



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.

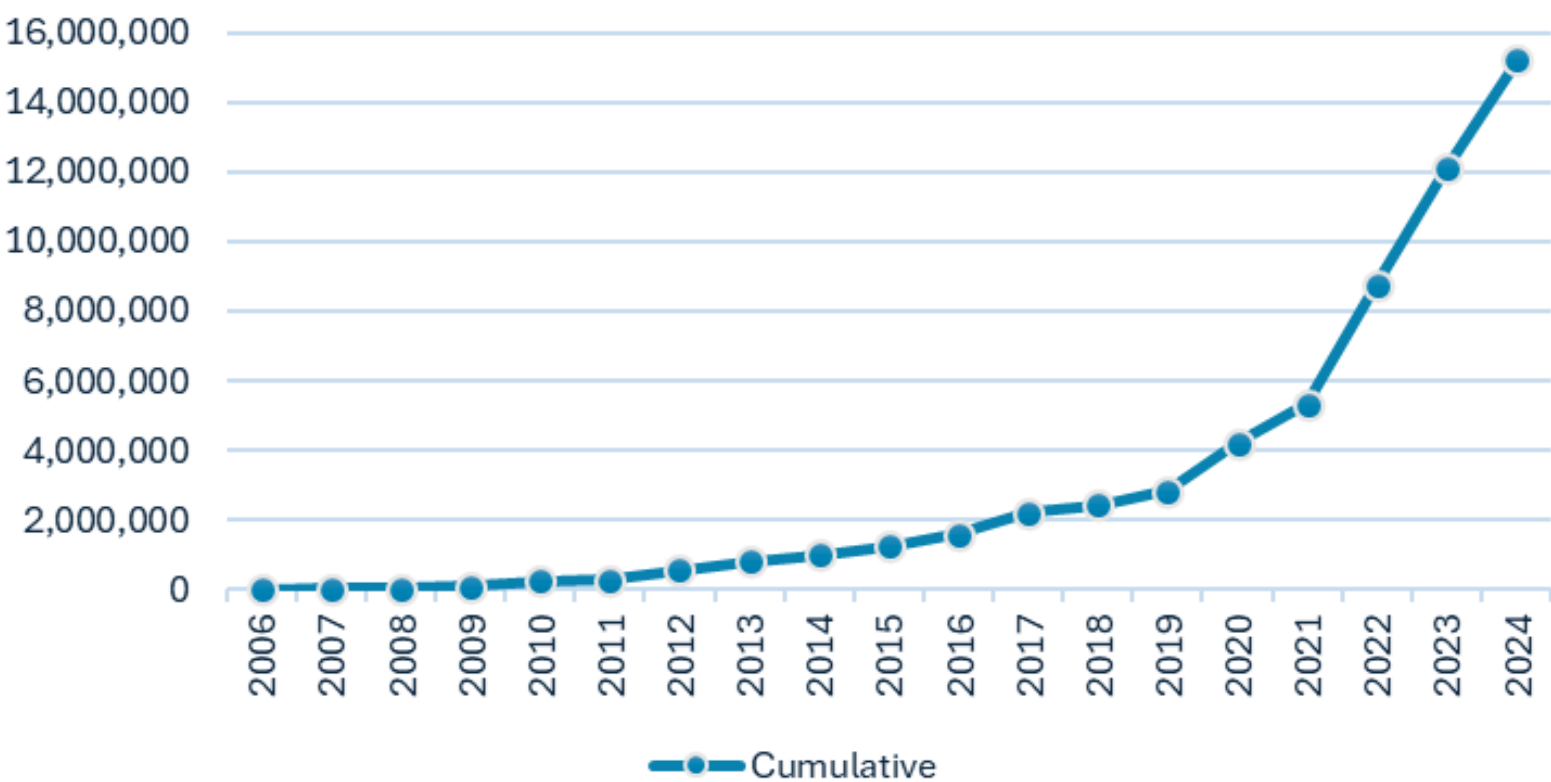
Mark Hogg
Founder and CEO

TURNING
THIRST
INTO HOPE

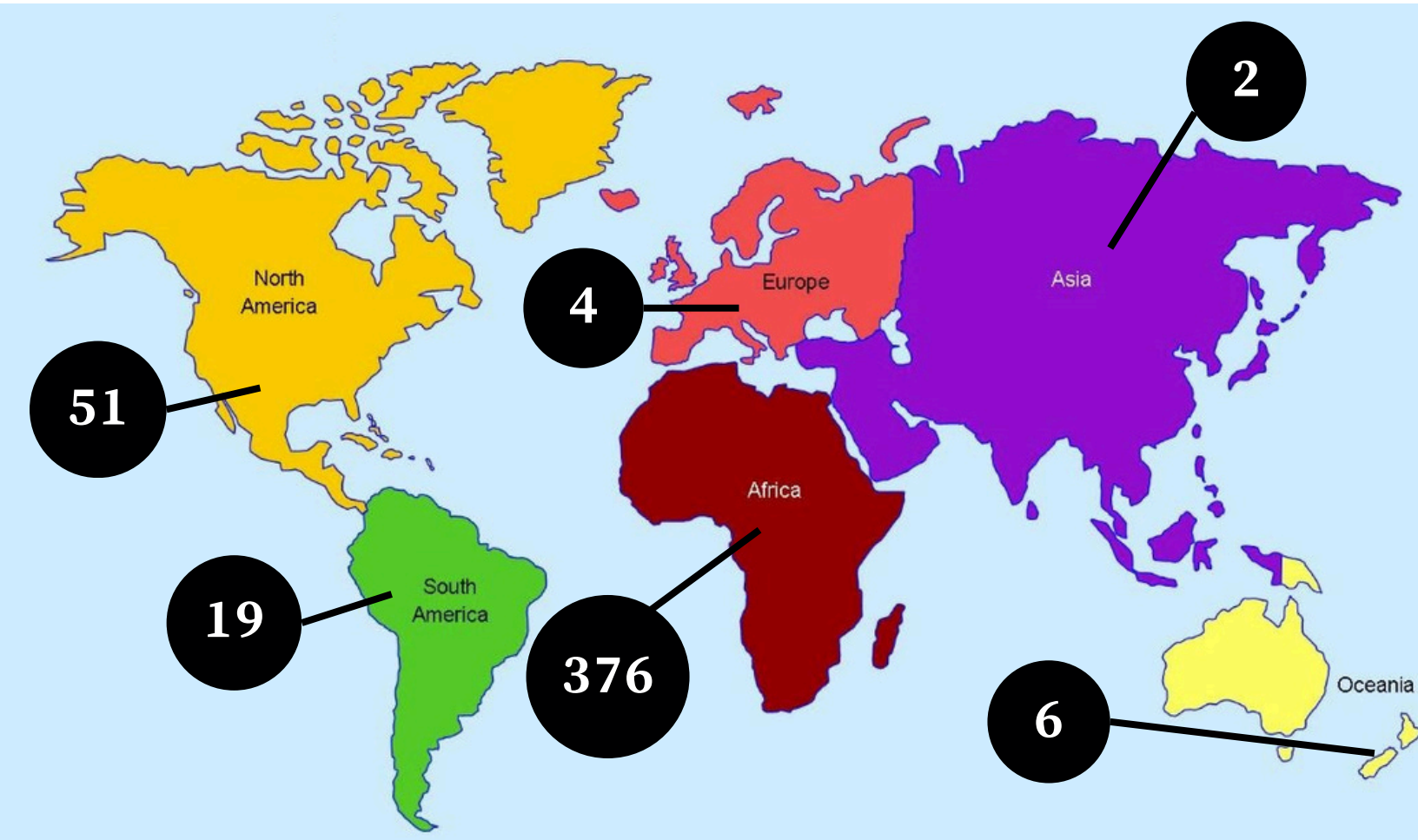


In 2024, WaterStep changed the lives of 3,101,000 new people by providing access to safe water, sanitation and hygiene education. This brings WaterStep’s lifetime total impact to 15,197,000 lives changed for the better.

Cumulative Impact



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



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+

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



WEEKS THAT
SAFE WATER
WAS
PROVIDED
EVERY DAY



GALLONS OF
WATER
AVAILABLE
PER DAY



WATER
BOTTLES SAVED
FROM
ENVIRONMENT



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



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.



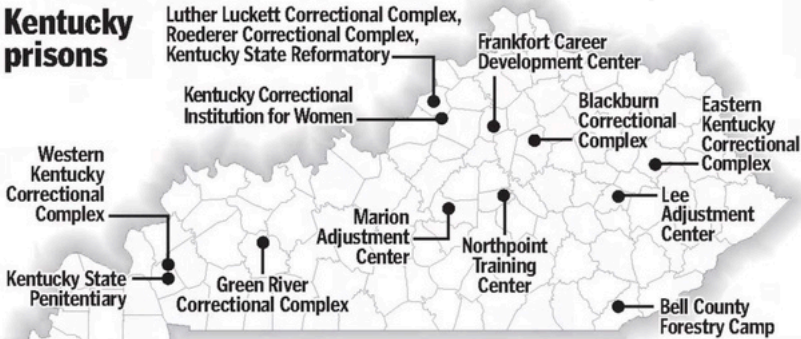
WATER RELIEF
DISASTER
RESPONSE
TRAILERS
ADDED TO OUR
RESPONSE
EFFORTS



FACILITIES IN
KENTUCKY
PREPARED
FOR WATER
DISASTERS



Kentucky
prisons



By Steve Durbin, The Courier-Journal

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

KENTUCKIANS
TRAINED IN
2024 ON
WOWCART
AND DISASTER
RESPONSE

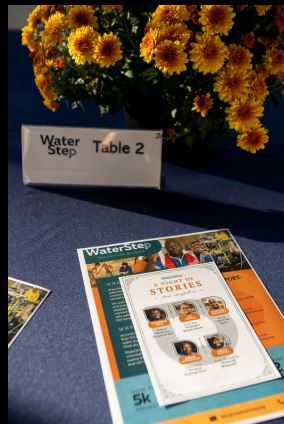
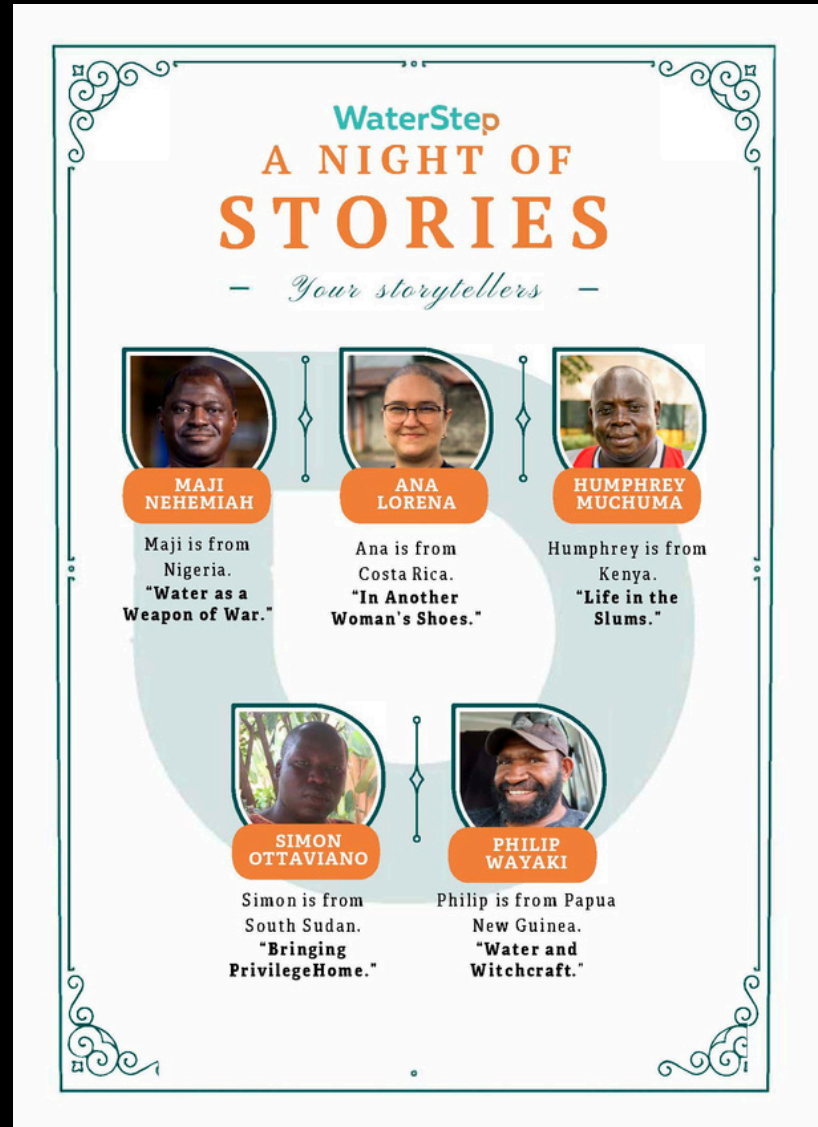


STORYTELLER'S WEEK

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.





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.



Turning Thirst into Hope

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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.

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