



HELPING KENYANS BLOOM

Through love and water

2020-2021 | Community Report

Water
is Life
Kenya 

A close-up photograph of a hand turning a water tap handle. The handle is a brass-colored metal with a hexagonal nut. The background is blurred, showing a person's arm and a white cloth. A semi-transparent map of Kenya is overlaid on the image, containing text.

OUR VISION

The vision of WILK is to develop and enhance a thriving ecosystem in Kenya, integrating its unique collection of ethnicities, nature and wildlife riches.

OUR MISSION

The mission of Water is Life Kenya is to spark personal, economic, and community development in marginalized communities in Kenya, according to existing customs and culture, by providing clean water, sanitation and hygiene, empowering women, and equipping people to develop income by managing their resources.

LETTER FROM THE FOUNDERS

The Maasai people of Kenya say: **Enkare Enkishui, Water is Life.**

Water makes grass grow, nourishes livestock, and sustains all life. It helps all living things bloom.

Thanks to you and the—literally—groundbreaking work Water is Life Kenya (WILK) has accomplished since 2007, tens of thousands of Kenyans now have access to clean, sustainable water, sanitation, and hygiene in their drought-prone rural communities.

At one well alone, we have freed 1,936,000 hours annually for women and girls who no longer have to walk 12 hours a day in search of water. This has opened the door to educational opportunities, improved physical health, and unleashed new economic activities.

WILK continues to promote gender equality and women's empowerment through its Livestock as a Business (LAB) Program and its Beaded Handicrafts Program. We have seen women blossom into entrepreneurs with powerful leadership skills, all while gaining much needed income for their families.

In a year where people everywhere were affected by the pandemic, WILK's nimble teams in the U.S. and Kenya were able to pivot and respond to the crisis with new solutions and interventions. We're pleased to report that your gifts allowed WILK to open a new borehole in Olmapinu, install handwashing stations in Kimana market to help fight the spread of Covid-19, launch the first solar-powered borehole in Namelok, and train twelve profitable Livestock as a Business groups. To keep income flowing for WILK artisans in the midst of the pandemic, we launched our online store on Amazon for WILK's beaded handicrafts.

We have exciting projects ahead as we work to transform even more lives in one of the most challenging climates on earth. Thank you for partnering with us.

With you, and God's blessings, we are helping Kenyans bloom through love and water!

Joyce Tannian
Co-Founder and Executive Director

Joseph Larasha
Co-Founder and Project Manager



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WILK'S COMPREHENSIVE STRATEGY

WHERE WE WORK

WILK serves the indigenous Maasai community in a semi-arid region of southern Kenya that is roughly the size of the state of Delaware.



WATER IS JUST THE BEGINNING

FRESH WATER

Water is life. Fresh, accessible water and sanitation provided through WILK's work, improves health and changes the trajectory of entire communities.

FREEDOM

No longer walking an avg. of 6 hours a day to get water, women and girls have the freedom to go to school and start businesses.

ECONOMIC OPPORTUNITY

With WILK's micro loans, men and women have started managing livestock businesses, small shops and crop farming.

SUSTAINABILITY

Money from these enterprises is reinvested in the community and maintains the boreholes.

TRANSFORMATION

Communities, most especially women and girls, experience transformation at every stage. Success provides income, confidence, and leadership skills, allowing them to become change agents in their families and communities.

THE SECRET TO OUR SUCCESS

WILK's success comes through working closely with communities in the same region for nearly 15 years. We are deeply invested in the people and have learned how to best reach and inform a mostly illiterate people on ways they can flourish – economically and personally.

Over the years, we have honed a training methodology that:

- **Engages** all the senses for dynamic participation
- **Respects** the people, culture, and long history while introducing new concepts for water and livestock management
- **Raises up** women in a male-dominated society and gives them the skill and confidence for leadership



WILK traverses thousand of miles a year to bring training opportunities directly to the community.

COLLABORATIONS

PARTNERSHIPS THAT EXTEND OUR REACH

Engineers without Borders

While a WILK Board member, Tad Yancheski also acted as senior Engineer for the newly established Engineers without Borders, Delaware Professional Chapter (EWB). Tad, along with Kim Teoli, long-time WILK volunteer, made the WILK/EWB connection. With Tad facilitating our partnership, we became collaborators on their inaugural project.

Imurtot Primary School was in desperate need of a solution to their water issue, having already experienced three failed attempts to provide water for their students. With no local access to clean water, children were falling asleep in class, going hungry, and grades were dropping.

Now, with this collaboration in place, Imurtot has the blessing of water! Phase III has just been completed, supplying 110,000 liters of water via a durable and effective rain catchment system. The children are happy and alert, grades have gone up and children share they no longer have conflict with their parents about taking precious water from home to school.

County Government of Kajiado - Ministry of Agriculture, Livestock, and Fisheries

We are entering the 10th year of our our highly successful Livestock as a Business program, which was developed and implemented in partnership with expert extension officers from the Ministry of Agriculture's Livestock Production and Veterinary Medicine department. Their skillful teaching informed by years of experience provides interactive lessons for livestock farmers.

WATER PROJECTS

Transforming 60,000 Lives and Counting



With drilling of the Namelok borehole, women no longer have to walk hours a day in search of water.

THE FACTS

2007

The year WILK successfully drills, equips, and constructs tank and troughs at its first borehole in the Imisigiyo Community

1,936,000

Number of hours freed each year for women and girls who no longer have to walk 12 hours a day for water in the Imisigiyo Community alone

24

Number of clean water, sanitation, and hygiene projects WILK completed in 18 communities with local collaboration since 2007

82%

Percent of WILK's water projects still functioning, compared to the average global success rate of only 25-50%

THE PROCESS

The process begins at the community level when the leaders request fresh water and WILK performs a needs assessment. With the support of donors, contributions from the community, and the authorization of the Kenyan government, WILK performs a geological survey, secures a drilling permit, and selects a drilling company.

The drilling takes 3-5 days, followed by water yield testing and water quality analysis. Then the power house, water tank, troughs, latrines are constructed. Finally, the pump, generator and control panels are installed.

WILK then trains the locally elected Water Management Committee, which is essential for long-term success of the project. This Committee is responsible for day to day operation, tariff collection, maintenance, and occasional repairs of the well after WILK officially hands over the project to the community.

The handover ceremony is the culmination of more than a year of fundraising, planning, and hard work and it is always a celebratory event!

But our efforts don't stop there. We continue to monitor the well, provide periodic training for the operator and Water Management Committee, provide community sanitation and hygiene training, and serve the community through our ongoing, transformative programs.



rch of fresh water.

IMPACT

NAMELOK SOLAR-POWERED BOREHOLE

"It is fresh, not salty, like the other water we were using. Our children don't have stomach aches now."

Woman in Namelok community

In April, we opened a borehole in the Namelok community – the first WILK project to install a solar powered pump. The triumphant opening ceremony, officially handing over operations to the Namelok Water Management Committee, took place in November.

Solar power means lower operating costs compared to a generator powered system, and better outcomes for the environment. Fuel, oil, and filters are not needed, and there are generally no major repairs required for many years. And, when contrasted with an electric-powered borehole system, there is no monthly electricity bill.

IMPACT

OLMAPINU COMMUNITY BOREHOLE

"This morning I didn't even have a cup of water in the house. My hope was that it would rain so I could fetch water from the puddles. Then I saw the water pouring out of the borehole and ran over to see. I will run home and get all my containers."

Joyce Seyian, Olmapinu

Olmapinu Community Borehole was successfully drilled. Where before there was suffering, disease, and the inescapable burden of carrying water daily, hope now gushes right along with the water. Community members and their livestock now drink their fill of clean water. Every day they appreciate the fruits of our collaborative efforts to lift them out of daily struggle into a life of abundance and good health. Water is bringing life to all the creatures in the community: people, animals and plants!

Women in the Olmapinu Community wait expectantly for fresh water from the new borehole.



LIVESTOCK AS A BUSINESS (LAB)

Promoting Economic Empowerment

THE FACTS

2011

The year WILK established LAB, in response to the previous years' deadly drought, to improve family incomes and reduce future livestock losses through drought cycle management

\$2,000

The annual revolving livestock loan qualified groups receive to buy cattle and sell for a profit

99.5%

Repayment rate of revolving loans by the LAB groups

THE PROCESS

WILK works with groups of 15-20 individuals who know each other, learn together, and share the responsibility of cow care and loan repayment from purchase to sale. The full cycle of the LAB training and loan program takes 13 months. Groups can continue in the LAB program for up to 4 years, with years 2-4 including supplemental training, field trips, and the provision of incentives for implementing drought control strategies like grass management and forage conservation.

THE IMPACT

Since 2011, WILK has trained 562 people in 40 groups. In 2020, our ten Livestock Farmer groups did remarkably well in their cattle sales, in spite of uncertainty and market volatility. Ample rains provided sufficient pastures and cattle fattened quickly. Instead of selling in June, groups sold in April and May, reducing fattening expenses from 6 months to 4 or 5 months, and increasing profit.

Overall, WILK has helped the groups:

- Reduce drought-related animal loss by 85%
- Increase the value of livestock by 50%
- Achieve 40% net profit on cattle sold
- Own cattle for the first time – 318 women experienced their first opportunity to own cattle

The profits help families break the cycle of poverty and transform lives as profits are reinvested in the community.





LAB gives women income, confidence, and leadership skills as they learn to manage and sell livestock for a profit.

ONE WOMAN'S STORY: PRISCILLA ENE SHININA

My name is Priscilla Ene Shinina. We have started a women's only group [with] 19 members called Oloirien group. We started 5 years ago and have been with WILK for 4 years. I have 10 children, 2 dead and 8 alive, 4 boys and 4 girls. We live at Orngosua and this is where the group is based. I am the chairlady of the group and our work in the group is so good.

Before joining a group I was all alone and was having a hard time. My husband is a drunkard and I am the only one looking for school fees, food, clothes. I was getting a lot of pressure from my husband. I was confused and alone handling so many things.

Now at least I can borrow money from the group for school fees and 2 of my daughters have finished school. With what I have learned in the LAB training I can properly take care of my livestock, and will be able to repay the loans. I also started a business, a small food shop, to sustain my children with food.

WILK has taken us as women a very big step forward. Even our minds are a bit different than before we met WILK. If I can go to do farming now with knowledge that I got from WILK, it is a big change. If I go to the market to sell livestock, it is a big change that I can sell as the men sell. I can choose a good breed of cows like the men can choose. It is a big step to us as women.



"We are very happy with the large profit that we made from selling our cattle bought with the WILK Livestock loan. We want to invest the profit in farming tomatoes to add to our profit."

Priscilla Ene Shinina, Chairlady
Oloirien Women's Livestock as a Business Group

BEADED HANDICRAFTS

Teaching Skills, Empowering Women



THE FACTS

2007

WILK launches its Beaded Handicraft Program with ready-made Maasai beaded items

2014

Artisans began designing, producing, and selling paper bead jewelry and textile bags in the US and Kenya

144

Number of Artisans and their families supported by WILK Beaded Handicrafts

2020

WILK launches online sales of WILK Beaded Handicrafts on Amazon Handmade

THE PROCESS

Thanks to the availability of fresh water, women have more time to pursue other activities that support their families. Jobs are hard to come by in Kenya, even more so for people with little education, but skilled Maasai bead artisans produce beautiful, wearable art. WILK established its Beaded Handicraft Program in 2007 to provide much needed income for women.

Since then we have created our own workshop and trained a team of artisans – our “Wonderbeaders” – to roll colorful paper, otherwise destined for trash, into beads of varied sizes and shapes, then varnish each bead to provide a clear, shiny, durable coating so the beauty of the paper shines. Beads are then assembled into stylish jewelry and conversation pieces.

THE IMPACT

The team of artisans trained by Water is Life Kenya, known as the Wonderbeaders, earn up to \$10 a day, two times what they might earn elsewhere.



WILK's Wonderbead team creates and sells beautiful beads and jewelry by upcycling paper, otherwise destined for the trash.

LOOKING AHEAD

“Hope for Widows” Program Helping the Most Marginalized



THE FACTS

Women, especially widows, are often marginalized in the Maasai community. Wives and children belong to the husband's family. All property, including land and livestock, is owned by the husband. When wives are widowed they lose status and strict cultural norms prohibit re-marriage.

Additionally, a major change in land use law in Kenya is causing widespread subdivision of historic communal land ranches for the Maasai tribe. In order to be able to claim their allocated land parcels, members are required to pay a fee for land surveying costs and paperwork. This fee has proved too much for many of the poorer members of the community, especially the widows.

THE PROCESS

Through a generous and caring donor, WILK was able to pay the fees for 40 widows and their families to secure their rightful land asset. As we collected basic information from these women, what began to emerge was a reality of huge burdens carried daily due to lack of resources and opportunity.

Securing their land was a major boost to them, but, in fact, they have many needs. Chief among them is reliable income for food, clothing, and school. They are under immediate pressure to sell the land for cash to the land brokers circling like starving hyenas.

To address this inequity, WILK is piloting the “Hope for Widows” program under our Livestock as a Business (LAB) Program.

THE IMPACT

With your support, we will:

- Adapt the LAB curriculum to address the specific needs of the widows,
- Provide them with seed capital to get a jump start in the livestock business, and
- Help empower them to meet their families' basic needs and achieve a new level of financial security.

THE WATER IS LIFE KENYA TEAM



Co-founder and Executive Director **Joyce Tannian** built Water is Life Kenya with Joseph Larasha in Kenya and her father, Francis Tannian, in the US. They started by bringing life-

giving clean water to communities in rural southern Kenya as a way of building strong communities and better lives. To this day, Joyce's commitment remains strong as the program develops and expands, fueled by success and strong relationships of trust in the area where Water is Life Kenya serves. She spends her time both in Kenya and the US, where she regularly gives talks and meets with WILK'S strong base of supporters to report on WILK's life-changing work.



Co-founder **Joseph Larasha Ole Muntekere** is a Maasai elder who grew up and still lives year round in the project area. He has been to the US twice now and is amazed at the green

grass everywhere and imagines how happy and healthy his livestock would be here. His charismatic leadership inspires cooperation and community transformation.



Stephen Musyoki, Beaded Handicraft Workshop Manager, has been passionately developing the art of fine paper bead making and jewelry design since 2011.

He has innovated signature rolling techniques which are now sought after in the market.



Rahel Mwau, Textile Handicrafts Product Designer, Seamstress and Beads Artisan, is the key artisan responsible for the success of the textile product division of Water is Life Beads.



Veronica Simaloi Soikan, Field Officer and Interpreter, has strong interest in serving Maasai women and supporting their personal growth through WILK'S Clean Water,

Sanitation and Hygiene, and LAB programs. She finished her education with support of a sponsor and she is eager to facilitate women's empowerment. As a member of Oloirien Women's Livestock Farmer Group she has been a beneficiary of improved income from the skills she learned in LAB training. As the group has prospered, so has she.



Nelson Tinayo,
Field Officer, first encountered WILK as a member of one of the pilot groups which started in WILK's Livestock as a Business Program. He proved himself to be a strong leader

of the Amboseli Livestock Farmer Group and has provided invaluable assistance with conducting baseline questionnaires and interviews before WILK begins new projects. He now manages the monitoring of WILK'S existing water projects.



Colleen Leithren,
U.S. Director, uses her technical and educational talents in multimedia, research, and education to manage WILK's US operations and promote WILK's

mission in the US. She also serves as the liaison between the US and Kenya when Joyce is not in the the US. She has a BA in Anthropology and M.Ed. in Educational Technology with a focus on video storytelling and has held leadership positions prior to joining the WILK team.



Michael Deshaies,
US Development Director, advances WILK's mission by expanding its circle of donors. He has lead many major development and communication programs in his

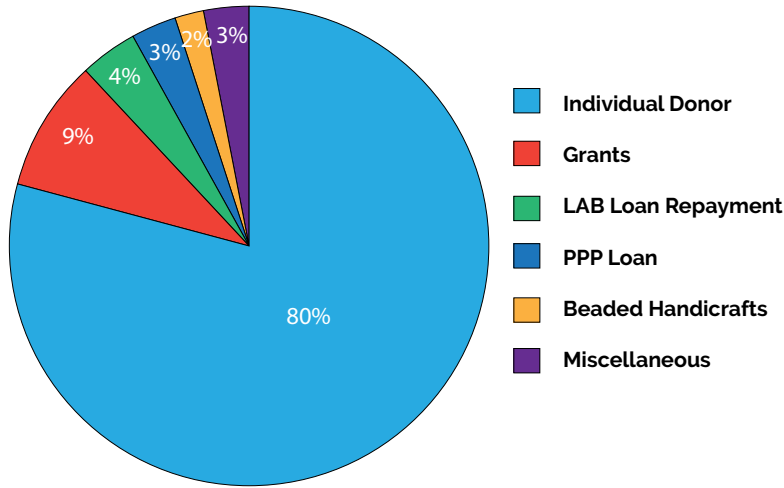
career, including at the Jack Miller Center for Teaching America's Founding Principles and History, and at the American Council of Trustees and Alumni. Before moving into the nonprofit sector, Mike held senior level positions in corporate communications with companies in the telecommunications space.



FINANCIAL REPORT

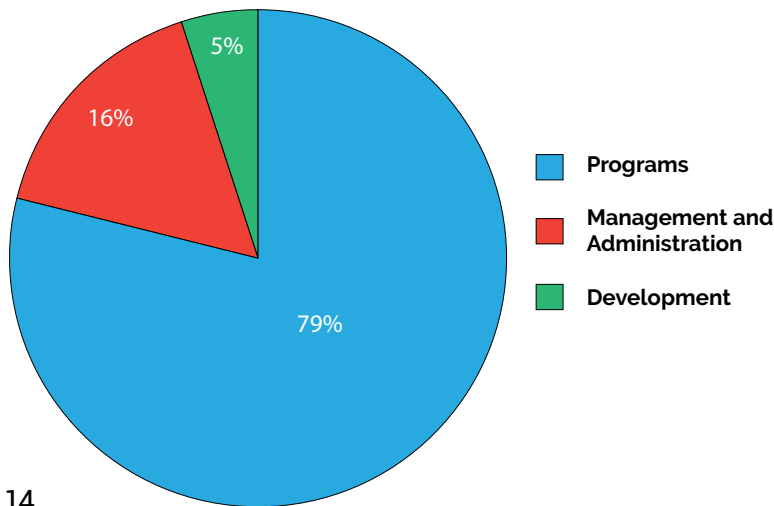
2020 TOTAL REVENUE

\$403,093



2020 TOTAL EXPENSES

\$323,184



You

HOW ~~DONORS~~ MAKE A DIFFERENCE

"Because of Water is Life Kenya, the lives of 55,000 people have been improved since they now have clean water for drinking, watering livestock, and crop irrigation. Thousands of hours are saved by women and children not needing to walk many miles for water that is often contaminated. Life changing!"

WILK Supporter Cynthia Miller



Three Generations: Cynthia Miller (far right) her daughter and granddaughter, sponsor of Jackline Yamat (in orange/ blue) on their visit to Kenya.

SUPPORTING OUR WORK

Your continued generosity through annual, endowed, and planned gifts is vital to making a difference in the lives of the people we serve.

CASH OR CHECK

Please mail donations to:

Water is Life Kenya
314 E. Main St., Kelway Plaza Suite 2
Newark, DE 19711

ONLINE at waterislifekenya.com

Water is Life Kenya accepts VISA, Mastercard, and American Express. Credit card gifts can be made as a one-time gift monthly, quarterly, semi-annual, or annual contributions.

TEXT-TO-GIVE

Text "GIVE" to (302) 449-7349 to donate right from your phone.

PLANNED GIVING

A planned gift can meet your short-term or long-term charitable and financial goals. Planned gifts include, but are not limited to: stocks, wills, retirement plan assets, life insurance, or IRA charitable rollover.

CORPORATE MATCHING GIFT

You may be able to double your gift by asking if your company participates in a gift-matching program.

TRIBUTE GIFT

By making a tribute gift to Water is Life Kenya in honor of someone special, you are not only honoring those who deserve recognition, you are playing a vital role in transforming entire communities. By including their address we can send a letter to them on your behalf.

Water is Life Kenya is a 501c3 charitable organization (EIN: 26-3185829).

Contributions are tax-deductible to the extent allowable by law.

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