

Water for West Africa (Powered By GWAM)

Draft 2023 Strategic Business Plan - WfWA

The Transformative Power of Water (waterforwestafrica.org)

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Executive Summary:

Water for West Africa (WfWA) is a program powered by Ghana West Africa Missions(GWAM). It is a strategic partnership dedicated to empowering the people of West Africa through sustainable solutions related to social justice, climate resilience, inclusion, water, sanitation, education, and Christian values. Our vision is to create a future where individuals in West Africa have access to clean water, improved sanitation facilities, quality education, and an understanding of the Christian principles of love and grace. By collaborating with local communities, governments, educational institutions, and faith-based organizations, WfWA aims to make a transformative impact on the lives of individuals in West Africa.

The mission of WfWA is to implement sustainable solutions that address water and sanitation challenges, promote quality education, and integrate Christian values into community development initiatives. Our objectives include providing access to clean water and sanitation through environmentally friendly systems, improving education opportunities by enhancing infrastructure and promoting character development, and fostering community engagement and empowerment.

Our target market comprises communities in West Africa facing water and sanitation challenges, limited access to quality education, and a desire for spiritual growth rooted in Christian values. We will initially focus on countries such as Nigeria, Ghana, Cote d'Ivoire, Senegal, Mali, and Burkina Faso, collaborating with local stakeholders to identify specific communities and schools in need of intervention.

WfWA's competitive advantage lies in its integrated approach, emphasizing sustainable solutions, educational empowerment, and Christian values. By implementing environmentally friendly water and sanitation systems, fostering access to quality education, and integrating Christian principles into our programs, we aim to create long-term positive change.

Key strategic initiatives include conducting needs assessments, implementing sustainable water supply and sanitation projects, improving educational infrastructure, promoting character development through educational programs, fostering community engagement, and ensuring culturally sensitive approaches. Through community involvement, capacity building, effective communication, and monitoring and evaluation, we will empower local communities to take ownership of the projects and ensure their long-term sustainability.

To support our initiatives, WfWA will pursue a diversified funding model, including government grants, corporate partnerships, individual donations, and international development funds.

In conclusion, Water for West Africa is committed to empowering the people of West Africa through sustainable solutions related to water, sanitation, education, and Christian values. By collaborating with local communities and stakeholders, we aim to create lasting positive change and contribute to the overall well-being and empowerment of individuals in West Africa.

Background

What started as a small project to provide clean water for people of northern Ghana, Ghana West African Missions (GWAM) has amplified its efforts by transforming into an umbrella organization to help reach its goals. Water for West Africa (WfWA) is focused on public outreach and increasing awareness of the issues impacting Ghana communities and providing them with the resources needed to lead a healthy life.

In the late 1980s, Michigan preacher Josiah Tilton traveled to the northern region of Ghana on a mission trip. During his time in the Saboba-Chereponi District, he discovered the lack of access to clean drinking water and sanitation was causing a high number of guinea worm infections, leading to avoidable sickness and fatalities. These communities simply needed access to clean water.

When he returned home, Tilton and the Church of Christ began raising funds to drill wells for the people he'd met in Ghana. With an original goal to drill three wells, they raised enough money to build 15 wells

Tilton and the church hired a team of Ghanaians, none of whom had ever drilled a well before but were eager to learn. Curt King, an American driller, went to Ghana to train them. Tilton and his family who had lived in Ghana for two years in the early 1980s moved back to help launch the project.

Wanting to keep their early success going and help more people, Tilton and his team formed the non-profit organization Ghana West African Missions. They built partnerships to expand the well drilling operation to more communities, which required more funds, more equipment and more technical drilling experts. World Vision International and the United Nations Children's Fund joined the effort.

Now, many years later, the water wells that were first built are still pumping and have brought clean water to three generations. Thanks to extensive partnerships with aid organizations, churches, universities, government, and non-profits, we've helped:

- Approximately 2.5 million people impacted
- Approximately Drilled 1,300 wells
- Refurbish, clean and rebuild more than 2,500 wells
- Build water systems and restrooms for 35 rural schools
- Improved water and sanitation resources for more than 20 medical facilities
- Baptize over 50,000 people
- Establish more than 800 churches

As a result, health outcomes and economic opportunities in villages with wells are improving. We're proud to report the infant mortality rate is down nearly 20 percent!

Vision:

Our vision is to create a future where every individual in West Africa has access to clean water, improved sanitation, quality education, and an understanding of Christian values. This holistic approach aims to empower communities, foster spiritual growth, and contribute to their overall well-being.

Mission:

Our mission is to partner with local stakeholders to implement sustainable solutions that address water and sanitation challenges, promote quality education, and integrate Christian values into community development initiatives. We seek to empower individuals, strengthen their faith, and enhance their socio-economic opportunities.

Objectives:

- Provide access to clean water and sanitation: Implement sustainable water supply systems, such as boreholes, wells, and water treatment facilities, while promoting the construction and maintenance of environmentally friendly sanitation facilities, including eco-san toilets and wastewater treatment systems.
- Improve education opportunities: Support the development and enhancement of educational infrastructure, including schools, libraries, and vocational training centers. Promote access to quality education for all, emphasizing literacy, numeracy, technical skills, and Christian values.
- Promote Christian values: Integrate Christian principles and values into educational programs, community engagement activities, and capacity-building initiatives, fostering spiritual growth, ethical values, and character development.
- Empower local communities: Foster community participation, engagement, and ownership in all projects and initiatives. Build local capacity through training programs, leadership development, and entrepreneurship opportunities to promote self-reliance and sustainable community development.

Target Market:

WfWA will focus on communities in West Africa that face water and sanitation challenges, limited access to quality education, and a desire for spiritual growth rooted in Christian values. Our initial target countries include Nigeria, Ghana, Cote d'Ivoire, Senegal, Mali and Burkina Faso. We will collaborate with local governments, faith-based organizations, and educational institutions to identify specific communities and schools in need of intervention.

Competitive Advantage:

WfWA's competitive advantage lies in its integrated approach, emphasizing sustainable solutions, educational empowerment, and Christian values:

- Sustainable Solutions: Implement environmentally friendly and socially sustainable practices for water supply and sanitation, ensuring long-term availability and accessibility.
- Educational Empowerment: Foster access to quality education, including literacy, numeracy, vocational training, and leadership development, to enhance socio-economic opportunities.
- Christian Values: Integrate Christian principles, ethical values, and character development into educational programs and community initiatives, nurturing spiritual growth and ethical leadership.

Strategic Initiatives:

a. Integrated Water, Sanitation, and Hygiene (WASH) Programs:

- Assess water and sanitation needs, prioritize interventions, and implement sustainable WASH projects in partnership with local communities and stakeholders.

- Provide training on water management, sanitation practices, and hygiene education, emphasizing the importance of clean water, proper sanitation, and hygienic behaviors.
- Engage community members, including religious leaders, in promoting behavioral change and sustainable WASH practices.

b. Education Infrastructure and Programs:

- Collaborate with local educational institutions to improve school infrastructure, including classrooms, libraries, and laboratories, to create conducive learning environments.
- Develop and implement curricula and educational programs that integrate Christian values, promoting character development, moral principles, and spiritual growth.
- Support teacher training programs, educational technology initiatives, and scholarships to improve the quality of education and enhance student outcomes.

c. Community Engagement and Empowerment:

Community engagement is a fundamental aspect of Water for West Africa's (WfWA) approach to empowering the people of West Africa with sustainable solutions related to water, sanitation, education, and Christian values. By actively involving local communities in all stages of project development and implementation, WfWA ensures that interventions are tailored to meet their specific needs, are culturally appropriate, and promote ownership and long-term sustainability. The following are key strategies for community engagement:

- **Participatory Approach:** WfWA believes in the power of participatory decision-making and involving community members as active participants in the planning, implementation, and evaluation of projects. This includes engaging community leaders, local organizations, women's groups, youth groups, and faith-based institutions. By fostering an inclusive approach, WfWA ensures that community perspectives, knowledge, and preferences are taken into account, leading to more effective and sustainable solutions.
- **Needs Assessment and Community Prioritization:** WfWA conducts comprehensive needs assessments in collaboration with local communities to identify their water, sanitation, educational, and spiritual needs. Through dialogue and consultation, community members are engaged in prioritizing interventions based on their specific circumstances, challenges, and aspirations. This process fosters a sense of ownership and ensures that projects align with the community's values and aspirations.
- **Capacity Building and Training:** WfWA recognizes the importance of building local capacity to promote self-reliance and sustainability. By providing training and skills development opportunities, WfWA empowers community members to take an active role in project implementation and management. Training programs may include water management, sanitation practices, hygiene education, infrastructure maintenance, and entrepreneurship. This capacity-building approach enhances the community's ability to sustain the interventions beyond the project lifespan.
- **Communication and Awareness:** WfWA emphasizes effective communication to raise awareness, promote behavior change, and mobilize community support. This includes utilizing various communication channels, such as community meetings, workshops, radio programs, and social media, to disseminate information about project objectives, progress, and expected outcomes. WfWA also collaborates with local influencers, including religious leaders and community champions, to reinforce key messages related to water, sanitation, education, and Christian values.
- **Cultural Sensitivity and Respect:** To ensure the success and acceptance of interventions, WfWA approaches community engagement with cultural sensitivity and respect. This involves recognizing and valuing the local customs, traditions, and social dynamics. By working in harmony with the community's

cultural practices and beliefs, WWA can build trust, foster positive relationships, and ensure the interventions are culturally relevant and sustainable.

- **Monitoring and Evaluation:** WfWA implements robust monitoring and evaluation mechanisms to assess the effectiveness and impact of its interventions on the community. By involving community members in data collection and feedback processes, WWA promotes transparency and accountability. Regular evaluation provides an opportunity to learn from successes and challenges, make necessary adjustments, and continuously improve interventions based on community feedback.

Through these community engagement strategies, WfWA ensures that the people of West Africa are active participants in their own development journey, promoting sustainable solutions, ownership, and empowerment. By aligning water, sanitation, education, and Christian values with the community's needs and aspirations, WWA strives to create lasting positive change in the lives of individuals and communities across West Africa.