

July 1st, 2019

Re: Chair's Report to the Annual General Meeting

Friends,

It is my great pleasure to welcome you to WASRAG's Annual General Meeting for the year 2018-19.

This is the end of my first year as Chair of the Water & Sanitation Rotarian Action Group. As you may recall, Chair Emeritus Ron Denham got the WASRAG ball rolling in 2007. When he stepped down in 2012, as stipulated in WASRAG's bylaws, Bill Boyd assumed the role of Chair. Under Bill's able leadership WASRAG continued to grow and prosper. Between them, and with the help of literally hundreds of Rotarians dedicated to improving WASH for those in desperate need, WASRAG has become the Rotarian Action Group that other RAGs strive to emulate.

WASRAG's current Board is tremendously fortunate to have inherited such a dynamic, thriving organization.

Our paid memberships are now just over 1500. Our contact list numbers some 44,000 people, mostly Rotarians, who share our dedication to the Water & Sanitation Area of Focus. Our mission is steadfast:

"Providing human, technical and financial support to Rotary clubs and districts that are seeking to help communities to gain sustainable access to water, sanitation and hygiene."

However, despite all the help I have received as Chair, do not for a moment think it has been a sinecure. I have had a great deal to learn!

One of the most significant challenges for any organization is to plan effectively for the future. To this end, we embarked on a "Visioning" process in 2018 facilitated by Rotarian Joe Kovarik. Many useful recommendations emerged from that process and the following "SMART Goals" were identified:

- Restructure Operations by 2020
- Diversify and increase fundraising
- Increase visibility
- Increase membership
- Expand programs

We have developed numerous exciting strategies to meet these goals. In the following pages we will tell you more, and talk about how WASRAG members can get involved in building WASRAG's profile and expanding our WASH efforts both within Rotary and to the world beyond.

As Chair, I have so many people to thank. First, our energetic Operations Team. Their meetings are held every two weeks on Sunday mornings – 7.00 am Central and 8.00 Eastern. Chair Nicholas Mancus and



team members Ron Denham, Chris Etienne, Mary Beth Growney Selene, Brian Hall, Julia Phelps, Ginny Ryan, Treasurer Mike Colasurdo Sr., and Secretary Anna Shepherd rarely miss a meeting.

Our Treasurer, Mike Colasurdo, has done an outstanding job on our finances. Mike's rigorous approach and attention to detail ensure that our financial reports are accurate and timely. Year-end statements are attached as Appendix B to this report.

The WASRAG Board: Ramesh Aggarwal, Mark Balla, Michael Barrington, Peter Kyle, Monica Louie, Chris Mutalya, Bharat Pandya and Neil Van Dine help ensure that we stay true to our goals and mission and have been an incredible support as I learn the WASRAG ropes.

And, on the topic of the WASRAG Board – I am delighted to tell you that the results of the voting process for new members is now complete. Re-elected for a second three year term are Mark Balla and Chris Mutalya. New to the Board for the term 2019 – 2022 is Patricia Merryweather-Arges.

I must also pay tribute to departing Board Member Peter Kyle. Peter's strong, steady support to the Board has played a significant part in our success.

No report to the AGM would be complete with a sincere note of thanks to the Wallace Genetic Foundation. The support of Chair David Douglas and the Foundation has enabled us to compensate our secretary, Anna Shepherd and pay for many of the core administrative functions that we need to run our organization effectively.

Warm Rotary regards,

A handwritten signature in black ink that reads "Mike Webb".

Mike Webb, Chair
Water & Sanitation Rotarian Action Group

REPORT OF THE OPERATIONS TEAM

The WASRAG Operations Team serves under the oversight of WASRAG’s Board of Directors and is responsible for managing the day-to-day activities of the group.

Organizational Structure

The Operations Team manages its mandate through several sub-committees:

- **Professional Services** (Chair – Ron Denham) provides technical and financial support to clubs and districts through its Professional Support Team of WASH experts. This group also administers The WASRAG Fund.
- **Membership Growth** (Chair - Ginny Ryan) implements WASRAG’s very successful Ambassador Program and membership growth campaigns.
- **Membership Satisfaction** (Chair - Chris Etienne) focuses on making the WASRAG membership experience rewarding and enjoyable. Includes administration of WASRAG’s World Water Day and World Polio Day campaigns and organizing special events like the Hamburg boat cruise and WASRAG’s Annual General Meeting.
- **Meetings and Education** (Chair - Julia Phelps) orchestrates the annual World Water Summit and other “learning” events.
- **Fundraising** (Chair, and Operations Team Vice-Chair Mary Beth Growney-Selene) responsible for developing the resources and financial support that WASRAG contributes to Rotary club and district projects.
- **Communications** (Chair – Brian Hall) handles WASRAG’s communications, including our monthly newsletter, maintaining our website, our social media accounts, marketing, and promoting WASRAG’s activities.
- **Finance** (Chair - Mike Colasurdo) responsible for maintaining and managing WASRAG’s finances, assuring legal compliance with tax authorities and Rotary requirements, and all matters involved with money; and
- **Administration** (Chair – Anna Shepherd) manages WASRAG’s many moving parts and assures that WASRAG remains organized, functional and coordinated.

And of course, none of these activities would be possible without the tremendous support from the many WASRAG team members who contribute their time and talent so generously on sub-teams:

- WASH professionals who help Rotary Clubs present top-notch WASH proposals to The Rotary Foundation and who respond to technical questions that Rotarians ask via our “Ask an Expert” forum.
- WASRAG Ambassadors who represent WASRAG in their Rotary district or country, and who undertake numerous activities on the ground to promote The Rotary Foundation’s Water, Hygiene and Sanitation Area of Focus to Rotary Clubs in their respective parts of the world.
- Membership Satisfaction sub-team members who enhance WASRAG’s activities in so many creative and imaginative ways, ensuring that the WASRAG experience can be fun – as well as fulfilling!
- Our tireless newsletter editors, website administrator, social media content developers and communications/marketing team who spend countless hours developing interesting content and who encourage Rotary clubs and districts all over the world to share their WASH stories.
- The fundraising team and WASRAG’s many, many generous donors and supporters.
- The Summit Team that toils for a year in advance to promote our acclaimed World Water Summits. Featuring top WASH professionals and that has become one of the foremost annual WASH conferences on the planet; and
- Our Finance sub-team members who ensure that WASRAG remains organized, financially responsible, and professionally administrated.

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Call to Action!

The WASRAG Operations Team is always on the lookout for WASH-minded members committed to helping us to meet our mission and goals. WASRAG members interested in serving on one of our sub-teams are urged to contact us via info@wasrag.org.

Moreover, we ask every WASRAG member to serve as a spokesperson for WASRAG! Please tell your Rotary clubs and districts about the resources that WASRAG offers, including financial and technical support. Urge them to send us their WASH stories so we can share them with the rest of the Rotary world.

Rotary is one of the philanthropic world's best-kept secrets. At a recent global-based forum in The Hague, Netherlands, I learned that in terms of private worldwide funding, Rotary's WASH contribution is second only to the Bill & Melinda Gates Foundation. Sadly, our visibility and recognition don't reflect that amazing reality. An important item on the Operations Team's "to do" list in this coming year is to convene a think tank of WASRAG members to brainstorm ways of building our profile.

Looking to the future

In 2018 the Operations Team conducted a visioning session to chart a course for WASRAG's future. Five of the strategic thrusts identified in that meeting were endorsed by WASRAG's Board of Directors:

- Restructure Operations by 2020
- Diversify and increase fundraising
- Increase visibility
- Increase membership
- Expand programs

Our proposed strategy to address these goals includes:

1. Restructure Operations by 2020

WASRAG's Operations are strong and functioning well.

As required by our bylaws, term limits for Operations Team members must be staggered. Team members may not serve for more than two three-year terms, for a total of six years. To comply with this by-law, the WASRAG Board has confirmed the following:

Approved for two more years of service:

- Mary Beth Growney-Selene
- Chris Etienne
- Ginny Ryan



Approved for three more years of service:

- Ron Denham
- Mike Colasurdo
- Nicholas Mancus

Approved for four years of service (linked to when they joined the Operations Team, not to exceed a total of six years of service, as mandated by the WASRAG bylaws):

- Julia Phelps
- Brian Hall.

The ninth position on the Operations Team has been vacant for some time. A much needed marketing person will be proposed to the Board of Directors in the near future, and once approved, will start their term on July 1, 2019

WASRAG has been tremendously fortunate in receiving a very generous “in-kind” donation from the global management consulting firm of A.T. Kearney. Since WASRAG was founded in 2007, A.T. Kearney has provided office space, computers and photocopiers at no cost to our group.

WASRAG Administrator Anna Shepherd will continue in her role of Executive Secretary for this coming year. To ensure we have adequate resources to meet our increasing workload, the Board has approved a second position to assist Anna on a part-time basis. Anna will continue serving in her role over the coming years until she personally decides to announce her retirement.

2. Diversify and increase fundraising

The Fundraising Sub-Team has identified the following objectives for the 2020/2021 Rotary year:

1. Increase financial support for projects/programs for Rotary Clubs (and their collaborating organizations) through our Donor Advised Fund (DAF).
2. Encourage WASRAG members (individuals, clubs, districts) to support WASRAG’s mission through personal support of The WASRAG Foundation or WASRAG DAF.
3. Promote World Water Summit sponsors to WASRAG members to encourage ongoing financial support for WASH projects and programs promoted by Rotary Clubs.
4. Develop partnerships with collaborating organizations to share financial burdens with Rotary clubs and districts and increase Global Grant partnerships and fundraising opportunities.



3. Increase visibility

An extensive search by the Communications sub-team led to the selection of Mangan Holcomb Partners of Little Rock, Arkansas to develop a marketing plan and strategy to increase WASRAG's visibility both within Rotary and to the general public. As the WASRAG Board reviews and approves Mangan Holcomb's recommendations, expect to see increased WASRAG visibility!

WASRAG's very active Membership Satisfaction Team has promoted our World Water Day and World Polio Day competitions in this last year, raising awareness of WASRAG in Rotary clubs and districts that had little prior knowledge of us. The River Clean-Up and End Plastic Soup programs are striking a real chord with increasingly environmentally sensitive Rotarians around the world. And, special events in partnership with other Rotary groups like our great partnership with BREW (Beers Rotarians Enjoy Worldwide) continue to build our image.

Under the leadership of our Meetings and Learning Sub-Team, WASRAG's World Water Summit in Honolulu, Hawaii in 2020 will be presented in partnership with Rotary International and ESRAG (the Environmental Sustainability Rotarian Action Group). This joint event is expected to draw a much wider audience than WASRAG alone has been able to accomplish in previous years.

Very importantly, stronger promotion of WASRAG's outstanding programs and funding opportunities will be a priority in this coming year. Technical support from the Professional Resources Team and financial support from The WASRAG Fund will be marketed to an increasingly large number of Rotary clubs and districts.

4. Increase membership

WASRAG Board Chair Mike Webb, has announced the forming of a high-level, ad-hoc working group in this coming year. Its goal will be to devise strategies to expand WASRAG's membership from its current 1500 to as many as 15,000 people. This team will review WASRAG's strategic position in the global WASH community and formulate membership growth possibilities for the next few years.

At its January 2019 Board meeting, Rotary International revised policies for membership in Rotarian Action Group. Along with its fellow RAGs, WASRAG will be making some changes to its membership policies in the coming months. The more flexible structure will enable us to reach out and engage more WASH minded non-Rotarians and promote Rotary membership in groups hitherto prohibited to us.

Under the leadership of the Membership sub-team, we anticipate significant growth in our very successful WASRAG Ambassador program.

5. Expand programs

The WASRAG Fund continues to evolve. Under the lead of the Programs sub-team, we are improving and expanding our WASH project review process. We expect to increase donations to Rotary club projects via The WASRAG Fund.

Future growth opportunities for our programs will focus on providing financial support for Rotary clubs and districts as they prepare their Global Grant documents and for non-Rotary funding sources.

WASH in Health Care facilities is seen as an urgent and growing need and we hope to take a leadership position in strategies in this area.

Our strong relationship with The Rotary Foundation continues to be a priority. Joint activities include an emphasis on more effective monitoring and evaluation approaches for WASH projects co-funded by TRF and a potential partnership with the Foundation's CADRE group.

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This has been a year intensely busy year for the WASRAG Operations Team. Brief reports from our sub-teams, highlighting some of their activities in the last year, are attached. Watch out for updates on all WASRAG's activities in upcoming editions of the WASRAG newsletter!

On behalf of the WASRAG Operations Team, we would like to thank WASRAG's membership for providing us with such a wonderful opportunity to serve!

Respectfully submitted:



Nicholas Mancus
Chair, WASRAG Operations Committee

APPENDICES

Ambassador Program

WASRAG's Membership Team (Ginny Ryan, Carolyn Meub, Dilip Mirchandani, Chris Mutalya and Anna Shepherd) is delighted with the progress made in this area.

WASRAG's Ambassador Program began the 2018-19 year with 42 members. At year-end 34 submitted the required year-end reports. We are receiving a steady stream of applications and each is evaluated carefully. Knowledgeable members of WASRAG, the Ambassadors are charged with promoting our WASH goals.

WASRAG Ambassadors reported that their most significant activity was to promote awareness of WASRAG, speaking frequently at both the club and district levels. Recruiting new members and encouraging Rotarians to get involved in WASH projects came a close second.

Some highlights from the Ambassadors' reports included:

- Publication of a book on toilets and sanitation.
- Creation of a video on a program in Kenya.
- Development of a protocol to strengthen the sustainability of two Global Grant programs in Mexico.
- Development of two cultural-pertinent presentations for the Dominican Republic.
- Creation and implementation of a multi-religion education program for 60 schools in Israel.
- Assisting in a research publication of WASH related topics for the US Centers for Disease Control and Prevention.
- Creation of a WASH research network in Venezuela.
- Article published in The Rotarian (non-US).
- Development of multi-disciplinary aspects of WASH projects.
- Promoting the HANWASH initiative.

The Ambassador Program is emerging as one of WASRAG's most valuable services to Rotarians. In the coming year emphasis will be put on empowering Ambassadors with data, materials, contacts outside their Districts and opportunities to meet outside the RI Convention.

Membership Satisfaction

It has been a busy year for Team Leader Chris Etienne and her team. Significant activities have included:

- **World Polio Day Challenge.** Clubs and districts worldwide were asked to initiate a project to raise the awareness of water in their community in celebration of World Polio Day (October 24), with a deadline of December 1st, 2018. Ten projects were submitted. Winners were:
 - Rotary club of Ezicama Sunrise Nigeria for the most impactful project.
 - Rotary club of Mbabane Swaziland for the most innovative project.
- **World Water Day Challenge:** Another global project, clubs and districts were asked to initiate a project in their community in celebration of World Water Day. Projects could be completed at any time but were to be promoted in conjunction with World Water Day (March 22, 2019) and submitted to WASRAG no later than May 1, 2019. The projects were evaluated impactful project and a winner for the most innovative project. Winners to be announced at the AGM and the WASRAG newsletter.
- **WASRAG/BREW Joint Event:** The Beers Rotarians Enjoy Worldwide (BREW) Fellowship has been a very generous supporter of WASRAG's WASH initiatives, donating 25% of their revenues every year. The two groups are collaborating on a river boat cruise on June 2nd. This really struck a chord – with three boats sold out and 220 participants.

Fundraising

Mary Beth Growney Selene, working with Ron Denham, continues to reinforce our relationship with WASRAG's most significant sponsor – the Wallace Genetic Foundation. The Foundation very generously renewed its \$50,000 donation to WASRAG for operations and administrative support in 2019.

The World Water Summit continues to be our most successful fundraising opportunity. In 2019 we were honoured with a total of \$48,600 in sponsorships from the following:

- Procter & Gamble
- UNICEF USA
- Catholic Relief Services
- Aquatabs
- Suez
- One Drop Foundation
- Sawyer Filters
- MSR Global Health
- Antenna Foundation
- Aquaclara Reach
- Aquassistance
- BORDA (Bremen Overseas Research and Development Association)
- ESRAG – Environmental Sustainability Rotarian Action Group
- Heifer International
- E-Club of WASH – District 9980
- District 5890 – WASH Project

WASRAG's very successful partnership with BREW continues to flourish. In 2019, immediately prior to the Hamburg boat cruise, BREW graciously donated \$4000 for WASH sector projects.

Communications

Brian Hall's able leadership has strengthened and refined WASRAG's core communications resources in the last year and is leading us in exciting new directions.

MemberNova, which drives our membership and event registrations is proving to be a real asset and is streamlining many of our processes.

We are now adding new systems software to drive other areas of emphasis for WASRAG. These include FreshDesk – a ticketing system that will enable us to be more responsive to our members' needs. We have also added AirTable to track grant submissions for our grant assistance program. Additional development and training is needed, but we are getting closer to delivering on this goal.

One of our biggest challenges is to increase WASRAG's visibility both inside and outside of Rotary. As mentioned earlier in our Chair's Report, Mangan Holcomb Partners has been retained to develop a marketing campaign. Key players from this group were instrumental in the design of Rotary's "People of Action" campaign. We are hoping to build on that success and develop marketing materials for our Ambassadors and to promote WASRAG globally.

Vital to our success have been PDG Michael Brown (Website Manager) and Ian Rumbles and Terri Black (Newsletter Team). Our newsletter is achieving enviable "open" rates. If you haven't checked our website and newsletter lately, you owe it to yourselves to do so!

With these cornerstones in place, and with the addition of a ninth Operations Team member to handle the marketing portfolio, we are excited about WASRAG's future role in Rotary and the many new ways we will have to showcase WASRAG to the world!

Professional Resources Team

Under Ron Denham's leadership, some 31 members of WASRAG, all practicing and/or teaching some aspect of WASH have registered to offer professional and technical knowledge and experience to Rotary clubs. They bring expertise in water supply, water quality, sanitation, hygiene, environment and behavior change. Additionally, some offer in-depth understanding of the Global Grant application process where many clubs seek help.

The team is a diverse group, with members from the USA, Netherlands, Malawi, Niger, Brazil, UK, Nepal, India, Nigeria, Ghana, Australia, Laos and Canada. To better serve Rotarian clientele there is fluency in English, Spanish, Portuguese, French, German and Russian.

During the last Rotary year, the group benefited from two noteworthy additions.

- Professor David Sabatini, Director of Water Technologies for Emerging Regions, at the University of Oklahoma and his strong team of Ph.D. students undertook the revision of the WASRAG Technology Guides (accessed through the website). These documents, first prepared by WASRAG member Jim Goodrich some 10 years ago, are still very relevant but needed some upgrades to keep abreast of changing and emerging technology.
- Professor Keith Omar Helferich, former management consultant, specializing in supply chain technology and economic development, now professor at Central Michigan University. Keith is helping Rotary clubs to publicize and promote projects through more effective use of the WASRAG website.

Achievements

During the last year WASRAG received over 40 requests for assistance from Rotary clubs. Many were seeking general help, i.e. how to plan and implement a WASH project, how to prepare an application for a Global Grant or how to get support from another club. Others needed more specific technical data, such as:

- Mitigating Arsenic pollution in fresh water in Bangladesh,
- Reducing the hardness of a water supply to an acceptable level
- Using graphene to remove salinity from a water source
- Selecting the most appropriate type of latrine
- How to use local knowledge in planning a water service
- How to evaluate a borehole drilling company
- How to distribute safe water to a dispersed community
- Where can we find an independent evaluation of a specific water filter

Early in the year Rotary clubs were offered a \$500 incentive to request support from the Professional Resource Team. To-date, four such requests have been honoured.

World Water Summits

Team Leader Julia Phelps reports that planning for World Water Summit 11 (WWS11) began over a year ago, when we agreed that our theme would be, “WASH: Achieving Lasting Impact.” Once again, we offered an "early bird" registration, a strategy which had been successful in the previous year and which generated over 100 registrations before the end of June 2018.

In September of 2018, Ron Denham, Anna Shepherd, Peter Fritz and Axel Schopa met in Hamburg and visited potential sites for the 2019 Summit. After the visit they recommended the Handwerkskammer (HWK - Chamber of Crafts) building as the best location and began negotiating the terms of the contract.

In September 2018, the WWS11 planning committee began meeting on a regular basis. The theme for WWS11 - WASH; Achieving Lasting Impact - served as our organizing principle. Plenary speakers included Mark Daniel Maloney (RI President-elect), Mr. Norbert Barthle (Parliamentary State Secretary, Federal Ministry for Economic Cooperation and Development), Dr. Patrick Moriarty (IRC-WASH), Dr. Maria Elena Figueroa (Johns Hopkins University), and Harold Lockwood and Bill Twyman, AguaConsult, and USAID/Rotary respectively. We were also fortunate to have a presentation from Zaid Jurji, on the UNICEF Nigeria WASH program.

The program included breakout sessions, roundtable discussions, and multiple opportunities to network with our sponsors and like-minded Rotarians. This year for the first time we offered “Deep Dive” sessions for more experienced Rotarians who wanted to engage in a more significant manner. There were over 200 participants at WWS#11.

Committee members for WWS#11 included:

- Julia Phelps & Peter Fritz: co-chairs for WWS#11
- Brian Hall: PR, Marketing & IT support
- Carolyn Meub, Nancy Gilbert, Peter Fritz & Ron Denham: Program
- Pat LaRocca: Roundtable Implementation
- Nicholas Mancus & Mary Beth Growney-Selene: Sponsorship
- Axel Schopa & Peter Fritz: Planning & Logistics for WWS11
- Ron Denham: Adviser to Entire Committee
- Anna Shepherd: Administrative Support

During the planning stages and the event, we had tremendous support from Wasser-ohne-Grenzen, the German WASH group. Their input contributed enormously to the success of the event.

The committee held bi-weekly conference calls and were involved in all aspects of the planning. \$48,600 in sponsorships was raised for this year's summit. Planning for WWS#12, in Honolulu, HI has begun. We will be collaborating with RI and ESRAG as we develop a program focused on WASH, partnerships and the United Nations.