IMPACT REPORT | 2024-2025



FOR PEOPLE

31,443 more people with improved water, sanitation and hygiene, bringing total overseas impact to **577,502 people**

183,132 people with a better understanding of water

FOR PLANET

104 hectares of ecosystems protected from climate extremes

FOR POLICY MAKING

320 people, producers and policy makers involved in water dialogues

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WE ARE FRANK

AND TOGETHER, WE ARE CHANGING LIVES

The latest UN report reminds us that half the entire world's population experiences severe water scarcity for at least part of the year. Being Frank means refusing to accept an unequal world. We're committed to improving the way people understand and use water so every community has the power to manage and protect a sustainable water future.

Our mission is to alleviate global water poverty, enhance health, and protect the natural environment. We're so grateful for our wonderful community of supporters, like you, that share this vision and help make our ambitious goal more of a reality every day.

After an incredible 20 years, Founder Katie Alcott transitioned from CEO to Associate Director during 2025. As Head of Programmes and Head of Operations & Finance, Jon Shepherd and Claire Williams are excited to step up as Co-CEOs to take Frank Water into our next phase.

We're building on a legacy of significant impact, and are proud to report that in 2024 to 2025, we've stood alongside **31,443 people across 41 communities** as they achieve access to sustainable water (improving the lives of a further 131,760 people who benefit from rehydrated landscapes). That brings our total overseas impact to 577,502 people by September 2025.

As well as this, in 2024 to 2025, we're proud to have:

- seen how truly effective collective action can be through our collaborations with governments and agencies like ICIMOD and UNICEF;
- convened powerful water dialogues bringing together impacted communities, industries, and policy makers to collaborate on concrete plans for recovery; and
- continued to stride forward and deliver impact in what most charities have seen as being an increasingly challenging economic environment.

We want to thank our dedicated board, all of our volunteers, our inspiring delivery partners and, of course, YOU for enabling the impact in this report.



CLAIRE WILLIAMS
Co-CEO



JON SHEPHERD
Co-CEO

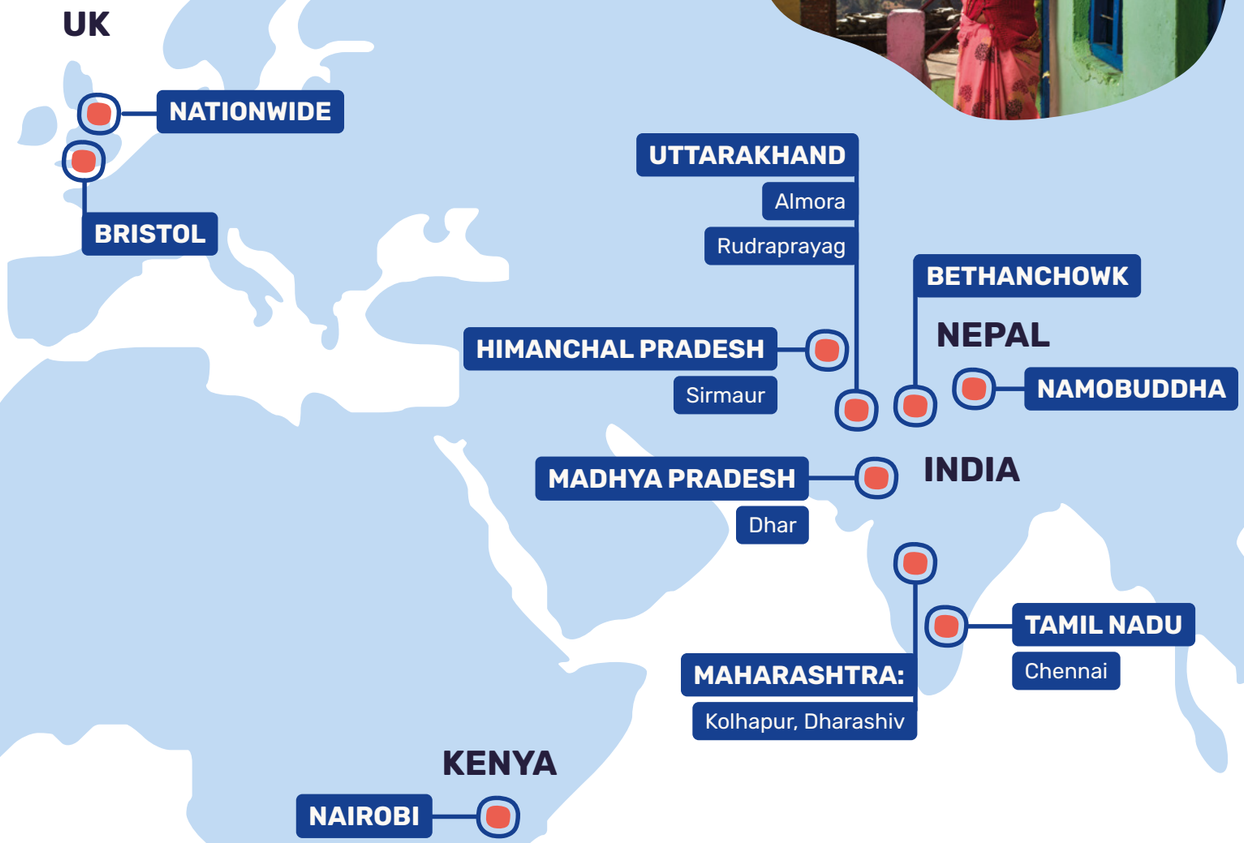


KATIE ALCOTT
Founder and Associate Director









WHERE WE WORK



YOUR IMPACT
FOR PEOPLE

In Geeta's Himalayan village, the daily struggle for water was once an exhausting barrier to progress.

Everything changed in January 2025. Through your generosity, Geeta became a water guardian, mastering the science of water to revive her local spring. She and her team dug more than **1,300 trenches** to harvest rain, restoring a steady flow in just six months.

Today, Geeta finally has time: time to earn an income, learn new skills, and build a future that once felt out of reach.

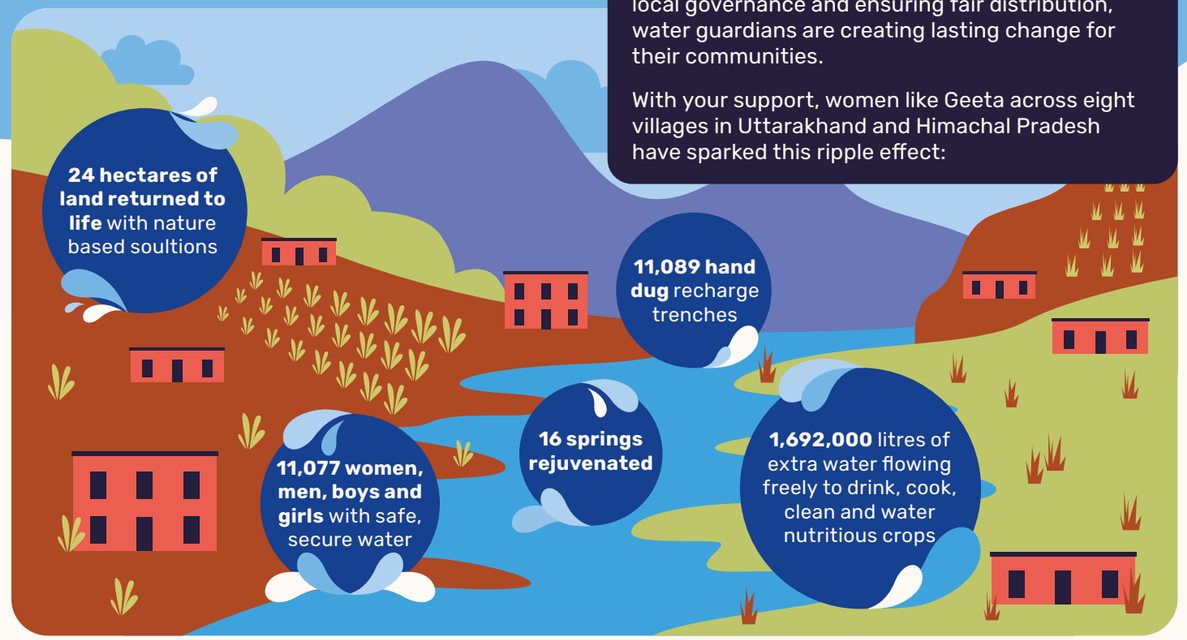
> **I am proud to have learned something new and that our village now has more water. We will protect our forests and springs for the future.**
>
> Geeta Devi



FRANK WOMEN

In the Indian Himalayas, women are leading water security projects with your support. By building local governance and ensuring fair distribution, water guardians are creating lasting change for their communities.

With your support, women like Geeta across eight villages in Uttarakhand and Himachal Pradesh have sparked this ripple effect:



WATER FOR HEALTH

During 2024 to 2025, we investigated the true extent of water-linked health impacts in Maharashtra. We exposed farming and processing practices that were compromising groundwater sources and polluting local rivers and soil.

Because you chose to act by supporting Frank Water, **23,080 people** no longer drink water high in salinity and fluoride, **1,512 farmers** have adopted regenerative practices for nutritious crops and **960 children** will grow up safe from waterborne diseases and long-term health issues.



YOUR IMPACT FOR PLANET





WATER IS CENTRAL TO HOW WE RESPOND TO CLIMATE CHANGE

When water is restored to a landscape, soils and wetlands regain their ability to store carbon, ecosystems become more resilient, and rivers are better able to withstand heatwaves, droughts, and floods.

With your support, **104 hectares** of land and its intricate water were revived in **2024 and 2025** in Himalayan regions of India and Nepal. This transformed the lives of **1,500 residents** in this fragile mountain environment and helped **16,777 people** living downstream of the springs you helped to bring back to life.

Nepal's natural water systems do far more than sustain rural communities. They help regulate our global climate.

In partnership with ICIMOD, your support enabled nature-based solutions to revive three springs as replicable pilot projects, protecting habitats and restoring ecosystems as well as providing sustainable access to water for communities. This approach is now a global model for climate resilience, shaping how mountainous regions far beyond Nepal protect their fragile futures.

Hydrated landscapes help to cool the planet.

Living landscapes are able to absorb carbon dioxide, mitigating the impacts of climate change.

Thriving ecosystems are resilient and can better withstand climate extremes.

Water brings life. Living soil, thriving plants and vibrant creatures.

YOUR IMPACT FOR POLICY MAKING



Water Dialogue held with Confederation of Indian Industry
December 2024, Chennai

Community water access is often sought in competition with agriculture, manufacturing industry and rapid urban development. That's why we drive multi-level dialogues that unite stakeholders to solve the issues causing the water crisis.

When you enable a water dialogue or facilitate our participation in a conference, you are helping to shift how water is valued and governed by:

- amplifying community voices and lived experiences on national and global stages;
- sharing evidence-based solutions and advocacy across sectors and geographies; and
- connecting decision makers, businesses and practitioners to drive more sustainable and equitable water management.

Through this you are helping ensure that the realities faced by communities inform the policies and practices that shape our shared water future.

Two key events that were made possible by you in 2024 and 2025, were:



STATE WORKSHOP IN PUNE

To protect aquifers depleted by industrial farming, we united water-scarce communities and 20 key officials from UNICEF and the government. Together, we established a roadmap for scaling water management across Maharashtra, prioritising domestic needs and frontline training.

Your support turns talk into real action. Our watershed-based approach has already helped shape key policy decisions in Odisha, providing water governance for India's rapidly growing regions.

SIWI: WORLD WATER WEEK, THE LEADING WATER FOR CLIMATE ACTION CONFERENCE

By championing collaboration to tackle the water and climate crises, we joined high-level debates and panels to showcase key insights from our latest projects.

Alka has a powerful story of the health impacts for her family caused by farming pollutants. At SIWI, Alka's story and her work with Frank Water and ACWADAM to address water quality issues was amplified to catalyse global action on water quality issues.





A ROADMAP FOR WATER JUSTICE

In March 2025, Frank Water launched the **"Water Stewardship Blueprint Methodology"** to inform watershed-level governance and management, primarily in the watersheds of peri-urban areas that experience acute water stress. Following the blueprint methodology, Frank Water delivered the **"Water Stewardship Playbook"** commissioned by the Alliance for Water Stewardship and Apple, to facilitate effective implementation of water stewardship standards.

EXCHANGING SCIENTIFIC AND TRADITIONAL SKILLS

While modern scientific techniques can accurately plot underground water stores, there aren't enough hydrogeologists that can reach the remote rural regions. Throughout 2024 and 2025, you've helped us to respond to the pace of rapid climate changes and developmental activities that threaten water security with an approach that merges the invaluable insights of local communities with scientific methods for effective water security planning. **Eight women** have been trained as water guardians over the year using this approach, thanks to your support of Frank Water.

EDUCATION FOR CHANGE

Over the last year more WATER books were donated to schools and libraries and we saw thousands more children and teachers accessing our online **SDG 6** water education resources via **Earth Cubs**. Improving the way people understand, value and use water is the key to alleviating global water poverty, enhancing health, and protecting the natural environment, and every time someone understands and values water better, we get one step closer to this goal.





You helped
44,304 PEOPLE
to value water more in 2024 and 2025.



SMALL VOICES, HUGE IMPACT

In partnership with **Xylem** and **Earth Cubs**, engaging educational materials on the theme of Clean Water and Sanitation for all (SDG 6) were accessed by **23,000 children** in 2024 and 2025. In 2025, the videos were translated and made available to children speaking Spanish around the world.

In 2025 we were delighted to welcome Moksha Roy as Frank Water's Young Ambassador. Her passion, commitment, and clarity are helping to inspire more children to follow in her footsteps with small actions that can make a big difference. Moksha's own initiatives include presenting the Sky News documentary **"Sky Kids Investigates: Are We Running Out of Water?"** and it is a pleasure to have her join Team Frank.

YOUR IMPACTFUL FUNDING

You raised funds for Frank Water in so many different and creative ways! Every bit of fundraising also raises awareness of our mission to alleviate global water poverty. Here is how you did it.







HYDRATION FOR PEOPLE AND PLANET

Where better to speak to people about the value of fresh, safe water than at a festival in a heatwave! In 2025, we attended five of the UK's most values-led festivals with our refill service, run by 60 wonderful volunteers. At these festivals:

- The equivalent of **48,558 plastic bottles** were saved from landfill.
- **Four tonnes of CO2** was saved from being released into the environment.
- More than **5,800 festival goers** refilled with us directly - raising vital funds for our work and directly learning more about the global water crisis and the work we do.

Our products and services provided through our Social Enterprise have a meaningful impact for people and the planet as well as raising funds and sharing awareness of our mission. Through our partnerships with 1% for the Planet, B-Corporations and Social Enterprise UK networks, we expand our impact and influence through Businesses for Good.

Our hydration services delivered in partnership continue to grow our social enterprise services with socially minded organisations, provision of water taps, water coolers and hydration stations for offices, hospitality spaces and community events.

From 2024 to 2025, our delicious glass bottled spring water was consumed by over **720,000 people across the UK** delivering awareness of our brand and mission as well as income for our social enterprise and our charity. Many of these were served through cafes and restaurants including the brilliant Dishoom. A huge thank you to everyone who bought our bottled water.

YOUR FUNDRAISING

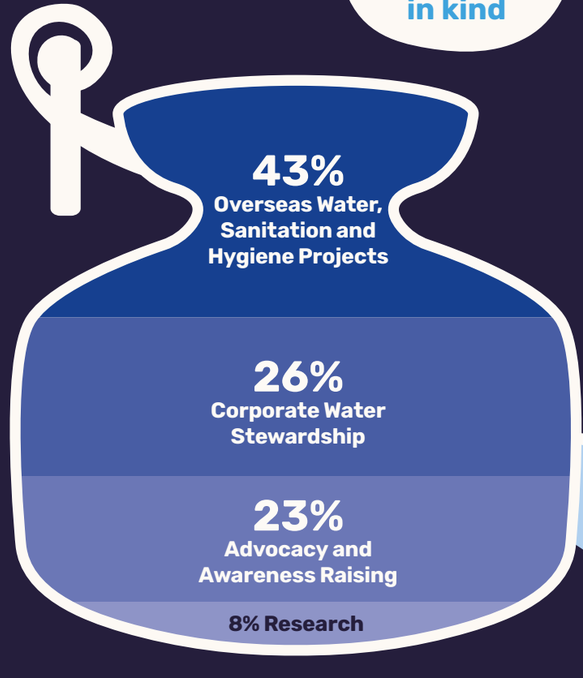
Thanks to supporters like you, we raised an incredible **£414,152** to ensure a future where everyone, everywhere has access to resilient water resources for generations to come.

£97,553 from grants

£137,684 from individual giving, regular donations and fundraising activities

£142,988 from corporate partnerships

£35,927 from gifts in kind





ART FOR IMPACT

Art can help people to understand water scarcity in a different way, sparking new thoughts and inspiring action. In short, art can make people feel the facts.

We collaborated with three incredible artists in **2024 and 2025**, helping **132,828 people** see water in a new light and connect with Frank Water in meaningful ways.



In 2024, sculptor Rebecca Hawkins exhibited her series **"Journeys with Water"**, which contrasts the burden of water scarcity with the freedom, health, and education brought by sustainable water solutions. Rebecca is generously **donating 50% of the profits** from her collection to directly support our work.

For World Water Day 2025, we collaborated with Jasmine Hortop to create the UK's first water-activated mural in Bristol's busy shopping area, attracting media coverage that took the message **"It starts with water"** around the world. Our mural has since been shortlisted by the World Illustration Awards to 10 finalists from 5,500 projects that reached the long-list.

In summer 2025, fine artist Jemma Powell showcased her incredible art of women in India in collaboration with Frank Water, donating a portion of sales.



Your support is used in one of two ways; directly on programme delivery or to generate the next pound. Of the **£331,272** Frank Water spent on programme delivery, this is how it was invested:



INCREDIBLE FEAT FOR WATER

In January 2025, Gavin Booth MBE and Adam Wilton MBE completed a world-first expedition across the Empty Quarter in Saudi Arabia. They travelled **780km**, on foot, pulling all the water they needed and their other supplies behind them, raising **more than £20,000** for Frank Water.

Celebrating the anniversary of their epic adventure, they said:

> **We chose to do this brutal walk with water, so we did it for Frank Water and for all these people around the world that don't get a choice.**



Travelled 780km on foot raising £20,000+

TEAM FRANK

Everyone who donates, visits us at a festival, speaks to us at a conference or reads our communications plays a part in Frank Water's work. We are so grateful to all our supporters; it's YOU that have made the incredible impact in this report possible.

Our **Rainmaker Club** of businesses have contributed in so many ways this year - donations, in-kind gifts, hosting networking events, providing introductions and making matching contributions to our appeals: **Apacor / Apple / Artesia / ARUP / BART Ingredients Better Process / Bind Media / Blue Sky Botanics Boundless / Brownfield Green / By Water Services Ethicall / Exhale Coffee / Green Tech FS / Holidays In Rural India / Letter One / Mahi / Minirig / Pieminister Natracare / Nijhuis Saur Industries / Nkuku / Rebecca Hawkins / Rethink Events / Salesforce / SuDSplanter Thomas Miller / Tonic Architecture / Whitby & Co Wilda Swim / Worktribe / Xylem**

Our **CIC partners** supporting our social enterprise services and festival events: **Boston Tea Party Chapple & Jenkins / Dishoom / The Drinking Water Club / Essential Trading Hunts Food Group / Inn Express / Loaf / Lyreco Mathias & Sons / Molson National Buying Consortium Notting Hill Carnival Tarka Springs / Thirsty Work**

Trusts and Foundations that have generously facilitated our work with gifts include: **Allan and Nesta Ferguson Charitable Trust / Austin Bailey Foundation / Coles-Medlock Foundation / Drinking Fountain Association EA Foundation / Educational & General Charitable Trust ERM Foundation / Harrish Charitable Trust / Paradigm Norton Trust / Rotary Club of Roundhay / Tula Trust**

We also thank the many individuals who stand alongside us, our Patrons, Ambassadors, event fundraisers and generous members of the public. As a small organisation, every donation makes a difference, and we truly appreciate each one.

We appreciate and deeply respect our programme delivery partners and their incredible teams. Their expert knowledge of regional hydrogeological conditions, socio-economic factors and institutional capacity makes our context-specific approaches possible. We thank the local teams at **ACWADAM, CBED** and **ICIMOD** for collaborating with us so seamlessly, and for their shared passion which inspires us every day.

WHAT WE LEARNED

Of course, not everything always goes to plan. Here are some of the key challenges we faced, and what we learned from them:

- **FUNDING.** The National Council for Voluntary Organisations called 2025 "The Year of the Big Squeeze" and we felt it . We faced greater competition for funds, increasing costs and the ever-present knowledge that more people are living with water scarcity than ever before. We responded by taking action to reduce our overheads into 2026 and refocus our fundraising and operational activities in order to maintain our incredible impact.
- **INSTITUTIONAL ALIGNMENT IS CRITICAL FOR SCALE.** While community-level interventions generate invaluable outcomes, their impact remains limited without integration into government systems. We continue to learn about the navigation of complex political structures to secure formal partnerships with the state government. This gives us more access to resources, legitimacy, and pathways for scale.
- **DATA MUST BE ACTIONABLE TO DRIVE CHANGE.** Our programmes generate high-quality hydrogeological and water quality data, but its impact depends on effective use. We've got better at translating our data into accessible formats for decision-making, embedding it in systems that enable analysis, interpretation, and response.
- **DIALOGUES ARE CRITICAL.** Water challenges in our project areas are not isolated technical problems, but the result of interactions between groundwater availability, water quality, land use practices, and governance systems. We've improved our dialogues with all stakeholders so that everyone can see the full picture and collaborate for collective action.

BEING FRANK FOR THE FUTURE

Being Frank means refusing to accept an unequal world. In 2026 we will continue to strive for a water secure future for everyone, everywhere by:

1.

Launching our Frank Water Institute in Kenya, focusing on education for long-term climate-resilient water solutions.

2.

Taking our festival refill services further and continuing to generate funds for our work through our social enterprise and considered innovation.

3.

Engaging more people in more regions in water dialogues, bringing together communities, policymakers and businesses in conversations that lead to solid plans to improve water management on a broad scale.

4.

Focusing on financial sustainability through innovative and dynamic initiatives and collaborations.





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