



Dig Deep Impact Report 2012-13

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digdeep



## Letter from the Chairman of the Board of Trustees

Peter Fitzsimmons is Chairman of Dig Deep's Board of Trustees. Peter co-founded the charity with Jo Zeevi in 2007 and both remain actively engaged on the Board having overseen the rapid increase in the impact of Dig Deep in alleviating water poverty in Kenya.

"When we first conceived of Dig Deep in 2007, Jo and I were still students. We were introduced to an inspirational woman Agnes Pareyio, UN Person of the Year in 2005, and set out to raise £25,000 for our first project providing sustainable water supplies to the community of Sakutiek. We did this in 2008 and the project continues to provide clean water to thousands of people.

From those early days, we have come on leaps and bounds. That we have seen our income grow from £64,000 to £319,000 with just a single member of staff in the UK, Ben Skelton, for all but the final two months of this period is a testament to his dedication and the marvellous support of our volunteers. Their generosity of time and expertise combined with the support of several partner organisations has allowed us to grow during this difficult period for charities. The engagement of over 200 UK students as Dig Deep ambassadors has proved an innovative approach to fundraising and to be a mutually rewarding activity for those involved.

**"My sincere thanks goes out to all of our supporters and volunteers, whose gift of time enhances everything that we do."**

In Kenya the dedication of our fundraisers has manifested itself in an unprecedented impact on a whole host of different projects this year, some of which are described in the following pages. They have been conducted in the same spirit of partnership as our first with Agnes and have been expertly overseen by Anna Banyard, a talented engineer and former volunteer who has joined our team.

This year I had the privilege of accompanying the Trustees on a visit. The highlight was undoubtedly the community's response at Kagasek where a thousand community members assembled for the opening ceremony of the rainwater harvesting projects at the local schools. Everything I saw in Kenya affirms the direction Dig Deep is taking and the high esteem in which our community led model is held by the beneficiaries we work with.

When we look back on 2012/13 I have no doubt we will see it as Dig Deep's take-off year. The progress organisationally and operationally has been exponential."

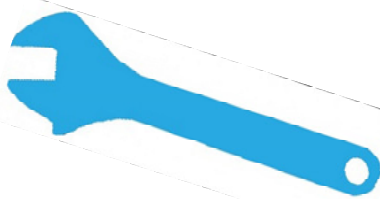


# Our year in 30 seconds



We created clean water supplies for the communities of **10,000** people

We created clean water supplies for over **2,000** school children



We continued to support the communities of over **18,000** people in maintaining their water supply

Over **300** volunteers supported our work



**3,155,769** steps were taken up Kilimanjaro by our sponsored fundraisers



## Clean Water for Mara Students. Rekero Primary School



Rekero is a typical Maasai community in the South-West of Kenya, with a rich cultural tradition which revolves around caring for their cattle.

Day to day life can be challenging because the community have no choice but to collect water from puddles when it rains or a contaminated



river during the dry season. This causes serious health risks, especially for young children. Across the world a child dies every 21 seconds from a water related disease simply because communities like Rekero don't have access to clean water and basic sanitation.

This is why Dig Deep works with schools like Rekero Primary to ensure that their students no longer have to be threatened by water borne diseases when studying for their exams. Over the last year we have been able to help Rekero's school management to install rainwater catchment and storage on the school's main building. This system hygienically collects rain falling onto the school's roof and stores this in nearby water tanks.

The rain water harvesting system has made a vast improvement to the school's water supply and, crucially, the school will be able to maintain it in the long term. Over the next year Dig Deep will be working with the school to help upgrade their toilet facilities and to develop a plan to supply clean water to the wider community.

*"Life has improved greatly...I can say I am very much happy and thankful for the project." Josh Omega – Headteacher, Rekero Primary School*

# Supporting mothers building a school

## The Alton Maasai Project



At Dig Deep we know how important it is that our projects are led by those that benefit from them, the local community. We also know that for a project to be successful, women must have at least an equal role to men in making it happen.

The Alton Maasai project is a community based organisation which was started by a group of women living in the remote Maasai community of Oldanyati. They had a simple aim - to provide their children with the education that they never had. The local school was too far away for their youngest children to walk to so there was only one solution, they had to build their own pre-school.

After years of hard work they were able to see their dream realised with the construction of their first classroom. This incredible achievement took years of fundraising and months of back breaking work during the construction process, with the women carrying water over 7km to the construction site from the nearest river. Within the first month of opening the school had enrolled 150 students – however, there were no

funds left to build toilets for the school. This was a serious health risk that threatened to undo everything that the women had worked so hard to accomplish.

Dig Deep is assisting the Alton Maasai Project to construct latrines for the students and staff. We are now working to improve the school's water supply to ensure that the community have everything they need to provide their children with the education they had dreamed of.

*"The Alton Masaai Project is an incredible initiative. The positivity and drive of the local community has been inspiring to see and the work that Dig Deep have done in meeting the needs of the community simply and effectively has been exemplary. As the first project of its kind in the local area its impact will extend beyond the walls of the school and out into the wider community." Liam Garcia – Director—Long Well Walk*



# Community takes ownership. The Ndanai water committee



The Ndanai water project began with the aim of getting clean water access to the 'Small Home', a centre for children with disabilities. The home was reliant on water being carried from a local



contaminated dam and was in desperate need of a clean supply so that the staff could properly care for the children.

The project was planned

with the local water committee, a group of dedicated volunteers elected to manage the community's water resources. The project initially involved the drilling of a deep well and the construction of a solar powered pump, which now supplies water to the Small Home, as well as two local primary schools and community water kiosks around Ndanai town.

The project was designed so that it can be expanded in years to come, and the water

committee have already begun this task. They are currently planning to install connections to local businesses, five other schools and additional community water Kiosks. Expanding the project in this way will mean that even more of the community will get access to clean water and that, through selling the water at an affordable rate, the water committee will raise enough money to maintain the project in the long term.

Dig Deep continues to support the water committee by providing ongoing advice and training, and we are also working together to plan more projects in the area.

*"To us getting clean and safe water was a nightmare, finally it has come to a reality. We had suffered needlessly without access to clean and safe water. Children's academic performance was low as they dealt with stomach ache, typhoid and diarrhoea. Getting clean water will return health and children will grow up healthy."  
Justice – Director, Ndanai 'Small Home'*

## It's about more than building stuff. Male Community Hygiene Promotion



Water and sanitation projects are about more than just building infrastructure. If local communities don't have the knowledge and skills needed to use the projects then the impact will be limited and whatever gets built won't be maintained.

A key part of this is promoting hygienic practices. In the community of Male (pronounced Maalay) Dig Deep worked with the local water committee to install a solar powered water distribution system for their primary and secondary schools. At the same time as undertaking this work, we invested in hygiene promotion training for the committee, which communicated the need to treat water to make sure it's safe as well as the importance of washing hands with soap.

This training session led to the committee starting an education campaign in the school as well as the wider community. As you can see in the picture above, they installed model hand washing stations so that students could practice using soap. They also colour coded the taps at the community water kiosks so people could easily see which one dispenses water which has

been filtered and is safe to drink and which should be used for other purposes like cleaning and feeding livestock. These seemingly small steps will make a huge difference to cutting the rate of water borne diseases.



*"The message that I would like to send to Dig Deep's supporters is that what they are doing is changing people's lives, especially the next generation's who are coming up." – Charles – Male Community Leader*



## Water securing education for young women and girls. Kagasek Girl's School



Kagasek Girls school in Western Kenya was set up to address the fact that in their community education is still perceived as a luxury for young women and girls. Almost all schools in Kenya have to charge for education in order to survive, but Kagasek deliberately kept their school's fees very low to ensure that girls from the most deprived backgrounds could attend.

Since 2010 the school has provided an education to 50 girls who could not otherwise afford to attend class. However, lack of funding meant that the school's only reliable sources of water were contaminated dams shared with livestock. To make matters worse, these dams were located on private land and so the girls could be denied access to even these sources at any time. As a result the girls' education suffered due to both the time lost collecting water and the inevitable impact of water borne diseases. Also, many girls who could afford to attend the school chose not to because of the risks

involved and social stigma attached to using these water sources.

Dig Deep and the school worked hard to change this by installing a simple rainwater harvesting system. The impact on the school was dramatic; enrolment went up from 50 to over 150 girls in just two months. The wider community also made their feelings about the project evident with over 1,000 people attending the project's opening ceremony to celebrate. Over the next year Dig Deep plan to work with the school to help them improve sanitation facilities for the girls as well as arranging locally instructed hygiene workshops.

*"The enrolment has gone up. In fact there are so many girls who have joined us so now from the 50 girls we had we have 150." – Katherine Kauria, Principal of Kagasek Girls' Secondary School*





# OUR SUPPORTERS



2012 saw over 100 participants take on international challenges such as climbing Kilimanjaro, Mt Toubkal and trekking the Great Wall of China in aid of Dig Deep. The challenges programme galvanises a section of the population that are regarded as typically under engaged with charitable giving. Our experiences fundraising with students has proved that they are imaginative, creative and very passionate about the challenges people face in the developing world.





# FINANCIAL REPORT: Overview

During this period Dig Deep raised £319,137 in income available to the charity from the general public and grant-making bodies (2012 - £63,929).

This substantial growth in income was due to a wider engagement of young people with our overseas events as well as increased support from international grant-making bodies.

One of the charity's key sources of income is generated through Challenge Events, such as Climbing Kilimanjaro in Tanzania. Depending on the event in question around 25-50% of the funds raised by participants go towards the costs of the event, with all remaining fundraising income available to the charity. A substantial proportion of the funds raised for the cost of the event are contributed by the challenge participants themselves and connected persons. Members of the public are made fully aware when they choose to make contributions to the costs of an event.

The income and expenditure for the charity for this period, net of the income and costs of Challenge Events, were as shown opposite.



Over this period the trustees chose to increase resources for fundraising and governance activities. Given that the charity has been able to increase its income by 500% and has made substantial improvements to the organisation's governance structures, the trustees feel that this has been a sound investment. It has meant that Dig Deep has been able to expand its project programme to meet the needs of thousands more beneficiaries and has safeguarded the sustainability of the organisation, allowing the charity to develop long term partnerships in the field.

Although the charity held a significant surplus of funding at the end of this period, the vast majority has been allocated to projects scheduled for implementation in the second half of 2013.



# GRAPH: Income and Expenditure

Income and expenditure for the charity for this period, less costs of Challenge Events





# TESTIMONIALS

*"I think the Dig Deep concept is the way to improve the world....working on supplying key infrastructure for energy and water. Face it, without these two elements there can be no improved living conditions, and no economic activity."*

**Jon Bohmer – CEO Kyoto Energy: Winner of the Financial Times Climate Change Challenge Award**

*"We have partnered with Dig Deep in drilling a borehole in Maasai-land in Kenya and we appreciate their cooperation and innovativeness and their ability to listen to the community and other stake-holders... coming up with better and sustainable solutions on getting accessible and clean water for domestic use.*

*The co-founders, Jo and Peter, might not be heroes and heroines in the UK but here they are celebrated for having brightened up the faces of many women who walk long distances before (almost ten hours) to look for this precious commodity."*

**James Sakuda – Program Manager: World Concern International**

**Please donate today at [www.digdeep.org.uk/donate](http://www.digdeep.org.uk/donate)**



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