

WaterStep

Turning Thirst into Hope

2024 Impact Report

A MESSAGE FROM OUR FOUNDER AND CEO



Dear Friends,

Congratulations! As we close out 2024, I am filled with immense hope and excitement for all that we've accomplished together and the incredible potential that lies ahead. WaterStep has grown significantly, reaching **new heights** with our work around the world and here at home, expanding our impact in ways **we couldn't have imagined** just a few years ago.

Hurricane Helene gave WaterStep the opportunity to **bring our global experience home** to local communities who were desperate for safe drinking water and disinfectant. We quickly deployed our WOWCarts to communities in Asheville and Swannanoa, NC, training locals in our WaterRelief program. Local citizens then continued to provide safe drinking water and disinfectant to NC residents for over two months while waiting for water infrastructure to be restored.

One key milestone we celebrated in 2024 was bringing safe water and better health to EVERY PRISON IN KENYA. This game-changer for the prison system continues to improve conditions and transform the lives of people in institutions that are often cast aside. It's a shining example of how **scaling solutions across entire sectors** can create lasting change.

Throughout 2024, we elevated our global partnerships in order to scale our impact in huge ways. In March, we concluded a WASHUp pilot project with the largest health network on the continent, SANRU in the Democratic Republic of Congo. Together we proved a **70% REDUCTION** IN INFECTION RATES with our program. The positive results of the pilot have strengthened and enhanced partnerships with Street Child, BASEflow, Catholic Relief Services, and others who can see first-hand the positive impact of safe water and disinfectant in facilities.

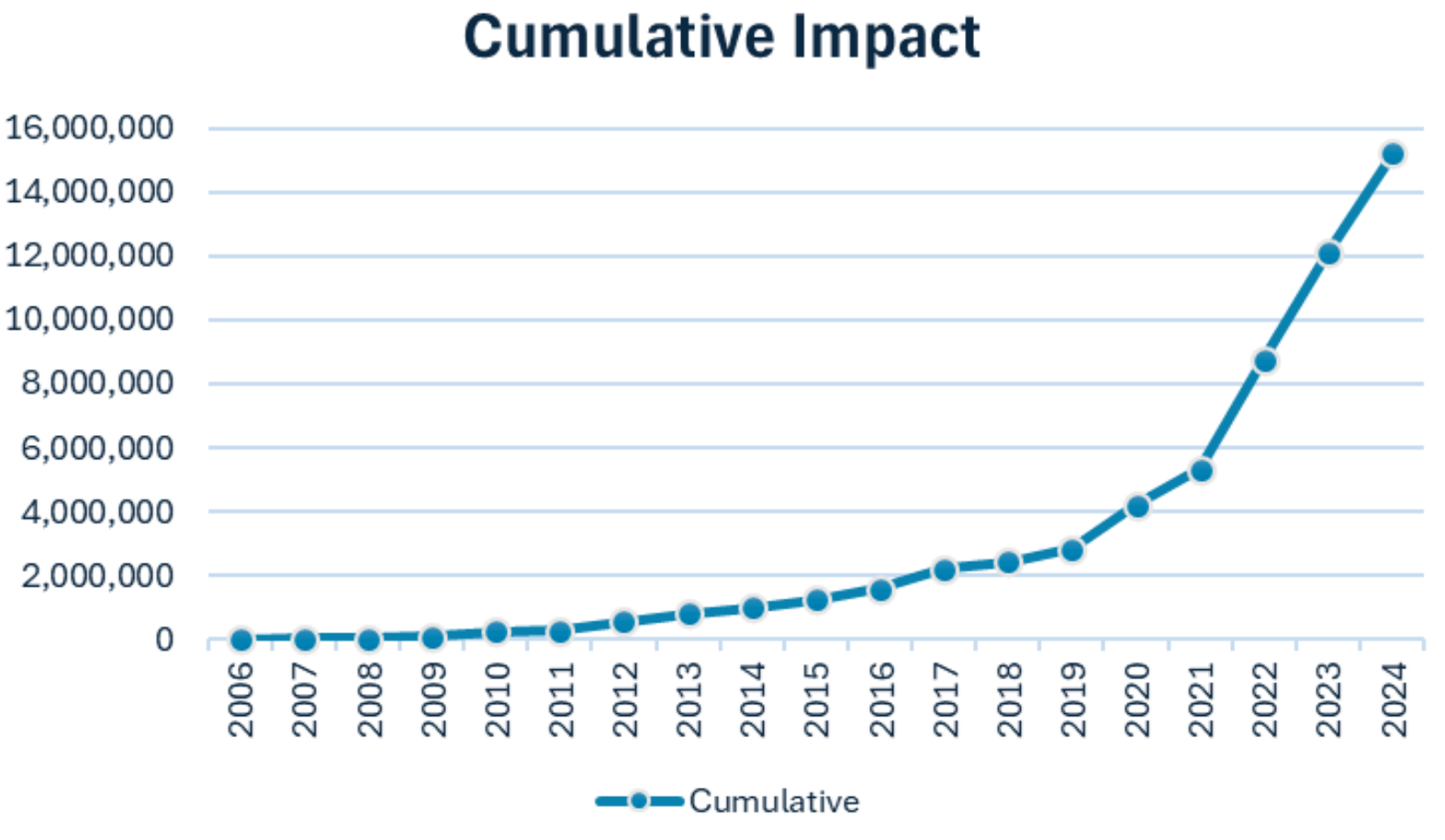
Pause here to mark the milestones of 2024, and be inspired by the impact we've had together. Now may we **boldly push** into 2025 and welcome the challenges and opportunities that lie ahead. Join us in this amazing mission to ensure that **no child** dies of waterborne illness.

Mark Hogg
Founder and CEO

TURNING THIRST INTO HOPE



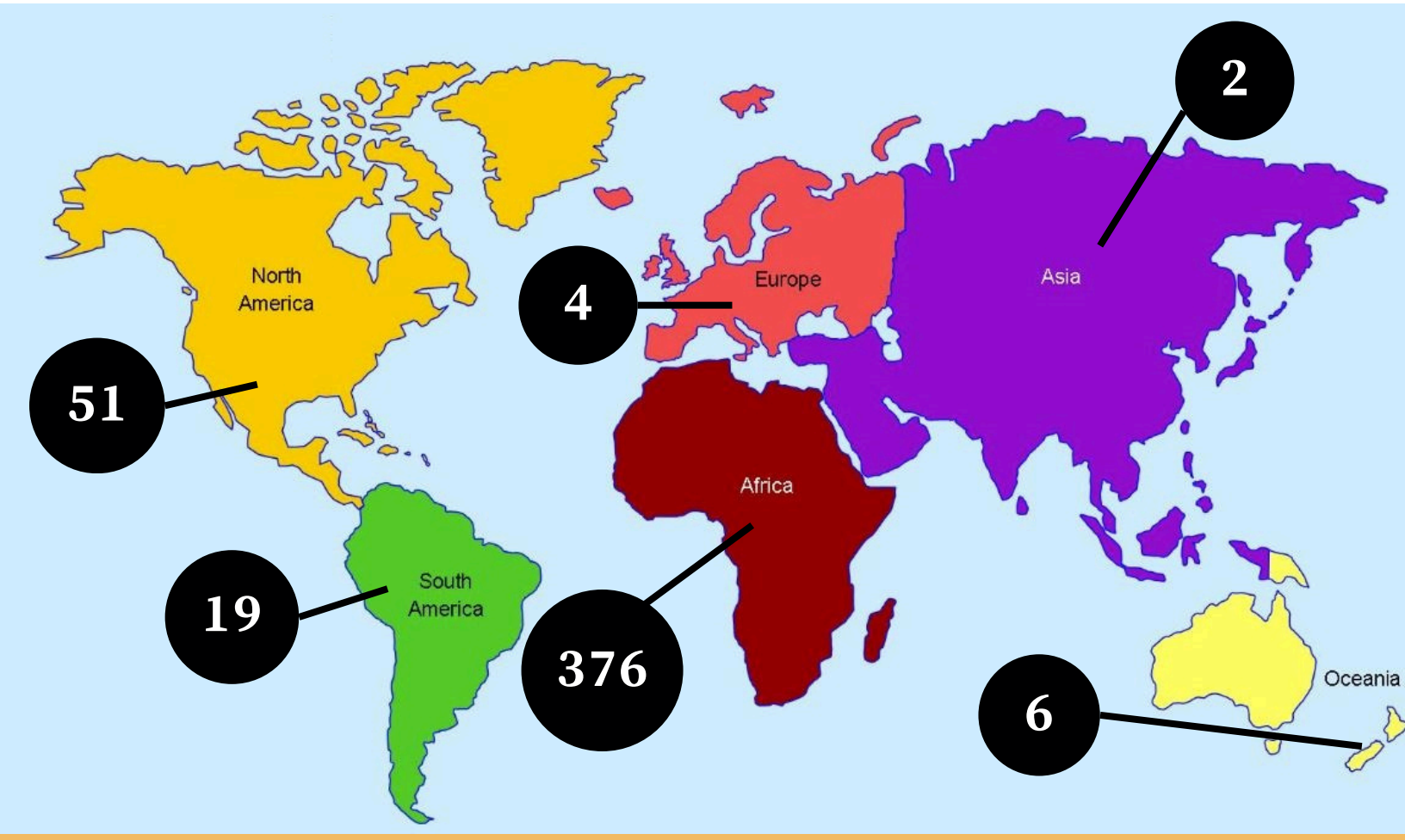
In 2024, WaterStep changed the lives of 3,101,000 new people by providing access to safe water, sanitation and hygiene education. This brings WaterStep's lifetime total impact to 15,197,000 lives changed for the better.



MISSION IMPACT

YEAR 2024

WaterStep had another record year!
The map below shows the number
of new projects in 2024 by regions.



2024 GLOBAL REVIEW

435 - New Projects Completed

457 - New Pieces of Equipment Sent

7 - New Field Consultants Added

1 - New Continent Reached for Impact

FIELD CONSULTANTS AND VOLUNTEERS

YEAR 2024





WaterStep's 360° approach to revolutionize safe water, sanitation, and hygiene wouldn't be possible without our heroic international field consultants and in-house volunteers.

Each and every one of them uplifts individuals and communities, offering real freedom from poor health, poverty, and hopelessness—and replace it with sustainable progress and hope.

OF FIELD CONSULTANTS AND VOLUNTEERS

200+

HOURS WORKED TOTAL IN 2024

10,000+

HIGHLIGHTS AND ACHIEVEMENTS

YOUR GIFT IN ACTION

YEAR 2024

In 2024 more people were impacted in more ways - across the world and at home.

HURRICANE HELENE

When Hurricane Helene surprised and ravaged Asheville, North Carolina and the surrounding mountain communities, no one had access to safe drinking water. WaterStep quickly mobilized to bring our WOWCarts and training to the area, bringing safe water, disinfectant, and HOPE.



COMMUNITIES SERVED - ASHEVILLE & SWANNANOA

2

WEEKS THAT SAFE WATER WAS PROVIDED EVERY DAY

10

GALLONS OF WATER AVAILABLE PER DAY

15K

WATER BOTTLES SAVED FROM ENVIRONMENT

8.4M



SAFE WATER FOR EVERY PRISON RESIDENT

In 2019, WaterStep's Country Director in Kenya, Humphrey Muchuma, began safe water projects in prisons after witnessing the dire conditions while visiting a friend in prison.

In 2024, Humphrey and WaterStep celebrated our goal to provide EVERY PERSON IN EVERY KENYAN PRISON with safe drinking water and disinfectant - a huge milestone that demonstrates how systemic safe water access can create lasting change, health, income opportunities, and hope.

PRISONS IN KENYA WHO NOW HAVE SAFE WATER

135



PRISON STAFF MEMBERS TAKING SAFE WATER & DISINFECTANT HOME TO FAMILIES

30K



INMATES WHO BENEFIT FROM IMPROVED HEALTH & HYGIENE

57K



HIGHLIGHTS AND ACHIEVEMENTS

YOUR GIFT IN ACTION

YEAR 2024

KENTUCKY DISASTER PREPAREDNESS

After responding to tornado and flood disasters in Kentucky in recent years, Commonwealth officials have taken notice. In 2024, we were honored to receive a letter of support from Governor Andy Beshear recognizing WaterStep as a “proven partner in disaster response efforts”.

We are working with Kentucky officials to develop the nation’s first “LilyPad Disaster Preparedness Network”, and in 2024, we trained teams and placed two WOWCarts inside each of Kentucky’s 14 prisons - ensuring that facilities do not have to be evacuated in the event of a water emergency. We are continuing to expand the Kentucky’s LilyPad Network across the state to ensure that all Kentuckians will have access to safe water and disinfectant during emergencies.

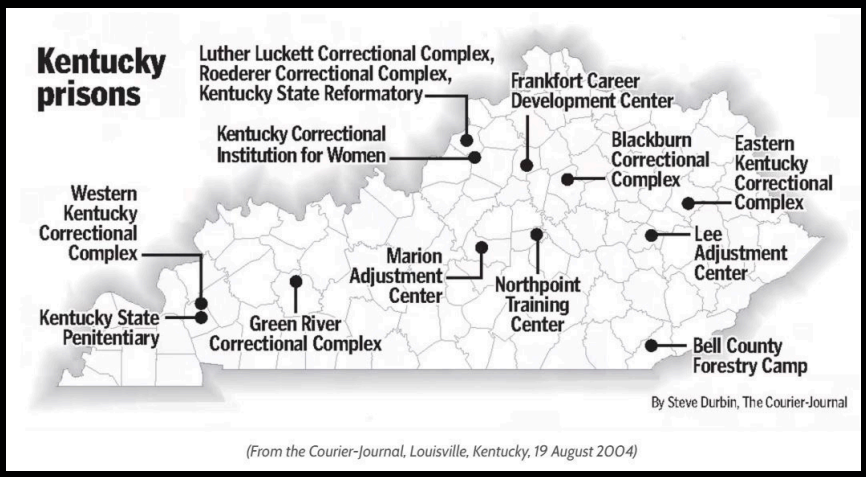


WATER RELIEF DISASTER RESPONSE TRAILERS ADDED TO OUR RESPONSE EFFORTS

2

FACILITIES IN KENTUCKY PREPARED FOR WATER DISASTERS

14



(From the Courier-Journal, Louisville, Kentucky, 19 August 2004)



KENTUCKIANS TRAINED IN 2024 ON WOWCART AND DISASTER RESPONSE

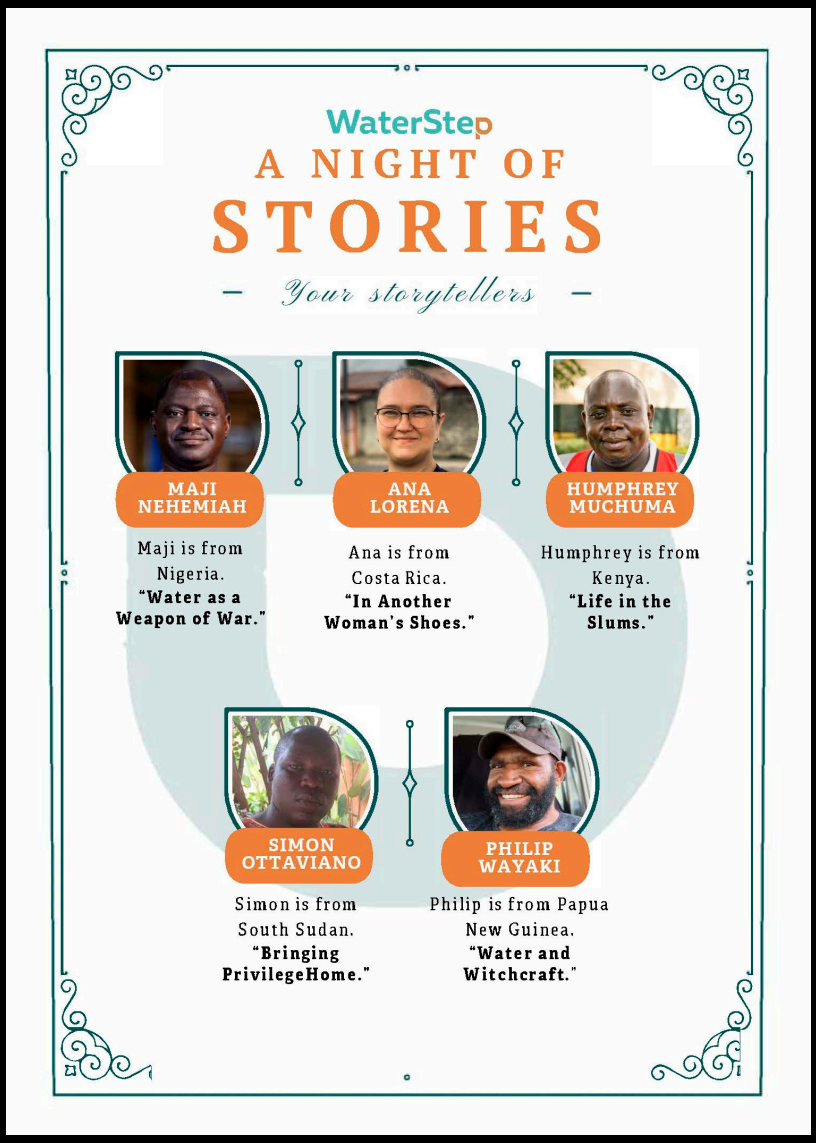
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STORYTELLER'S WEEK

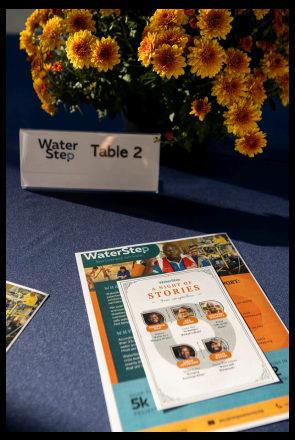
In 2024, we kicked off our inaugural Storyteller's Week, bringing WaterStep Field Consultants from across the globe to share their stories, inspire us and learn from one another.

Local supporters and team members had the opportunity to enjoy small group dinners, a breakfast open house, and other opportunities to engage with our visitors who came from Nigeria, Costa Rica, Kenya, South Sudan, and Papua New Guinea.

The week culminated with A Night of Stories, held at the Louisville Water Tower, where our five Field Consultants shared their powerful life experiences and the impact of water in their journeys.









FINANCIAL INFORMATION

YEAR 2024

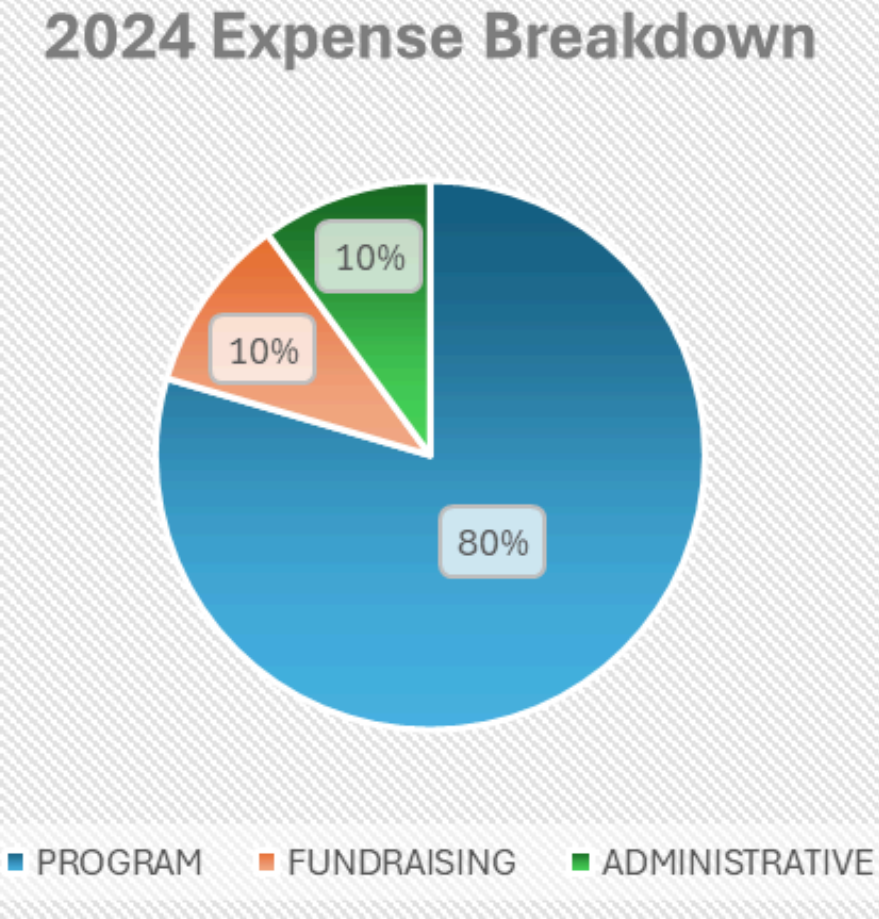
WaterStep is committed to ensuring that every person on earth has access to safe water, health, and hygiene solutions, with a focus on sustainability and innovation.

Total Revenue - $3,142,957

Total Expense - $3,107,772

Program:	**$2,464,258**
Fundraising:	**$329,773**
Admin:	**$313,691**

Assets Without Donor Restrictions	**$2,035,742**
Assets With Donor Restrictions	**$ 270,884**
TOTAL ASSETS:	**$ 2,691,372**
TOTAL LIABILITIES:	**$ 384,746**



LOOKING AHEAD...

Thanks to you, Waterstep turns 30 years old in 2025



As we look ahead to 2025, WaterStep stands poised at the intersection of unprecedented need and incredible opportunity. The landscape of international aid is shifting, and the urgency of providing safe water, sanitation, and hygiene education has never been greater. The world's most vulnerable communities face growing challenges, from climate change to conflict, making our work more essential than ever.

As we mark WaterStep's 30th anniversary, we acknowledge the impact we've had in the lives of the more than 15 million people we've reached. We are proud of our progress but know there is much more to do. In 2025, we will scale our efforts even further, building on our success in key countries such as Kenya, the Democratic Republic of Congo, and Papua New Guinea. Our partnerships with organizations like SANRU, BASEflow, Street Child, and Catholic Relief Services are crucial in expanding our reach and deepening our impact. Together, we will continue to innovate and adapt, ensuring that every child, family, and community has access to safe water.

Innovation will remain central to our mission. In 2025, we will focus on discovering new ways to apply our technology for even greater impact. We're not just improving our existing tools, but pushing the boundaries of what's possible by exploring new applications that enhance efficiency, scalability, and sustainability. This drive to innovate will enable us to maximize the effectiveness of our solutions, making safe water more accessible both in crisis situations and in long-term development efforts.

With your continued support, we will help communities overcome water scarcity, respond to emergencies, and create sustainable, lasting change for generations to come. The road ahead is full of promise, and we're ready to respond to the growing need.

WaterStep

Turning Thirst into Hope

STAFF

MARK HOGG
FOUNDER & CEO

STEVE COMBEST
CHIEF OPERATING OFFICER

KELLIE MOORE
CHIEF OPERATING OFFICER

PAM ALAIMO
DIRECTOR OF COMMUNITY ENGAGEMENT

JENNIFER CARVER
VP OF MISSION ADVANCEMENT

TYLER COX
MANUFACTURING COORDINATOR

KURTIS DANIELS
VP OF TRAINING & PRODUCT DEVELOPMENT

CLAUDIA DANIELS
VP OF INTERNATIONAL MISSIONS

KRISTINA GOETZ
VP OF GLOBAL CONTENT

TYREI HANLON
FACILITIES AND PURCHASING COORDINATOR

LISA IMRIE
EXECUTIVE COORDINATOR

TONY MAGABA
FINANCE DIRECTOR

PAM PLATT
COMMUNICATIONS SPECIALIST

DUSTIN STRUPP
DIRECTOR OF CONTENT

ZAC TOSSOU
CHIEF PROGRAM OFFICER

OUR BOARD OF DIRECTORS

RAHUL BAWA
CHAIR
POWERIT SOLUTIONS

LARRY SNYDER
TREASURER
RETIRED

GARRISON COX
SECRETARY
COMMUNICATION CONSULTANT & RETIRED ATTORNEY

VAUGHN BELL
HEALTH CARE MARKETING

GREG HEITZMAN
RETIRED/ CEO LOUISVILLE WATER COMPANY

CHELSEA RUEFF
MERCK & CO

RICK SCHARDEIN
FOUNDER CURRENT 360

RAY DICKISON
PRESIDENT, WESLEY MANOR RETIREMENT COMMUNITY

SHARISE HORNE
CHIEF OF EQUITY & COMMUNITY PARTNERSHIPS, MSD

ERIKA BROWN
MGR COMMUNICATIONS & MARKETING, LOUISVILLE WATER CO

NATALIE RIDER
ASSISTANT DIRECTOR, ORGANIC ASSOCIATION OF KY

SCOTT HANER
YUM BRAND EXECUTIVE | RETIRED

MARK KIRCHDORFER
ISCO INDUSTRIES | PRESIDENT

KEITH PHILLIPS
HUMANA | ASSOCIATE VP, FINANCE AND DIVISION CFO

WaterStep

Turning Thirst into Hope

WaterStep is an NGO based in Louisville, Kentucky, that focuses on sustainable solutions to the world's WASH crisis. Since 1995, WaterStep has evolved from a small service organization to a global leader in safe water solutions and innovation.

WaterStep has developed simple tools, patented technology, and effective training to empower people and communities to solve their own water and sanitation needs. We provide expert solutions for places where infrastructure is fragile and execution challenges are particularly difficult, especially in slums, rural villages, and in communities responding to natural and manmade disasters. WaterStep combines safe water and disinfectant technology, and health and hygiene education because safe water in a dirty cup is no longer safe, and dirty hands spread disease.

Our technology offers scalable safe water and disinfectant access during disasters because no one should have to worry about whether their water is safe during an emergency. No other safe water NGO in the world does what we do.

625 MYRTLE STREET
LOUISVILLE, KY 40208
(502) 568-6342
WATERSTEP.ORG