

2004 – 2005

Annual Report

WaterCan  EauVive

Give Water. Give Life

WaterCan – “Clean Water for All!”

WaterCan is a registered Canadian charity dedicated to providing clean water, basic sanitation and hygiene education to the world’s poorest people. Working with local partner organizations in Africa, WaterCan supports small-scale, community-driven projects that dramatically improve the quality of life of poor people living in rural and urban communities.

WaterCan believes in the power of water. Without it, families cannot escape from poverty. Since WaterCan was created in 1987, the organization has assisted more than one million people in the developing world to live healthier, more productive lives.

WaterCan is an independent organization and relies on donations to fund its vital work.

Honourary President

Margaret Trudeau

WaterCan Board of Directors (2004/05)*

James Knight *Chair*, Jack Baker, Clarissa Brocklehurst, Greg Chesley, Jim Cocks, Gwynneth Evans, Christopher Luesby, Carl Nicholson, David Smith, Philip Sweetnam, Awegechew Teshome

*A list of the 2005/06 board members is available at www.watercan.com

WaterCan Staff

Gary H.J. Pluim, *Executive Director*

George Yap, *Program Director*

Jennifer Davis, *Communications & Events Coordinator*

Debbie Sprowl, *Financial Officer*

Judy Lincoln, *Administrative Assistant*

WaterCan

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WaterCan is a registered Canadian charity

Charity registration #119288934 RR0001

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Give Water, Give Life.



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Did you know?

- 💧 More than one billion people do not have access to safe drinking water
- 💧 Almost two and a half billion people do not have the dignity of proper sanitation
- 💧 2.2 million people die each year from dirty water and poor sanitation conditions
- 💧 A child dies every 15 seconds from water related diseases
- 💧 Instead of being in school, many children spend hours each day collecting water for their families
- 💧 Six million people are blind from trachoma, a preventable disease caused by the lack of clean water for face washing
- 💧 At a typical health clinic in rural Africa, water and sanitation related diseases are among the most frequently reported illnesses
- 💧 \$25 provides safe drinking water to someone living in rural Africa

Message from the Honourary President



Poor communities throughout the developing world consistently list clean drinking water as one of their most important priorities. Yet for more than one billion people, access to safe drinking water remains an unfulfilled dream. Just as troubling is the fact that double this number – some two billion people – do not have access to even the most basic sanitation facilities. The poor, particularly women and girls, are hardest hit by the lack of clean water and proper sanitation. They are robbed of their health, time, and dignity.

For more than 18 years, WaterCan has worked ceaselessly to help change this. With local partners and communities in Eastern Africa, WaterCan is making a difference – village by village. Today WaterCan is recognized as one of Canada's most effective and respected organizations working in the international water and sanitation sector.

Please join me in supporting WaterCan's vital work. I am confident that together we can continue to make a difference in the lives of children, women and men in the communities we serve.



Margaret Trudeau, *Honourary President*

Message from the Chair



This year marks the start of the UN International Decade for Action – *Water for Life*. The goal is to provide a greater focus on water-related issues and to achieve – at the very minimum – the global water and sanitation coverage target pledged by Canada and the global community as part of the UN Millennium Development Goals.

To achieve this means that more than 175,000 people must be provided with safe water and 400,000 more with sanitation facilities each and every day for the next decade. It may seem like an impossible challenge, but at WaterCan we are committed to doing our part.

WaterCan is well-served by a dedicated volunteer Board of Directors, and a team of staff who carry out their essential work with skill, compassion, and enthusiasm. I thank them for their outstanding efforts.

WaterCan relies on donations to fund its important programs and activities. On behalf of the Board of Directors, I would like to express my deep gratitude to everyone who supports WaterCan's vision of *Clean Water for All!*



James Knight, *Chair*

Message from the Executive Director



WaterCan continues to work in partnership with its donors to deliver long-term solutions to water and sanitation problems and their effects on marginalized people in Eastern Africa.

In 2004/05 WaterCan's income grew by 6.6% to \$874,064. Most notable was the 21% increase in donations from individuals, schools, faith-based organizations, businesses and other community groups. Without their outstanding support, and that of the Canadian International Development Agency, none of the work entrusted to us would be possible.

In Canada, we have introduced two new and exciting public engagement programs for youth: *WaterCan@Universities* and *Clean Water for Schools*. The initial response to both initiatives has exceeded our expectations and we hope to build on this success in the next fiscal year.

In response to the UN Millennium Development Goal for water and sanitation, WaterCan's Honourary President Margaret Trudeau officially launched our *Water for Life* postcard campaign. Appearing on numerous television and radio shows to promote the campaign, Ms. Trudeau deserves our utmost thanks for her exemplary work as our spokesperson. I am also grateful to our board members who consistently devote their time and talents to our efforts.

The remarkable endeavours undertaken by WaterCan would not be possible without the dedication and enthusiasm of our team of staff and volunteers. I am gratified to have the opportunity to contribute, as Executive Director, to such a worthy, creative organization.

Thank you to all who help us serve others by believing in our credo: "Give Water, Give Life".



Gary H.J. Plum, *Executive Director*

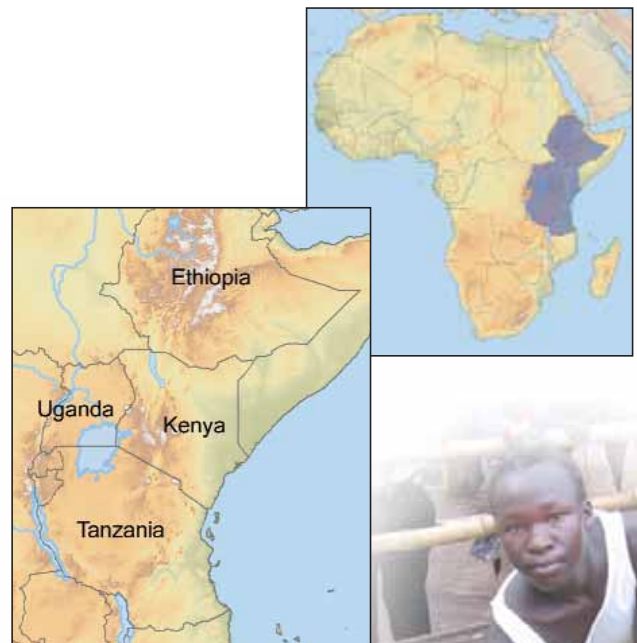
International Program

Working with local partners, WaterCan uses practical solutions to provide clean drinking water to the world's poorest people. To maximize health benefits, all WaterCan projects include three important and inter-related components – locally appropriate water systems, simple yet effective sanitation facilities, and hygiene education. Our projects emphasize local ownership of planning and management, while paying special attention to the role of women.

WaterCan's international program currently focuses on four African countries – Ethiopia, Kenya, Tanzania, and Uganda. During 2004/05, WaterCan partnered with 13 local organizations to carry out water and sanitation projects in rural and urban areas.

The second year of WaterCan's *Nile Basin Integrated Water Supply, Sanitation, and Hygiene Promotion Project*, funded in part by the Canadian International Development Agency (CIDA), was successfully completed. To date, this initiative has helped provide clean water to more than 30,000 people. Complimenting these efforts is WaterCan's *Clean Water for All Program*.

The past year also saw Board approval of WaterCan's new *Clean Water for Schools Program*. In recent years, many African governments have introduced free primary education that has resulted in dramatic increases in student enrolment. WaterCan's initiative will directly address the desperate need to improve dismal water and sanitation conditions that exist at many local schools.



Basic Facts and Figures:

Countries	Ethiopia	Kenya	Tanzania	Uganda	Canada
Population (million)	69.0	31.5	36.3	25.0	31.3
Child mortality (under 5 years) per 1,000 live births	171	122	165	141	7
Average life expectancy (years)	45.5	45.2	43.5	45.7	79.3
Water supply coverage (%)	24	57	68	52	100
Sanitation coverage (%)	12	87	90	79	100
Physicians (per 100,000 people)	3	14	4	5	187
GDP per capita (US\$)	90	393	267	236	22,777
UN Human Development Index Rank (out of 177 countries)	170th	148th	162nd	146th	4th

Source: UNDP Human Development Report 2004

Ethiopia

Kalu District is an isolated mountainous area that lies about 400 km northeast of Addis Ababa, Ethiopia's bustling capital. Getting a drink of water here is not at all easy. Fathi, a determined mother of five from the community of Berke Debele, describes how she used to spend two hours a day fetching a single pot of water, and her family needed at least two or three pots a day to meet their most basic needs. The old water source always had long line-ups. WaterCan, in partnership with the local organization Water Action, was able to pipe water from a distant spring all the way to her small community. Today, Fathi is able to spend more time with her children and has more energy to grow food for her family.

Kenya

South Gems is one of the poorest areas in western Kenya. For most villagers, drinking water comes from polluted seasonal streams and unprotected springs – the only year-round river is six kilometres away. Working with Kenya Water for Health Organization (KWAHO), WaterCan is drilling borehole wells and fitting them with sturdy hand-pumps. It is also building large rainwater collection tanks at local schools. At Uthanya Public School, for example, more than 260 students and teachers now have access to water from their new 40,000-litre ferro-cement rainwater tank. The construction of several toilet blocks has also helped improve sanitation conditions around the school.

Tanzania

For most families in Kiteto District, drinking water comes from muddy ponds that are also used for watering livestock and bathing. When the ponds disappear during the dry season, villagers have to walk more than 10 kilometres each day to find water. To address this situation, WaterCan is collaborating with the local organization KINNAPA. As an alternative to drilling deep borehole wells, a natural low-lying pan area will be expanded and protected so that water is available throughout the year. The installation of adjacent hand-pumps will make water collection an easier and safer task – an important consideration since young children are often responsible for this activity.

Uganda

Mukuno District lies to the west of Jinja, the source of the famous White Nile. During the rainy season, it is common for people to use water from dirty pools that collect on the ground. Not surprisingly, water- and sanitation-related diseases are among the commonly reported illnesses in the community. WaterCan and the local organization Uganda Association for Socio-Economic Progress (USEP) have embarked on an ambitious program to build wells and protect the many natural springs in the area. This effort aims to serve at least 5,000 villagers. In Kiduusu Village, residents explain how the protection of a nearby spring has significantly reduced their stomach-aches and bouts of diarrhea. In nearby Namabu Village, residents proudly show off their newly constructed well. People used to walk many kilometres to fetch water from the closest river. Today, this is no longer necessary.

Sharing Knowledge in the Water and Sanitation Sector

In April 2004, WaterCan was invited to New York to serve as an advisor to the Canadian delegation at the 12th Session of the Commission on Sustainable Development (CSD-12). This key United Nations conference focused on how best to extend water supply and sanitation services to poor communities.

In November 2004, WaterCan gave a presentation on “best practices” for community-based water and sanitation projects at the Canadian International Development Agency's International Cooperation Days Conference in Ottawa. WaterCan also organizes technical training workshops in Africa to strengthen local partner organizations.

Public Education in Canada

WaterCan's public education efforts in Canada aim to spread the word to its supporters and potential supporters about the health and development benefits of clean water and proper sanitation in the developing world. This is done through various channels including special events, speaking engagements, WaterCan's website, the WaterDrops newsletter, and mass media.

New youth programs at WaterCan

The past year saw the start of two programs aimed at engaging Canadian youth on global water and sanitation issues. In its inaugural year, the *WaterCan@Universities* Program saw the establishment of student-run chapters at eight Canadian Universities: Queens, McGill, Trent, Ottawa, Carleton, Guelph, Wilfrid Laurier, and Toronto.

"WaterCan has not only motivated me to think about the issue of clean water but also to talk about it and encourage others to do the same."

– *WaterCan@Queens chapter member*



WaterCan's other new youth initiative, the *Clean Water for Schools* Program, offers educational resources to students, teachers and other groups interested in exploring water and sanitation issues affecting children and schools in Africa.

New WaterCan PSA produced

Give Water, Give Life is a powerful 30-second Public Service Announcement (PSA) that highlights the dire need for clean drinking water in the developing world. Produced free of charge by Sound Venture Productions, an Ottawa-based media company, the PSA has been distributed to television broadcasters; it can be viewed on WaterCan's website.

"The water used to be muddy and unclean...now we do not suffer after we drink the water."

– *Mother, western Ethiopia*



Margaret Trudeau helps launch advocacy campaign on World Water Day 2005!

To celebrate World Water Day (March 22 of each year) and mark the start of the new United Nations Water Decade (2005-2015), WaterCan's Honourary President Margaret Trudeau officially launched WaterCan's first-ever education and advocacy campaign *Water for Life* at a press conference at the National Capital Commission's Canada and the World Pavilion in Ottawa. The postcard campaign encourages the federal government to increase foreign aid for safe and affordable drinking water and basic sanitation for the world's poorest people.



Fundraising

The year 2004/05 was a solid one for fundraising at WaterCan. Total income increased by 6.6% over the previous fiscal year to \$874,064. About 59% of WaterCan's funding comes from the public, and this underscores the importance of support from individual Canadians and groups in carrying out our programs and activities.

Donations from individuals, schools, faith-based organizations, businesses, and other community groups rose by 21% over the previous fiscal year. The growth in support provided by businesses has been especially encouraging. The number of donors who are signing on to WaterCan's *Monthly Giving* and *On-Line Donation* programs is on the rise.

WaterCan's Annual Embassy Dinner

WaterCan's flagship fundraising event at the historic Aberdeen Pavilion in Ottawa was once again an evening to remember for more than 600 guests. The 10th annual dinner featured an enormous buffet, with more than 50 Embassies and High Commissions offering delectable delicacies from their homelands amid their national colours and décor. By the end of the evening more than \$94,000 had been raised to support WaterCan's work.



Canadian youth help bring clean water to Africa!

Holding creative awareness and fundraising events such as dance parties, sporting competitions, art auctions, bake sales, and guest speakers, WaterCan's eight university chapters easily reached the \$25,000 target set for the 2004/05 university challenge.

Financial support from elementary and secondary schools across the country also continues to be strong.

Special acknowledgements go to the following educational groups that raised \$1,000 or more for WaterCan: Adjala Central Public School, Arlington Middle School, Haliburton Highlands Secondary School, Jarvis Collegiate Institute, Norman Paterson School of International Affairs (NPSIA), Tom Baines Junior High School; Queens African-Caribbean Students Association, WaterCan@McGill, WaterCan@Queens, WaterCan@Wilfrid Laurier.

Donor spotlight: *Katherine Wilson*

While singing at a local event with her school choir, 12-year old Katherine Wilson – a student at John T. Tuck Elementary School in Burlington, Ontario – first learned about WaterCan and decided that she wanted to help bring clean water to Africa. Over the summer, Katherine held a garage sale to raise money; to the proceeds she added another \$100 earned from her paper route. A Burlington Post article on Katherine's efforts attracted the attention of ControlChem Canada, a local water treatment company, which offered to match what she had raised. Last November, Katherine presented a \$1,100 cheque to WaterCan. "I am still working on it and I plan to keep on going until at least I graduate from Tuck and then I might keep on going after that," writes Katherine.

THANK YOU WaterCan's vital work would not be possible without the dedication and generosity of its supporters and volunteers. WaterCan's Board of Directors extends its thanks to all who have helped WaterCan over the past year, including thousands of individuals and anonymous donors.

While it is not possible to thank all contributors in this space, we would like to give special thanks to the following organizations:

Audrey S. Hellyer Charitable Foundation, All Saints Episcopal Church, The Anglican Diocese of Ottawa, Canadian International Development Agency, Canadian Water & Wastewater Association, Canadian Bottled Water Association, ControlChem Canada Ltd., Danone Naya Waters Inc., Doon Presbyterian Church, District Six Music, Embassy - Diplomacy this Week, MDS Nordion, Mountain Equipment Co-op, RBC Foundation, RBS Investments, Rotary Club of Ottawa South, Saxon Precision Inc., Sisters of St. Joseph Morrow Park, Southwest Contracting Ltd., Scotiabank, Sound Venture Productions, Sports Direct Inc., The Ottawa Citizen, The Ali Khan Foundation, The Anglican Diocese of Ottawa, The Chawkers Foundation, The Friedland Foundation, The Heaslip Family Foundation, The Howick Foundation, Tree World, WaterCan@McGill (McGill University), WaterCan@Queens (Queens University), WaterCan@WilfridLaurier (Wilfrid Laurier University), Matt Sandink.

WaterCan extends a special thanks to all of the Embassies, High Commissions and corporations who participated in the *10th Annual Embassy Dinner* held in May 2004.



Auditor's report on summarized financial statements

To the Board of Directors,
WaterCan/EauVive Corporation.

The accompanying summarized balance sheet and summarized statement of revenue and expenditures are derived from the complete financial statements of WaterCan/EauVive Corporation as at March 31, 2005 and for the year then ended on which we expressed a qualified opinion in our report dated May 18, 2005. The fair summarization of the complete financial statements is the responsibility of the Corporation's directors. Our responsibility, in accordance with the applicable Assurance Guideline of The Canadian Institute of Chartered Accountants, is to report on the summarized financial statements.

In our opinion, the accompanying financial statements fairly summarize, in all material respects, the related complete financial statements in accordance with the criteria described in the Guideline referred to above.

These summarized financial statements do not contain all the disclosures required by the Canadian generally accepted accounting principles. Readers are cautioned that these summarized financial statements may not be appropriate for their purposes. For more information on WaterCan/EauVive Corporation's financial position, revenue and expenditures and cash flows, reference should be made to the related complete financial statements.

May. Duff & Co. LLP

McCAY, DUFF & COMPANY LLP
Chartered Accountants

Ottawa, Ontario, July 6, 2005

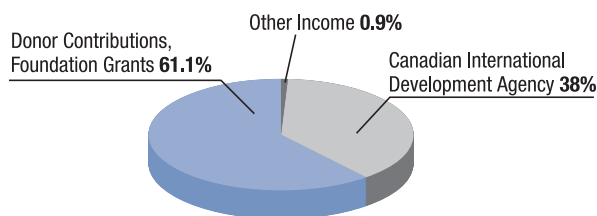
SUMMARIZED BALANCE SHEET (as of March 31, 2005)

ASSETS	2005	2004
Current Assets		
Cash and short-term investments	396,068	462,123
Accounts receivable and prepayments	15,357	21,292
Advances to Projects	72,192	51,108
	<u>483,617</u>	<u>534,523</u>
Capital Assets	3,416	5,076
	<u>487,033</u>	<u>539,599</u>
LIABILITIES		
Accounts Payable & Accrued Liabilities	5,542	8,113
Deferred Revenue	68,135	34,791
	<u>73,677</u>	<u>42,904</u>
NET ASSETS		
Invested in Capital Assets	3,416	5,076
Operating Fund	409,940	491,619
	<u>413,356</u>	<u>496,695</u>
	<u>\$487,033</u>	<u>\$539,599</u>

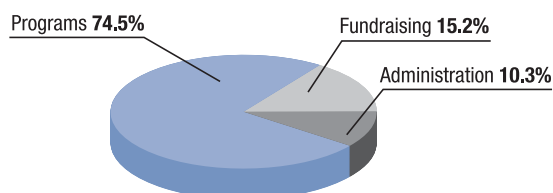
SUMMARIZED STATEMENT OF REVENUE AND EXPENSES

(year ended March 31, 2005)

REVENUE	2005	2004
Canadian International Development Agency	331,842	327,923
Donor Contributions, Foundation Grants	533,871	475,689
Other Income	8,351	16,690
TOTAL REVENUE	\$874,064	\$820,302



EXPENDITURES	2005	2004
International Program	555,055	522,039
Public Engagement Program	158,095	145,607
Fundraising Program	145,360	150,300
Canadian Administration	98,893	82,140
TOTAL EXPENDITURES	\$957,403	\$900,086



NET REVENUE (LOSS) FOR THE YEAR	(\$83,339)	(\$79,784)
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