WATER FOR PEOPLE
EVERYONE FOREVER

TOGETHER
WE WILL MAKE WATER COVERAGE A PERMANENT REALITY
SO THAT DISTRICTS AND EVENTUALLY NATIONS
NEVER NEED ANOTHER INTERNATIONAL NGO
TO ADDRESS THEIR WATER CHALLENGES EVER AGAIN.
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FOREVER

THE CRISIS

- The statistics of the global water crisis do not tell the whole story.
- Billions of dollars have been invested in water projects throughout the world through foreign aid; government financing; individual, corporate, and foundation philanthropy; and Corporate Social Responsibility (CSR) programs. The results have been less than impressive.
- Over 30 percent of all water projects fail due to:
  - Poor planning and execution
  - Lack of local ownership driven by charitable investments
  - Lack of a functional support environment, which undermines operation, maintenance, replacement, and extension of services
  - Lack of follow-up (monitoring) to see if the projects are working over time.
- A staggering number of people are caught in this cycle of disease and poverty.

EVERYONE FOREVER
A NEW
PARADIGM

EVERYONE FOREVER

- **Everyone Forever** is a new development paradigm that will transform the water and sanitation sector because the old ways of doing things have not worked.
- **Everyone Forever** is a bold, courageous, deliberate, and disciplined strategy that will lead to significantly increased scale.
- **Everyone Forever** goes beyond project- based solutions to stress the value of partnerships, leveraged funding, innovative market-based solutions, and rigorous monitoring to attain full water and sanitation coverage for **everyone** with sustainable solutions that last **forever**.
- **Everyone Forever** requires redefining philanthropy away from the disengaged charity model of simply writing a check and hoping for impact toward an engaged model that links core outcomes on the ground to the needs of all role players.

SIMPLE PRINCIPLES:

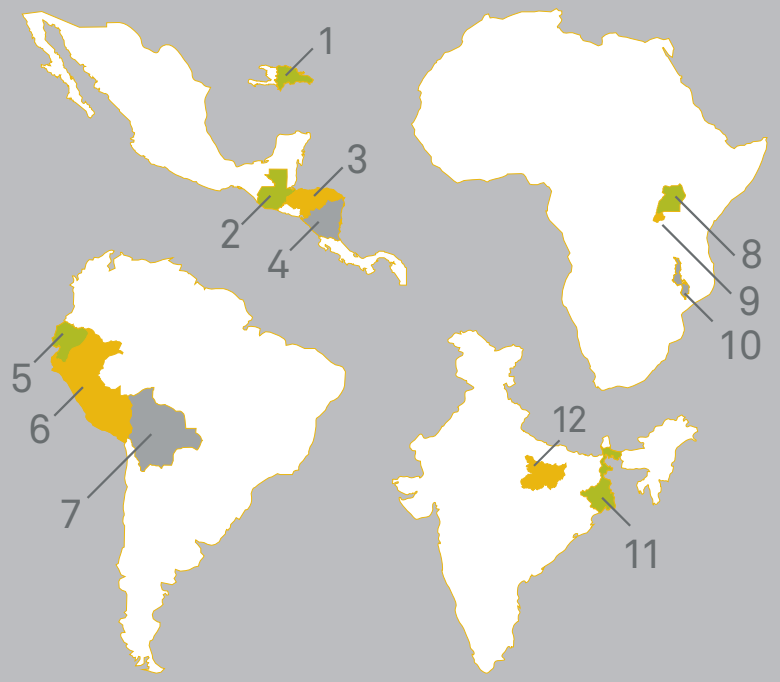
- Everyone – every family, every school, every clinic – accesses improved water and sanitation
- Focused intervention at the district level
- Cofinancing from the local government, communities, and the private sector
- At least 10 years of post-implementation monitoring of work

POWERFUL OUTCOMES:

- Replication in other districts without Water For People engagement, building over time to a national level
- Philanthropy has been transformed because the need for continued investment has been eliminated
- Water poverty ends

WATER FOR PEOPLE:
ORGANIZATION OVERVIEW

Water For People is a next-generation international water and sanitation nonprofit that believes that investments made in water supply today must lead to lasting and transformative change both today and in the future. Water For People is unique in its emphasis on innovative programming, long-term support, and constant impact monitoring, which have set us apart as a unique, innovative water agency in a particularly crowded water community.



INTERNATIONAL PROGRAMS

1. Dominican Republic
2. Guatemala
3. Honduras
4. Nicaragua
5. Ecuador
6. Peru
7. Bolivia
8. Uganda
9. Rwanda
10. Malawi
11. West Bengal, India
12. Bihar, India

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EVERYONE FOREVER: PROGRAMMING

District-wide Baseline

- Establish key information on the water and sanitation situation faced by households, communities, schools, and clinics throughout target districts

Financial and Programmatic Planning

- Clarify finances needed and amount of money to be contributed by all stakeholders
- Engage in district-wide planning process that establishes an implementation schedule leading to full district-wide coverage

District-wide Baseline

- Monitor results constantly to build evidence base for programmatic modifications and improvements
- Carry out regional and national advocacy around **Everyone Forever**, promoting the work in targeted districts more broadly

Stakeholder Identification and Role Definition

- Develop an inventory of all key stakeholders needed to sustain water and sanitation services with communities over time
- Identify strengths of all stakeholders to determine where capacity can be built and strengthened
- Ensure clarity around roles and responsibilities, and finance to support this

EVERYONE FOREVER: INNOVATIVE APPROACHES

SERVICES OVER TECHNOLOGY

- Developing community-based incentives to keep water flowing and extend services
- Developing market-based incentives to extend sanitation services
- Enjoining the private sector to optimize the value-chain and calibrate supply/demand of service delivery

OPTIONS FOR WATER USERS

- Incubating and fostering locally based innovations for gravity-fed schemes, handpumps, rainwater harvesting, etc.
- Programming for multiple-use systems such as agriculture production

OPTIONS FOR SANITATION USERS

- Incubating and fostering locally based innovations for pour flush toilets, ecological sanitation, desludging services, etc.

FINANCE/SUSTAINABILITY

- Full recovery and continued investment for life-cycle costs, including installation, operations, maintenance, replacement, and extension of services

SCALE UP SUPPORT

- Leading and supporting national and regional advocacy to achieve **Everyone Forever**
- Leveraging district successes for new districts
- Including civil society and other NGOs to achieve **Everyone Forever**

MONITORING

- Reimagining reporting to visually portray and share results leading to better transparency and accountability
- Partnering to create Akvo FLOW 2.0, a system to make monitoring more robust and shareable

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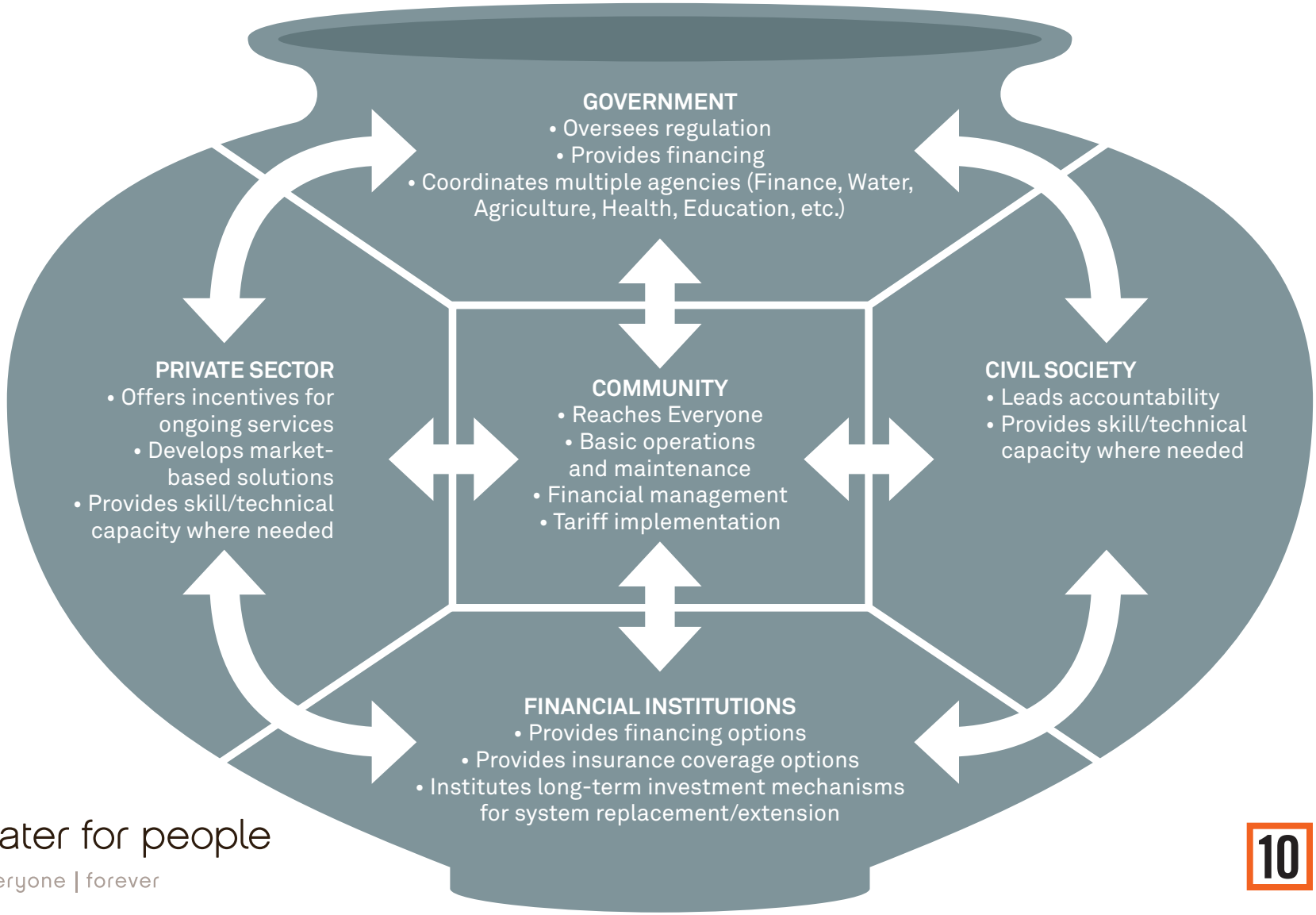
EVERYONE HELPS CREATE EVERYONE FOREVER



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MONITORING FOR AT LEAST 10 YEARS

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- We should be held accountable for ongoing monitoring of programs for at least 10 years after reaching Everyone in the area, to ensure reliable service delivery forever.
- We constantly look back and learn from what is working or not and shift our programs based on that knowledge.
- Water For People is partnering with Akvo to develop the next generation of FLOW – Akvo FLOW 2.0, an online monitoring tool we developed to make data-driven monitoring an achievable goal for our own work, and with the potential to transform the development sector by offering organizations an integrated way to collect, analyze, and report monitoring data.

CORE MONITORING INDICATORS – FOR AT LEAST 10 YEARS

EVERYONE: LEVELS OF SERVICE

- Is this an improved water point?
- Do the number of users meet government standards?
- Do the users live within government standards of distances to the water point?
- Has the water system been down for more than 1 day in the last 30 days?
- Does the water source provide enough drinking water for the community every day of the year?
- Do the number of fecal coliform present meet government standards?
- Does the number of liters of water per person per day meet government standards?

EVERYONE SCORING LEVELS OF SERVICE

NUMBER OF POINTS	LEVEL OF SERVICE	COLOR
0	No Improved System	
1-2	Basic Level of Service	
3-5	Intermediate Level of Service	
6-7	High Level of Service	

FOREVER INDICATORS QUESTIONS THAT ARE SCORED

- Is this an improved water source/system?
- Is water available from the system on the day of the visit?
- Is there a tariff or user fee for water use from the improved system?
- Are there financial records/books for the water point?
- Has the enumerator reviewed the records/books?
- Finance: 3 years positive balance; 6 years enough money for most expensive part; 10-20 years enough to replace system
- Does the community have spare parts for the system on hand? Are spare parts available nearby?
- Is someone responsible for performing maintenance and repairs on the water system?
- Are there any current problems with the system that require attention?
- Has the system/point been able to support new users since it was constructed/rehabilitated?

SCORING ON FOREVER INDICATORS

NUMBER OF POINTS	LEVEL OF SUSTAINABILITY	COLOR
0	No Improved System	
1-3	Unlikely to be Sustainable	
4-6	Likely to be Sustainable	
7-10	Highly Likely to be Sustainable	

EVERYONE FOREVER: OUR GLOBAL INITIATIVE

TARGETS

- Reach Everyone Forever status in 30 districts across 10 countries (more than 4 million people) within five years
- Move beyond ineffectiveness of cost-per-beneficiary thinking to understanding the true programming and support required to achieve sustainability forever
- Take Everyone Forever to a country-wide scale in four countries

GEOGRAPHY

Africa, Asia, South America, Central America

CURRENT PARTNERS

- District governments in all countries
- National government in Rwanda. Initiating discussions in Honduras and Bolivia
- Private sector and civil society in all countries

WATER FOR PEOPLE STATUS

- Initiated **Everyone Forever** in 26 districts worldwide
- Full coverage in two districts in Latin America, and two administrative blocks in West Bengal, India, by the end of 2012
- Clear evidence that cofinancing with partners institutes local ownership and reduces outside assistance
- Requests from neighboring districts to replicate Everyone Forever
- Influencing national policy in Rwanda and India

EVERYONE FOREVER: COUNTRY-WIDE SCALE

- Region-wide approach can be replicated by other districts and scaled to the national level.
- Creation of **Everyone Forever** movement in-country influences national policy and generates government investment.
- Other organizations interested in forming partnerships to achieve **Everyone Forever** in their programming areas; allows financial and technical resources of partners to be leveraged to quickly reach more people.

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TIMELINE

2012

- Full district mapping
- Reimagining/FLOW
- Five-year rollout plans completed, capacity building
- Full government financial commitments
- Advocacy

2013

- Public announcement
- **Everyone Forever** districts achieved, spreading to other districts
- National coalitions emerging
- Government assuming central role

2014

- Mainstreaming **Everyone Forever** as a national approach in four countries
- International coalition formed on **Everyone Forever**

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