

2021/22

IMPACT REPORT



Pump
Aid Beyond
Water

TABLE OF CONTENTS

Lifetime impact	2
Pre-school health and water	3
Water entrepreneurs	4
Community pump repairs	5
Pump investment	6
Game changing solutions	7
Programme highlights	8
A note from the Chairman	10
Looking forward	11
Partners	12



SINCE WE BEGAN...



92

active water
entrepreneurs

2,155

low-cost
pumps
invested in

4,113

repair and
maintenance
jobs
undertaken

11,201

children
benefitting
from sanitary
pre-schools

1,971,132

people reached with
safe water

PRE-SCHOOL HEALTH & WATER

THE NEED

Community based childcare centres (CBCCs) are pre-schools in Malawi. They are run by volunteers and operate on weekdays offering free childcare to local communities. This gives parents some respite, and also lays the foundation for education, allowing young children to learn and play with their peers.

OUR APPROACH

Our integrated approach focuses on Malawi's youngest and therefore most vulnerable. Health is integral to a child's formative years, and safe water is the foundation. We work with CBCCs to install a water pump, child-friendly latrines and handwashing stations, in addition to establishing kitchen gardens and a management committee.

15 CBCCs
worked with

10% rate of diarrhoea,
reduced from
27%

1,355 children can now learn,
grow and play in a safe
environment

9,358 community members
benefitting from the
water point

338,750 nutritious meals
served

1,016,250 handwashes

SUSTAINABILITY

Hygiene behaviour change is a proven and sustainable solution. Embedding essential habits at a young age can have a lifetime impact, and many of the children act as hygiene champions in their communities; enforcing handwashing habits at home.

But all in all what I can say is, here at Msitu we are very happy and grateful for this development which will go a long way for our kids and us. And it also gives us a relief knowing that the environment we will be engaged in is a safe and clean one
- Catherine, Caregiver at Msitu CBCC



WATER ENTREPRENEURS

THE NEED

Malawi is one of the poorest countries in the world and up to 50% of the country's community water points are non-functional at any given time. Women and girls shoulder the burden for water collection, taking time away from school, work and family. Moreover, a significant amount of the population live below the poverty line.

OUR APPROACH

SUSTAINABILITY

The very nature of our water entrepreneur scheme is anchored around sustainability. The primary reason for broken pumps is a lack of an incentivised repair network. In training entrepreneurs for the business side as well as the technical, it empowers them to run a viable enterprise. Most mechanics double their income in their first year, demonstrating the demand for their services.



7 women trained to be mechanics and business owners

21 successful businesses established

227 new repair and maintenance contracts established

543 new pump installations



I was very happy to be selected as an area mechanic representing my community and surrounding villages because this will give me an opportunity to be independent as a woman
- Esther Mdzukulu, area mechanic

COMMUNITY PUMP REPAIRS

THE NEED

Water collection is laborious and time-consuming for women and girls, taking time away from school, work and family. The more broken pumps there are, the longer they must walk to find a working one. This puts excess pressure on the remaining working pumps, which are already relied on locally.

OUR APPROACH

We have developed relationships with various District Water Offices (DWO) around Malawi. This enables us to connect our mechanics with the local government, who will allocate them a pump in need of repair.

Our team in Malawi also work on outreach programmes to enable communities to reach out to us directly when they are in need of a repair. This is also the case for larger scale repairs and complete renovations. These jobs can be more expensive, and we support communities in footing the cost.

SUSTAINABILITY

Research has shown that communities are keen to pool together and invest in their water supply. In helping them with the more expensive repairs, we are enabling them to have sustained access to water, as regular servicing from that point in is considerably cheaper than another substantial repair in two years time.



1,190

repairs and services
carried out

81,375

women and girls now
with more time

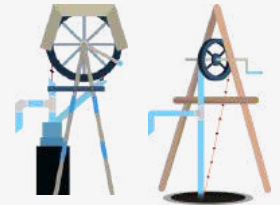
162,750

people benefitting from
safe water

For us women, it was very difficult as well as tiring because fetching water mostly depends on us and when the pump is broken we have to walk further.

- Chrissy, community pump user

PUMP INVESTMENT



THE NEED

Less than 11% of farmers in Malawi use irrigation, despite 80% of the population being reliant on subsistence farming. This means that farmers are reliant on rainfall to sustain their crops. In a country where dry season can be up to six months, this can have detrimental impact. Moreover, some community pumps are just too far away, and households want their own supply.

OUR APPROACH

We help households and farmers to invest in a low-cost domestic or irrigation pump. The pumps are easy to use, robust and efficient, and bring water closer to home for households, and help farmers cultivate resilience and prosperity.

SUSTAINABILITY

Our research showed that Malawians wanted to invest in their own water supply, and have the means to do so. Malawi has plentiful supplies of groundwater, which can easily be used responsibly and sustainably. By giving Malawians choice, they can choose their assets and hold us accountable for our product.

The most important thing that we have benefited from using this pump is that, it allows us to irrigate a land much bigger than before; one day without hard labour unlike before. It does not require two or more people to be able to irrigate sufficiently and the pump is flexible and child friendly.

- Maggie, irrigation pump owner



624 low cost pumps
invested in

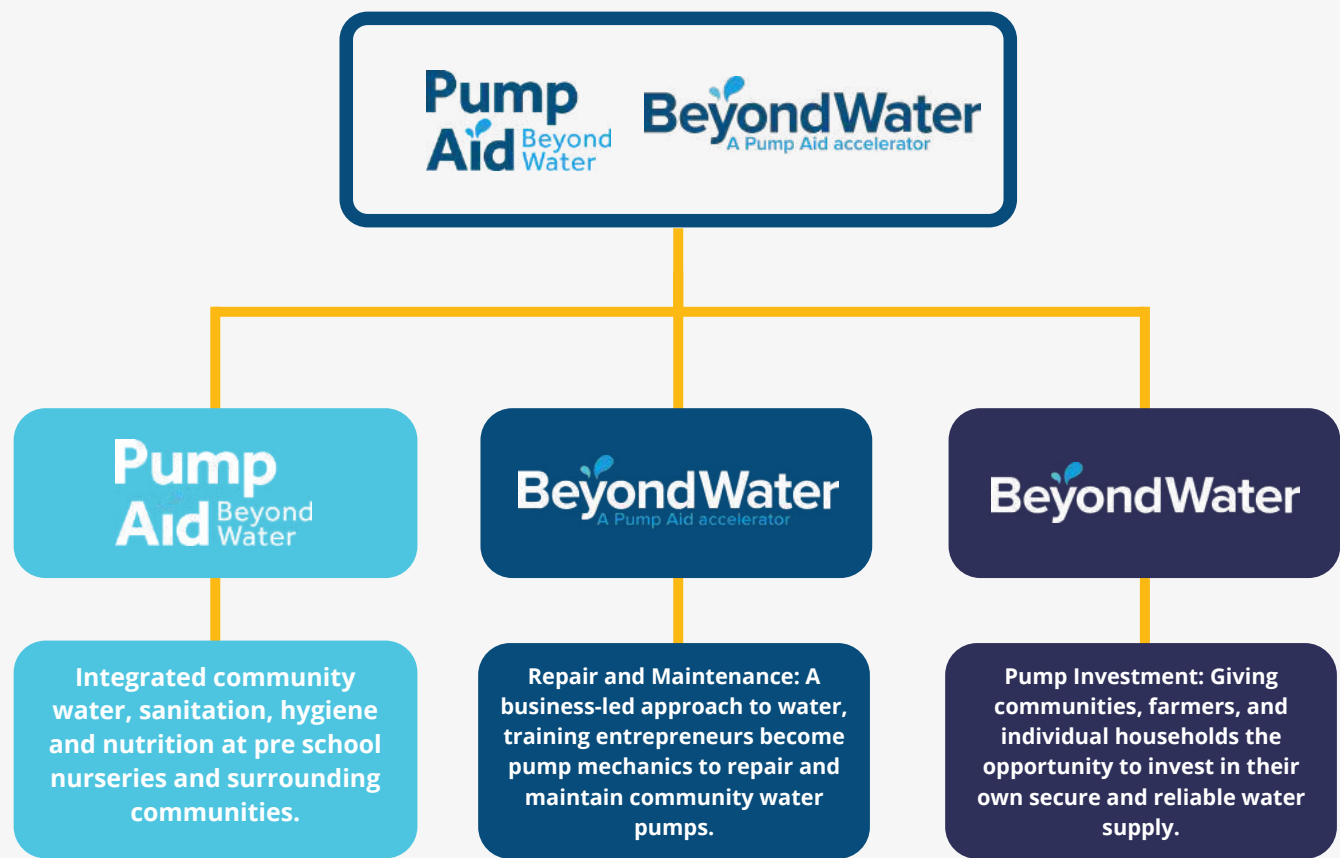
4,368 rural households and
farmers are benefiting
from pump investment

GAME CHANGING SOLUTIONS

After more than twenty years of operation, we continuously monitor and evaluate our programmes and ask ourselves, where can we do better? This last year has been no different, as we continue to level up our approach and deliver game changing solutions to water poverty.

Since 2018, we have focussed on developing business-led solutions to improving access to sustainable water; replacing enterprise with aid and replacing hand-outs with hand-ups. Our research showed that we needed to be the change, and our results to this day are a true

testament and validation of this change. Our social enterprise, **Beyond Water**, means we can provide transformative social impact using business led approaches where this is appropriate and most effective, training entrepreneurs, repairing and maintaining community water pumps and providing rural households and farmers with the opportunity to invest in their own low cost high effective water supplies. In the meantime, Pump Aid continues to provide lifesaving water, sanitation, and hygiene to those parts of the population that need it most.



PROGRAMME HIGHLIGHTS

REPAIR & MAINTENANCE FOR LONG-TERM FUNCTIONALITY



With funding from the Waterloo Foundation, we were able to expand into our sixth district and grow our repair and maintenance programme.

During the Covid-19 pandemic, we undertook a rapid repair programme so that communities could have safe water as a first line of defence against the virus. Rather than just carrying out one off repairs, we knew we had to make sure the pump would continue working for years ahead. To do this, we built on our work of training entrepreneurs, and working closely with the local

government, established a regular repair and maintenance service that guarantees pump functionality year round. Local communities pay a small fee to a pump mechanic and in return they receive regular servicing and repairs when needed as part of a service contract. Guaranteeing year round safe water for communities and an income for pump mechanics.

By the beginning of 2022, we had over 1,000 community pumps signed up to our repair and maintenance service.

EARLY YEARS DEVELOPMENT & WASH

Since 2015, we have implemented 72 CBCC projects, with over 10,000 under 5s benefitting from access to safe water, sanitation, hygiene behaviour education and nutritious meals. We also work in surrounding communities to improve health status through hygiene behaviour and nutrition interventions and to reinforce positive behaviours for young children learnt at CBCCs.

The combination of WASH and nutrition is particularly effective in promoting healthy EYD and educational development. Attendance at CBCCs will increase as parents are motivated to send their children to a CBCC with good facilities and feeding. Children spend more time in education therefore improving their life chances.



2,000TH PUMP SALE



Our pump investment schemes allow households and farmers to invest in a low-cost, easy to use hand pump for domestic or irrigation use. Our research clearly showed that rural communities wanted to invest in their own water supply for

convenience and productivity, and had the means to. On reaching our 2,000th pump sale, we can further validate this initiative and the demand for it; sales have grown each year. Malawians want a hand-up, not a hand-out.

HUMANITARIAN SUPPORT



In February 2022, Tropical Storm Ana ripped through central Africa, leaving devastation in its wake. Malawi was left in disarray, with homes and livelihoods destroyed. Over twenty thousand Malawians were and remain displaced as a result, and Pump Aid knew we had to help.

Our team in Malawi monitored the situation closely, and reached out to some organisations who were coordinating the humanitarian effort. We allocated funding to purchase chlorine powder and dry food to distribute to those in temporary camps.

RECOGNITION IN MALAWI



Our work with rural communities and local government is getting recognised. In August 2021, we were delighted to host the Honourable Lobin Lowe, Minister for Agriculture, who was impressed with our work small-scale farmers.

We were also thrilled to meet with Monica Chakwera, Malawi's First Lady, and Joyce Banda, former president of Malawi and Africa's second ever female president, invited our team to her home in Lilongwe and enjoyed a demonstration of our pumps.

A NOTE FROM THE CHAIRMAN

STEFAN ALLESCH-TAYLOR



When I joined the Board in 2011, Pump Aid had set itself three strategic goals:

- **To transform the lives of Malawi's rural poor** by giving them the ability to manage water solutions for themselves;
- **To maximise our impact** by working in partnership with local government and other agencies; and
- To transform Pump Aid from an organisation that built pumps, into **one that leveraged change**.

As I reach the end of my tenure, I am pleased to report that Pump Aid has delivered on all of these.

The local water businesses that Pump Aid has established are generating income and, because the entrepreneurs that own them live in their communities, the skills they have learned will be available for generations to come. Giving Malawi's rural poor the ability to manage water solutions for themselves.

In my time on the Board, Pump Aid has worked with UNICEF, UK Aid, Comic Relief, Care International and Concern Worldwide among many others and is now working with the Malawi Ministry of Water Development on a licenced approach to water point management that is increasing community water point functionality from 50% to more than 90%. Maximising our impact by working in partnership.

And there can be no better demonstration of Pump Aid's determination to leverage change than our **second shortlisting at the UK Charity Awards**. While many businesses set up by well-meaning funders have floundered when their funding ceased, our entrepreneurs are flourishing, even in a global pandemic, as we leverage change by creating sustainable solutions.

Now, as I take my leave, I look back on my time at Pump Aid with immense pride, not for what I have achieved, but for what our committed staff, our loyal funders and our dynamic entrepreneurs have achieved. Pump Aid is unrecognisable from the charity I joined and is now more ambitious and more innovative than I could ever have imagined. I thank everyone who has supported Pump Aid in any way over the past ten years. It is their support that has driven Pump Aid's success and it is their commitment that will secure its future.

THE CHARITY AWARDS



We were thrilled to be shortlisted for the second time in five years for the Charity Awards, the longest running and most prestigious awards scheme in the sector.

Charity Awards judge Ruth Davison said Pump Aid's entry was commercially sustainable with good engagement at different levels of local governance and a high degree of local ownership, *"far more than we often see from INGOs"*. Our work was highly commended by the judges amongst for its sustainability and local engagement.

LOOKING FORWARD

MICHAEL CHUTER, CHIEF EXECUTIVE

The results detailed in this report, impressive as they are, did not just arise from the diligent application of charitable funds, they are the culmination of a journey that began in 2014 - a journey that was fuelled by an unshakable belief that international aid could and should be delivered better. From day one we set out to confront the preconception that poor communities are unable or unwilling to pay for the services they need and to challenge the traditional approach to development, which too often creates dependency instead of encouraging self-sufficiency.

Pump Aid's business focussed approach has changed the relationship between the provider and the recipient and, because every participant in our supply chain is dependent on customer satisfaction, the products and services they provide will be what the customer wants, not what some faceless bureaucrat thinks they need.

Over the next three years we plan to grow our low cost pump sales business to at least 5,000 sales per annum and to have at least 2,000 community water points under repair and maintenance licence agreements. At which point Beyond Water will itself become profitable and self-sustaining, just like the water businesses we have been creating. Proving that it is possible to create sustainable businesses in aid dependent countries and, in the process, demonstrating that even very poor communities can and will improve their own access to water, if they are only given the chance.



THANK YOU

Thank you to all of our supporters for making our work possible.

