



Strategic plan 2021 – 2023

Since 2004 Village Water has supported water, sanitation & hygiene (WASH) projects in Africa. Working with local organisations in Zambia & Mozambique we have reached more than 800,000 people with safe water & improved hygiene knowledge to change their lives.

We only work with partners who know their local communities, their needs & their culture & we invest in their development, so they have the resources to undertake projects that are sustainable.

As well as the specific Sustainable Development Goal¹ (SDG 6) of clean water & sanitation for all, our projects underpin other SDGs including gender equality, improved health & climate change.

Across Zambia & Mozambique 42% of people still lack safe water & 72% don't have even basic toilets². Long-term, integrated water, sanitation & hygiene (WASH) interventions are the solution to improving access to these human rights, bringing together households, communities, schools, clinics, local, provincial & national government bodies, public, & private sector.

¹ The 17 United Nations SDGs are the blueprint to achieve a better & more sustainable future for all by 2030. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, peace & justice

² JMP WASH Data 2018. Basic water service = household using an improved source with water collection of no more than 30 minutes per round trip. Basic sanitation = household using improved sanitation facilities which are not shared with other households.

Vision: Better health, education and opportunity for everyone, through safe water and sanitation.

Ambition: To be a catalyst in supporting the systems³ needed to achieve 100% WASH coverage district by district.

Strapline: Changing Lives for Good

Goals 2021-2023

1. Support a further 500,000 people through WASH provision, enterprise development & local authority capacity, developing 3 DMs & contributing to 100% access to quality water & sanitation.
2. Raise £3.2 million to support the programme⁴
3. Invest & collaborate with our local implementing partners to ensure they are effective, efficient & viable organisations with the skills & resources to succeed.

Themes

1. **Reach & Impact: we will invest in our monitoring & data analysis to prove that our activities lead to sustained change & improve lives**

- a) Impact – Improvements in WASH infrastructure & behaviour change, better health & increased school attendance.
- b) WASH Access – Households & institutions with access to safe water, sanitation & hygiene which is consistent & adequate.
- c) Enterprise sustainability – Functional, trusted & profitable local enterprises that are sustainable & can provide services to everyone.
- d) District environment – Collaborative networking between all stakeholders, with shared responsibility for funding, monitoring & oversight of the district masterplan.
- e) Environmental impact – reduction in wood use, leading to cuts in CO2 emissions at household and community level.



We raise **funds**



We work with partners* to create a district **masterplan**

* councils, companies, construction teams, & communities



We invest in water, sanitation and hygiene (WASH) projects



We leave **no-one** behind



We **monitor** the impacts



WASH for all

³ Systems Change aims to create sustainable WASH coverage at district, provincial & national levels. Supported by IRC, Water for People & Vitol Foundation, in 2020 we began our collaboration with Nalolo District Council to develop a DM. This comprises research into current WASH coverage, identifying local structures including councils, public & private companies, supply chains, funders, construction teams, pump minders & communities & donors, & assessing how they interact, who can support which elements & where the gaps remain.

⁴ This target will be revised when the full impact of COVID 19 on our income can be analysed.

2. Finance & fundraising: in order to maximise revenue to positively impact our finances we will invest in both our organisational development & in our supporters, highlighting our personalised, integrated approach, impact & value for money.

- a) Investment – Invest in UK staff skills, recruit to gaps & increase volunteer roles to serve the needs of the growing organisation. Staff well-being is paramount. We foster an open, inclusive & supportive team environment & have relevant health & safety policies in place.
- b) Financial health – diversify our income streams; increase our income; build a sustainable ratio between restricted & unrestricted income; review reserves policy, and ensure a balance of operating costs & charitable activities
- c) Supporter analysis & journey – identify best return on investment (ROI); competitor analysis; manage our current income/donors more effectively; enhance out-facing profile to grow supporter base & increase income.
- d) Collaboration: we will work with UK organisations with a similar goal, to share best practice, consider joint campaigns for maximum impact & showcase the mobile to web data system.
- e) Governance – ensure Trustee board continues to have adequate skills & tools to oversee the organisation & to ensure relevant policies & statutory obligations are reviewed in line with current guidelines.

3. Partnerships: we will invest in existing & potential partners who share our values, have capacity to deliver & have skilled support locally from their Board, District Councils & Provincial authorities.

- a) Support our local partners' development & systems' improvements to increase effectiveness, efficiency & sustainability.
- b) In response to COVID 19 while international travel is not possible, we will set up support 'hubs' for remote training, sharing best practice and learning between all our partners.
- c) Support Board development & collaboration
- d) Collaborate with stakeholders to develop systems' change approach to reach 100% WASH coverage.