

Village Water has been supporting water, sanitation & hygiene (WASH) projects in Africa for the past 20 years. Through collaborative efforts with local organisations in Zambia and Mozambique, we have successfully reached over 1.7 million people, providing them with access to safe water and enhancing their knowledge of improved hygiene practices, thus catalysing transformative change in their lives.

In both Zambia and Mozambique, a substantial portion of the population—49% and 52%¹, respectively—still lacks access to safe water in rural areas, and a significant percentage lacks even basic sanitation facilities. Village Water recognises the urgent need for comprehensive, long-term, integrated WASH interventions to ensure the realisation of these basic human rights.

Our approach involves bringing together households, communities, schools, clinics, and various levels of government bodies—from local to national—as well as engaging the public and private sectors. By fostering collaboration and implementing sustainable solutions, we aim to make enduring strides in improving access to these essential human rights and create a positive impact on the well-being of the communities we serve.

Vision: Better health, education and opportunity for everyone, through safe water, sanitation and hygiene, along with additional integrated activities, improving the lives of the people we work with.

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

Strapline: Changing Lives for Good

Our 2030 vision: By 2030, we will transform the lives of millions through the implementation of district wide plans for water, sanitation and hygiene (WASH). Better health, education and opportunity while moving towards 100% WASH coverage.

Goals 2024-2026

1. Better health & opportunities for over half a million people in Zambia and Mozambique.

We strongly believe in the District Wide Plan (DWP) approach as the way forward for Village Water. Through its implementation we will support enterprise, create opportunities, build climate resilience, promote equity and inclusion, professionalise industry, ensure accountability and provide evidence on successes and failures. We will inspire change in thinking about what it means to support WASH.

¹ JMP WASH Data 2022. At least 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.

We will continue scaling up mass investment in WASH infrastructure. We will develop complimentary projects that align with and support our key aims, including improving livelihoods, upgrading facilities at rural health centres, preparing for emergencies, or improving agricultural practices. These will strengthen and support local government and be directed by community feedback.

Country & district expansion are not short-term priorities for us. We will focus and hone our skills in the 3 districts we are currently working in. We think systems strengthening is the obvious way to ensure systemic change, we will now provide evidence to prove it works in the areas we are working in.

2. Diversified and sustainable income streams, stronger partnerships with funders & raise £5m over the 3 years

We will increase our financial sustainability & diversify our donor base while maintaining the personal approach of a small charity. We will build corporate collaboration with businesses who share our vision and passions. We will build strategic relationships with Overseas Trusts to pave the way for global collaboration and support. We will develop a network of Village Water advocates who can present our work to Rotary Clubs and small trusts.

Ensuring transparency and trust, we're committed to continually providing better impact and taking our donors and partners on the journey with us. To extend our influence, we are improving our communications & campaigns to engage and inspire a wider audience.

2024 – Testing new concepts, being bold

We will expand our corporate support, seek funding from American donors, conduct more talks & seek funding from large trusts looking at systems change model as the way forward.

2025 – Scaling the concepts that have shown the most promise

Bringing in more resources to continue expanding on the concepts that have seen promise

2026 – Review and reflect and test again

Evaluate return on investment (ROI): Identify what strategies have proven successful and which ones haven't.

3. Strengthened local governments and local partners (WATSAN & ECHO) in Africa, help the districts to raise £500k investment into the plans by 2026

We will continue to work with our local partners to provide them with the skills and support they need to grow and help even more people.

We will empower councils & communities to continue to take on more responsibility and ownership of their WASH systems. We will support & advocate for investment in these districts from outside sources.

We will test and if successful, scale, integrated projects that include complementary activities to WASH. We will find sustainable pathways to achieve 100% WASH coverage. This cannot be achieved in a silo: all the Sustainable Development Goals (SDGs) are interconnected and rely on collective effort and collaboration.

Our Values

Bold Innovation We will invest in new ideas and programmes that will help us build brand, income and impact. We will foster a culture of innovation and boldness.	Culture We will continue to put people at the centre of all we do. We will listen to people and make positive changes to ensure everyone we meet has a voice. We will care about what we do and the people we work to help. The Village Water team are the key to our success and as such we will continue to support them to achieve their best.
Flexibility and Adaptability We recognise the dynamic nature of our work and will remain flexible and adaptable in our approach. Embracing change, we'll respond promptly to emerging needs and challenges, ensuring our strategies remain effective and relevant.	Sustainability Committed to long-term impact, we will prioritise sustainable practices in all aspects of our work. From project implementation to resource management, we aim for solutions that endure, positively affecting communities and the environment.
Inclusivity and Diversity We celebrate diversity and champion inclusivity. Our initiatives will actively engage and empower people of all backgrounds, ensuring a broad range of perspectives contribute to the work we do. We will foster an environment where everyone feels valued and included.	Transparent Impact Openness and accountability are central to our values. We will communicate openly about our successes and challenges, ensuring transparency in our operations. By sharing the impact of our work, we build trust and inspire confidence in our supporters and partners.