



press kit

A person wearing a patterned dress is filling a blue bucket with water from a stream in a lush, green forest. The water is clear and reflects the surrounding foliage. The person's hands are visible as they hold the bucket. The background is filled with dense green trees and foliage, creating a natural and serene setting.

**350 MILLION PEOPLE IN AFRICA
LACK ACCESS TO SAFE DRINKING WATER**



OUR MISSION

Building resilient and healthy communities across sub-Saharan Africa by strengthening water, sanitation and hygiene infrastructure and services in rural communities.



WHY **WATER**

- 💧 **WATER**-related illnesses are the largest killer of children under age 5
- 💧 **WOMEN** in Africa spend 60% of their day walking to fetch water
- 💧 **AFRICA** loses 40 billion potential work hours annually collecting water
- 💧 **ACCESS** to water improves health, quality of life and reduces poverty

(World Bank, UNICEF, WASH Advocates, USAID data)



**WITH SAFE WATER NEARBY,
WOMEN ARE FREE TO
PURSUE NEW
OPPORTUNITIES AND
IMPROVE THEIR FAMILIES'
LIVES.**





CHILDREN NEED CLEAN
WATER TO BE HEALTHY,
TO GROW AND THRIVE,
TO ATTEND **SCHOOL**
REGULARLY, AND TO
FULFILL THEIR
POTENTIAL.

OUR IMPACT

50



**COMMUNITY
water projects**

25,000



**PEOPLE
served & impacted**

35



**COMMUNITIES
with clean water**

300



**PUMP MECHANICS
trained and certified**

1,000,000

PRODUCTIVITY

hrs saved



Numbers based on 500 persons per community water project

OUR APPROACH

At FACE Africa, we focus on optimizing sustainability of our water projects by forming long-lasting, collaborative relationships with communities. We do not build water systems in isolation. Instead we work with communities to co-create programs that are appropriate for them and the environment in which they live.

IDENTIFY

We work closely with local county authorities and water sector partners to identify communities in dire need. Word spreads quickly! Often times, neighboring communities learn about our work in the region and appeal to us.

ENGAGE

Community engagement is at the heart of FACE Africa's philosophy. It allows us to gain a deeper understanding of the community's needs. This means walking with them, eating with them and even living with them.

BUILD

We work hand-in-hand with the community and involve them at every stage of the work, from planning, building to maintenance. We ask each community to provide at least 10% of total project cost in materials and labor.

SUPPORT

With the goal of each project becoming community owned, we set up water committees, train pump mechanics and equip them with the skills and tools to handle system maintenance and repair.

MONITOR

We exhaustively monitor projects every 3 – 6 months for the first 2 years and submit programs reports to our sector ministry every quarter. We commit to monitoring projects for up to 10 years after implementation.

IMPACT

Since we began operations, we've had 100% functionality rate and vow to maintain a track record of project success. We take critical steps to ensure sustainability and leave a lasting impact on every community we serve.

WE USE **LOCAL** LABOR, MATERIALS, AND TECHNOLOGIES
APPROPRIATE FOR CONDITIONS ON THE GROUND



COST OF A WATER PROJECT

We invest in low cost, low tech water solutions that communities can manage in the long term. Our projects use local labor, local materials, and local technologies appropriate to conditions on the ground. Our most utilized technologies are hand-dug and drilled wells, outfitted with an Afridev hand-pump. Your support will cover the cost of materials, labor, field and local staff support, mobilization, transportation, fuel and program management. A water project serves an average of 150 – 350 people and for each sponsorship, you will be recognized as project sponsor and have the opportunity to visit your project site.

\$5,500

REHABILITATION

Many water projects fail and are unsustainable because of missing technical and financial support. Your support of \$5,500 will repair and improve a broken hand pump, train water committees and pump mechanics, and help residents understand the importance of safe hygiene practices. This is the most cost effective project.

\$7,500

NEW WELL

Access to clean water not only improves quality of life, but also brings tangible health and economic benefits and contributes to poverty reduction. Your support of \$7,500 builds a new hand-dug well outfitted with a hand-pump, and will help us get one step closer to realizing our goal of 100% water access in the communities where we work.

\$20,500

SANITATION

Sanitation, water and hygiene go hand-in-hand. The absence of sanitary facilities and latrines in schools results in absenteeism among girls who have reached puberty. By supporting a WASH project that includes a well, latrine and hand washing stations, you will help increase class attendance for girls and allow them to fulfill their potential.

TO HAVE **IMPACT** IN LOCAL COMMUNITIES, WE MUST FIRST UNDERSTAND [FROM THEM] WHAT IS NEEDED.



WE WORK IN **REMOTE**, HARD TO REACH AREAS AND
GO WHERE WE ARE **NEEDED** THE MOST.



PROJECT LIFE-CYCLE

A water project takes approximately 6-8 months to complete and involves careful assessment, planning, implementation and monitoring. We place a huge emphasis on sustainability and go the extra mile to leave a lasting impact on every community we serve. As a result, 100% of our wells are functional to date.

MONTH 1-3

We send you a proposal and budget and once approved, your funds are sent to the field.

MONTH 3-4

We select the site, begin community engagement and purchase materials. The work starts.

MONTH 4-5

We send you a progress report and photos. We start training the WASH Committee.

MONTH 5-6

Your project is completed, the well chlorinated & water tested. We turn the project over to community.

MONTH 6-8

We follow up, assess the project and send you final report with photos and health outcomes.



FROM THE FIELD: TITA'S STORY



In Palm Bush Town, Rivercess County, Liberia, water chores are given to young children, mostly girls. It's not something that they like to do (after all, they are chores) but it's something very important to the livelihood of the family.

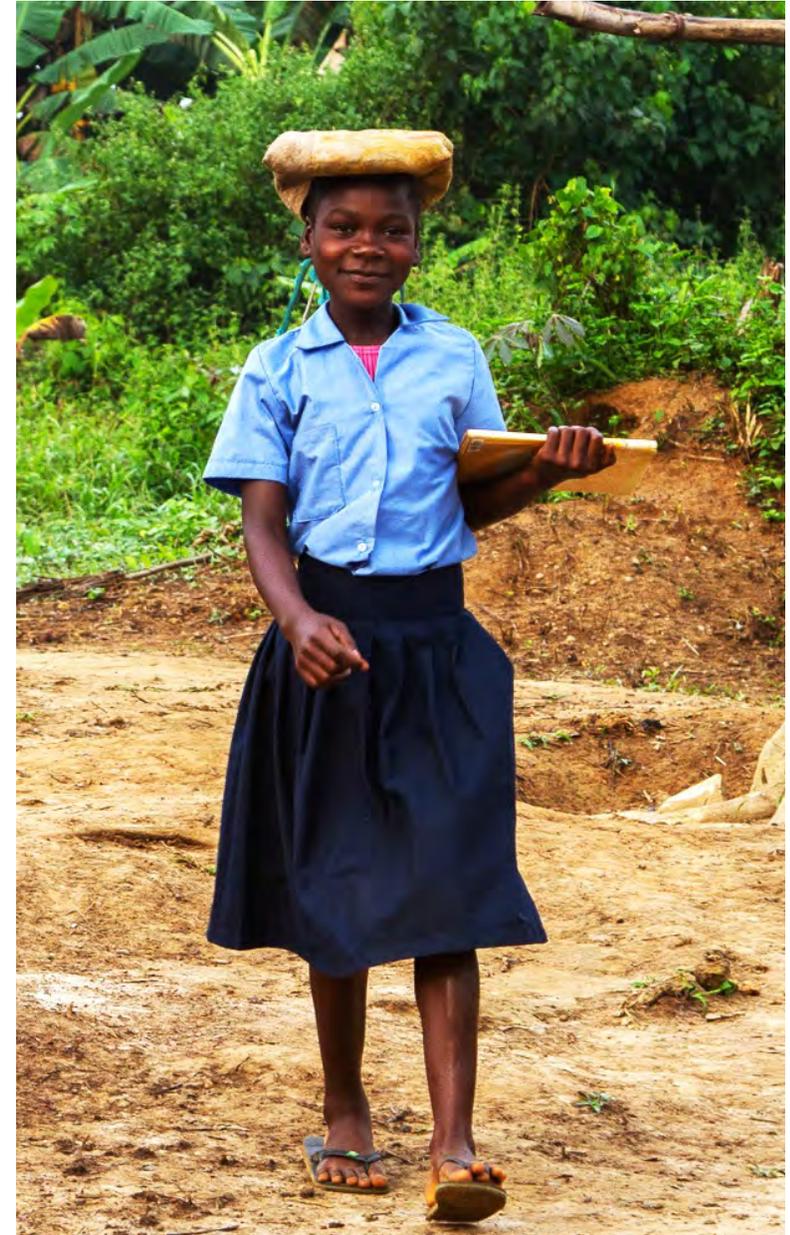
For young Tita, this is a daily reality. She must make multiple trips everyday, in the heat of the morning, day, and evening to get water from dirty streams and ponds for her family.

The dry season is particularly tough on Tita. Not only is it scorching hot, if the nearby creek has run dry and there is not enough water to fill her bucket, she must walk 30 minutes to the nearest water source.

Tita has 3 brothers, 2 of them are in school. Her parents do not think it is important for her to go to school because she is expected to aid her mother in water retrieval and household chores; cooking, washing and taking care of her baby brother David who is constantly sick from "running stomach." She says it's because of the dirty water they are forced to drink.

"We used to have a handpump here before and did not have many problems. We did not have to walk far to get water from the creek and the children here did not get sick too much. Since the handpump broke, plenty problems came to the town. I pray that you will help us to fix the handpump so that it will make life better for all of us in the town."

In February 2013, FACE Africa rehabilitated the broken handpump in Palm Bush, installed new parts and provided maintenance training to the community. Since then, water chore has become less of a burden. The time spent on fetching water is reduced, allowing Tita to go to school and have time to study. At FACE Africa, we believe it starts with water. We do more than just build wells... we create opportunities.



WHO WE ARE

I've been with FACE Africa since 2010 and manage all in country activities. I work directly with our local partners and relevant WASH agencies. Engaging with the community is my favorite part of the job.

-EMMETT WILSON
Country Manager

I work to identify new strategies and partnerships that help drive growth at FACE Africa. I enjoy being part of a team of visionaries and change-makers working to make a difference.

-ERNEST DANJUMA ENEBI
Chief Strategy Officer

I started FACE Africa out of a need to help others reclaim the means to build a better life for themselves and prosper. For us, it's more than just clean water, it's about life, and dignity and opportunity.

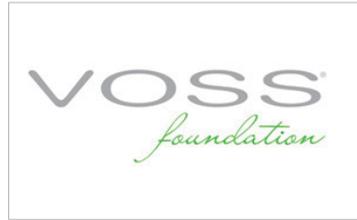
-SARAN KABA JONES
Founder and CEO

I am part of a new wave of entrepreneurs applying business practices to long standing social issues. I love that I get to combine my passion and expertise to positively impact tens of thousands of people in Liberia through WASH projects.

-DAVE NORMAN
Business Development Officer

OUR PARTNERS

We are deeply grateful to our partners who provide us with the support necessary to make our work possible.



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MEDIA HIGHLIGHTS



"Clean water is not just a matter of life, it's a matter of dignity." This edict guides the work of Saran Kaba Jones, 28, the founder and director of FACE Africa, a nonprofit organization providing clean, safe drinking water to the people of Liberia.

-THE HUFFINGTON POST

February 2011

For Jones, eliminating a household-level problem—the time needed to fetch water and the health risks associated with its quality—would allow women to take advantage of the opportunities that are now increasingly provided for them. "We take the issue of water very seriously because we see it as a catalyst for change and development," said Jones. "The more you can empower women and girls with access to water, the more we can give them the opportunity to improve their lives and those of their communities."

-THE GLOBAL POST

April 2014

INTHE NEWS

CNN

WORLD
ECONOMIC
FORUM

allAfrica

The
Boston
Globe

BLACK
ENTERPRISE

THE
HUFFINGTON
POST

the
Daily
Muse

ventures[®]

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TOWN&COUNTRY

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ARISE
MAGAZINE

OUR VISION FOR 2016

1 HUNDRED
CLEAN WATER
PROJECTS

30,000
PEOPLE WITH
CLEAN WATER

ONE
NEW COUNTY.
SAME APPROACH

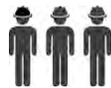
OUR NEEDS 2016-2017

Your support and investment will allow us to scale as an organization and build our capacity. Support our growth and join us as we continue to transform lives through access to clean water, one community at a time.



WATER PROGRAMS
\$700,000

SUPPORT



PERSONNEL
\$250,000

INVEST



ADMINISTRATION
\$25,000

SPONSOR



TRAVEL
\$25,000

FUND

VIDEO: FACE AFRICA FROM THE FIELD



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