



# Program Pillars

charity: water 2020

## SUMMARY OF 2020 PROGRAM PILLARS:

- 01.** Our primary objective is to provide safe drinking water.
- 02.** We believe the best solutions are designed locally, so we work through implementing partners.
- 03.** We aim for long term sustainability of our water projects.
- 04.** Sanitation and hygiene activities are key components of our programs.
- 05.** We focus on rural communities.
- 06.** We target areas of high need and low income where we can work in a concentrated geography for multiple years.

In Detail



## **01. OUR PRIMARY OBJECTIVE IS TO PROVIDE SAFE DRINKING WATER.**

The number one goal at charity: water is to help the most people possible gain reliable and lasting access to clean and safe drinking water. Through partnerships, we help communities increase access to clean, safe drinking water and move up the drinking water ladder by providing improved water points, closer to people's homes.

## TARGETS AND RATIONALE:

**Target 1.1:** 100% of newly constructed water points meet low risk level for diarrheal disease (<10 CFU/100 mL E. coli), and meet national guidelines for arsenic & fluoride (geographically-dependent) before opening.

- Ensuring safe drinking water is a top priority.
- We recognize the utility of risk reduction by providing water with low levels of microbial contamination as alternatives to higher-risk sources that may exist as alternatives. (e.g. “Don’t let perfect be the enemy of good”)
- Physical-chemical water quality parameters are limited to health-based parameters that are known to be present in particular program areas.

**TARGETS AND RATIONALE (CONT.):**

**Target 1.2:** Funded programs increase the household coverage of Limited or Basic Water Service by 30% from baseline to endline.

- ▶ We fund improved water points that typically provide water service closer to people’s homes. This is measured by the metrics of “limited service” (improved sources requiring more than 30 minutes collection) and “basic service” (improved sources requiring less than 30 minutes collection) as defined by the JMP.
- ▶ Some programs are successful in increasing one metric, but not the other. And, vice versa. It depends on program context. We hope that our funded activities will substantially improve either metric for the beneficiary households.
  - Examples of programs that meet the target:

Baseline & endline

- 65% to 99% with limited service
- 4% to 9% with basic service

Baseline & endline

- 85% to 100% with limited service
- 27% to 69% with basic service

## **02. WE BELIEVE THE BEST SOLUTIONS ARE DESIGNED LOCALLY, SO WE WORK THROUGH IMPLEMENTING PARTNERS.**

Our partners have a demonstrated track record of providing sustainable access to drinking water in rural settings at scale. We work with large international NGOs with a global presence, as well as with local NGOs based solely in their country of operation.

### **03. WE AIM FOR LONG TERM SUSTAINABILITY OF OUR WATER PROJECTS.**

We expect water to be flowing at our funded projects for many years. When communities or local governments have difficulty maintaining functionality, we support post-implementation programs to keep water flowing.



## TARGETS AND RATIONALE:

**Target 2.1:** 90% of charity: water funded water points are functional (provide water) for 10 years

- ▶ When we invest in new water infrastructure, we will work to protect the investment so that people can continue to have access to clean, safe drinking water over time.
- ▶ This target does not prohibit partners from decommissioning permanently non-functioning water points, or prioritize the construction of new charity: water-funded projects over rehabilitations of existing water points.

**Target 2.2:** 90% of charity: water funded water points meet low-risk threshold for diarrheal disease for 10 years (<10 CFU/100mL *E. coli*)

- ▶ Water quality is important for people's health on an ongoing basis, not only when they are constructed.

## **04. SANITATION AND HYGIENE ACTIVITIES ARE KEY COMPONENTS OF OUR PROGRAMS.**

Our partners enhance the health benefits of clean water through training and behavior change messaging that is intended to improve levels of sanitation and hygiene.

## TARGETS AND RATIONALE:

**Target 3.1:** 90% Programs that target community sanitation should achieve a statistically significant increase in the percentage of households with latrines. Or, they should maintain latrine coverage if it is already higher than national rural (or regional) averages.

- ▶ A “statistically significant” increase is approximately 10%, when taking into account the margin of error associated with our typical sample sizes.
- ▶ We believe that the key metric to track sanitation programming is the coverage of household latrines.
- ▶ If we are funding sanitation programming, we expect to see any increase in the latrine coverage from baseline to endline of our grant.

## TARGETS AND RATIONALE (CONT.) AND ADDITIONAL GUIDANCE:

**Target 3.2:** Programs that target community hygiene promotion should achieve a statistically significant increase in the percentage of households with soap and water for handwashing. Or, they should maintain hygiene coverage if it is already higher than national rural (or regional) averages.

- ▶ A “statistically significant” increase is approximately 10%, when taking into account the margin of error associated with our typical sample sizes.
- ▶ We believe that the key metric to track hygiene programming is the coverage of households with soap and water available for handwashing.
- ▶ If we are funding hygiene programming, we hope to see any increase in the coverage of handwashing materials from baseline to endline of our grant.

### **Additional Guidance:**

- ▶ We only support sanitation and hygiene programming where water is also addressed within the same community.

## **05. WE FOCUS ON RURAL COMMUNITIES**

Across the world, eight out of ten people who don't have access to clean water live in rural areas. These are the communities we strive to serve.

**06. WE TARGET AREAS OF HIGH NEED AND LOW INCOME WHERE WE CAN WORK IN A CONCENTRATED GEOGRAPHY FOR MULTIPLE YEARS.**

We focus on achieving full access to clean water in specific districts or regions. We prioritize locations where programs can be implemented with limited interruptions and water systems can be sustainably managed by local communities or governments.