

# 2012 ANNUAL REPORT

## Letter from the Executive Director:

Thank you for everything you have done this past year to save lives with safe water.

As I reflect on what was accomplished in 2012, I am both humbled and proud to be the CEO of WaterStep. We have a worthy mission, an endless need for our training and products, great individuals who give sacrificially of their time and resources, and a better quality of life for hundreds of thousands all around the world. This gives us cause to celebrate.

There are so many people we want to thank for their generous contributions. I want to thank the volunteer engineers who designed the M-100 and the GE Foundation for its generosity. Thanks to countless hours of volunteer service and over \$163,000 of in-kind donations, we now have a new facility that we can be proud of.

In 2012, the M-100 was sent to at least 14 different countries and was used in disaster relief, hospitals, medical clinics, orphanages, churches, and community development. Dozens of wells and hand pumps were repaired. Over 400 people were trained and tens of thousands of people gained access to safe water.

EDGE OUTREACH became WaterStep. We moved into our own facility that provides us the room to:

- Manufacture our water purifier and continue research and development on new safe water solutions.

- Train more people on safe water solutions, health and hygiene, hand pump repair, and our other classes.
- Expand and grow our operations to meet future needs.

Our mission will continue as long as people are dying from waterborne disease.

Looking ahead to 2013, our goal is to double the number of water purifiers deployed to developing countries. We are taking steps toward achieving this by:

- Working with Ivy Tech to provide distance learning, a unique, online self-paced course.
- Creating new ways to make a significant impact in reducing the number of deaths caused by waterborne disease. Injection molding will allow us to produce thousands of M-100s at a time.

Here is what you can do next to help us:

- With your financial assistance, we can continue to take our next steps, including building a permanent hand pump repair training platform, improving our distance learning program, and sending even more teams on missions to bring clean water to those in need.
- You can connect with churches and businesses that could have fundraisers, and purchase chlorinators.
- You can connect with churches and schools that could collect shoes and hold fundraisers for our Shoes for Water program. To learn more about this program, check out our website.

- You can follow what we are doing on Facebook, Twitter, and the blog, and share that with your friends and followers. As we shift from EDGE Outreach to WaterStep, we are trying to make sure even more people hear our name.
- You can tell everyone you know about WaterStep, the world water problem, and our mission to fix it.

Thanks for your past partnership. I look forward to the opportunities of 2013 as we continue working together to save lives with safe water,

**Mark Hogg**

Founder and Executive Director

## EDGE Outreach is now WaterStep!

But our mission and vision are still the same.

### Mission

Empowering ordinary people to provide safe, clean water

### Vision

Water is Medicine™. By using appropriate technology and training, WaterStep empowers volunteers and humanitarian professionals with the ability to assist communities with sustainable water solutions. Our hope is that we will see the day when no person in this world has to drink unsafe water.



## Highlights

EDGE Outreach became WaterStep. We have transformed from EDGE to WaterStep through all-new branding, thanks to our friends at Current 360, a marketing agency.

Hundreds were trained in hand pump repair, health & hygiene education, and water purification all over the world.

WaterStep installed chlorinators in hospitals, orphanages, prisons, schools, churches, and communities all over the world.

Over 15 missions teams were sent out through WaterStep.

WaterStep expanded its shoe program by adding more than 200 collection sites for shoes.

WaterStep hosted the IF Water Day as a segment of Idea Festival.

WaterStep met with President Clinton and the Clinton Foundation.

Dr. Bill Smock became our Volunteer Medical Director.

WaterStep represented Louisville in the China Water Conference.

WaterStep acquired the Hydromissions products line, which is an expanding line of simple water tools.

The WaterStep shoe van was donated, then wrapped with WaterStep signage, by Sign-A-Rama.



Staff member Doug Lark installing a M-100 at St. Luke's Mission Hospital in Kaloleni, Kenya July 2012.

# New Building



WaterStep moved into new headquarters at 625 Myrtle Street in Old Louisville. We were able to move into our new 38,000-square-foot building thanks to the firm of Borders & Borders for legal help, and Porter Paint PPG, GE & Starlight Electric for donating new paint and lighting. With the help of countless volunteer hours and generous donations, the new building is up and running.

# M-100 Chlorinator

WaterStep publicly launched the M-100 Chlorinator, designed by members of our WaterStep staff and by GE and Louisville Water Company engineers. Already, it has been used in the field by WaterStep and other humanitarian organizations.



The WaterStep M-100 chlorinator:

- Is small enough to fit in a carry-on suitcase, allowing easy transport in the field.
- Is powerful enough to produce over 30,000 gallons of safe water each day.
- Does not require an electrical source.
- Operates on a handful of ordinary table salt and a 12-volt car battery.

2012 Boston Marathon winner Wesley Korir holding a M-100 at the Bierbierete Clinic supported by Korir near his home in Kenya.

Director of Training and Field Operations Kurtis Daniels installed two M-100 Chlorinators at Bethany Hospital in Shillong, North East India. The hospital has 400 beds.

Natalie Hymer and the staff at WaterStep installed a M-100 at Mirebalais, Haiti. The pastor of the community ran it after WaterStep left.

An M-100 was installed in Haiti.





# By the Numbers

Potential gallons of water chlorinated per day: 810,000

Potential people served per day: 162,000

Potential people served per year: 59,130,000

Hand drillers sold: 24

People trained locally in Water Treatment and Hand Pump Repair in 2012: 300+

People trained internationally: hundreds

Pounds of shoes collected and shipped in 2012:  
218,527

## New Building:

Estimated service/ labor donation: \$106,000

Estimated donation of parts and materials: \$90,000

Volunteer Hours: Thousands

Countries served in 2012: China, Costa Rica, Dominican Republic, Ethiopia, Haiti, Honduras, India, Kenya, Malawi, Myanmar, Nicaragua, Pakistan, Panama, Peru, Uganda

# Board of Directors

Mark Hogg, Founder and CEO, WaterStep, Louisville, KY

Bob Doligale, President, Co-founder and President, Splash Analytics, Louisville, KY

Jeff Klingeman, Vice-President, Technical Liaison, American Appliance Products Louisville, KY

Garrison Cox, Secretary, Principal & Thought Leadership Strategist, Mercer LLC, Louisville, KY

Gary England, Sr. Vice President, Hilliard Lyons, Louisville, Ky

Becky Girola, Director of Development, Northwestern Mutual, Lake Charles, LA

Susan Miles, Package Engineer, YUM! Brands, Louisville, KY

Dan Parker, Founder and CEO, C. I. Agent, Louisville, KY

Wade Thaxton, Business Development, Glory Metals, Louisville, KY

Caleb Thomas, Project Manager, Messer Construction Co, Cincinnati, OH

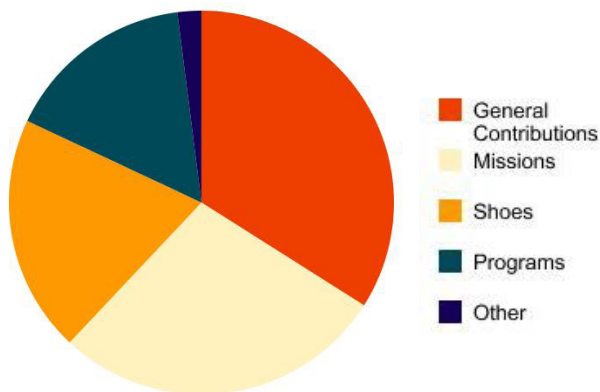
John Huber, CEO, Louisville Water Co. (retired), Louisville, KY

Sam Duplessis, Lean Design Manager, GE, Louisville, KY

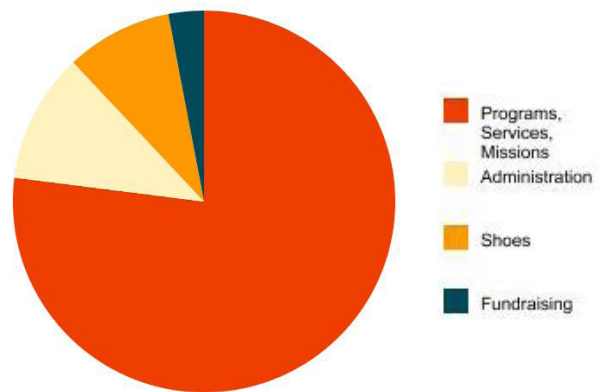
Jason Waters, Certified Financial Planner, ARG Financial Group

Scott Barber, Attorney, Stites and Harbison

## 2012 Revenues & Support: \$1,156,695



## 2012 Expenses: \$1,182,238



Net Assets at the beginning of the period: 305,307

Net assets at the end of the period: 279, 764

# Recognition

Business First Award

Regional Ernst & Young Award for Mark Hogg, Social Entrepreneur of the Year

Intern awarded Philanthropist of the Year

Cited by Mayor as an example of what makes Louisville a compassionate city

13 volunteers and staff recognized by the Kentucky Colonels for work with water