



A man gathers water in Ethiopia.
Photo by Sada Andrews, Lifewater International

Lifewater's First Direct USAID Grant to Help 55,000 Ethiopians Gain Safe Water

by Kiera Emmons, Project Coordinator

Water, sanitation, and hygiene (WASH) coverage in Ethiopia is among the lowest in sub-Saharan Africa. According to the latest World Health Organization statistics (2006), improved water supplies reach only 42 percent of the population and only 27 percent of the population has adequate sanitation. Hygiene knowledge and practices are also extremely poor, contributing to a low average lifespan of 56 years. Another indicator, healthy life expectancy, reports that Ethiopians can expect decent health for just 41 years. For children under five years old, Ethiopia's mortality rate due to diarrheal diseases is a dismaying 17.3 percent.

Lifewater International has been blessed with the opportunity to help thousands of Ethiopians emerge from their suffering for lack of WASH. For the first time in its thirty-year history, Lifewater has received direct funding from the U.S. Agency for International Development (USAID). **This grant provides 80 percent of funding**

needed for Lifewater and one of its Ethiopian partner organizations to bring safe water to nearly 55,000 people. Lifewater is seeking the remaining 20 percent from individual donors.

This project will cover four districts (woredas) of Oromiya, the largest and most populous region of the country. Primary sources of water for domestic consumption in the project areas are rivers, hand dug wells, uncapped springs, open ponds, and streams. Many of these sources are unprotected and shared with animals. **It is difficult to fathom giving our families contaminated water to drink, but many people in Oromiya truly have not been presented with alternatives.**

Most schools in the project region lack safe water sources and adequate sanitation facilities. Students spend hours every day transporting unsafe water and endure the indignity of having to relieve themselves in the open.

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Ultramarathoner Supports Lifewater

by Matt Lafferty, Special Events Coordinator

Team Lifewater is an awesome opportunity for us to turn a good thing in our lives—exercise and healthy competition—into a really good thing for others. Every day, millions of women and children walk for miles and carry up to forty pounds of dirty water just to keep their families alive. Many of these individuals carry out this daily task while suffering from water-related diseases. While we know what it feels like to push our bodies as we exercise, we can only imagine struggling just to survive.

Earlier this year, **Team Lifewater participated in its first event, the Wildflower Triathlon, and raised over \$10,000.** Currently we have team members nationwide competing in a wide range of sports from softball to triathlons and marathons. We even have a team member, Nancy Baker, riding a 2,000-mile bicycle journey along the Underground Railroad from Ontario, Canada, to Mobile, Alabama!

Ultramarathoner Tim Borland recently announced that he will be running for Team Lifewater at the Santa Barbara International Marathon on December 6. When asked about why he is running with us Borland explained,



Ultramarathoner and friend of Lifewater, Tim Borland

"The desire to no longer run for personal gain but rather for the benefit and support of others in need has radically changed my life. Personal achievement is only so powerful, but to achieve goals on the behalf of others is more powerful than anything you will ever experience."

Motivated by a desire to bring attention to the needs of vulnerable children, I was able to run sixty-three marathons in sixty-three consecutive days. What better way to invest your physical talent and abilities than to benefit children who have little or no drinking water? Join Team Lifewater today and take a step toward changing a life forever!"

Let's race together for safe water! If you're interested in joining Team Lifewater or would like more information please visit us at www.lifewater.org/teamlifewater or email me at mlafferty@lifewater.org.



Lifewater Leaders Fall for Safe Water

On October 24, Executive Director Dan Stevens and Director of Development & Communications Dave Finley will join a number of other brave individuals to freefall from 15,000 feet for safe water. Neither Dan nor Dave have skydived before, but they look forward to this opportunity to raise awareness about the water crisis. *"I admit that I'm a bit apprehensive about jumping from an airplane,"* says Dave, *"but think of the millions of people in our world who are forced to take greater risks every day by drinking unsafe water."*

Visit www.lifewater.org/teamlifewater after October 28, 2009, for Dan and Dave's post-skydiving photos and report!



from the director

As I walked down a dirt path in a Ugandan village recently, I noticed a woman coming toward me. She was chattering excitedly, and as she approached I saw that she was holding a cell phone to her ear. Her village was far from the city and lacked even safe water and sanitation facilities, yet clever marketing campaigns had compelled her to use her meager funds to purchase a phone.

How can we harness the power of marketing to drive demand for safe water and sanitation? One solution being piloted by Lifewater's partner in Southeast Asia is to establish a small business. The business owners are marketing their product, a low-cost clay pot water filter, by holding hygiene education seminars and offering coupons for filter discounts to those who attend. Already this business has marketed its filters across a wide area and set into place a supply chain for meeting growing demand. Most exciting are the many opportunities to build relationships and share the gospel with customers, employees, and business colleagues as this partner seeks to bring about lasting change in a communist nation.

I am convinced that as people come to realize the benefits of safe water and sanitation, such as improved health and economic opportunity, they will be willing to invest in sustainable solutions. After all, if the cell phone companies can create demand for their product, why can't we?

Dan Stevens, Executive Director

Another devastating aspect of the water crisis in the project area is **widespread deforestation** and lack of watershed management. Many rivers and streams are muddied and silted to the point where the water barely flows. These water sources are highly contaminated and often serve as breeding places for malaria-transmitting mosquitoes.

The project will improve conditions in four districts of Oromiya through the following activities:

- ➔ Construct at least 30 wells
- ➔ Cap 23 fresh-water springs
- ➔ Repair at least 11 damaged water supply points
- ➔ Construct reservoirs for 4 schools
- ➔ Promote latrine construction in 40 local communities
- ➔ Provide WASH training to at least 6,000 community members

As Lifewater developed the project proposal, one of our priorities was to balance Lifewater's core values and USAID's goals. We consulted with USAID's Office of Faith Based and Community Initiatives and with USAID's Addis Ababa Office in Ethiopia to be sure that Lifewater would be able to maintain its focus on Christian service to beneficiary communities while upholding, as always, both organizations' mandates to serve all who are in need regardless of their faith. Our conversations were positive, and both Lifewater and USAID felt very comfortable with the proposal.

"We have great initial resources," says Lifewater Executive Director Dan Stevens, "but we still need to raise the remaining 20 percent of the project funding. We also need to raise up more quality volunteer field trainers to train our Ethiopian partners. We won't count success until clean waters flow in Oromiya and communities there feel Christ's love through their improved health."

We invite you to join in this effort to help 55,000 people gain safe water, adequate sanitation, and hygiene education. Help us raise the remaining \$60,000 needed for the project, or **become a Lifewater field trainer** to help train Lifewater's Ethiopian in-country partners in WASH. Visit our new website at www.lifewater.org to learn more about this giving opportunity and our field trainer program.



Ethiopian girl. Photo by Lon Stuebinger, field trainer

Four Star Rating on Charity Navigator Meets Strategic Objective

by Dan Stevens, Executive Director

Lifewater's recently published strategic plan outlines our organizational goals for the next five years. Our overarching motive for developing the plan is to effectively share God's love as we help the maximum number of individuals gain safe water, improved sanitation, effective hygiene, and the skills they need to pass on these resources to future generations.

We are already making good progress toward our goals. For example, we are expanding geographically and opening a branch office in Nairobi, Kenya—important steps toward our strategic goal of significantly increasing the number of individuals who gain WASH as a result of our work. In addition, we have taken a significant step toward our goal of becoming a top-tiered

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humanitarian organization by **gaining the highest, four-star rating on Charity Navigator, America's largest and most-utilized independent evaluator of charities.**

I invite you to read Lifewater's strategic plan in its entirety for good insight into where we are headed in the next several years. Visit our new website at www.lifewater.org and click on the "About Us" tab, where you will find a link to the strategic plan.



by Leslie Hawthorne Klingler, Communications Manager

What is partnership?

When Lifewater refers to partnership, we mean a close relationship between Lifewater and an in-country organization that serves to effectively share God's love through safe water, improved sanitation, and hygiene education.

Why does Lifewater work in partnership?

Lifewater realizes that we cannot accomplish our mission without quality in-country partners:

- Partnership is essential for sustainable development. In-country partners help Lifewater contextualize its work and ensures that work will continue to multiply long after Lifewater has left.
- Partnership is Lifewater's response to God's call to work together in unity.

What leads to successful partnerships?

- Shared vision to share God's love through WASH
- Shared appreciation for participatory learning that addresses the whole person: mind, body, and spirit
- Relationships based on trust and the understanding that Lifewater and the partner need one another
- Knowledge, skills, and resources that are employed synergistically
- Good monitoring, evaluation, and follow-up
- The ability and willingness to find creative solutions to challenges
- God's grace

What have been some challenges in Lifewater's partnerships through the years?

- The fact that neither Lifewater nor its partners are perfect
- The magnitude of the need for WASH, which has tempted Lifewater and its partners to focus our limited time and resources on addressing the need at the expense of sufficient communication
- The inherent complexity of achieving truly sustainable WASH development

What have three decades of partnership taught Lifewater?

- Partnership is the most rewarding way to address many of life's greatest challenges. Each of us sees issues and circumstances from a different perspective, and partnership allows us to learn from one another.
- Partnership is crucial to being the people of God and to doing the work that God call us to do.

LIFEWATER CORE VALUE 4 (OF 5)

We practice partnership.

Recognizing that we cannot alleviate poverty alone, we work in partnership to bring about lasting improvements to people's health and well-being.

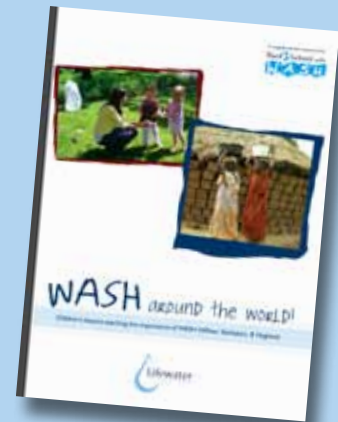
We believe that partnership honors others' God-given gifts and responds to Jesus' instructions to work together in unity.



Lifewater staff and field trainers teach shallow well drilling to in-country partners. Photo by Shawn Roberts, field trainer



Photo: Children in northern Uganda are served a cup of safe water. Photo by Esther Havens



This five-lesson book is ideal for teaching kids about other cultures and the importance of safe water, adequate sanitation, and good hygiene.

New Tools for Teaching Kids

Lifewater has initiated a creative kids' program called **Back2School with WASH**. This program helps North American children learn about other cultures and the need for safe water, improved sanitation, and good hygiene (WASH). It also provides ways to collaborate to help schools in other countries gain these vital resources.

An important component of **Back2School with WASH** is a collection of learning materials titled **WASH around the World**. The spiral bound book includes five lessons for children, ages three to eleven, with stories, discussion questions, activities, prayers, coloring pages, and photos. It is an ideal resource for families, schools, Sunday schools, and other children's groups.

Visit www.lifewater.org to learn about additional resources or to order the **WASH around the World** book. Please contact us (info@lifewater.org or 888.543.3426) if we can assist you as you consider these materials. Blessings as you nurture young people through connections to God's children around the world!

Give a Legacy of Water!

by Sada Andrews, Donor Relations Manager

Lifewater's new planned giving program is designed to help those who want to explore creative ways to make the most of their gifts over their lifetime and beyond. **Many of these planned gifts offer substantial tax benefits and have little effect on your current budget.** Even if times are tight, you can still make a significant difference.

The term *planned giving* often brings to mind end-of-life bequests, and we are happy to provide any assistance we can to help you ensure a portion of your estate goes to help people get safe water. We can also provide you with tools to set up charitable trusts and charitable gift annuities, which provide income for you or a designee for a term of years or life, with the remainder going to help others gain safe water. Or we can help you turn securities, retirement accounts, and life insurance policies into instruments that work for both you and those in need.

Please contact us if you are interested in planned giving with Lifewater. In addition to providing information, we will always recommend that you seek professional advice from your attorney or accountant concerning the details of these gifts. Thank you for your interest in making the most of your resources!

Exciting New Christmas Gifts Coming Soon!

Lifewater will soon unveil an end-of-year giving opportunity that will allow your loved ones to have a voice in the work toward safe water for all. The gifts are innovative and fun! More coming soon at www.lifewater.org and in the mail for those receiving printed correspondence.

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P.O. Box 3131

San Luis Obispo, CA 93403

Travel through Lifewater's Ministry on our New Website!

Lifewater just launched a terrific new website! The new site contains stunning photography, engaging design, detailed information, and intuitive navigation. Enjoy traveling through the following five sections:

- **The Water Crisis:** Read in-depth articles on the three main aspects of the water crisis—water quality and supply, sanitation, and hygiene—and how these factors influence different aspects of society. For example, visit the article “Water & Children,” “Sanitation & HIV/AIDS,” or “Hygiene & Community.”
- **Who We Are:** Gain insight into Lifewater's mission, history, financials, staff, and board of directors.
- **What We Do:** Find thorough explanations of Lifewater's strategy, programs, projects, and current funding needs.
- **Get Involved:** Look for suggestions on how to join Lifewater in the work to help all people gain safe water.
- **Resources:** Delve deeper into the water crisis and response through Lifewater publications, a technical library, and links to online research sites.

Lifewater's new site is worth a visit! We welcome your suggestions for improvement at info@lifewater.org.

