has access to resilient water resources for generations to come.

With your unwavering support, we've bounced back from the knocks sustained from COVID-19, improved our ways of working as a team, and consolidated our Systems Strengthening approach to achieve greater, longer-lasting impact. Since 2005, you've helped build a water secure future for 455,729 people in 677 communities.

Thank you.

- Last year, you helped build a water secure future for a further **8,727 people** in 18 communities.
- Thanks to your support, we could respond to the unfolding COVID-19 emergency in both India and Nepal, supporting more than **20,500 people** in 42 communities to stay safe from disease. Plus, we continued our work in two States of India, and developed a new programme in Nepal's Kathmandu Valley.
- With our friends at Arup, we continued work on the WASH Connect App, incorporating feedback and improving the user experience. We also developed the **global WASH Basins Toolkit** - which can be used to map and design water projects in any country.
- Together, we leveraged the equivalent of **£70,000** from local government in India to pay for infrastructure such as toilets, ponds and dams. We collaborated with like-minded organisations who recognise that engaging with governments is more effective than digging wells.
- Despite summer storms, COVID-19 testing and last-minute cancellations, we took our Festival Refill Service to six UK festivals where **7,000 people** refilled from our refill kiosks and mobile Frank Tanks. We served more than **20,000** litres of water, potentially saving the same number of single-use bottles from landfill.

# COVID-19: An ongoing need

As people in the UK got used to wearing masks and our vaccination programme gathered momentum, the situation in countries like India and Nepal remained severe. Thanks to you, we were able to support 20,543 people across both countries, providing information, handwashing facilities and health and sanitation supplies.

In India's **Madhya Pradesh**, you provided 20 simple, but potentially life-saving, oximeters and thermometers for community health workers on the frontline. Your support paid for health kits and information materials for 2,700 people. Using posters, WhatsApp messages and broadcasts, we could ensure people had access to reliable, up-to-date information, combat myths and fears and encourage testing and isolation. Thanks to you, we distributed basic food

rations - tea, rice and flour - to the very poorest people in the community - often the elderly and/or disabled.

In **Chhattisgarh**, India, you helped source equipment for local health workers, distribute hygiene materials to the poorest communities and deliver an awareness campaign via community meetings, posters and pamphlets. Together, we helped 14,343 people across the state stay safe from disease.

Despite its relatively small population, **Nepal** found itself among the countries with the highest daily number of cases in absolute terms. We funded temporary water supplies for vaccination centres, to ensure that patients and healthcare professionals could regularly wash their hands.

We took action to support the national response in six municipalities across the Kathmandu Valley. With your help, we distributed kits to healthcare professionals and communities. Kits included soap, sanitiser, washing powder, PPE and sanitary towels. Together, we supported 3,500 people to protect themselves from COVID-19.





## Our projects: Overseas

### Water

At Frank Water, we don't simply dig wells or install taps. Instead we focus on maintaining the water balance, replenishing groundwater sources and strengthening the overall WASH system. In this way, we can increase the amount of water available for communities and achieve long-term water security for all.

**1,200**  
recharge trenches dug in Madhya Pradesh allowing rainwater to percolate and replenish

**334**  
households in five villages in Madhya Pradesh provided with a household tap connection

**6,500**  
people in Chhattisgarh supported to assess their own water supply and develop water security plans

In India's **Madhya Pradesh**, your support allowed us to identify an opportunity to secure paid work for local people and bring them safe water. The Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) guarantees Indian people 100 days of paid work every year. Under the scheme, local people in the marginalised communities we're working in, were paid to dig 1,200 recharge trenches, allowing rainwater to percolate into the local aquifer and improving their own water supply. Under the same scheme, local people constructed a

check dam to slow run-off, and dug 250 holes to plant trees. Planting trees and other vegetation is a proven way of encouraging the ground to capture and retain rainfall.

As well as these measures, your support provided 334 households in five villages with a household tap connection. Using plans developed by communities themselves, this work was implemented by the State Government who built a whole network of pipes and overhead tanks across the villages. Communities are trained to regularly test the water supply to ensure levels of naturally occurring fluoride remain safe. Thanks to your support, we worked with 6,500

people across 13 villages in the Indian State of **Chhattisgarh** to assess and evaluate their water supply and demand. Armed with this knowledge, the communities developed water security plans to submit to local government for funding. So far, these plans have leveraged £60,000 government funds for drinking water wells, drainage channels for wastewater, ponds for irrigation and bathing and water management training for local volunteers.

# Sanitation

By supporting Frank Water, you can be confident that your money will be used to tackle the knottiest problems in some of the poorest parts of the world.

Open defecation (OD) is one such problem and progress is slow. OD is especially common among tribal people and is another reason why Frank Water works specifically with these hard-to-reach groups.

Last year, in **Chattisgarh**, our baseline data showed that just 1% families surveyed used their toilet. To address this issue, we organised community workshops to identify the reasons why people don't use the toilet and explain the risks of OD. Over the next two years, we'll use this information to improve drainage systems and sanitation infrastructure for at least 6,000 people, supporting them to change their behaviour and increase toilet use.

Like the UK, schools in India play a crucial pastoral role, providing food and clean water for many of society's poorest children. With this in mind, we focussed our attention on improving sanitation in homes and schools. With your support, we leveraged funds from local government in India's **Madhya Pradesh** to provide seven schools (that's around 500 children) with access to safe, reliable water.

**6,000**  
people in Chattisgarh will have improved drainage systems and sanitation systems in two years

**7**  
schools in India's Madhya Pradesh have their own safe, sustainable water supply

**500**  
children across seven schools in Madhya Pradesh were provided access to safe, reliable water





**FRANK WATER PROJECTS**

**1,000**  
people in Madhya Pradesh know more about why good hygiene matters

**6,500**  
in Chhattisgarh know to use soap to wash their hands

**30%**  
of people in Nepal have access to safe drinking water



# Hygiene

Handwashing has taken centre stage for the last two years, and we've taken every opportunity to support adults and children to include small but important actions in their everyday routine to ensure they stay healthy.

In India's **Madhya Pradesh**, your donations enabled us to go house to house, speaking to 1,000 people about good hygiene and why it matters. Plus, you helped train 250 frontline workers to reinforce this simple messaging and raise awareness of COVID-19 prevention measures.

In **Chhattisgarh**, India, our research demonstrated

an urgent need to improve people's understanding of hygiene. Just 3.5% of the 845 families surveyed have a dedicated handwashing area and only 6% households follow the six steps of handwashing. Challenging cultural norms is never easy so we used UN Global Handwashing Day as a platform to capture attention and raise awareness of the importance of using soap

instead of ash and other traditional materials. The campaign reached nearly 6,500 people, and was careful to include younger children for whom diarrhoea is the third most common cause of death.

At a higher level, we collaborated with UNICEF in **Chhattisgarh** to host a virtual consultation on the Roadmap to Hand Hygiene where

representatives from the government's education and health departments, along with youth groups and community based organisations agreed to redouble their efforts to improve hygiene behaviours.

With your support, we delivered training to 36 teachers and community workers in **Chhattisgarh** to help them promote menstrual hygiene among local girls and women. Key to this training is the message that:

**"knowledge of menstrual hygiene is not just limited to women...but every single person in the family and community, as it directly impacts the health and hygiene of women"**  
Samerth training team

To evaluate this training, we've randomly selected

30 families to follow over the next two years. We'll assess how easily behaviour change is achieved and share our learning with other NGOs and government agencies.

**New work in Nepal**  
COVID-19 has put healthcare settings and professionals under pressure like never before. Yet many health centres (HCs) lack even basic facilities. The World Health Organisation reports that one in 10 HCs have no adequate sanitation, one in four have no water services and one third of facilities lack somewhere for staff or patients to wash their hands (WHO, 2020). For people in Nepal, the situation is no better at home:

**"Only 27% of the population has access to adequate sanitation and 30% lack access to safe drinking water. The main causes of morbidity**

**are diarrhoeal disease, dysentery, cholera and typhoid."**  
WHO, UNICEF 2019

With your support, we've worked with our partners in Nepal to conduct a baseline survey of 31 HCs across the Kathmandu Valley. Data showed that despite most HCs having drinking water available, 1 in four had reported water shortages in the last two years and almost half of HCs had never tested the quality of their water supply. Most only had one toilet with no allowance made for people with disabilities and little support for women or girls to practise good menstrual hygiene.

In response to this early research, we've developed project plans for three municipalities in Nepal. Over the next two years, we'll work in 10 of the HCs most in need, to improve the lives of 60,000 people.



# Our projects: UK

The way we use water here in the UK has an impact that's felt far beyond its borders. Our work in the UK aims to help people understand that our actions and choices have a direct effect on others - usually the world's poorest and most vulnerable.

As water security becomes a truly global concern, our UK-based activities are becoming yet more relevant. To connect our projects across the globe, we'll work to inform and inspire people in the UK to play their part in creating a water secure, climate resilient future.

Since 2010, we've used our Festival Refill Service and our Schools Programme to deliver this message. When COVID-19 put a stop to all face to face activity, we took this opportunity to reflect on how best to use our resources to achieve our goals.

The outcome? A chance to regroup and reach out to other professionals that can help expand and reinforce our impact. Over the next year, we'll work alongside environmental education consultants to draw up a plan for our UK programme. Watch this space!

# Finding new answers

## Research in the UK

This year, we produced two research papers, titled 'Learnings from our Covid responses' and 'Baseline data collected in 31 health centres in Nepal', sharing our knowledge and experience with partners and the sector. We hosted a workshop with all members of the GW4 Alliance to identify gaps and opportunities for new IWRM research.

## Research in India WASH and disability:

With our partner in Chhattisgarh, we launched a piece of research into how people with disabilities (PWD) access and use WASH. Together, we carried out a survey to identify the barriers that PwDs must overcome to claim their rights to safe water and sanitation.

The survey revealed that of 15 PwDs, only seven had a Certificate of Disability - a crucial document for claiming benefits, only three received a disability allowance and just two had registered for entitlements. Just nine of 15 had access to a toilet in their homes, yet none of the toilets were 'disability friendly'. With your support, we'll ensure PwDs in all communities we work with are equipped to claim benefits and access suitable toilets and water points.

## Innovation The WASH Connect App & WASH Basins Toolkit

This year saw us expand the WASH Connect App and the accompanying Toolkit. WASH Connect now includes a data collection function to make it easier for field workers to input and access their own data,

and for Frank Water to carry out data analysis.

With our partners at Arup, we've developed the WASH Basins Toolkit to make it globally applicable and shared it with our networks in India and beyond to gather reviews and feedback.

## Assessing Feasibility of Water Projects (AFWAP)

Designed in partnership with Formus Pro and Arup, we've completed the AFWAP App & Toolkit - a new resource to assess if water projects are technically feasible in mountainous regions. In 2022, we'll integrate this into the Global WASH Basins Toolkit and use it in our new spring management programmes in the Indian Himalayas.

# Making our voices heard

Over the last year, we've worked hard to amplify our impact both overseas and in the UK. Our advocacy has helped leverage funds from government, influenced policy and campaigned for change. Read on to find out how...

## Advocacy overseas

Together we've provided Integrated Water Resource Management (IWRM) training to 29 government workers in India's **Chhattisgarh** and leveraged more than £60,000 government funds to pay for water and sanitation infrastructure. Thanks to you, our work in Dhar, **Madhya Pradesh** caught the State Government's attention and our local partner was not only invited to present our work in the region but was

also shortlisted as one of 175 prospective technical support partners to the Government's Jal Jeevan (Drinking Water) Mission. With your support, we leveraged a further £10,000 from the State Government to pay for water points in five schools across the region.

For International Women's Day 2021, India Programme Coordinator, Praveena talked Women, Data & Tech at a webinar hosted by the SWAN Forum.

## Advocacy in the UK

Last year saw Frank Water and Arup join forces to share what we've learned from working together over the last five years. We co-authored a paper on the WASH Basins Toolkit which was

accepted and published in the **ICE magazine and website**.

In the lead up to COP26, our Head of Programmes & Funding, Jon, was included as **one of Bristol's Global Goals Centre's 17 SDG activists**.

As part of the same project, local street artist MauMau created an eye catching, thought-provoking piece of artwork to raise awareness of our projects. MauMau's mural (just off Brunswick Square in Bristol) considers the relationship between local water use and global water supplies.

Later in 2021, we'll virtually attend the COP26 conference to present our WASH Basins project as one of several 'nature-based solutions to the climate crisis.'

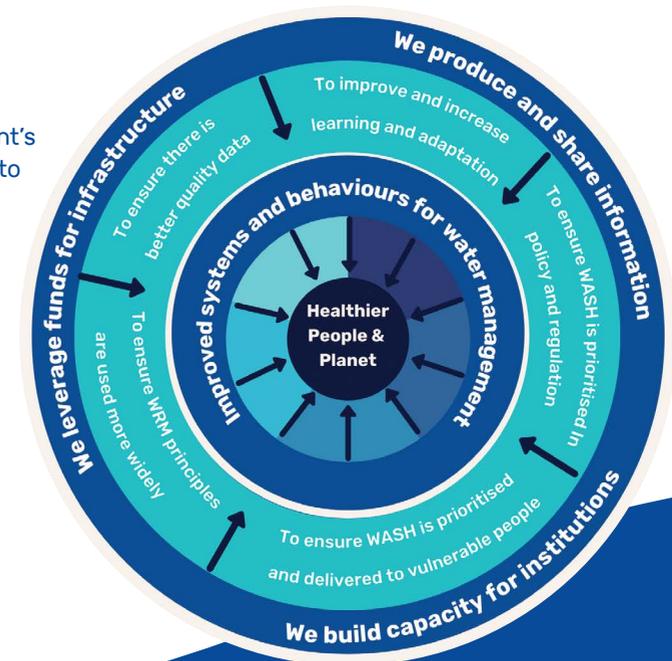


# Strengthening systems for greater impact

Instead of using our funds to simply install taps and build toilets, we look at the bigger picture. We identify gaps in the wider WASH system and support governments to provide their citizens with long-term access to safe water and toilets by sharing knowledge and research, offering training, hosting workshops and making policy recommendations.

Our Theory of Change reflects this Systems Strengthening approach. This way of working is more complex, both to deliver and to communicate. But to achieve our vision of a water secure future for everyone, everywhere, we need to change the system, and not just individual cisterns!

Examples of our Systems Strengthening approach include using the government's 'guarantee of work' scheme to pay villagers to manage and improve their own water resources (read more on page 5).





# Thank YOU!

As is the case with so many other organisations, we're still feeling the ripple effect of COVID-19. Despite this, we end the year having reached...and sailed past our fundraising targets, thanks to you! Read on for just a few of the different ways that you and your fellow supporters have helped change lives with safe water over the last 12 months.

## Appeals for support

Every year, we run two fundraising appeals and every time, we're astounded by your generosity. In 2020, you helped us deliver our most successful Big Give Appeal to date, raising £38,600 - almost twice our original goal. Later in the year, you donated more than £20,000 to our Raise the Water Level campaign for World Water Day. And it

didn't stop there. As COVID-19 continued to claim lives and livelihoods, we re-launched our Coronavirus appeal, raising a further £12,000 to support our COVID-19 response in India and Nepal.

## A virtual night out

Our annual fundraising dinner took place - online! With updates from our India team, live music from Purdy and an

auction of unique prizes, we managed to provide guests with a night to remember - from the comfort of their own sofas!

## Riding the waves

Our second Stand Up for Safe Water Paddleboarding tournament saw 20 teams from organisations across the UK take to the water. Hosted by SUP Bristol, this event is a

fun way for organisations to network, team build and raise funds for Frank Water!

## The Rainmaker Club

Members of our Rainmaker Club dreamt up new and exciting ways to show their support. Highlights include Bart Ingredients' brand new range of roasted masala spice blends, featuring the Frank Water logo. For every tin they sell, Bart donates 10p to Frank Water. The partnership hit the headlines, with coverage in Waitrose magazine and Waitrose Weekend, plus recipes from some of Instagram's best

known foodie influencers. Other imaginative partnerships included To Be Frank's Clean Water Tee - one of a range of T-shirts produced for their SDG Embroidery Project. Nkuku did Black Friday differently by donating a percentage of sales from their Black Friday sale and Holidays in Rural India created a Good Giving online shop, donating a percentage of sales of artisan products from India.

## THANKS TO YOU!

None of our work is possible without your support. All our thanks go to the members of

our corporate Rainmaker Club, the Trusts and Foundations that have made grants including The Peter Stebbings Memorial Charity, The Waterloo Foundation and The Souter Charitable Trust. We're grateful to our patrons, ambassadors, donors, fundraisers and our community of Raindrop Regular Givers. Plus those people who gave their time and expertise, including Leo Bunting, Susi Latham, Tamsin Geddes and Pippa Graham.



# Getting the word out

## World Wide Web

Thanks to a team of experts at the top of their game, who donated their time to help with planning, content and design, and the talented team at Appeal Digital, our brand new website went live in December 2021. We're excited to hear what you think of the new simple navigation, improved functionality and clean, fresh look!

## Hot off the press

Frank Water Enterprise and its products hit the headlines when our bottled spring water in recycled glass bottles was awarded 5 stars by Xanthe Clay in the Telegraph, and our refill bottles were included in the Social Enterprise UK Christmas Gift Guide. Our partnership with Rainmaker Club partner, Waste Source was mentioned in industry press, LetsRecycle.com.

## Award-winning

Our partnership with Arup was shortlisted for not one but two categories at the **Better Society Awards 2020**.



## Growing our team

This year, we doubled our comms team when we welcomed Hope Norman as our new Communications and Digital Marketing Assistant.

## Thank you

To the brilliant Ollie Francis, Yvette Commander, Ben Coleman and Jonti Eccles for their not-to-be-underestimated contributions to our new website. We're grateful to Lizzy Boulton for her vibrant social media support and to Martin Kerslake for his eye-catching graphic design.



# Frank Water on tap

**Our Festival Refill service (run by social enterprise Frank Water CIC) encourages behaviour change and protects our waterways and wider environment from further plastic pollution.**

After a festival-free summer in 2020, COVID-19 continued to cause uncertainty in 2021, and many events and festivals were cancelled for the second year running. In the end, we took our Festival Refill Service to six UK festivals where volunteers served more than 20,000 litres of chilled, filtered water to thirsty festival-goers, potentially saving the same number of plastic bottles from landfill or recycling.

# Our team

The Frank Water Team is its backbone. Together their skills, knowledge and dedication have helped bring safe water to more than 455,000 people across the world.

## Our Patrons

Despite their busy schedules, Patrons Pinky Lilani and Anita Rani continue to show their support by promoting Frank Water events and appeals to their networks, sharing news and updates and making introductions.

## Our Trustees

Our Board of Trustees offer support, clarity and guidance. This year, we said goodbye to Diana Finch who provided valuable financial support over her two years as Treasurer, and welcomed Shawn Smith who brings with him significant financial experience.

## Our Volunteers

Our dedicated volunteers help all areas of the organisation to run smoothly and successfully. This year, their time, interest and expertise has helped progress our research, supported our fundraising efforts, improved governance systems and raised awareness of our work.

## Our Staff

Our core team includes staff based in the UK and India. Whatever their timezone, each and every team member brings with them skill, expertise and passion for the cause.



## Financials

Despite challenges from COVID-19, we've ended the year with surplus funds and a renewed sense of purpose. In 2020-21, 79% of our expenditure was related to our charitable projects, whilst 21% was invested in our fundraising activities. We raised £343,343 and spent £311,161, leaving a surplus of £32,182.

# What's next for Frank Water?

Founder and CEO, Katie, looks ahead to the next 12 months.



Thanks to your support over the last year, we're looking forward to an exciting year ahead.

Our priority will be reaching many more of the most marginalised communities in India and Nepal, providing access to essential WASH Services and giving them the knowledge and skills to manage their water resources.

To ensure greater use and impact through our systems strengthening, integrated approach, we'll invest in further development of the WASH Connect App, adding backend data collection, a chat function and translations to local dialects, making it easier for our local partners and communities to use.

We're also really excited about the development of our UK programme that will help inform the UK public of the links between global water and the climate crisis and encourage them to take action as global citizens.

Most of all though, we're determined to create opportunities to see you! COVID-19 permitting, there will be Stand Up Paddleboarding relays in Bristol and London, Rainmaker Club events for our corporate partners, and an exciting event for all our supporters in September - keep an eye on our newsletter and social media for details!

*Katie).*





[www.frankwater.com](http://www.frankwater.com)

[hello@frankwater.com](mailto:hello@frankwater.com)

**0117 329 4846**

1-3 Gloucester Road, Bristol BS7 8AA

 [@frankwater](https://twitter.com/frankwater)

 [@frank\\_water\\_charity](https://www.instagram.com/frank_water_charity)

 [@frankwatercharity](https://www.facebook.com/frankwatercharity)

Frank Water Projects

Registered charity no. 1121273

Frank Water CIC

Company no. 05388346