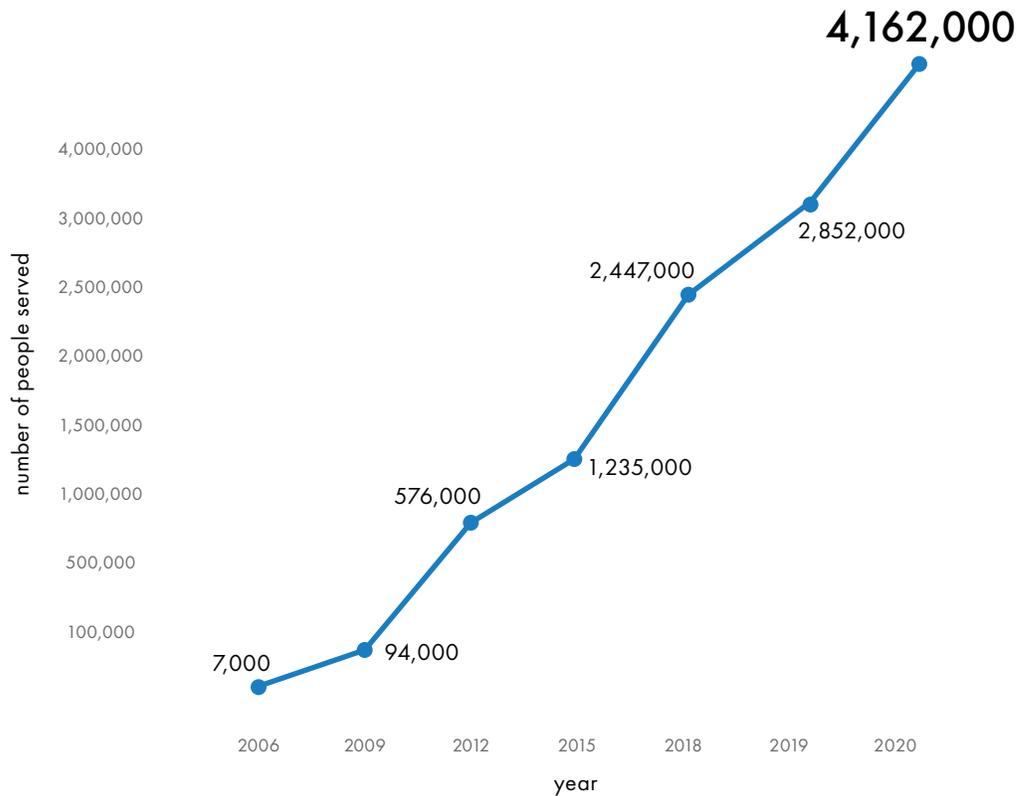




## Safe Water Saves Lives

**WATERSTEP REACHES OVER FOUR MILLION** — In 2020, WaterStep impacted 1.3 million lives with access to safe water, sanitation and health education. Bringing our grand total to 4.2 million people served. To be exact, that is 4,162,270 that have the hope of a healthier more productive life!

### Number of People Served, Since 2006.



To date, WaterStep has impacted the lives of **4,162,270** people around the globe.

### Partnerships, Projects, and Training

	International						Domestic	
	2015	2016	2017	2018	2019	2020		2020
Number of Projects	25	70	96	25	261	392	Number of Projects	145
Number of Partners	3	17	22	3	58	73	Number of Partners	89

## Financial Analysis

### Consolidated Statement of Activity

For Year Ended December 31, 2020

Revenues		
<b>Total Income</b>	\$	<u>1,273,000</u>
Expenses		
Programming (73%)		894,000
Fundraising (16%)		197,000
Administration (11%)		<u>128,000</u>
<b>Total Expenses</b>		<u>1,219,000</u>
<b>Change in Net Assets</b>		<u>\$54,000</u>
<b>Net Assets at Beginning of Year</b>		<u>1,132,000</u>
<b>Net Assets at End of Year</b>	\$	<u><b>1,186,000</b></u>

## WaterStep's Financial Notes

At WaterStep, we are proud to say that we accomplish our life-saving work around the world using minimal financial resources. This is possible because of the following:

- Our manufacturing team is comprised solely of volunteers which allows us to produce our safe water and sanitation equipment with zero labor costs.
- Our equipment is simple and straightforward making it easy to train others. WaterStep rarely incurs travel expenses because we train our field consultants virtually. They can then take the skills from our training and teach others around their communities.

It is typical for a non-profit's "change in net assets" to fluctuate between positive and negative from year to year, based on when project monies are received and used. For us, disaster relief funding and building renovation funding causes the majority of differences from years to years. Functional expenses classification percentages are within guidelines.

## Letter from the Founder

This year, with the global pandemic of COVID-19, we found the need for our tools, specifically our BleachMaker, greater than ever in many countries, including the US. As hospitals, emergency services, nonprofit care providers, critical businesses and individuals compete for disinfecting supplies to slow the spread of COVID-19, the strain on the supply chain left many without access to the disinfectants so desperately needed. Issues in the developing world were dire.

"Bleach is extremely effective against viruses and bacteria," says Dr. Bill Smock, MD, MS, FACEP, FAAEM, Louisville, KY Metro Police Department, The Clinical Forensic Medical Program Director and Police Surgeon, and WaterStep Medical Advisor. "When bleach is unavailable or too expensive, manufacturing it on-site with WaterStep's BleachMaker is the best defense we have. The coronavirus can live on some surfaces for 14 days. Cleaning all surfaces, especially in hospitals, clinics and public areas, and avoiding potential respiratory hazards, are best practices to avoid contamination for any virus."

At WaterStep, we received unprecedented requests from governments, municipalities, nonprofit care organizations, hospitals and emergency providers for our BleachMaker as part of their COVID-19 emergency response plans.

WaterStep's manufacturing team is simply ingenious. They created a fast and effective pivot to exponentially build and meet the unprecedented demand for BleachMakers. So much of our local community was in lock down. Thus, WaterStep's shoe business was crawling at best. The shoe van began delivering parts to team member's houses. They made up subassemblies at home then the van delivered them to WaterStep's building where two people did the final assemblies.

Internationally, WaterStep field consultants prepared their communities for COVID-19 by revisiting their neighbors and encouraging them to use proper handwashing techniques and supplying them with WaterStep bleach to sanitize their homes. Twenty-eight active consultants in dozens of countries. It is this effort from our local Field Consultants that is gaining the interest of major hospitals, clinics, and dispensaries worldwide.

**The COVID experience didn't change the way we work, it's changed the way we think. With much stress and loss this year we hope and pray you and your family are safe and well.**



Mark Hogg, Founder and CEO



# THE WATERSTEP NATION: WHERE ARE WE IN THE WORLD?



## Shoe Collection in 2020

WaterStep relies heavily on our shoe program to fund our mission of saving lives with safe water around the world. We have drop-site locations all over Louisville, and in several other major cities as well. The shoes are collected by volunteers and brought to our headquarters in Old Louisville (shoes are pictured below waiting to be sorted). When COVID hit in March and everything shut down, the shoes stopped coming in and we had to temporarily close the building to volunteers. We were a bit concerned how we were going to move forward during the pandemic. Our teen board leaders stepped up to the challenge and got creative. They hosted no contact shoe drives in their neighborhoods and churches and encouraged others to do the same. Through their efforts, our shoe program was able to **THRIVE THROUGH THE PANDEMIC**.



A month into the shutdown, and bored because all the charities they volunteered for were closed, Don and Shelley Lockhart called our facilities manager, Tyrei Hanlon, and asked if there was anything they could do. WaterStep was busy deploying BleachMakers into the field, so Tyrei had Don and Shelley come in and put BleachMaker manuals together.

Once that project was complete, WaterStep was fortunately beginning to get shoes into the building again. Don and Shelley started sorting shoes and have been coming in Monday-Thursday ever since. They said they feel completely safe because our building is very large and there are so few people there.

**THIS DYNAMIC DUO FILLED 4 OF OUR 6 SEMI-TRUCKS THAT WENT OUT LAST YEAR!**

## Handcrafted At Home

WaterStep is fortunate to have a dedicated group of volunteers who build our M-100 ChlorineGenerators and our patented BleachMakers! Historically, this manufacturing team has come to our downtown Louisville headquarters on Tuesdays to build equipment. With the COVID-19 pandemic, the building was closed for a few months, but that obstacle did not stop these amazing folks from continuing to manufacture our equipment. They moved to their garages and home workshops and actually built record amounts of equipment! Chris Svidal (pictured to the right with her daughters, Amelia and Natalie) has been involved with our manufacturing team for many years and moved her portion of BleachMaker production to her garage during the building closure. She enjoyed getting her girls, both students at Walden, involved in the project on Fridays when they had a service day for school.



## Groundbreaking Technique Brought Holiday Hope

Three communities in Ecuador were thrilled last holiday season to finally have safe water pumped directly into their homes. The Public Water Company of Ecuador chose three local communities - La Fortuna, San Pablo, and Lechugal de Arriba - for a special project. These communities are outside the water company's district and were not receiving safe water in their homes. The Water Company teamed up with WaterStep and devised a system to automate the M-100 ChlorineGenerator (a small piece of equipment that makes water safe to drink, pictured below) to run six times each day, making thousands of gallons of safe drinking water available to these communities. The team then took it one step further and figured out a way to pump the now safe water directly into homes.

**WHAT A WONDERFUL CHRISTMAS GIFT!**



Folks from the San Pablo community are pictured above with team members from the water company that made this project happen.

## Suitcases of Gold



**WATERSTEP RELIES HEAVILY ON PEOPLE** who are traveling to countries we serve to transport equipment for us, making it more cost effective and ensuring it gets delivered into the hands of our field consultants. Recently, Bowin Tichenor (pictured to the left with Humphrey Muchuma), a long-time friend of WaterStep, traveled to Kenya on a mission trip and delivered two suitcases of WaterStep equipment (including the new 20 liter BleachMakers!) to our Kenyan Ambassador, Humphrey, who said, "Bowin thinks he is just delivering equipment, but to us, these are suitcases of gold."



## TED x Youth Participation

WaterStep was honored to participate in the Ted X Youth Conference at Bellarmine University that was held in January 2020. Several refugee students from Iroquois High School shared their personal stories of having to get water in their home countries. WaterStep had the opportunity to present to the attendees and share our equipment and solutions to the global water crisis.



## Navajo Indian Trip

**DUE TO THE COVID-19 PANDEMIC, BLEACH WAS SCARCE EVERYWHERE IN 2020.** Social service organizations were severely impacted by the shortage of disinfectant. Without it, they would have to shut their doors. WaterStep was able to help two organizations in Silver City, New Mexico by donating BleachMakers so they could make their own disinfectant. El Refugio Women’s Shelter and the High Desert Humane Society Animal Shelter were the recipients of this donation in August of 2020. WaterStep’s special projects consultant had a connection to the community and WaterStep was able to intervene providing much needed disinfectant to combat the COVID-19 virus.

## Media Room

WaterStep received a \$25,000 Louisville Water Company Foundation grant and a matching individual donor grant to create a dedicated, state of the art virtual training center.

**THE NEW SPACE HAS HAD A TREMENDOUS IMPACT ON THE NUMBER AND QUALITY OF VIRTUAL TRAININGS WE ARE ABLE TO CONDUCT.**



## WOW Cart



Developed in partnership with the EPA, WaterStep’s patented WOW “Water on Wheels” Cart is a portable, mini water treatment system that provides thousands of gallons of safe water for drinking, bathing, cooking and cleaning. WaterStep received a prestigious Theodore Roosevelt Government Leadership Award in 2020 for the WOW Cart and its partnership with the Environmental Protection Agency.

Texas Roadhouse operates over 600 restaurants throughout the country, with many located in hurricane-prone areas along the panhandle of Florida and Louisiana. That’s why the company purchased a WOW Cart, and trained personnel on how to install and operate the system – so they can be prepared the next time disaster strikes in one of the communities where their restaurants are located. In the event that the local water source is compromised, the WOW Cart can supply safe water and disinfectant so the restaurant can continue operating in order to provide meals and water to first responders and anyone in need in the community. Providing aid to those affected by hurricanes is something Texas Roadhouse has invested in for many years.

*“This partnership with WaterStep and investing in a WOW Cart helps us feel better about our response plans when facing a potential hurricane,” says Travis Doster, Senior Director of Public Relations. “We want to be able to step up and use the restaurants and their resources to help the communities survive disaster situations.”*

*“We’ve been providing safe water in disasters for many years, and the WOW Cart is a game changer in these situations,” say WaterStep Founder and CEO Mark Hogg. “Plastic water bottles are not a viable solution to meet the needs of communities trying to rebuild after their water source is compromised. The Wow Cart allows people to have equipment on standby that ensures access to as much safe water and disinfectant as they need, with NO plastic waste.”*



## COVID-19 — Domestic Response



2020 brought a lot of uncertainty. Suddenly, we were facing a pandemic and all the unknowns that came with it. The COVID-19 pandemic enabled WaterStep to work locally, domestically, and internationally, fighting the virus through the distribution of our BleachMakers, while continuing our water projects and disaster relief efforts around the world. A year that could have been very difficult, turned into one of the most impactful years in the organization’s history. WaterStep received various grants and donations totalling \$130,000 to specifically cover the manufacturing costs to produce more BleachMakers in order to respond to Covid-19.

## Lake Charles Louisiana (Hurricane Laura)

WaterStep responded with the WOW Cart to Hurricane Laura in Lake Charles, LA from September 3rd to September 21st, 2020. At a base camp for 800 first responders, the WOW Cart produced over 100,000 gallons of safe water for drinking, cleaning, showering and cooking 16,000 meals/day serving the community. 50 gallons of bleach solution/hour was produced for on-site use and for relief teams to distribute. WaterStep was able to help 288,000 people while in the Lake Charles area.

## Events

### VIRTUAL TRIVIA

First ever virtual Trivia Contest!

### VIRTUAL RUN / WALK

Shiloh United Methodist Church in honor of Bill Parker

WaterStep held the 1st Annual Virtual 5K Run/Walk in June, 2020. The event is hosted in partnership with Shiloh Church and held in memory of Bill Parker. Bill was a great friend to WaterStep and a man who was a true example of living and acting with compassion. Sherry Parker celebrates below as she crosses the finish line.



## Awards, Recognitions, and Invitations

### GLI — INC.CREDIBLE AWARDS FINALIST

Nominated for Non-Profit of the Year

WaterStep received a prestigious **THEODORE ROOSEVELT GOVERNMENT LEADERSHIP AWARD** for the WOW Cart and its partnership with the Environmental Protection Agency. It recognizes significant lasting achievements by governments NGO and private sector partners in helping federal officials meet mission goals.

Mark Hogg, Founder and CEO, was invited to join the **INSPIRITUS DISASTER RELIEF ADVISORY COMMITTEE**. The committee’s primary role is to assist the regional organization in building volunteer, partnership, and donor/funding capacity. Making connections with other major NGO’s and sharing our experience and expertise is a crucial part of our mission to save lives!

## Virtual Bourbon Event

Every year WaterStep hosts a Bones, Bourbon, and Brew event called “BBB.” In 2020, COVID-19 restrictions prevented WaterStep from hosting an in-person event, so it was held virtually! The event featured a special appearance from Harlan Wheatley, the Master Distiller of Buffalo Trace, as well as a raffle and auction that provided viewers opportunities to win various prizes. The grand prize was a raffle of a special edition bottle from the 6 millionth barrel of Buffalo Trace.

## Conclusion

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**WATERSTEP IS EXCITED TO ENTER 2021, WHICH WILL BE THE 26TH YEAR THAT WE HAVE BEEN SAVING LIVES WITH SAFE WATER. WE CAN'T WAIT FOR ALL OF THE STORIES THIS YEAR HOLDS.**

### **BOARD OF DIRECTORS**

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