



information.



**IN 2020,  
WE TURNED  
WATER  
INTO ACTION**



“ The global pandemic has turned the world upside down. For some of the most vulnerable communities, it has made an already difficult situation all the more despairing. In other words, the crisis has made us realize the importance of forging ahead with our vital mission.

This Impact Report highlights the work we have done together in 2020 by pooling our knowledge, efforts and resources toward a common, vital cause. It is time, as a global community, to join forces on all fronts—business, the arts, international development.

When I founded the One Drop Foundation in 2007, I saw a better world in my mind’s eye—a world with vastly improved conditions for all. We could not foresee back then that almost 14 years later, our work would have the widespread critical importance that it has today, as we are in the grips of a planet-wide health crisis. I am extremely proud of all we have achieved in 2020, including and beyond making safe water accessible to hundreds of thousands of people and empowering communities to pull through the current crisis.

Almost every single issue facing the world—whether it is poverty, education, social justice, economic development, the environment, gender equality, food security, or health—all have one element in common: access to water. And yet today, a huge portion of the world’s populations still doesn’t have access to water, soap, or even toilets.

Additionally, providing vulnerable communities with the means to practice proper hygiene cannot be limited to digging wells and building handwashing stations or toilets. We need to trigger a behavioural shift. To achieve this, we must come up with creative solutions, particularly those endorsed by leading organizations such as the United Nations and the World Health Organization.

The inspirational stories in this report reveal the vast and impressive reach art can have as a catalyst for change. Art triggers emotions, which lead to action, and action is all we need to drive change. In this sense, collaboration between artists, behaviour change experts, communities, governments and non-profit organizations is essential to creating lasting change.

The coming months will continue to test our resilience and our solidarity as a global community. There has never been a more critical time to show how we can do extraordinary things when we pull together—when we think and act with our hearts.

”

**GUY LALIBERTÉ,**  
*Founder of the One Drop Foundation, Cirque du Soleil  
and Lune Rouge*



“ It is with immense pride that we present this year’s Impact Report and the great strides made towards achieving the United Nations Sustainable Development Goal (SDG) 6, which calls for sustainable management of water and sanitation for all.

It is also with honour that I accepted the mandate to lead the One Drop Foundation in July 2020. First and foremost, I extend my deepest thanks to Marie-Anne Tawil for the colossal work accomplished during her four years at the helm of the One Drop Foundation. Under her leadership, our foundation made great progress and kept Guy Laliberté’s dream very much alive.

When I joined the One Drop Foundation, I was excited by the possibilities the *Social Art for Behaviour Change* approach brought to the organization. I was also impressed by One Drop Foundation’s collective expertise, creativity and commitment to carrying out its mission to ensure sustainable access to safe water, sanitation and hygiene (WASH) in some of the world’s most vulnerable communities.

In the midst of a worldwide pandemic, the One Drop Foundation and our partners kept making a difference and soon, our actions will have changed the lives of more than 2.3 million people around the world! Though these numbers speak for themselves, the real-life stories contained in this impact report are even more compelling.

In 2020, COVID-19 emphasized the importance of WASH and pressed us to refocus our actions to empower communities and enhance their resilience in the face of the pandemic. Art can influence not only behaviours, but our collective future as well.

The One Drop Foundation was active in 11 countries in 2020. From empowering hundreds of Leaders of Change in Latin America through the Lazos de Agua Program, to supporting some of the most marginalized populations in India, we kept making an impact. Alongside partners, we have supported 124 health care facilities and applied our unique model and approach to different contexts through special initiatives.

In 2020, we successfully navigated the digital shift, developing new ways to raise funds and adapting our approach to achieve wider impact. We remained focused on our *A-B-C for Sustainability* model—which is based on the synergy between WASH, behaviour change and capital—and targeted our action where it was needed the most, in schools and health care facilities (HCF), with a focus on youth, women, men and health care workers.

Despite the health care crisis, we met and even exceeded our impact targets, yet a lot remains to be done to achieve global health and wellbeing. This Impact Report is proof positive that when we band together, we have the power to carry out life-changing projects that take us a step closer to building a brighter, safer tomorrow for every individual on the planet.

Together, we turn water into action.

**JEAN-LOUIS DUFRESNE,**  
*Chief Executive Officer at the One Drop Foundation*

”

# IMPACTFUL APPROACH

## WE GO BEYOND BUILDING INFRASTRUCTURE

At One Drop™, we are always ready to go above and beyond to achieve true long-term sustainability. We believe in the combined power of providing access to safe water, sanitation and hygiene services, promoting healthy behaviours, and encouraging capital supporting income-generating activities and market-based solutions. This was true even during a pandemic. In response, we support systems that strengthen efforts across local, national and global scales.

Access; Behaviour change; Capital. These make up our *A·B·C for Sustainability™* model. The combined power of these three components makes our projects sustainable by creating an enabling environment for positive change and helping communities reach their full potential.

**ACCESS** to safe WASH through the construction or rehabilitation of infrastructure and strengthening of governance structures. **During a pandemic, this meant sourcing, building, and distributing mobile handwashing stations in communities, schools and health care facilities so that handwashing could be practised even where infrastructure prevented it.**

Social art interventions to **inspire, activate and sustain BEHAVIOUR CHANGE** around WASH. **In 2020, this meant developing creative and participatory activities and art processes that both respected all physical distancing requirements and incited communities to prevent the spread of COVID-19. All this while also establishing long-term healthy behaviours that will outlast the pandemic.**

**CAPITAL** to develop market-based solutions—including financial products, income-generating activities and other services—that accelerate WASH access for all. **To support pandemic efforts, this meant loans and quick mobilization that empower community-based economic groups to create local markets for personal protective equipment, handwashing stations, masks and hygiene kits.**

## SOCIAL ART FOR BEHAVIOUR CHANGE REINFORCED BY THE PANDEMIC

“ The first change I noticed was in my institution: the children washed their hands. And now, with the pandemic, it is good for us that they have practised how to handwash properly. The community also did their part, because now they are up to date with their tariff payments and give more importance to the proper use of water. They now know why they pay, which is for the service. ”

– An SABC participant from the Y Kuaa Project in Paraguay, when asked, “Can you share any changes, small or large, that you have noticed in your life or in your community since participating in social art activities?”

COVID-19 has highlighted both the instrumental role that adequate health behaviours such as handwashing with water and soap play in people’s well-being and the importance of Leaders of Change to drive local solutions in communities and institutions.

Communities where *Social Art for Behaviour Change*™ (SABC) interventions had taken place before the pandemic were prepared to respond rapidly and help stop the spread through Access-Behaviour change-Capital interventions.

The unique circumstances proved to be a creative lab for our community of practice’s collective intelligence. This year, we worked even more closely with our executing partners to support community-based Leaders of Change and artists through virtual channels. Our approach pivoted to a train-the-trainer model to ensure that Leaders of Change who were given additional responsibility for SABC activity delivery were properly supported.

Many creative solutions emerged as a result.

TV programs, co-produced music videos, photo exhibits, stop motion videos, theatre dramas broadcast on the radio and video series shared via a messaging application, data collection through focus groups over the phone... Our executing partners even provided content in over a dozen local languages to populations that would not have otherwise had access to the information. Our partners accepted the chaos and trusted the process, and the results have been impressive. Our projects reached over half a million people in 2020.

Continued investment in local solutions that empower individuals and organizations will be crucial to the post-pandemic recovery. Communities with strong and empowered Leaders of Change were able to pivot and mobilize quickly and save the lives of the world’s most vulnerable people. More than ever, One Drop Foundation’s *A·B·C for Sustainability* model and SABC approach have proven to strengthen WASH systems and behaviour change processes. Let’s build on the positive changes introduced by our ways of collaborating and continue our efforts to achieve the United Nations SDGs.

Together, let’s turn water into action.

# IMPACTFUL PROGRAMS

## PEOPLE IMPACTED SINCE 2007



**1,271,400**

AS OF DECEMBER 31, 2020\*

More than 900,000 reached as part of pandemic-related awareness generation activities.



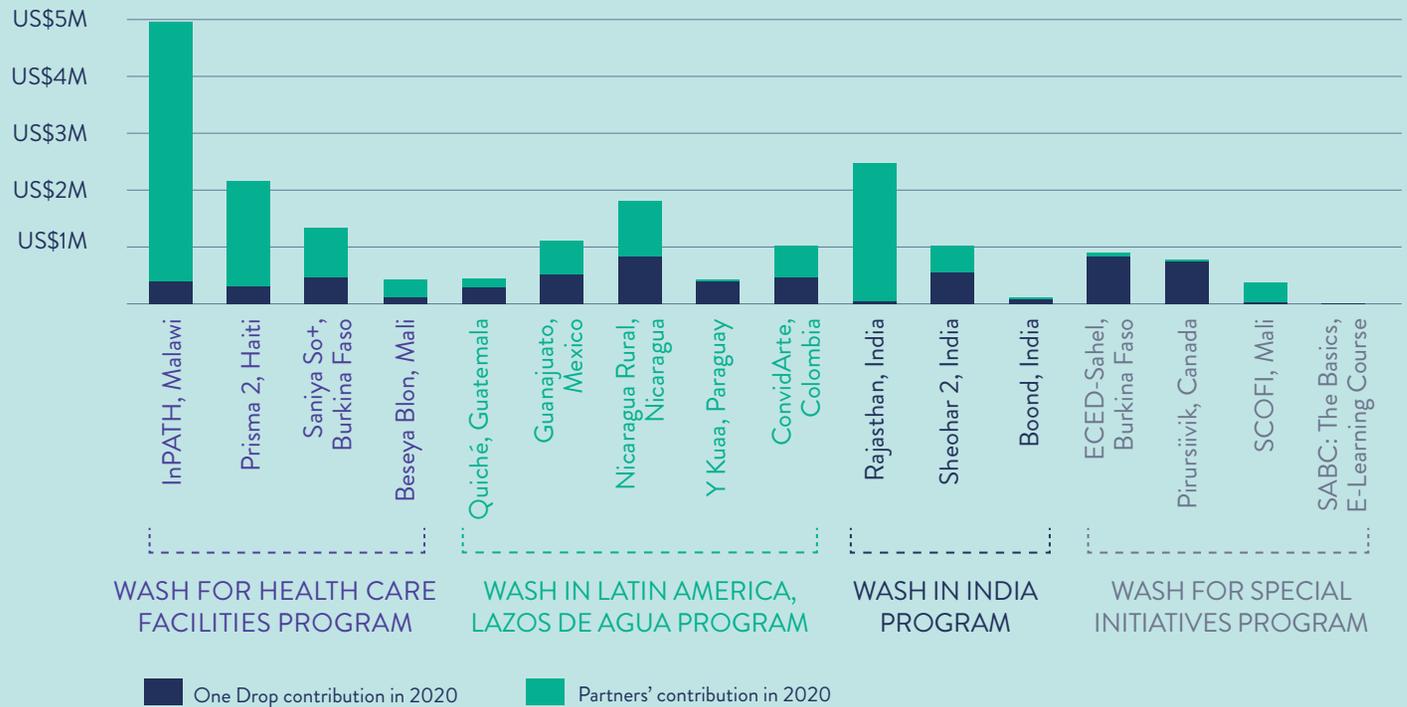
**2,380,000**

ONCE OUR CURRENT PROJECTS WILL BE COMPLETED

We believe that our impact is sustainable when people have access to infrastructure and behaviour change interventions or capital. Therefore, we calculate our impact based on individuals receiving systemic interventions that create an enabling environment for the long-term practice of WASH behaviours: this explains why in some instances total number of SABC participants are even higher than the total impact numbers.

\* In 2020 we impacted 291,600 people, in 2019 394,000 people and in 2018 280,100 people.

## BUDGET CONTRIBUTIONS PER PROJECT AND PROGRAM IN 2020





**Legend**  
 COMPLETED PROJECTS  
 ONGOING PROJECTS

# WASH FOR HEALTH CARE FACILITIES PROGRAM

“The pandemic has amplified the importance of WASH in health care facilities and the inequity that exists in a large number of countries that still lack basic WASH services. It has exposed the lack of investment and highlighted the lack of WASH infrastructure, training and commitment across the world.”<sup>1</sup>

**In a recent global survey of 1.2 million women, clean and safe health care facilities with running water and clean toilets were among their top two priorities.**<sup>2</sup>

In 2020, the One Drop Foundation and our partners invested in building and rehabilitating infrastructure, strengthening health systems and integrating WASH services in at least 124 health care facilities. Focusing on maternity wards, our work helps reduce the number of preventable deaths and infections in Malawi, Mali, Burkina Faso and Haiti, directly impacting more than 410,000 women, newborns and children, while indirectly benefitting more than three million people in the catchment areas of these facilities. As part of this work and alongside regional governments and other sector partners, we supported the design and implementation of evidence-based *Social Art for Behaviour Change* strategies on behaviours ranging from handwashing with soap for patients and medical providers, to the operation and maintenance of WASH infrastructure. In 2020, more than 121,800 people were impacted through our WASH for Health Care Facilities Program.

## Challenges and Lessons Learned

In our projects, art has clearly demonstrated its ability to break down barriers between patients and health care workers. We have also learned that community-level interventions are essential to bridge the information-action gap between health care facilities and households.

## Partnerships for WASH for HCF

This year we built on strong international and national partnership networks to scale our impact, share lessons learned and mobilize around themes such as the role of cleaners. During the pandemic, Global Water 2020 led the process of consultation and advocacy at the international level and the One Drop Foundation has been an active member in this platform. The One Drop Foundation continues to work in collaboration with sectoral leads such as the Centers for Disease Control and Prevention (CDC), the Conrad N. Hilton Foundation’s Safe Water Strategy, Global Affairs Canada and the WASH Funders Group. We joined the call for WASH in all HCF for Latin America and the Caribbean. Finally, we became a member of the Canadian Partnership for Women and Children’s Health (CanWaCH), a network of over 100 Canadian agencies improving health outcomes for women and children globally. As a result of our work, the One Drop Foundation was thrilled to be recognized as an innovator in the field of WASH for HCF in the [2020 Trailblazers Report on WASH in Health Care Facilities](#).

The pandemic has exposed key vulnerabilities in health systems, such as inadequate infection prevention and control. WASH services in HCF, are needed now more than ever to protect vulnerable health care workers and patients. We must invest in long-term systemic solutions.

Globally,  
**ONE IN THREE**  
HCF do not have access  
to improved or safe water<sup>3</sup>



In 2020,  
**ONE DROP**  
**SUPPORTED**  
**124 HCF**  
alongside partners



Investment in our WASH  
for HCF program represents  
**20% OF ONE DROP'S**  
**2020 INTERNATIONAL**  
**PROGRAM INVESTMENTS**  
(US\$1,200,000 out of US\$6,107,000)



Since the start of WASH in  
HCF projects, more than  
**177,900 PEOPLE**  
have already been reached  
out of a total expected reach  
of 697,000 people



<sup>1</sup> World Health Organization (WHO) and UNICEF. Global progress report on WASH in health care facilities: Fundamentals first (2020)

<sup>2</sup> White Ribbon Alliance. What Women Want 2020 Report. - <sup>3</sup> WHO and UNICEF, JMP. WASH in health care facilities: Global baseline report 2019

# MALAWI INPATH

INTEGRATED PATHWAYS FOR IMPROVING MATERNAL, NEWBORN AND CHILD HEALTH (MNCH)



WHEN

2018\*  
2021

WHERE

Districts of Chitipa, Salima  
and Kasungu, Malawi



280,000

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END



116,000\*\*

PEOPLE IMPACTED IN 2020

## HIGHLIGHTS

- Supported executing partner to develop a training and complementary Operations, Maintenance and Repair guidebook for the district, health care facility and community levels to sustain the new/rehabilitated WASH infrastructure in 23 HCF.
- Social art partner CAST delivered interactive theatre training to 49 health care facility-based drama groups and 66 health promotion officers.
- Developed a guide on the implementation of the SABC approach designed for the Ministry of Health of Malawi.
- Responded to COVID-19 in close collaboration with the government by installing 47 foot pedal-activated handwashing stations at the entrances of 23 HCF; to training more than 2,100 health care workers, and developing songs and videos for dissemination beyond the three districts.

TOTAL INVESTMENT

US\$20.4M

TOTAL INVESTMENT  
FROM ONE DROP

US\$1.5M

2020 INVESTMENT  
FROM ONE DROP

US\$0.38M

2020 INVESTMENT  
FROM PARTNERS

US\$4.58M

EXECUTING PARTNER

Cowater International

FINANCIAL PARTNERS

Global Affairs Canada and JCM Power

CONSORTIUM PARTNERS

Plan Canada and the Society of Obstetricians  
and Gynaecologists of Canada (SOGC)

GOVERNMENT PARTNER

Ministry of Health of Malawi

2020 SOCIAL ART PARTNERS

SKEFFA and Real Sounds, Chilemba  
Communication Consultants, Chindime and  
Stars Theatre (CAST) and Story Workshop  
Education Trust (SWET)

\*The InPATH Project began its design phase in 2017. \*\* As of September 2020 (bi-annual) reporting.

# HAITI PRISMA 2

## INTEGRATED MANAGEMENT OF MATERNAL AND CHILD HEALTH IN ARTIBONITE - PHASE 2



WHEN

2018  
2022

### WHERE

Districts of Anse-Rouge, Gros-Morne, Terre-Neuve, Ennery, Gonaïves, l'Estère, Marmelade and Saint-Michel-de-l'Attalaye, Department of Artibonite, Haiti



# 239,000

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END



### HIGHLIGHTS

- Designed and confirmed WASH infrastructure improvement plans for 13 health care facilities.
- Created music videos and a radio series in partnership with well-known local artists.
- Distributed nine audio-visual kits to HCF, 36 audio kits to smaller community clinics and 12 audio kits to women's organizations, and provided training so they could use digital SABC tools.
- Developed viable business plans for poultry production and purified water sales with women's organizations.
- Responded to COVID-19 in coordination with the regional health authority and other organizations by distributing 289 handwashing stations and 572 cases of soap to HCF and communities, as well as training health care workers on preventative measures.
- Created 26 murals (15 in HCF & 11 in communities), 18 radio shows, four audio-video spots, two musical comedies and 56 days of a sound truck reaching approximately 108,000 people indirectly around pandemic messaging.

### TOTAL INVESTMENT

**US\$17.07M**

### TOTAL INVESTMENT FROM ONE DROP

**US\$2.4M**

### 2020 INVESTMENT FROM ONE DROP

**US\$0.31M**

### 2020 INVESTMENT FROM PARTNERS

**US\$1.75M**

### EXECUTING PARTNER

CCISD (Centre de coopération internationale en santé et développement)

### FINANCIAL PARTNER

Global Affairs Canada

### GOVERNMENT PARTNER

Ministry of Health of Haiti (MSPP)

### 2020 SOCIAL ART PARTNERS

Association de Promotion d'Arts (APA), Atelier Ribambelle, Centre PEN Gonaïves, Flache Monde, Komedyen lakay, La chambre d'Écriture, Nobert Joseph, Orion Media Group, Wadner Peyizan, Soyeto and Tonton Bouyay

BURKINA FASO  
**SANIYA SO+**

IMPROVING WASH SERVICES IN HEALTH CARE FACILITIES



WHEN

**2020  
2022**

WHERE

Commune of Banfora, Cascades  
Region, Burkina Faso



**138,000**

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END



**5,700**

PEOPLE IMPACTED IN 2020

**HIGHLIGHTS**

- Undertook a diagnostic study of 18 women's collectives on the production of soap and menstrual hygiene products.
- Constructed and rehabilitated sinks in eight health care facilities, benefitting more than 92,000 people, including 159 health care workers.
- Started the development of a 2D web-based series on healthy WASH behaviours.
- In response to COVID-19, 13,400 people were reached by social art interventions with mascots in HCF and public spaces, 21 high-traffic areas were equipped with mobile handwashing stations, benefitting more than 5,700 people, and 46 health care workers participated in a photo exhibit on the importance of regular handwashing with soap, physical distancing, mask usage and other key hygiene behaviours.

**TOTAL INVESTMENT**

**US\$3M**

**TOTAL INVESTMENT  
FROM ONE DROP**

**US\$1M**

**2020 INVESTMENT  
FROM ONE DROP**

**US\$0.4M**

**2020 INVESTMENT  
FROM PARTNERS**

**US\$0.91M**

**EXECUTING PARTNER**

Espace Culturel Gambidi

**FINANCIAL PARTNER**

Conrad N. Hilton Foundation

**GOVERNMENT PARTNERS**

Ministère de la Santé, Ministère de  
l'eau et l'Assainissement du Burkina  
Faso and Commune de Banfora

**2020 SOCIAL ART PARTNER**

Espace Culturel Gambidi

The following story is about being proud of your contribution to a team. It is not just about keeping a space clean.



# THE STORY OF PASCALINE, WHO REFRAMED HER COMMITMENT THROUGH PHOTOGRAPHY

Hospital cleaning has been shown to reduce the rates of healthcare-acquired infections. Good environmental hygiene is also essential to the quality of care provided to patients. Those whose mission it is to ensure a safe and clean environment are often not recognized as full members of the health care workforce.

**Pascaline is proud of the work that she does and realizes the value of her commitment.**

*Reflecting on her role in the process, she says, “Quite frankly, I wondered what the point was in coming to take a picture of me doing one of my daily tasks, which is supplying water to the handwashers. But when I saw my photo printed out with those of the other members of the health care facility, I immediately understood the complementarity between the behaviours valued through each image. This photo made me realize that I am kind of useful.”*

Espace Culturel Gambidi, One Drop Foundation’s social art and executing partner, collaborated with health care workers and community leaders to create photo portraits showing themselves adopting desired hygiene and sanitation behaviours. This intervention showed that team spirit and collaboration are key elements in the fight against COVID-19, and to prevent other types of contamination in health care facilities.

*Pascaline reflects: “Being responsible for the cleanliness of the premises, the real contribution that I can make is to do my job well so that the health care facility is very clean, and also to pay attention to the use of water, because many people tend to waste water when doing this type of task. I can also help educate others. God willing, the photos we have can be very good for awareness. I will also take this opportunity to show people that I am*

*important in this health care facility, which is the reason I have my picture posted (laughs). In terms of support or resources, it is really helping the centre to acquire sufficient materials, which will facilitate my work. I also stress the training, which is very important to me because you never stop learning.”*

**The Clean Clinic approach that is used in the Saniya So+ Project aims to promote the three key hygiene practices (handwashing with water and soap, use of latrines, sound management of drinking water) and community engagement. Through her story, Pascaline helps us understand that her active participation in this artistic photo-portrait project has contributed to exposing everyone to exemplary commitment and behaviour.**

*“Among the team, we talk about it regularly. Through each photo, each of us feels involved, hence obliged to adopt the right behaviours and to challenge others on the need to adopt the right gestures for our health and that of health care facility users.”*

TO DATE, THE ONE DROP FOUNDATION  
AND ITS PARTNERS HAVE CHANGED  
THE STORY OF MORE THAN

**96,900**

PEOPLE IN BANFORA.

LET’S KEEP CHANGING THE STORY.  
**TOGETHER.**

MALI  
**BESEYA BLON**

SUPPORTING ACCESS TO WASH IN HEALTH CARE FACILITIES, SCHOOLS AND COMMUNITIES



WHEN

**2020  
2024**

WHERE

Districts of Bla and Kati, Mali



**40,000**

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END\*



**HIGHLIGHTS**

- Conducted the baseline study of WASH in health care facilities in collaboration with CDC and representatives from the Ministère de la Santé du Mali.
- With full respect of sanitary restrictions and measures, carried out a participative workshop with key stakeholders from the region to develop a project implementation plan and elaborate an SABC strategy to address target healthy behaviours.
- Reached 40,000 people through COVID response plan through community radio and social media.
- As part of the COVID-19 response, provided 70 HCF with hygiene kits and trained health care workers on pandemic prevention.
- Undertook a campaign on COVID-19 through public information sessions, awareness posters, radio stories, sketches and the organization of interactive radio debates between health specialists and populations.
- Signed partnership protocols with the local management committees of targeted HCF to specify mutual commitment to the maintenance and replacement of consumables and equipment.

**TOTAL INVESTMENT**

**US\$6M**

**TOTAL INVESTMENT  
FROM ONE DROP**

**US\$2M**

**2020 INVESTMENT  
FROM ONE DROP**

**US\$0.11M**

**2020 INVESTMENT  
FROM PARTNERS**

**US\$0.35M**

**EXECUTING PARTNERS**

WaterAid America and WaterAid Mali  
and Centre Culturel Kôrè

**FINANCIAL PARTNERS**

Conrad N. Hilton Foundation and  
WaterAid Federation

**GOVERNMENT PARTNER**

Ministère de la Santé du Mali

**OTHER PARTNERS**

Centers for Disease Control and  
Prevention (CDC), World Health  
Organization (WHO)

**2020 SOCIAL ART PARTNER**

Centre Culturel Kôrè

\*In 2020, re-allocation of resources allowed us to reach 40,000 people directly for emergency COVID response.

# WASH IN LATIN AMERICA, LAZOS DE AGUA PROGRAM

Through our partnership with the Inter-American Development Bank, The Coca-Cola Foundation and FEMSA Foundation for the Lazos de Agua Program, the One Drop Foundation has succeeded in scaling impact by adapting our *Social Art for Behaviour Change* approach to the context of rural communities in Latin America. As strategic implementing partner of Lazos de Agua, we recently focused on enhancing our SABC approach through new digital tools and activities in the face of new challenges.

In 2017, 165.8 million people in Latin America and the Caribbean lacked safe water at home, and 443.4 million people had no toilets at home that safely manage excreta<sup>1</sup>. In light of Lazos de Agua's mission to provide 200,000 people in Latin American countries with access to drinking water and/or improved sanitation and hygiene by 2022, we dedicated ourselves to supporting communities in the region through collaboration and rapid iteration during a year where our work was particularly critical. In 2020, more than 26,600 people were impacted through the Lazos de Agua Program.

## Challenges and Lessons Learned

While lack of access to information and communications technologies in some of Lazos de Agua's areas of intervention limited the extent to which we could adapt our activities to digital formats, creative and innovative artistic processes—from stop motion animation, to music videos—showcased the flexibility of the SABC approach to scale impact in the face of new challenges.

Organizations and communities across the globe are undergoing digital transformations due to the pandemic, but many regions do not have the resources to follow this trend. In alliance with executing partners, we undertook a design process and developed a working prototype of an exciting digital platform to enrich the design and implementation of SABC interventions through easier collaboration between communities, artists, governments and executing partners.

As 2020 proved to be an increasingly difficult year, the emerging challenges in Latin America only highlight the need for international collaboration and innovation. In an age of transformation, the One Drop Foundation is committed to developing new partnerships and tools that will continue improving the SABC approach and scaling the availability of WASH services.

Investment in the Lazos de Agua Program represents **41% OF ONE DROP'S 2020 INTERNATIONAL PROGRAM INVESTMENTS** (USD\$2,530,000 out of US\$6,107,000)



## 177 LEADERS OF CHANGE

interviewed through story-based methodology



Number of Leaders of Change disaggregated by gender (Leaders of Change are participants of SABC interventions who are activated during the process and gain the skills and confidence to act as a model, an example, an instigator able to motivate other members of their social group or colleagues to join the change progress. Leaders of Change (2,288) represent 8.5% of the people reached by the program in 2020.)

COLOMBIA:	MEXICO:	NICARAGUA:	PARAGUAY:	GUATEMALA:
♀ 449	♀ 779	♀ 22	♀ 382	♀ 20
♂ 157	♂ 207	♂ 29	♂ 263	♂ 24

<sup>1</sup> WHO and UNICEF, JMP. Global database <https://washdata.org/data>

# GUATEMALA QUICHÉ

## A LAZOS DE AGUA PROJECT



WHEN

2015  
2021

### WHERE

Municipalities of San Andrés Sajcabajá, San Antonio Ilotenango, San Bartolomé Jocotenango and Santa Cruz del Quiché, Department of Quiché, Guatemala



# 37,000

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END



# 1,200

PEOPLE IMPACTED IN 2020

### HIGHLIGHTS

- Built or improved 147 water systems (64 in communities and 89 in schools and health care facilities), as well as 1,819 sanitation units, supporting 60 communities with a large indigenous majority.
- Achieved full coverage with WASH services in HCF and schools in the municipality of San Antonio Ilotenango, which became first in its class in Guatemala, while Quecá became the first open defecation free (ODF) community in the Department of Quiché, thanks to the integration of the *A•B•C for Sustainability* model and the combination of the Community-Led Total Sanitation (CLTS) and SABC approaches.
- Strengthened capacities of more than 600 micro, small and medium enterprises (MSME) in technical topics, financial management and customer service.
- As part of the COVID-19 response, coordinated with local authorities and communities to procure equipment and supplies to monitor the water quality of more than 200 water systems, in addition to disseminating key messages prioritizing content in K'iche', the mother tongue of the region.

### TOTAL INVESTMENT

## US\$9.72M

### TOTAL INVESTMENT FROM LAZOS DE AGUA

## US\$3.25M

### 2020 INVESTMENT FROM LAZOS DE AGUA

## US\$0.31M

### 2020 INVESTMENT FROM PARTNERS\*

## US\$0.14M

### EXECUTING AND FINANCIAL PARTNER

Water For People

### LAZOS DE AGUA PROGRAM PARTNERS

One Drop Foundation, Inter-American Development Bank (IDB), The Coca-Cola Foundation and FEMSA Foundation

### ADDITIONAL FINANCIAL PARTNER

Prince Albert II of Monaco Foundation

### 2020 SOCIAL ART PARTNERS

Asociación Teatro de Titeres Armadillo, Caja Lúdica, Artzenico and Artistas Trabajando

\*Data from semester 1 only

MEXICO  
**GUANAJUATO**

A LAZOS DE AGUA PROJECT



WHEN

**2017  
2022**

WHERE

Rural and peri-urban communities in  
the State of Guanajuato, Mexico



**48,800**

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END



**4,000**

PEOPLE IMPACTED IN 2020

**HIGHLIGHTS**

- Mobilized more than 100 community change agents through a messaging application.
- Built/rehabilitated 15 instead of 14 planned water systems with strong commitment from the CEAG to ensure access to safe drinking water for more than 16,000 people despite the pandemic.
- Trained 75 Leaders of Change within the CEAG and the CONAGUA in the SABC approach.
- Developed the capital component strategy, including the identification of communities and actors of the WASH value chain.
- As part of the COVID-19 response in the intervention zone, distributed 6,300 household hygiene kits reaching 32,000 people; provided hand sanitizer to six health care facilities, distributed 70 soap dispensers and 20 litres of soap to 35 schools, and distributed 20,000 brochures and posters on handwashing in coordination with the Secretaría de Salud de Guanajuato.
- Trained more than 1,200 community leaders in COVID-19 response.
- Reached more than 58,800 people through mass media COVID-19 prevention messages.

**TOTAL INVESTMENT**

**US\$14.34M**

**TOTAL INVESTMENT  
FROM LAZOS DE AGUA**

**US\$2.79M**

**2020 INVESTMENT  
FROM LAZOS DE AGUA**

**US\$0.53M**

**2020 INVESTMENT  
FROM PARTNERS**

**US\$0.61M**

**EXECUTING PARTNER**

Living Water International

**LAZOS DE AGUA PROGRAM PARTNERS**

One Drop Foundation, Inter-American Development Bank (IDB), The Coca-Cola Foundation and FEMSA Foundation

**GOVERNMENT AND FINANCIAL PARTNERS**

Comisión Estatal del Agua de Guanajuato (CEAG) and Comisión Nacional del Agua (CONAGUA)

**2020 SOCIAL ART PARTNERS**

Tiliches del Baúl, Fundación Todo por el Cine, Pablo Duran and Machincuepa Circo Social

NICARAGUA  
**NICARAGUA RURAL**

A LAZOS DE AGUA PROJECT



WHEN

**2017  
2022**

WHERE

Municipalities of Waslala, Waspam  
and Puerto Cabezas, RACCN,  
Nicaragua



**17,400**

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END



**4,200**

PEOPLE IMPACTED IN 2020

**HIGHLIGHTS**

- Amid the pandemic and the destruction left behind by hurricanes Eta and Iota, the project moved forward while working closely with communities.
- In 2020, finalized six gravity-fed mini-aqueducts that benefit nine communities and began construction of others; built WASH facilities in five health care facilities and 13 schools, as well as 90 family rainwater harvesting systems and 200 sanitation family units.
- In 2020, built demonstration units in five communities, reinforcing the capabilities of local service providers and promoting the demand for sanitation units among community members.
- More than 12,900 people have participated in SABC interventions since the beginning of the project.
- As part of the COVID-19 response, adapted SABC interventions to ensure physical distancing, collaborated with Leaders of Change in communities to define preventative measures, supplied face masks, alcohol, thermometers and protective eyewear, and installed portable handwashing stations.

**TOTAL INVESTMENT**

**US\$8.11M**

**TOTAL INVESTMENT  
FROM LAZOS DE AGUA**

**US\$4.08M**

**2020 INVESTMENT  
FROM LAZOS DE AGUA**

**US\$0.81M**

**2020 INVESTMENT  
FROM PARTNERS**

**US\$0.99M**

**EXECUTING AND FINANCIAL PARTNER**

WaterAid America

**LAZOS DE AGUA PROGRAM PARTNERS**

One Drop Foundation, Inter-American Development Bank (IDB), The Coca-Cola Foundation and FEMSA Foundation

**2020 SOCIAL ART PARTNERS**

Mujeres Creativas Lapta Yula, Teatro Marionetas Traca Traca, Grupo de Teatro El Bosque, Fundación de Apoyo al Arte Creador Infantil – Funarte, Andres Cox, Paulino Frens, Cristopher Mendoza Girón

# PARAGUAY Y KUA

## A LAZOS DE AGUA PROJECT



WHEN

2017  
2022

### WHERE

Departments of San Pedro, Concepción, Caaguazú, Guairá, Paraguari and Itapúa, Paraguay



# 32,100

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END



# 9,900

PEOPLE IMPACTED IN 2020

### HIGHLIGHTS

- Carried out three workshops to integrate the SABC approach into government programs, including sharing tools on handwashing and tariff payment behaviours.
- Developed and rolled out a strategy to promote WASH products, financial tools and sanitation kits in one of the four small cities participating in Y Kuaa.
- After incorporating lessons learned from previous years, participation of community members to SABC activities increased by 90% when compared with the previous year.
- As part of the COVID-19 response, and due to a good standing relationship with them, supported SENASA's emergency plan by expanding activities (Access and SABC) to an additional 49 rural communities and adapted workshops to a digital format, including stop-motion techniques and interactive audio-visual clips broadcasted via a messaging application.

### TOTAL INVESTMENT

## US\$32.59M\*

### TOTAL INVESTMENT FROM LAZOS DE AGUA

## US\$2.33M\*

### 2020 INVESTMENT FROM LAZOS DE AGUA

## US\$0.40M

### 2020 INVESTMENT FROM PARTNERS

## US\$0.03M

### EXECUTING PARTNER

Fundación Moisés Bertoni

### LAZOS DE AGUA PROGRAM PARTNERS

One Drop Foundation, Inter-American Development Bank (IDB), The Coca-Cola Foundation and FEMSA Foundation

### ADDITIONAL FINANCIAL PARTNERS

Japan Special Poverty Reduction Fund, IDB Lab and the Spanish Cooperation

### GOVERNMENT AND FINANCIAL PARTNER

Servicio Nacional de Saneamiento Ambiental de Paraguay (SENASA)

### 2020 SOCIAL ART PARTNERS

Jakairá, Asociación Cultural Crear en Libertad, Tekoha Audiovisual and Porandu

\*The total investment has changed from last year's reported number due to the signing of an addendum.

# COLOMBIA CONVIDARTE

A LAZOS DE AGUA PROJECT



WHEN

2018  
2022

WHERE

Municipality of Tumaco,  
Department of Nariño, Colombia



22,500

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END



7,000

PEOPLE IMPACTED IN 2020

## HIGHLIGHTS

- Benefitted more than 7,000 people, many of whom are women and heads of household, from the completed construction of three new water systems and several express lines.
- More than 10,300 participants, more people than expected, took part in SABC interventions this year.
- Began hygiene kit delivery to 4,500 households in December 2020, an initiative that combined interventions from the A, B, and C components of our model.
- In response to COVID-19, supported the functioning of four water systems, ensuring safe water for more than 1,900 people.
- Broadcast of information on handwashing through a daily local radio spot, reaching more than 10,000 people in Tumaco according to the radio station.
- Supported micro-enterprises to increase production of soap and cleaning products and find alternative distribution channels.

TOTAL INVESTMENT

US\$6.31M

TOTAL INVESTMENT  
FROM LAZOS DE AGUA

US\$3.25M

2020 INVESTMENT  
FROM LAZOS DE AGUA

US\$0.48M

2020 INVESTMENT  
FROM PARTNERS

US\$0.60M

EXECUTING AND FINANCIAL PARTNER

Fundación PLAN (Plan Internacional)

LAZOS DE AGUA PROGRAM PARTNERS

One Drop Foundation, Inter-American Development Bank (IDB), The Coca-Cola Foundation and FEMSA Foundation

GOVERNMENT AND FINANCIAL PARTNERS

Municipality of Tumaco and Aguas de Tumaco

2020 SOCIAL ART PARTNERS

Maestros del Entretenimiento, Asociación Agencia de Comunicaciones del Pacífico – ACOP, Corporación Escénica La Guagua and Calipso

The following story is about **WOMEN'S LEADERSHIP**, of how a woman entrepreneur seized the opportunity to create sustainable change and motivate other women in her community to take initiative.



# THE STORY OF MARLENE AND COMMUNITY LEADERSHIP

More than 30 kilometres from the urban area of Tumaco in the Department of Nariño, Colombia, Marlene and her family own a small hardware store that provides pipes and other WASH-related building materials to the neighbourhood. Despite the difficulties brought on by the armed conflict in her area, the 57-year-old mother of five stays motivated and committed to improving her community in different ways.

## Little did she know she would impact thousands of lives.

Marlene has gained sustainable access to WASH thanks to One Drop Foundation's *A·B·C for Sustainability* model, used for *Agua para ConvidArte* Tumaco, a project implemented by Fundación PLAN as part of the Lazos de Agua Program.

A key part of the project's capital component was the training process that strengthened the technical, administrative, financial and entrepreneurial knowledge of microentrepreneurs. Modules around business training and soft skills helped entrepreneurs strengthen their human development by working on social and gender issues while at the same time learning to manage their MSME efficiently and sustainably.

ConvidArte also invested capital into small businesses based on technical, social, economic, environmental and commercial criteria that took into account the formulation of a coherent business plan, knowledge of the business environment, economic viability, the value proposition, sustainability, gender equality and the presentation of the initiative. After an analysis and evaluation of the information provided, the initiatives with the greatest chance of success were selected to benefit from financial contributions for specific purposes.

After her training, Marlene used the capital invested by ConvidArte to make her business more efficient. By visiting Marlene's store, which responds to the zonal demand for WASH goods in a timely manner, inhabitants of the sector could avoid travelling to the urban area of Tumaco. Marlene says what motivated her

the most was the possibility that her community could access whatever they need to have water in their homes. *"What they would go looking for elsewhere, we [now] have here in our village,"* she says.

Thanks to devoted entrepreneurs like Marlene, One Drop Foundation's *A·B·C for Sustainability* model succeeds in eliminating certain barriers to WASH practices and facilitates communities' access to the resources they need. To this day, Marlene continues to motivate her community members, especially women, to take advantage of the training provided by ConvidArte, which allows them to reach their goals.

**Talk about sustainability! With the right training and financial support, rural entrepreneurs have the means to contribute to sustainable development in their communities and eliminate barriers to WASH behaviours. Marlene's story shows us that real change can be facilitated by projects such as ConvidArte, but it is only possible when Leaders of Change are willing to act for the benefit of their community.**

*"If you are part of a community, it is difficult to see your neighbours going through hardship. Having the possibility to take action, you have to step up."*

TO DATE, THE ONE DROP FOUNDATION  
AND ITS PARTNERS HAVE CHANGED  
THE STORY OF MORE THAN

**12,000**  
PEOPLE IN TUMACO.

LET'S KEEP CHANGING THE STORY.  
**TOGETHER.**

# WASH IN INDIA PROGRAM

The One Drop Foundation has been supporting access to safe WASH projects for some of the most vulnerable and marginalized populations in India since 2011. In 2020, the WASH in India Program renewed its focus on providing vulnerable communities in rural India with safe WASH services in their households and impacted more than 142,100 people.

As the underlying causes of India's water crisis become aggravated, it is estimated that 40% of India's population will have no access to potable water by 2030<sup>1</sup>. Rural Indians—women, lower-caste and indigenous communities, in particular—face substantial challenges in the provision of quality WASH services.

In alignment with the government's Jal Jeevan Mission, which seeks to provide every household in rural India with safe and adequate piped water, One Drop Foundation's projects in the states of Bihar and Rajasthan aim to improve local WASH services by installing/rehabilitating improved water sources, toilets and handwashing stations, and establishing a value chain for WASH products and services.

Behaviour change work has focused on building evidence and knowledge generation through key *Social Art for Behaviour Change* pilot interventions through a traditional oral storytelling format, as well as a mobile game. Our India-based SABC expert supported projects in the design and implementation of activities to increase the uptake of identified behaviours, including water conservation, and helped grow a network of Leaders of Change in our program locations.

## Challenges and Lessons Learned

As additional challenges were brought on by the pandemic, the One Drop Foundation supported executing partners to develop and implement localized COVID-19 response plans and to adapt their SABC activities to meet government requirements. Marginalized households suffered disproportionately due to the pandemic and have shifted their spending priorities, resulting in a steep decline in demand for toilet loans. As a result, additional support was given to Farmers' Clubs and promoting women entrepreneurship for sanitary products. While the pandemic has presented restrictions, it has also resulted in the fast-tracking of new applications of digital communications and operational tools.

As India continues to face challenges related to its water crisis, the need for sustainable, context-specific interventions is recognized more and more by local governments and communities, the private sector and experts. As marginalized populations become increasingly affected due to the pandemic, the One Drop Foundation is committed to finding new and innovative solutions in collaboration with affected communities and experienced local partners.

Total number of **WATER USER GROUPS** trained to date in active projects: **1,094**



**LANGUAGES** in which social art activities were deployed during 2020: Marwari, Mewari, Hindi, Bhojpuri, Bajjika, Maghi and Maithili



Cumulative number of **HOUSEHOLD LATRINES** constructed since the beginning of the program: **21,219**



Investment in our WASH in India Program represents **13% OF ONE DROP'S 2020 INTERNATIONAL PROGRAM INVESTMENTS** (US\$790,000 out of US\$6,107,000)

<sup>1</sup> Niti Aayog. Composite Water Management Index (CWMI) report, 2018.

INDIA  
**RAJASTHAN**

**COMMUNITY AND GOVERNMENT-LED SUSTAINABLE AND EQUITABLE ACCESS TO WASH SERVICES**



WHEN

**2016  
2022**

WHERE

Districts of Sirohi and Pali,  
State of Rajasthan, India



**126,500**

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END\*



**37,800**

PEOPLE IMPACTED IN 2020

**HIGHLIGHTS**

- Formed 33 new Water User Groups, completed 32 drinking water supply schemes and constructed 12 groundwater recharge structures.
- Set up 30 defluorination units and 10 reverse osmosis plants, benefitting 1,090 households with safe drinking water.
- Enabled more than 3,300 women to participate in 415 awareness sessions and counselled 66 couples on menstrual health issues.
- Launched a COVID-19 awareness campaign in collaboration with the district administration: 23 shows were attended by more than 2,400 participants, and 28,000 households were reached through loudspeaker public announcements.

**TOTAL INVESTMENT**

**US\$9.45M**

**TOTAL INVESTMENT  
FROM ONE DROP**

**US\$2.7M**

**2020 INVESTMENT  
FROM ONE DROP**

**US\$0.13M**

**2020 INVESTMENT  
FROM PARTNERS\*\***

**US\$2.43M**

**EXECUTING PARTNER**

Centre for microFinance

**FINANCIAL PARTNER**

Tata Trusts

**GOVERNMENT PARTNERS**

State Government of Rajasthan,  
Ministry of Jal Shakti, Public Health and  
Engineering Department, Department  
of Rural Development, Panchayati Raj  
and Jeevika

**2020 SOCIAL ART PARTNERS**

Ram Lal Bhat, Nand Lal and Group,  
Lalu Ram and team, The Performers  
and Vilas Janve

\*Number has been revised owing to changed sanitation status and other local regulations in project areas. \*\*The decrease in total investment is due to fluctuations of exchange rates over the project term and revised local contributions.



The following story is about how artists can quickly mobilize communities during an emergency.

# THE STORY OF A FOLK ARTIST GROUP PERFORMING FOR CHANGE

As the COVID-19 lockdown ended, the State Government of Rajasthan launched a statewide, 10-day awareness campaign to emphasise the need to stay alert and follow health protocols once all regular activities were resumed. The Sirohi district administration sought the support of our executing partner, Centre for microFinance (CmF), to put together a short-term awareness program with local folk artists geared for the prevention of COVID-19 infections in the area.

**Folk artists Nand Lal and Group were engaged for this COVID-19 campaign in Sirohi to reach out to communities through social art performances.**

For this campaign, Nand Lal and Group, artists belonging to a local indigenous community, supported by One Drop Foundation's SABC experts, co-developed two pieces with CmF—a street play and a puppet show—on COVID-19 prevention. The artists also composed songs on hand hygiene inspired by local folk songs and tunes. The star of the show was the character of the 'Corona virus' that interacted with the audience to urge those without masks to wear one and not to befriend the virus. Presented in the local language, the puppet show proved to be very popular among children. It was recorded and shared in all project areas through various digital platforms.

The performances were successful and widely attended in the local areas, while ensuring safety protocols were followed. The messages of preventive behaviours including handwashing with water and soap, physical distancing and wearing a mask were well-received by the audience. In the course of the 10-day campaign, a total of 23 shows

were performed, with approximately 2,500 people participating. The shows also proved to be a source of income for the social artists, who were struggling to make ends meet during the lockdown.

**The performances were successful because they were co-developed with local social artists who understood the need for *Social Art for Behaviour Change* interventions to be context-specific, participatory and engaging. The puppet show was performed in the local Garasiya language spoken by the indigenous population in the project areas.**

With the support of CmF, Nand Lal and Group put together delightful, participatory performances complete with theatre, puppetry and folk songs to increase the uptake of COVID-19 preventive behaviours among people young and old.

TO DATE, THE ONE DROP FOUNDATION  
AND ITS PARTNERS HAVE CHANGED  
THE STORY OF MORE THAN

**88,000**

PEOPLE IN THE SIROHI & PALI DISTRICTS  
IN SOUTH RAJASTHAN.

LET'S KEEP CHANGING THE STORY.  
**TOGETHER.**

# INDIA SHEOHAR 2

COMMUNITY AND GOVERNMENT-LED SUSTAINABLE AND EQUITABLE ACCESS TO WASH INITIATIVES



WHEN

2018  
2022\*

WHERE

District of Sheohar, State of  
Bihar, India



250,000

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END



102,500

PEOPLE IMPACTED IN 2020

## HIGHLIGHTS

- Installed 140 new community waterpoints covering 140 wards.
- Installed child-friendly WASH facilities in 11 schools, benefitting more than 3,600 students and staff.
- Conducted 114 training sessions for capacity building of the Meena Manch and WATSAN committees to promote the adoption of hygiene behaviours.
- Presented 120 street play shows in the project areas to inspire uptake of targeted behaviours.
- As part of a storytelling pilot, trained field facilitators in audio-visual recording, selected 11 local rural artists, gathered 16 distinct traditional oral narratives through interviews and completed a co-creation production workshop for the performance.
- Organized 12 workshops to help more than 700 farmers adopt best agriculture practices in cereal and vegetable crop production.
- As part of the pandemic response, measures were taken to ensure physical distancing at project waterpoints.

TOTAL INVESTMENT

US\$3.93M

TOTAL INVESTMENT  
FROM ONE DROP

US\$1.82M

2020 INVESTMENT  
FROM ONE DROP

US\$0.58M

2020 INVESTMENT  
FROM PARTNERS

US\$0.43M\*\*

EXECUTING PARTNER

Water For People

FINANCIAL PARTNERS

METRO AG and Water For People

GOVERNMENT PARTNERS

Ministry of Jal Shakti, Public Health  
Engineering Department, Department  
of Rural Development and Jeevika

2020 SOCIAL ART PARTNER

Akshara Fine Arts Society

\*Implementation to be completed by December 2021, with project closure to be done by March 2022. \*\*From January to September 2020.

# INDIA BOOND\*

## COMMUNITY-LED WASH INITIATIVE IN GAYA AND MADHUBANI



WHEN

2019  
2024\*\*

WHERE

Districts of Gaya and Madhubani,  
State of Bihar, India



250,000

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END



7,700

PEOPLE IMPACTED IN 2020

### HIGHLIGHTS

- Completed literature review and quantitative data gathering and analysis as part of our formative research.
- Identified a total of 106 artists and groups through field-based scouting in both districts.
- Completed a first draft of the high-level Project Implementation Plan (PIP).
- Implemented COVID-19 response activities, including: the repair of 34 community handpumps and standposts; installation of six portable handwashing units in five local markets; retrofitting of WASH facilities in five health care facilities; distribution of 500 hygiene kits to frontline health care workers; and carrying out of hygiene messaging in project areas using local media and art forms.

TOTAL INVESTMENT

US\$2.1M

TOTAL INVESTMENT  
FROM ONE DROP

US\$1.2M

2020 INVESTMENT  
FROM ONE DROP

US\$0.08M

2020 INVESTMENT  
FROM PARTNERS

US\$0.03M\*\*\*

EXECUTING PARTNER

WaterAid India

FINANCIAL PARTNERS

METRO AG, WaterAid India and  
WaterAid Canada

GOVERNMENT PARTNERS

Ministry of Jal Shakti, Public  
Health Engineering Department,  
Department of Rural Development  
and Jeevika

\*"Drop" in Hindi. \*\*Project was extended due to pandemic lockdown. \*\*\*From January to July 2020

## WASH FOR SPECIAL INITIATIVES PROGRAM

The One Drop Foundation is interested in the application of the *A·B·C for Sustainability* model in different contexts in order to scale our *Social Art for Behaviour Change* approach to create sustainable systems change and achieve our vision. As such, projects in the WASH for Special Initiatives Program allow us to pilot and learn from our partners about SABC integration in new contexts to further scale our impact.

Launched in 2020, the SCOFI Project aims to improve educational outcomes for adolescent girls in Mali through access to WASH services. Adolescent girls often face difficulties in managing their menstrual cycle with dignity in school environments that lack adequate menstrual hygiene management support and private, clean and safe WASH facilities. While we have worked in schools before, this project's specific focus on girls' education will lead to new innovations and learnings that will further strengthen One Drop Foundation's SABC approach and *A·B·C for Sustainability* model.

The ECED-Sahel Project demonstrated the significant added value of SABC to Community Led Total Sanitation (CLTS) approach, a well-documented process for ending open defecation. Our research showed that while CLTS was able to trigger momentum, SABC interventions allowed for longer term behavioural uptake. At the end of the project in 2019, 21,500 people, representing 41% of the population, had built latrines inside their households, and 98% of these household latrines were well used and maintained. We now support teams to undertake a joint SABC-CLTS approach in Latin America, India and Haiti.

Finally, the Pirursiivik Project, in Inukjuak, Nunavik, promotes healthy habits relating to water and nutrition through our social art approach. It has been a tremendous opportunity for the foundation to learn from and collaborate with an Inuit community in northern Quebec. We are proud of the partnerships that have been built and the exciting ways we have engaged with social art to adapt our approach to this unique environment and context, supporting the community of Inukjuak to achieve their goals.

Our current special initiatives reflect topics and areas of interest for the organization to further learn from, collaborate and innovate with, and support communities through our unique approach. These projects have served both as impact contributions and learning opportunities to refine our understanding of SABC applications in different contexts and, crucially, to build innovative partnerships to achieve our vision and mission. In 2020, more than 1,000 people were impacted through our WASH for Special Initiatives Program.

### Challenges and Lessons Learned

Lack of mobility within regions due to the on-going pandemic was the most major challenge. This required close collaboration and flexibility with local partners in order to ensure project goals were moving forward.



Investment in our WASH for Special Initiatives Program represents **26% OF ONE DROP'S 2020 INTERNATIONAL PROGRAM INVESTMENTS** (US\$1,587,000 out of US\$6,107,000)

Special Initiatives reached **105,500 PEOPLE** since the beginning of projects active in 2020. The majority of people impacted were **WOMEN AND ADOLESCENT GIRLS**



Special Initiatives will have a cumulative impact for **255,500 PEOPLE** at the close of projects active in 2020

BURKINA FASO  
**ECED-SAHEL**

WATER AND SUSTAINABLE ECONOMIC GROWTH IN THE SAHEL REGION



WHEN

**2016  
2020**

WHERE

Communities of Dori,  
Gorom-Gorom and Falagountou,  
Sahel Region, **Burkina Faso**



**104,000**

TOTAL PEOPLE IMPACTED



**HIGHLIGHTS**

- Marked the closure phase of the project with a capitalization workshop gathering all key stakeholders, including governments at different levels, to share knowledge and lessons learned.
- Published a white paper entitled *Ending Open Defecation in the Sahel: Successful Outcomes of a Pilot Project Combining CLTS with Social Art*, namely One Drop Foundation's SABC approach.
- Successfully transferred the water treatment plant to the National Water Utility ONEA and the Commune of Dori.

TOTAL INVESTMENT

**US\$13.3M**

TOTAL INVESTMENT  
FROM ONE DROP

**US\$3.8M**

2020 INVESTMENT  
FROM ONE DROP

**US\$0.84M**

2020 INVESTMENT  
FROM PARTNERS

**US\$0.04M**

EXECUTING PARTNER

Cowater International

FINANCIAL PARTNERS

Global Affairs Canada and IAMGOLD

GOVERNMENT PARTNERS

The Ministère de l'Eau et de  
l'Assainissement and ONEA (Office  
national de l'eau et de l'assainissement)

2020 SOCIAL ART PARTNER

Espace Culturel Gambidi

CANADA  
**PIRURSIIVIK\***

**GREENHOUSE AND SOCIAL ART PROJECT**



WHEN

**2017  
2021**

WHERE

Inukjuak, Nunavik, Quebec, Canada



**1,500**

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END



**1,000**

PEOPLE IMPACTED IN 2020

**HIGHLIGHTS**

- Received the hydroponic container (by Growcer) on-site in October 2020; the first production of fresh produce is targeted for summer 2021.
- Created a high-fidelity prototype for the Pirursiiniq Nunavimmi Online Knowledge Sharing Platform with potential users from communities across Nunavik.
- Seven cold frames (greenhouse boxes) active over summer 2020 produced an average of 22 bags of mixed produce per box.
- Tupiq A.C.T. transformed their mutidisciplinary circus show Tupituqaq into a full-length film to adapt to the travel restrictions.
- Provided COVID-19 support through emergency food boxes, including colouring pages, soap, handwashing promotion posters, and even a short film by Tupiq A.C.T. on prevention measures.

**TOTAL INVESTMENT**

**US\$2.10M**

**TOTAL INVESTMENT  
FROM ONE DROP**

**US\$2.03M**

**2020 INVESTMENT  
FROM ONE DROP**

**US\$0.70M**

**2020 INVESTMENT  
FROM PARTNERS**

**US\$0.02M**

**EXECUTING PARTNER**

Makivik Corporation

**FINANCIAL PARTNER**

RBC Foundation

**2020 SOCIAL ART PARTNER**

Tupiq A.C.T.

MALI  
**SCOFI**

PROMOTING ADOLESCENT GIRLS' EDUCATION IN MALI



WHEN

**2020  
2025**

WHERE  
Ségou Region, Mali



**150,000**

PEOPLE WILL BE IMPACTED  
BY PROJECT'S END



**HIGHLIGHTS**

- Collected up-to-date baseline data on basic access to WASH services in schools for female adolescents aged 13 to 15 years old, including availability of safe water and inclusive latrines, and produced a diagnostic of social-cultural barriers for girls' education.
- Carried out a participative design workshop in Ségou with the project partners, Cowater, the Centre Culturel Kôrè and WaterAid Mali, as well as key representatives from the regional school districts and the Ministère de l'Éducation Nationale.
- Developed a project implementation plan covering 90 schools and over 16,000 students.
- Integrated a COVID-19 response plan including handwashing stations and behaviour change initiatives with funding from the Conrad N. Hilton Foundation.

**TOTAL INVESTMENT**

**US\$9.4M**

**TOTAL INVESTMENT  
FROM ONE DROP**

**US\$1.8M**

**2020 INVESTMENT  
FROM ONE DROP**

**US\$0.03M**

**2020 INVESTMENT  
FROM PARTNERS**

**US\$0.38M\***

**EXECUTING PARTNER**

Cowater International

**FINANCIAL PARTNERS**

Global Affairs Canada and  
Conrad N. Hilton Foundation

**GOVERNMENT PARTNER**

Ministère de l'Éducation Nationale  
(MEN)

**2020 SOCIAL ART PARTNER**

Centre Culturel Kôrè

\*From April to November 2020



The following story, from the Pirursiivik Project, is about community members increasing their families' access to healthy foods by finding new ways to grow vegetables in a northern climate, including hydroponics using water instead of soil.

# THE STORY OF A COMMUNITY COMING TOGETHER FOR A HEALTHY FUTURE

Inuit communities of Nunavik, including Inukjuak, are connected to the rest of the province of Quebec in Canada only by air and by sea. Store-bought food represents 80% of Inuit dietary intake and is imported either by ship in the summer or by cargo flight year-round. This impacts freshness, availability and, of course, price. Permafrost and climate limit the communities' ability to develop agriculture.

## **But that doesn't mean Inukjammiut weren't ready to try.**

A community-led process, supported by Makivik Corporation and the One Drop Foundation, identified the potential of cold frames (greenhouse boxes) to extend the growing season. Between 2019 and 2020, seven cold frames were built in collaboration with several organizations, including the school's environmental club, the men's association and the food centre. The project team offered support and workshops, which aroused a lot of enthusiasm and interest among community members, who gained confidence in their ability to include more fresh produce on their plates. Locally inspired motifs painted on the exterior of the cold frames made them stand out in the entrances of the various host organizations and also protected them from vandalism.

Over the 2020 growing season, each of the boxes grew over 22 kg of mixed fresh produce. Community organizations harvested and used these greens to make exciting recipes from stew to sushi and shared these benefits by including them in their programs. Each organization was responsible for planting, watering and harvesting their cold frame, and community members participated in everything from planting seedlings to sharing the final dishes. While the size of the growing spaces is currently limited, this process has created a team

of motivated local gardeners, ready to take full advantage of a larger space and a longer growing season.

The long-term objective of the Pirursiivik Project is to build a sustainable greenhouse to grow produce year-round. While plans are coming to fruition, the complex process to ensure the project's long-term sustainability limits the immediate benefits for the community. But for right now, these cold frames have provided access to both learning spaces to improve techniques adapted to the climate and growing spaces to begin enjoying the benefits of fresh local produce.

**Inukjuak is not done yet, as a new hydroponic system offers additional growing possibilities over the coming years, using water as a transformational force to grow produce efficiently despite the challenging environment. Detailed plans and fundraising efforts have begun to expand the infrastructure to a community food centre and a year-round greenhouse, a first of its kind in Nunavik.**

TO DATE, THE ONE DROP FOUNDATION  
AND ITS PARTNERS HAVE CHANGED  
THE STORY OF MORE THAN

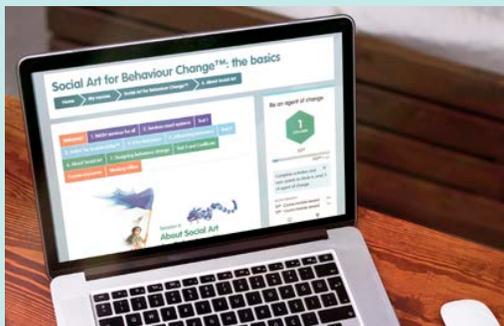
**1,500**

PEOPLE IN INUKJUAK.

LET'S KEEP CHANGING THE STORY.  
**TOGETHER.**

# GLOBAL SOCIAL ART FOR BEHAVIOUR CHANGE: THE BASICS

E-LEARNING COURSE MAKING SABC ACCESSIBLE TO SCALE OUR IMPACT GLOBALLY



WHEN  
**2020  
ONWARDS**

WHERE  
Online, **Global**



## HIGHLIGHTS

- With funding from the RBC Foundation and in partnership with IRC-WASH Systems Academy, created a free online course for WASH and systems change professionals called *Social Art for Behaviour Change: The Basics*.
- Designed the 12-hour course to help further scale our impact to other organizations (in English and in French).
- Readings, podcasts, videos, knowledge sharing and fun quizzes provide a better understanding of One Drop Foundation's *A·B·C for Sustainability* model and SABC approach.

TOTAL INVESTMENT  
**US\$0.32M**

TOTAL INVESTMENT  
FROM ONE DROP  
**US\$0.30M**

2020 INVESTMENT  
FROM ONE DROP  
**US\$0.17M**

2020 INVESTMENT  
FROM PARTNERS  
**US\$0.01M**  
(estimation)

EXECUTING PARTNER  
IRC's WASH Systems Academy

FINANCIAL PARTNER  
RBC Foundation

# IMPACTFUL FUNDRAISING

FOR NUMEROUS PHILANTHROPIC ORGANIZATIONS, THE CONTEXT CREATED BY THE PANDEMIC MEANT HAVING TO RETHINK THE WAY WE RAISE FUNDS. GUIDED BY CREATIVITY, IT ALSO MEANT NOTABLE DIGITAL TRANSFORMATIONS AND NEW OPPORTUNITIES THAT ALLOWED US TO PURSUE OUR MISSION TO ENSURE SUSTAINABLE ACCESS TO SAFE WATER, SANITATION AND HYGIENE, WORLDWIDE.

PHILLIPS  
— IN ASSOCIATION WITH —  
BACS & RUSSO

## TIME COUNTS

Online from New York, United States

Over the past few years, the One Drop Foundation and world-renowned Phillips Auction House have built an inspiring partnership, beginning first in 2018 with the successful contemporary art auction, Art for One Drop, and followed in 2019 by an inclusion in the Phillips' Annual New York Jewels Auction. In 2020, the One Drop Foundation joined forces with Phillips in Association with Bacs & Russo and the Prince Albert II of Monaco Foundation to present Time Counts, a watch auction initiative included in Phillips' flagship New York RACING PULSE Watch Auction in December. A time-related experience and 11 collectible timepieces from incredible provenance were auctioned off to benefit both foundations' missions. The auction was conducted by auctioneer Aurel Bacs and broadcast around the globe, allowing collectors to place bids with telephone bidders in New York and London, as well as through Phillips' online channels.

PHILLIPS  
— IN ASSOCIATION WITH —  
BACS & RUSSO



TIME COUNTS HAS RAISED  
MORE THAN  
**US\$1.6M**

IN SUPPORT OF GLOBAL WATER ISSUES  
AND ENVIRONMENTAL PRESERVATION.

The lots were generously donated by celebrated personalities including One Drop Foundation's founder, Guy Laliberté, H.S.H. Prince Albert II of Monaco, U2's Bono, former Formula One racing champions Sir Jackie Stewart and David Coulthard, Kevin "Mr. Wonderful" O'Leary and iconic keyboardist Rory Kaplan.

In support of the One Drop Foundation and the Prince Albert II of Monaco Foundation, Phillips also donated 100% of its buyers' premiums to benefit the foundations' missions.

In 2020, the One Drop Foundation also counted on the support of Phillips Auction House to sell individual art pieces, raising over US\$140,000.

ARTCURIAL

# AUCTION OF FINE WINES AND PREMIUM SPIRITS

Online from Paris, France

An exceptional auction of fine wines and spirits took place in October 2020, launching a first collaboration with Paris-based international auction house Artcurial. The sale conducted in Paris and broadcast on the Artcurial website featured 126 lots, including 12 extraordinary star lots, most of which were unique formats that are not available on the market and come from the private collections of the original owners. The sale also presented a diverse selection of cases and bottles of fine wines, vintage champagnes and wide-ranging spirits for an average auction lot estimate between US\$3,500 and US\$7,000, with some lots selling for over US\$11,000. The sale raised US\$326,000.

The One Drop Foundation would also like to acknowledge the unwavering support of Guy Laliberté, Laurent Dassault, Artcurial and Hillebrand, as well as Caves Carrière, Domaine Jean Grivot, Champagne Barons de Rothschild and Domaine Faiveley, who dedicated their time and energy to the success of the sale.

ARTCURIAL



IMAGINED BY  
CIRQUE DU SOLEIL

## 60-MINUTE SPECIAL IMAGINED BY CIRQUE DU SOLEIL

CirqueConnect, Online

United by the power of art, the One Drop Foundation, Cirque du Soleil and long-time partner MGM Resorts International connected their creativity to present an exclusive 60-minute digital experience featuring unforgettable moments from previous editions of One Night for One Drop™. The unparalleled livestream event—available on the CirqueConnect platform and with over 1.8 million views—highlighted the impressive collaborative work between the One Drop Foundation and Cirque du Soleil over the years and featured surprise guest appearances from Jewel, Marie Osmond, William Shatner, Redfoo, Constance Jablonski, The Tenors and many more.



# VALMONT FOR ONE DROP

Sharing a profound desire to have a lasting impact in the most vulnerable communities, the One Drop Foundation and Valmont now boast an impressive seven-year collaboration. Taking multiple forms over the years and around the globe, the partnership has only grown stronger with time.

Through the #ValmontforOneDrop campaign, Valmont launched their Primary skin care collection in North America. For each product sold from June 1 to August 31, 2020, US\$5 was donated to the One Drop Foundation.



22 countries in Europe and Asia

In 2020, METRO AG—together with customers in 22 countries and 18 global suppliers—implemented the second year of its three-year collaboration with the One Drop Foundation through the METRO Water Initiative. This initiative includes a yearly two-week in-store campaign at METRO wholesale stores in Europe and Asia where, in recognition of World Water Day, a percentage of sales from selected products are used to fund projects in the State of Bihar, India.

This partnership model and true collaboration is proof positive that cross-sectoral partnerships can encourage large-scale support of the United Nations SDGs and transform the lives of thousands. In 2020, the annual campaign raised more than US\$424,000.

# FINANCIAL HIGHLIGHTS

GUY LALIBERTÉ'S FINANCIAL COMMITMENT TO THE ONE DROP FOUNDATION COVERS **ALL OF OUR ADMINISTRATION EXPENDITURES.**

2020  
GENERATED  
FUNDS

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**US\$9.823**  
MILLION

2020  
PROJECT  
FUNDING

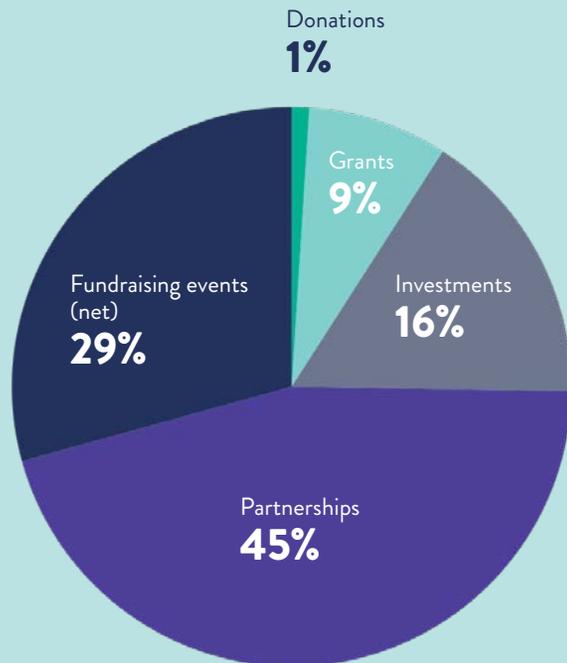
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**US\$7.198**  
MILLION

## SOURCES OF FUNDS\*

(IN MILLIONS OF USD)

Fundraising events (net)	\$2.855
Partnerships	\$4.432
Donations	\$0.119
Investments	\$1.592
Grants	\$0.825
	<hr/>
	<b>\$9.823</b>
Deferred contribution mainly from Time Counts auction	\$1.442
	<hr/>
	<b>\$8.381</b>

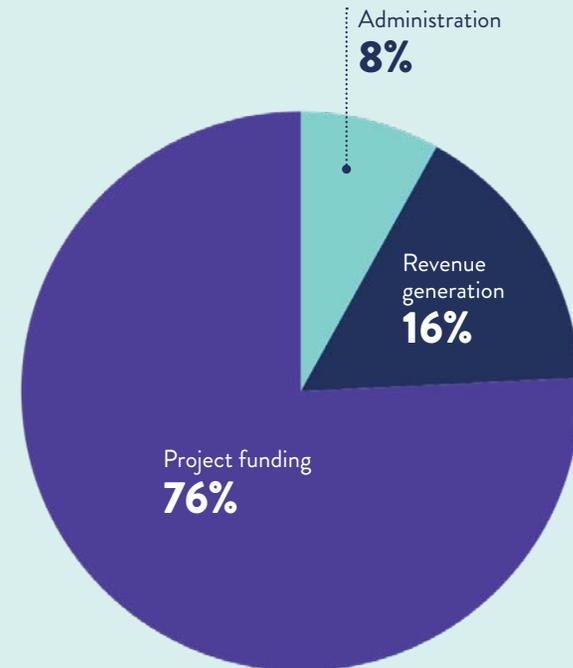


## USE OF FUNDS\*\*

(IN MILLIONS OF USD)

Project funding	\$7.198
Revenue generation	\$1.534
Administration	\$0.787
	<hr/>
	<b>\$9.519</b>

\*\*One Drop Canada is mandated by the One Drop Group to deliver its international programs



\* Financial statements available at [onedrop.org](http://onedrop.org)

# THANK YOU

TRANSFORMING THE LIVES OF MORE THAN  
2.3 MILLION PEOPLE—TOGETHER



The year 2020 certainly put a spotlight on the importance of universal and equitable access to safe water, sanitation and hygiene. Our work throughout the year was integral to the pandemic response in our project areas, but we also faced major challenges. The One Drop Foundation is immensely proud of the ways our team managed to turn the year's challenges into opportunities—and we are deeply grateful to all of our partners and donors whose support made it all possible.

Thanks to them, we were able to accelerate our digital transformation, adapt our *Social Art for Behaviour Change* interventions to focus on key preventative behaviours, take our events model to a new level and focus our actions on places where need was most urgent, such as schools and health care facilities.

Despite the obstacles the year presented, we demonstrated unequivocally that our core value of collaboration keeps us strong and agile. More importantly still, we showed that even in the face of the greatest adversity, we can find creative new ways to come together and make a lasting impact in the world.

To achieve our goals in 2020, we worked with a select group of executing partners, development agencies, local governments, like-minded foundations and visionary corporations. Working in concert with these multiple partners allows us to leverage each dollar raised so we can positively impact communities that need it most, both during and after the pandemic.

We step into the coming year with enthusiasm and look forward to what we'll accomplish with our valued donors, partners, ambassadors and volunteers. It is thanks to you all that our actions have, and will continue to have, such profound ripple effects around the world.

We continue to forge ahead with immense pride and heartfelt gratitude. Because despite the challenges of the past year, we turned water into action. TOGETHER.

## THE LIST BELOW IS A GLIMPSE OF THE VISIONARY COMMUNITY WE HAVE THE PRIVILEGE OF COUNTING ON.



PHILLIPS



Allen D. Kohl Charitable Foundation, Inc. • Andreas Laveth • Artcurial • Beth Campbell • Bobby Genovese • Bolton Food Spa • Bono • Brenden Mann Foundation • Bruce Poon Tip • Daniel Gauthier • Daniel Nazarian • David Coulthard • David Forest • Davis Marksbury • Dorsey & Whitney Trust Company LLC • Douglas Atamian • Garival Inc. • Groupe Lune Rouge Inc. • Guy Laliberté • Guy Starkman • Hien Lee Engineering Co., Ltd • Howard Horowitz • Sir Jackie Stewart • Jean-Francois Brousseau • John Gianni Kovacevic • John Tippins • KB Home • KCM, Inc. • Kevin O'Leary • Les Zieve • Marin Community Foundation • Nissan Mosaport • Outbox • Pediped Infant Footwear LLC • Peter Shin • Rakesh Chilakapati • Robert Sachs • Rory Kaplan • Sachs Family Fund • Silvia Fernandez • Teranga Gold • Treasure Island LLC • United Technologies Corporation • Valmont

### **IN-KIND PARTNERS AND DONORS**

In 2020, we benefitted in numerous ways from the expertise and contributions of valued in-kind partners, such as Artcurial, Audemars Piguet, Charity Buzz, Domaine Armand Rousseau, Domaine Dujac, Domaine Francois-Raveneau, The Cosmopolitan of Las Vegas, Cirrus Aviation, Crazy Horse Paris, Jerry Nadal, Matthew McConaughy, Ted Danson, Michael Douglas, among others. We are thankful for their encouraging support!

### **PROJECT PARTNERS**

#### **Current Executing Partners**

Centre for microFinance • Centre de coopération internationale en santé et développement (CCISD) • Cowater International Inc. • Espace Culturel Gambidi • Fundación PLAN • Fundación Moisés Bertoni • Living Water International • Makivik Corporation • WaterAid India • WaterAid Mali • Water For People

#### **Current Social Art Partners**

Akshara Fine Arts Society • Antropomorfofos • Andres Cox • Artistas Trabajando • Ashish Ghosh • Association de Promotion d'Arts (APA) • Asociación Agencia de Comunicaciones del Pacífico • Asociación Cultural Crear en Libertad • Atelier Ribambelle • Calipso • Caja Lúdica • Centre Culturel Kòrè • Centre Poètes, Essayistes, Nouvellistes (PEN) Gonaïves • Chilemba Communication Consultants • Chindime and Stars Theatre (CAST) • Chitransh Sarde Rang Manch • Consultores Radionovela – Cristopher Mendoza • Grupo Artista Wanky Lady • Grupo de Teatro El Bosque • Guara • Espace Culturel Gambidi • Flache Monde • Fundación Maestros del Entretenimiento • Fundación Todo por el Cine • Jakairá • Karmuk Swayam Sevi Sansthan • Komedien lakay • La chambre d'Écriture • Lalu Ram and Group • Machincuepa Circo Social • Mujeres Creativas Lapta Yula • Nand Lal and Group • Navjyoti Grameen Seva Sansthan • Navya Foundation • Nobert Joseph • Orion Media Group • Pablo Durán and his group of artists • Paulino Frens and musician • Porandu • Ram Lal Bhatt • Shiv Lok Katha Manch • Shri Krishn Kala Manch • Skeffa Chimoto & The Real Sounds Band • Soyeto and Tonton Bouyay • Story Workshop Education Trust (SWET) • Teatro La Guagua • Teatro de Marionetas Traca Traca • Teatro Titeres Armadillo • The Performers • Tekoha • Tiliches del Baúl • Troupe Djonkala • Tupiq A.C.T. • Vilas Janve • Wadner Peyizan • Zaluso Arts

Photo credits: Espace Culturel Gambidi, Guilhem Alandry/WaterAid, Kannagi Khanna, Cowater International, Noelvo Vert Noelvo, Centre Culturel Kòrè, Water For People, Terry Hughes, Eduardo Rodriguez/WaterAid, Fundación Moisés Bertoni, Fundación PLAN Communications, Raïsa Mirza. Dinesh Parmar/Centre for MicroFinance, Water Aid India, Makivik Corporation, Thomas De Cruz Media/Haydon Perrior, and Artcurial.

## 2020 BOARD OF DIRECTORS

One Drop Foundation's Board of Directors is composed of recognized leaders from both the business and philanthropic communities, all of whom are strongly committed to the cause of safe water, sanitation and hygiene for all, and volunteer their time to advance this mission. Board members cover a broad range of expertise and provide advice, guidance and counsel to One Drop Foundation's executive management team on a number of policies and strategic matters. They ensure that the One Drop Foundation rigorously applies best practices of good governance in compliance with the principles of accountability, integrity, equity and transparency.

**GUY LALIBERTÉ**  
Chairman of the Board



**FRANCE CHRÉTIEN  
DESMARAIS**  
Vice-Chair of the Board



**ROBERT  
BLAIN**



**CLAUDIA  
BARILA**



**JONATHAN  
TÉTRAULT**



**FILIPPO  
MARCHINO**



**JERRY  
NADAL**



**KATERI  
DA SILVA**

## EXECUTIVE MANAGEMENT TEAM

**JEAN-LOUIS DUFRESNE**  
Chief Executive Officer

**VÉRONIQUE DOYON**  
Chief Program Officer

**SANDRA HECTOR**  
Director, Talent Management

**ANDRÉ LÉGER**  
Chief Financial Officer

**ALEXANDRE MEUNIER**  
Chief Marketing and Events Officer

**ELENA SANTAGATA**  
General Counsel and Corporate Secretary

**TOGETHER,**  
**LET'S CONTINUE**  
**TURNING WATER**  
**INTO ACTION**



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As part of our commitment to the environment, this report is only available in digital format.