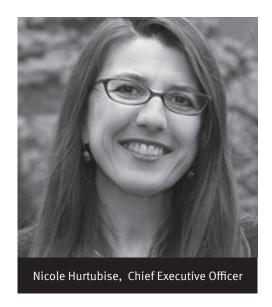


Material Summer 2016 Summer 2016 On the summer 2016 On the summer 2016 On the summer 2016





Dear friends,

It is with such pleasure that I take my first opportunity to connect with you through WaterDrops. I'm especially pleased to do so as I approach the one-year anniversary of my time with WaterAid. This year has been filled with change and growth and momentum! We have much to celebrate and to be proud of, especially the incredible generosity of our supporters.

With your help, over the past year, we have seen the lives of tens of thousands of children women and men in Uganda, Ethiopia, Kenya and Madagascar transformed. Today, they have access to clean water, they can spend more time in school, and live healthier, and more productive lives. And next year we are poised to reach another 206,000 people in Mali, Tanzania and Ghana. I'm so proud to say that this means we have made progress toward our goal of *Everyone*, *Everywhere by 2030*.

In this issue of WaterDrops you will read about our work in Madagascar, one of the 10 poorest countries in the world, where nearly 11 million people live without access to clean and safe water. We'll tell you about the progress we're on track to make there thanks to the incredible support of Aveda Canada and their more than 10 years of fundraising through the Aveda Earth Month campaign.

You will also hear from Ernest Randriarimalala, WaterAid's Voice from the Field Officer in Madgascar. We had the privilege of hosting Ernest at the WaterAid Canada office this summer. The entire staff was both charmed and inspired by his zest for life, his resolve to make the lives of people in Madagascar better, and his powerful stories.

Like so many in Madagascar, Ernest lived without access to safe water and sanitation as a child. He would collect water for his family from an unsafe source every morning before school. There were a few pit latrines in his village, but not enough for everyone and they were often dirty. Ernest and his siblings would often get diarrhea, but medicine was too expensive to buy.

Despite his struggles early in life, Ernest was lucky enough to continue his education and attend university. Now, he spends his time documenting life before and after access to safe water and sanitation in communities across Madagascar.

Finally we've shared stories from our Bucket List Adventure Team — a team of 10 daring and ambitious community leaders who are setting a powerful example by tackling a trek to Mount Everest's Base Camp. You will read how each of them share a deep commitment to raise funds for WaterAid and awareness about the impact that clean water, sanitation and hygiene can make.

When I first came to WaterAid almost a year ago, I found a deeply dedicated team committed to our vision to transform the lives of millions of people around the world for the better. Over the past several months, I've had the opportunity to meet so many of you and to deepen my understanding of the organization. During that time, I have grown even more inspired by the generosity, compassion and conviction of our supporters, supporters like Rahim Lakhoo who, you will read, is partnering with WaterAid so that he can give back to the country who gave him so much.

It is clear to me that you share our vision to create a world where everyone, everywhere has access to safe water, basic sanitation and hygiene by 2030. And while we know that this is an ambitious goal, we also know that we will be successful because of your involvement, determination and support.

Safe, accessible water for all is an essential part of creating the world we want to live in. We know this goal is achievable.

Best regards,

Nicole Hurtubise

Niffutt

TABLE OF CONTENTS

- Letter from the CEO
- Safe Water Essential to Ending Malnutrition
- Supporter Commits to Making History
- An Inside View Brings Stories to Life
- Aveda Canada says "We Care!"
- 10 Meet the Team: Mount Everest Base Camp Trek 2016
- 11 Our Gratitude Page



wateraidcanada



wateraidcanada



wateraidcanada



wateraidcanada

FAREWELL & HELLO

John Connolly, Chair Government of Canada, Ret.

John is stepping down as Chair, but will remain on the board of directors as past chair. WaterAid Canada expresses tremendous gratitude to John for his incredible leadership and guidance as chair over the past two years. John's enthusiasm and genuine commitment to our vision of everyone, everywhere has been tireless. We wish John all the best in his future adventures!

WATERAID CANADA EXTENDS MOST SINCERE THANKS TO THESE BOARD MEMBERS FOR THEIR COMMITMENT AND CRITICAL INSIGHT INTO ISSUES OVER THE PAST EIGHT YEARS.

K. Bruce Dean, P.Eng.

Principal, Director of Water Resources, Calgary Office, Golder Associates Ltd.

Dr. Elizabeth MacSween

Dentist

THE WARMEST OF WELCOMES TO WATERAID CANADA'S NEW CHAIR AND BOARD MEMBERS.

David McInnes, Chair

President & CEO, Canadian Agri-Food Policy Institute

Poya Kherghehpoush

Director, Movement Transformation, United Way Canada

Vice-President, Strategy and Business Development, DRS Technologies Canada Ltd.

Susan Murray

Vice-President Public Relations, Forest Products Association of Canada. Ret.

Wayne Wadley

Founder & President, Timberwolf Commercial Properties Inc. and Co-Founder, Virginia Stone.

We hope that you find this issue of WaterDrops to be an inspiring and informative read. Please enjoy it and then pass it onto family, friends and colleagues so that others can read about our work as well.

WaterCan/EauVive Corporation, operating as WaterAid in Canada, publishes WaterDrops twice yearly and welcomes letters and comments from its readers.

Please address correspondence to: Editor, WaterDrops, 321 Chapel Street, Ottawa, ON, Canada K1N 7Z2 T: (613) 230-5182 OR 1-800-370-5658 F: (613) 230-0712 Email: info@wateraidcanada.com

WaterAid Canada is the Canadian member of WaterAid, the world's leading water, sanitation charity. WaterAid's vision is a world where everyone, everywhere has access to safe water, sanitation and hygiene. WaterAid is an international organization whose mission is to transform the lives of the poorest and most marginalized people by improving access to safe water, sanitation and hygiene. Since 1981, WaterAid has reached over 23 million people with safe water and, since 2004, 21 million people with sanitation.

Canadian charity registration number: 119288934 RR0001 Editor: Christine LaRocque Design by: Andrew Peck, Milkshake.ca

WaterAid Canada appreciates the continued support of Global Affairs Canada.



Global Affairs Canada

Affaires mondiales Canada

SAFE WATER, GOOD SANITATION AND HYGIENE ESSENTIAL TO ENDING MALNUTRITION

Meet Pa (Patrick). He is seven years old. With his clean white shirt and shy, charismatic smile, he stands out from the crowd. His smile tells the whole story.

Earlier this year, WaterAid implemented a gravity-fed water supply and treatment system for St Paul Primary School in Fenoarivo village, Madagascar. The water comes from a naturally occurring mountain spring that is transported using the force of gravity to different water points in the village and water taps at Pa's school.

"In my school now we can drink water at any time," said Pa. "Sometimes our teachers tell us not go to the toilets and to the taps all the time, but we do because it's so nice. I can drink very clean water and wash my face with it every day. I am no longer thirsty and sleepy in class. The water we get from the tap is very clean and fresh. I no longer have diarrhea when I drink water from the taps."

Madagascar is one of the poorest countries in the world with a population growing faster than its economy. Nearly half stunting and the country's access to water

the children in Madagascar suffer from and sanitation is still extremely low.

displayed in obesity and growing rates of diabetes and other illnesses. This is a global crisis that affects nearly every country in the world. According to the 2016 Global Nutrition Report released earlier this summer, malnutrition is the 'new normal'.

As much as 50% of undernutrition is linked to chronic diarrhea, intestinal worms and other infections caused by unsafe water, poor sanitation and insufficient hygiene, including not washing hands with soap. These conditions leave a child's body unable to absorb nutrients properly, regardless of what quantity or type of food is eaten.

The resulting stunting (low height for age) damages children's physical and mental development forever, blighting their life chances and depriving the world of future potential thinkers, leaders and athletes.

Safe water, good sanitation and hygiene are essential to ending malnutrition. The 2016 report recognizes the important role of clean water, good hygiene and ending open defecation in

reducing undernutrition, a major form of malnutrition. It calls on governments to prioritize spending to end malnutrition, including through the provision of clean water, safe sanitation and good hygiene practices.

There is also a serious economic cost. The report reveals that malnutrition costs Africa and Asia at least 11% of GDP annually, and that direct interventions - including nutritional supplements -- even when expanded to cover 90% in the hardest hit countries, can only reduce 20% of stunting. This makes clean water, good sanitation and good hygiene critical components in addressing underlying

Some 650 million people globally do not have access to clean water and 2.3 billion do not have access to basic sanitation. An estimated 315,000 children under five die each year from diarrheal illnesses linked to a lack of these basic human rights.

To learn more about why we won't end malnutrition without toilets visit: www.wateraidcanada.com



Healthy Start
Child nutrition and water, sanitation and hygiene (WASH)

WASH-related infections contribute to undernutrition:



50% of undernutrition is associated with repeated diarrhea or intestinal worm infections caused by unsafe and inadequate water, sanitation and hygiene (WASH).



Frequent diarrhea prevents the body from absorbing nutrients.



Parasitic worms transmitted through contaminated soil and water, such as hookworm, can cause blood loss and undernutrition.

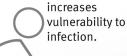
Frequent faecal-oral transmission of pathogens is thought to lead to environmental enteropathy, which permanently damages the intestine.

How undernutrition affects children

Undernutrition compromises children's ability to fight disease and can lead to irreversible growth and developmental delays.



Stunting — caused by chronic undernutrition leads to cognitive impairment and increases



Undernutrition in childhood can lead to a host of lifelong problems, such as:



Reduced educational and economic opportunities due to cognitive impairment.



Obstructed labour - a major risk factor for maternal and newborn morbidity and mortality which is more common in women who are stunted.



Adequate sanitation, access to safe water and good hygiene practices help prevent

For more information visit: www.wateraid.org/policy-practice-and-advocacy/healthy-start



SUPPORTER RAHIM LAKHOO COMMITS TO MAKING HISTORY FOR 8,000 CHILDREN IN KENYA

Would you send your children to a school where they have no choice but to quench their thirst with water contaminated by potentially-lethal bacteria and parasites? In Kenya, the reality is that boys and girls have no choice.

Fewer than 40% of Kenyan primary schools have access to safe water in or near the school yard. In fact, 17 million people in Kenya don't have access to safe water and almost half the population live below the poverty line. With a growing population and climate change, conditions continue to worsen.

Kenya, like most East African countries, has adopted a policy of free Universal Primary Education. As a result, school enrolment has skyrocketed. While there is no doubt that ensuring Kenyan children get an education is an important step toward breaking the cycle of poverty, the growing numbers of students has left the government struggling to train enough teachers and build new schools to keep up with the demand.

The result? Safe water, basic sanitation and hygiene education at schools is often overlooked. With access to a sustainable source of clean drinking water and toilets at schools, attendance rates can increase, dropout rates decrease, academic attainment improves and most of all happier, healthier kids get the education they deserve.

Dirty and unhygienic school environments particularly discourages young girls from attending school during menstruation. When there isn't a safe and private place

for a young woman to clean herself, she must stay home. Missing classes causes girls to fall behind in school often past the point of being able to catch up, leading them to drop out.

And so continues the pervasive cycle of poverty. With 42% of the population aged 15 or under, this will have a huge impact on Kenya's future development.

Yet what is amazing is that, with a relatively small investment, this situation can be dramatically improved.

Rahim Lakhoo was born and raised in Kenya before immigrating to Canada more than 40 years ago. Today he runs successful businesses in Calgary.

"I went to school in Kenya with sponsorship from the Kenyan government," said Rahim. "I feel I owe a lot to Kenya where I had an excellent start in life and from which I've been able to move forward and do so well. Now it's time for me to say 'I'm grateful, here is something I can do for you'."

Earlier this year he launched a personal campaign to make history for 8,000 children attending primary schools in Nairobi, and the Siaya and Kisumu Districts of Kenya. He kick-started his campaign with a personal donation of



\$25,000 and by visiting WaterAid project sites in Kisumu, Kenya with our partner organization, the Kenya Water for Health Organization (KWAHO).

"Earlier this year I visited some of WaterAid Canada's projects for primary schools in Kenya and was very impressed with what I saw. The harvesting of rain water to provide clean drinking water and the provision of toilets will provide these children with some of the basic necessities of a healthy life and will go a long way in helping them pursue their education. I will not forget watching them drink clean safe water with obvious delight," said

WaterAid is deeply appreciative of Mr. Rahim Lakhoo's leadership on this campaign. Thank you for sharing our vision of a world where everyone, everywhere has access to safe water and sanitation.

The "Pledge to Be a Hero" campaign is about ordinary Canadians making a monthly commitment to achieve extraordinary results, together. You can join Rahim Lakhoo in transforming the future of 8,000 Kenyan students by participating in his "Pledge to Be a Hero" campaign at:

www.wateraidcanada.com/hero







AN INSIDE VIEW BRINGS STORIES TO LIFE

WaterAid's Voices from the Field program began as a pilot in 2011. The project employs local staff from country programmes to gather photos, films and stories from the communities we support around the world, including Madagascar, Ethiopia, Zambia, Burkino Faso, Nepal, and Uganda.

In July, Ernest Randriarimalala, WaterAid's Voices from the Field Offier from Madagascar visited Canada to help Aveda Canada announce the results of their 2016 Earth Month fundraiser. We took the time to catch up with him and learn more about his work.



What was it like growing up in Madagascar? How have things changed for you since you were a young boy?

Madagascar is certainly one of the most beautiful countries in the world, but it is also one of the poorest. My dad died when I was just 1 year old, so my mother had to provide for our family by washing clothes by hand for the more affluent members of our community. I started helping my mother wash clothes by collecting water when I was four

Life was really hard as we had very little money. Sometimes I had to go to school without food in my belly. I grew up without proper access to water and sanitation. When we were sick we often had to make the difficult choice between buying food or medicine.

Today, I still do not have running water in my house, or an indoor toilet, but I feel so fortunate to have a short walk to a fountain and an outdoor toilet.

What do you enjoy the most about your work as a Voice from the Field Officer for WaterAid?

I really appreciate that my job allows me to build long-term relationships in our communities. I get to document our progress and especially enjoy being a part of when communities get safe water for the first time. My work also gives me the opportunity to tell our supporters that their unbelievable fundraising efforts and generosity are making a big difference to people's lives in my country.

What has been the most challenging experience you've had?

My job involves travelling anywhere in Madagascar. Sometimes, because of the roads in Madagascar, we run into problems with the car and we have to spend the night in the middle of nowhere, miles away from the nearest big town. We often get stuck on muddy roads and we have to walk five to 20 miles just to reach a community.

But this is nothing compared to the feeling that I often have as a parent, when I interview parents and hear their sad stories about losing a child because of diarrhea and because of the dirty water that they drink.

What lessons have you learned while working for WaterAid?

I've learned so many lessons while working for WaterAid, but the most important is to never, never take things for granted. I remind myself that every single day there are millions of people praying for what I take for granted.

Is there a particular family or community in Madagascar that has had an especially meaningful impact on you and why?

Visiting poor communities, especially young children, and documenting their daily lives of helping their parents and struggling to carry heavy jerry cans filled with dirty water from far away often reminds me of my childhood and really motivates me. But seeing children smile when their community receives access to safe water for the first time, and more recently after seeing an 80-year-old lady drinking safe water for the first time, has changed my life.

I tell myself I'm going to do this job for the rest of my life. What we're doing is magic and changes lives in so many amazing ways.

TOP: Ernest Randriarimalala and WaterAid's Honorary President Margaret Trudeau at WaterAid Canada's Annual General Meeting and Year-End Celebration. Photo credit: WaterAid/ Steve Hotham LEFT: Photo credit: WaterAid/ Steve Hotham



Aveda Canada's 2016 Earth Month campaign was an incredible success raising \$546,000 to benefit WaterAid. Thank you to all Aveda employees across Canada who have helped transform lives.

Aveda Canada's relationship with WaterAid began in April 2006 when the network raised \$14,089.30 for clean water projects. Since then, Aveda Earth Month has raised more than \$4 million dollars in support of safe water, basic hygiene and proper sanitation, including \$546,000 announced this week from their 2016 Aveda Earth Month activities. Over that time, Aveda Earth Month has raised enough to provide 160,000 with access to a lasting supply of safe water.

Through the power and passion of their employees and guests spanning the country and Aveda Earth Month, Aveda Canada is helping to reach thousands of children, women and men, and provide a much better chance at a healthier, safer and more productive life.

Together with Aveda Canada, we're moving one step closer to ending the world water crises.

Aveda Water Warriors Top 10 of 2016

During the 2016 Earth Month Campaign these individuals blew us away with their humanitarian spirit and fundraising prowess! We are deeply grateful to all who participated!

Collega International	\$25,902
Mane Street Hair Styling	\$25,075
Mane Street Hair Styling	\$11,750
Diva: South Centre	\$8,300
Salon Venere: Dorval	\$7,911
Diva: Country Hills Boulevard	\$7,700
Diva: Seton	\$7,592
Aveda Experience Centre:	\$7,500
Toronto Eaton Centre	
Diva: Country Hills Boulevard	\$6,750
Civello - Rosedale	\$6,200
	Mane Street Hair Styling Mane Street Hair Styling Diva: South Centre Salon Venere: Dorval Diva: Country Hills Boulevard Diva: Seton Aveda Experience Centre: Toronto Eaton Centre Diva: Country Hills Boulevard

AOUNT EVEREST BASE CAMP TREK 201 October, 10 people will bravely tackle the Himalayas on an extraordinary trek to the foot of breathtaking Mt. Everest, the world's highest mountain. Their adventure will raise \$50,000 in support of WaterAid's safe water, sanitation and hygiene projects. Here our intrepid

participants tell us about why they have accepted this challenge.



ERNESTO GUERRA "Sometimes in our lives we look for ways to make a difference, make a change, to be part of something greater than ourselves without ever being able to find it or do it. Reaching base camp Everest in efforts to bring clean water to communities in need makes it possible for that once in a lifetime opportunity."



MAJA AND JEFF ARO "We both work in film and are always looking for ways to give back. We discovered WaterAid a year and a half ago when doing the Ice Bucket challenge. Maja did hers in a creek because she did not want to waste water. Being able to see the world, make new friends in other countries and give back is important to us."



MIKE DEANE "Water is the most basic of human rights. I find it disheartening that nearly 10% of the world's population cannot access something so simple and important. By participating in this Bucket List Adventure, I can effectively bring attention to this cause and inspire others to follow dreams of their own."



PAUL CAREY "I am taking this journey to Everest Base Camp to bring awareness to my friends and colleagues around the world of the basic challenges millions of people face by not having safe water and to help the billions of people that do not have access to a safe toilet. I'm taking this trek to challenge everyone, everywhere to learn more about how they can help."



BRUCE PALMER "I live a good life: I was lucky enough to be born in Canada near the Great Lakes, surrounded by more freshwater than many people will see in a lifetime. As I have traveled, I have discovered that these natural and social advantages are not found everywhere. I have been able to see first-hand the tremendous impact that clean water, access to sanitation and hygiene can have on a community. Improved education, health, and productivity are the outcomes."



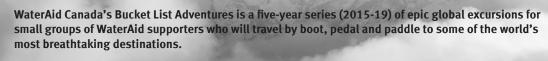
DAVE FRIEDRICH "As Canadians, we take so much for granted. You turn on the tap and water comes out... life is good. Not so for over 650 million people. Millions die each year due to water-related diseases. If each of us, lucky enough to live in countries like Canada, contributed in some small way we could make a huge difference. Here's my chance."

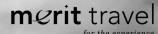


JUAN CARLOS FERNANDEZ "Do you think it's hard to hike through the Himalayas? Try living without clean water or a toilet every day of your life. More than 650 million people in the world have no access to clean water and 2.3 billion people don't have access to a toilet. I'm taking this challenge to be sure that everybody, everywhere will have clean water, sanitation and hygiene by 2030."



TOM AND PATTI KINDRED "We have been long time WaterAid supporters, and have as a family raised over \$100,000. Our relationship with the organization began in 2010, when our son Connor declared that he would like to raise money for a well in Ethiopia. As Connor's Well Wish shot off, we felt pressure to "step up". The day the flyer arrived for the inaugural Kilimanjaro Climb for Life in 2012, we immediately chose the adventure to celebrate our 25th anniversary. To celebrate our 30th anniversary, we are looking forward to being part of the Everest Base Camp Trek."





To find out more and support the team on their valiant adventure visit: www.wateraidcanada.com/merit

OUR GRATITUDE PAGE

CIPH TAPS OUTSTANDING EFFORTS WITH NEW AWARDS PROGRAM

On March 11, WaterAid Canada was awarded the inaugural Canadian Institute of Plumbing and Heating (CIPH) National Water Wise Award. This marks the beginning of a new CIPH awards program that shows leadership and stewardship by recognizing outstanding efforts to improve our relationship with water.

"WaterAid Canada is making a huge difference in the lives of people in the developing world," says Ralph **Suppa, CIPH President and General Manager. "This** organization deserves the support of individuals and corporate Canada. Safe water and sanitation should be a human right recognized by all, which sadly isn't the case for many of the poorest people in the world."

Founded in Montreal in 1933, CIPH is a not-for-profit trade association that is committed to providing members with the tools for success in today's competitive environment. More than 260 companies are members of this influential Canadian industry association.

The generosity of our donors; the expertise of our partner organizations; the voices and energy of our volunteers: and the commitment of the communities we serve: this is what lies behind every WaterAid success. Here we shine the spotlight on individuals, groups and organizations who astound, inspire and move us each and every day.



CUPANION®

A MILLION CUPS OF WATER

Thank you to our corporate partner, Cupanion, who reached the impressive milestone of "1 million cups of water donated through WaterAid". With every reusable water bottle purchased they have pledged to give the equivalent of the first cup of water to a person in need. Cupanion is driven by the goal of preserving our planet and helping those in need. On behalf of all those who will benefit from your generosity, thank you Matt and your team at Cupanion.

Photo: Nicole Hurtubise, CEO of WaterAid Canada, Matt Wittek, Director of Sales and Marketing at Cupanion, his daughter Maeve, and Ernest Randriarimalala.



BOONE

A GRACIOUS HOST

Warmest thanks to Claude Des Rosiers and Boone Plumbing and Heating Supply Inc., who graciously hosted our Annual General Meeting on Tuesday, June 14, at Mondeau in Ottawa, a division of Boone Plumbing and Heating Supply Inc. and Ottawa's premier bathroom and kitchen boutique. It was a fitting venue to share stories and celebrate WaterAid's success over the past year. We are also profoundly grateful to Mr. Des Rosiers for his generous donation, which will help to make a difference in more than 400 lives.

Photo: WaterAid's Honorary President Margaret Trudeau with Ernest Randriarimalala and Claude Des Rosiers at WaterAid Canada's Annual General Meeting and Year-End Celebration.

PLANNED GIVING

LEAVE THE WORLD WITH WATER REMEMBER WATERAID IN YOUR WILL.

By leaving a gift in your will, you can make sure mothers around the world do not have to choose between giving their children dirty water or none at all.

Imagine a future where every single person in the world has clean water and a toilet. Diarrhea no longer kills. Children are able to go to school, gain an education and fulfill their dreams. Freed from the burden of water collection, parents can earn an income to support their families. Water-related diseases are rare and healthy children have time to play.

One day this future will become a reality – we're determined to make it happen. We won't stop until every community, every family, every single person has clean water to drink and somewhere safe to go to the toilet. We have the expertise, experience and technology to reach a day when people will look back and be astonished that there was a time when there wasn't clean water to drink.

With your support, we can make this happen.

If you decide to leave a gift in your will to WaterAid Canada, you can transform lives for generations.

Making plans to leave a gift to WaterAid Canada through your estate is a wonderful testament of your commitment to helping us have a significant impact on some of the world's poorest communities. We have already accomplished so much but there are many more communities and many millions of people still in need of safe water, improved hygiene and sanitation. An estate gift will ensure that we can continue to carry out our important work in the future.

If you have questions, need more information or would like to advise us of your estate gift, please contact Nicole Hurtubise, CEO at 613-230-5182.

Return Undeliverable Canadian Addresses to:



321 Chapel Street, Ottawa, Ontario, Canada, K1N 7Z2



Return Undeliverable Canadian Addresses to:



321 Chapel Street, Ottawa, Ontario, Canada, K1N 7Z2

