

THIS IS EXCELLENT

Jan 2018

 **Excellent** | Pioneers of
Sand Dams



Excellent Development is a UK registered charity that supports some of the world's poorest people to transform their own lives.

We support communities in rural drylands to build sand dams, which provide safe water for life for just £10 per person.

Our goal is to enable 1 million sand dams by 2040, bringing clean water to 500 million people.

www.excellent.org.uk

WHAT'S INSIDE?



Our Strategy to 2025

Our Chairman, David Jordan OBE, shares his vision of a future free of water scarcity for millions of people.



Inacia and Elisa's story

Inacia and Elisa, from Tete Province, Mozambique, didn't dare hope that a sand dam could change their lives...



Sand Dam Expedition 2018

This July, could you help build a sand dam, side by side with a Kenyan community?



Ann and Vaughan

Vaughan Pomeroy tells the story of how he and his late wife Ann Nussey decided to make a real difference.

EXCELLENT NEWS

Our Strategy to 2025

David Jordan OBE, former Director of Operations at the Environment Agency, has been Chairman of the Board of Trustees for Excellent Development since 2015. Here, he shares his vision and strategy to widen the application of sand dams, bringing clean water to millions of the world's poorest people.

"Whenever I go on a trip, be it a visit to friends and family, a holiday or a trip to see the great work of Excellent Development delivering water and soil conservation to some of the poorest communities in the world, I have to plan my journey. However I get there, be it by bus, train, car or plane, my final destination is clear in my mind. Organisations also need to know where they are heading and Excellent Development is no exception. That's why I am delighted to have published our strategy in October 2017."

"At the very heart of our strategy is an ambitious goal. By 2040, we want half a billion people living in the driest parts of the world to have access to a clean and secure supply of water. Water poverty is a growing issue which desperately needs to be tackled – so even as a small charity, we need to think big."



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**David Jordan OBE,
Chairman,
Excellent Development**



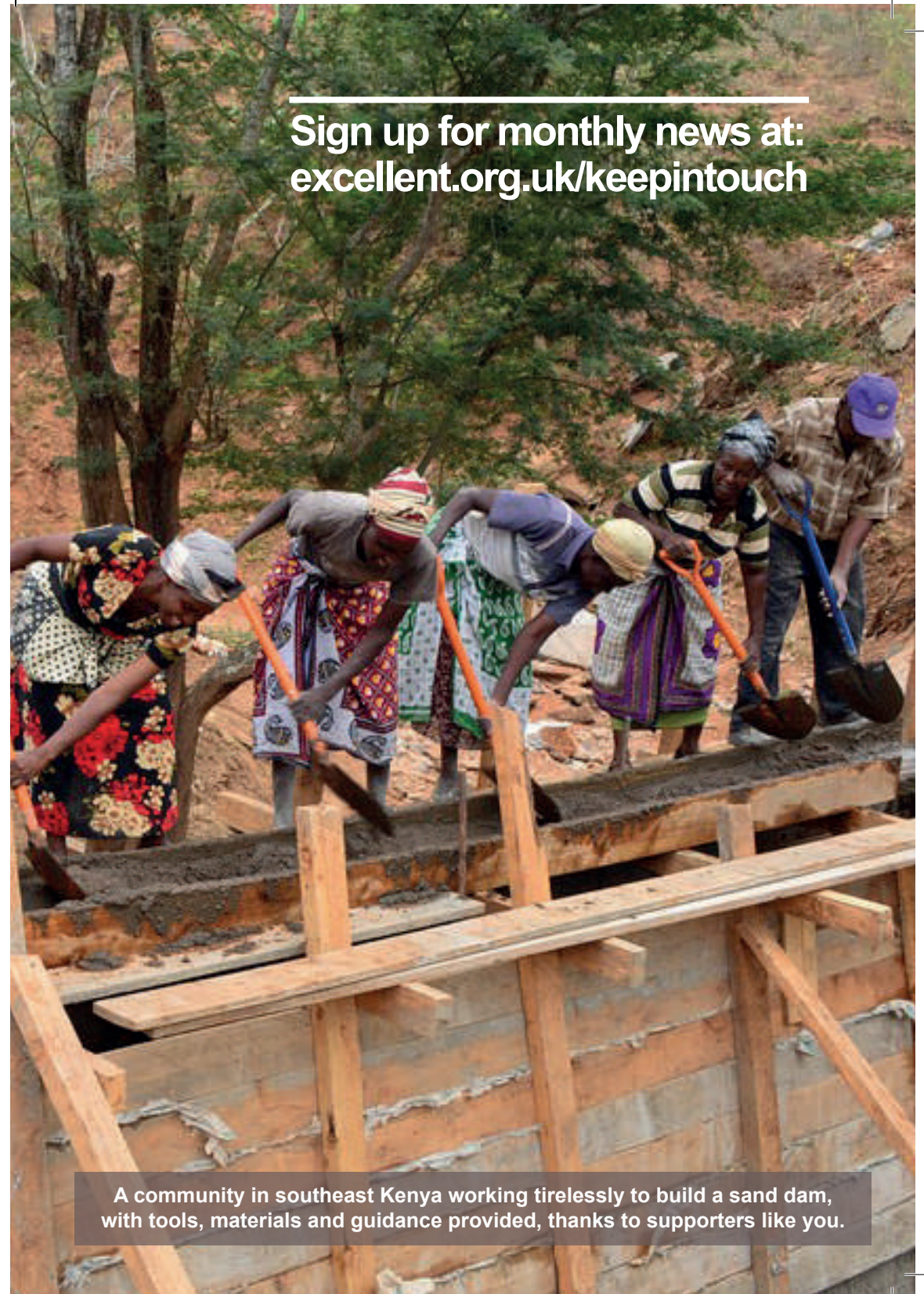
"Focusing on what we want to achieve is important. So too is working out how we are going to deliver."

"First, we will continue to help fund local groups to build sand dams where they are needed most. So we aim to invest in 100 sand dams each year, increasing to 200 a year by 2025, in some of the world's driest places where people really need them."

"We know we can help more families living in dry places by working in partnership with larger organisations. We will achieve this by promoting the benefits of sand dams to key players, using the impressive results of our early pioneering work in parts of Africa. Collaboration is the best way we can accelerate investment in sand dams to tackle water poverty."

"Our focus now is delivery. Sand dams are great value and just need a little investment to get going. That's why your support is so important. Thank you for everything you've done to enable communities to completely transform their lives with sand dams. I hope you will continue to be a part of our movement to widen the application of sand dams across the drylands of the world."

**Sign up for monthly news at:
excellent.org.uk/keepintouch**



A community in southeast Kenya working tirelessly to build a sand dam, with tools, materials and guidance provided, thanks to supporters like you.

EXCELLENT SAND DAM EXPEDITION

8 – 14 July 2018

Have you ever thought about rolling up your sleeves and helping to build a sand dam, side by side with a Kenyan community? This year, Excellent are organising a Sand Dam Expedition, taking place on 8 – 14 July 2018. It's a once-in-a-lifetime opportunity to join a community as they transform their lives with sand dams and climate-smart farming.

This year, the expedition group will be staying in Tawa, a peaceful market town in the mountains of southeast Kenya, located nearby to many of the communities that we are working with in 2018.

The week-long itinerary will allow for time spent building a sand dam and a farewell celebration with the host community. There will be the chance to visit other communities who have benefited from sand dams and farming training, and also some free time to fit in some of Nairobi's attractions on the journey home.

Our previous expedition participants have found the experience to be truly unique, fun, eye-opening and unforgettable. Here's what they have to say:

"It was hard work. But there is a sense that it doesn't matter what your abilities are or what you can bring to the site, your involvement in any way is appreciated. I was taught how to wield a sledgehammer by a lady a little bit older than me, which was an experience!"

- Tom Oliver

"WOW! What a trip. It was the best experience of my life and I loved every minute!"

- Chris Harrison

"The valley sang with the sound of activity, hammer blows, singing and shouting."

- Sally Pinhey

"Being involved in the project has changed my outlook on life, and I am proud and humbled to have been involved in a project which will improve the lives for so many and will last for generations to come."

- Michael McConnell

"My back is killing me and tomorrow my arms will be unable to move! But I've really enjoyed it. People are so welcoming and don't mind me getting involved. I had an absolutely fantastic day!"

- Sam Longair

The registration fee to join the expedition is £500, which covers accommodation, food, local guides, field transport while on the expedition and return airport transfers. We also ask that participants contribute a suggested minimum donation of £500, to support our work with dryland communities, which you can fundraise from your family and friends or donate yourself if you prefer.

There are still places available on the expedition, so if you would like to join, please email expeditions@excellent.org.uk, or call Chloe on 020 3752 5788. The deadline for registrations is 1 March 2018.



The 2015 Sand Dam Expedition group, working with the Isungulini self-help group to build their sand dam.



Inacia Kumbulane and Elisa Siedade harvesting tomatoes.

INACIA AND ELISA

Hope blooms in Tete

For the people of the Wirriam community, Tete Province, Mozambique, sand dams are having a transformative effect on their lives – in particular, for women.

Women like Inacia Kumbulane, mother of six, and grandmother Elisa Siedade. When they started building the sand dam, Inacia and Elisa hardly dared hope that it would bring a reliable supply of clean water to the dry, unforgiving land in which they grew up.

The poverty in Tete is so extreme that many parents are forced to marry off their young daughters for a dowry payment, just so they can feed their other children and pay medical bills. This means that many girls become mothers from as young as 12 years old. The land is so inhospitable to crops that for some people, their only source of food is a porridge made from berries found in the trees – and that is all they have to eat, day in, day out.

Women and children bear the heavy burden of collecting water. Before the sand dam was built, Inacia and Elisa would

spend almost every day looking for 20 – 40 litres of water, for drinking, cooking, cleaning and washing, for herself and her family.

In this once inhospitable land, Inacia and Elisa are now surrounded by budding papaya trees, flowering tomato plants, cabbages, onions, carrots, and lettuces, thanks to the sand dam they built together with their community. It seems nothing short of a miracle. In the blazing 35 degree heat, Elisa shares her hopes and dreams for the future:

“I am expecting to support my grandchildren through their education, also buying their clothes, their food, and medication for malaria.”

Inacia is also thinking only of her family, and how these crops will benefit them. She tells us how it was impossible to grow such crops before, because there was simply no water to do so. She says:

“Because we now have access to these crops, my family will not go hungry.”

What was once a barren area of only Mozambican bush has been transformed into fruitful gardens, thanks to the hard work of the community. The Wirriam dam will provide a vital water source for thousands of Nyungwe men, women and children for generations to come, helping to end the cycle of poverty – and child marriages – in the area.

And with three more sand dams built in Tete Province in 2017, thousands more people can completely transform their lives with a reliable, year-round supply of water.

“

Because we now have access to these crops, my family will not go hungry.

Inacia Kumbulane,
Wirriam Community,
Tete Province, Mozambique

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EXCELLENT SUPPORTERS

Ann Nussey and Vaughan Pomeroy

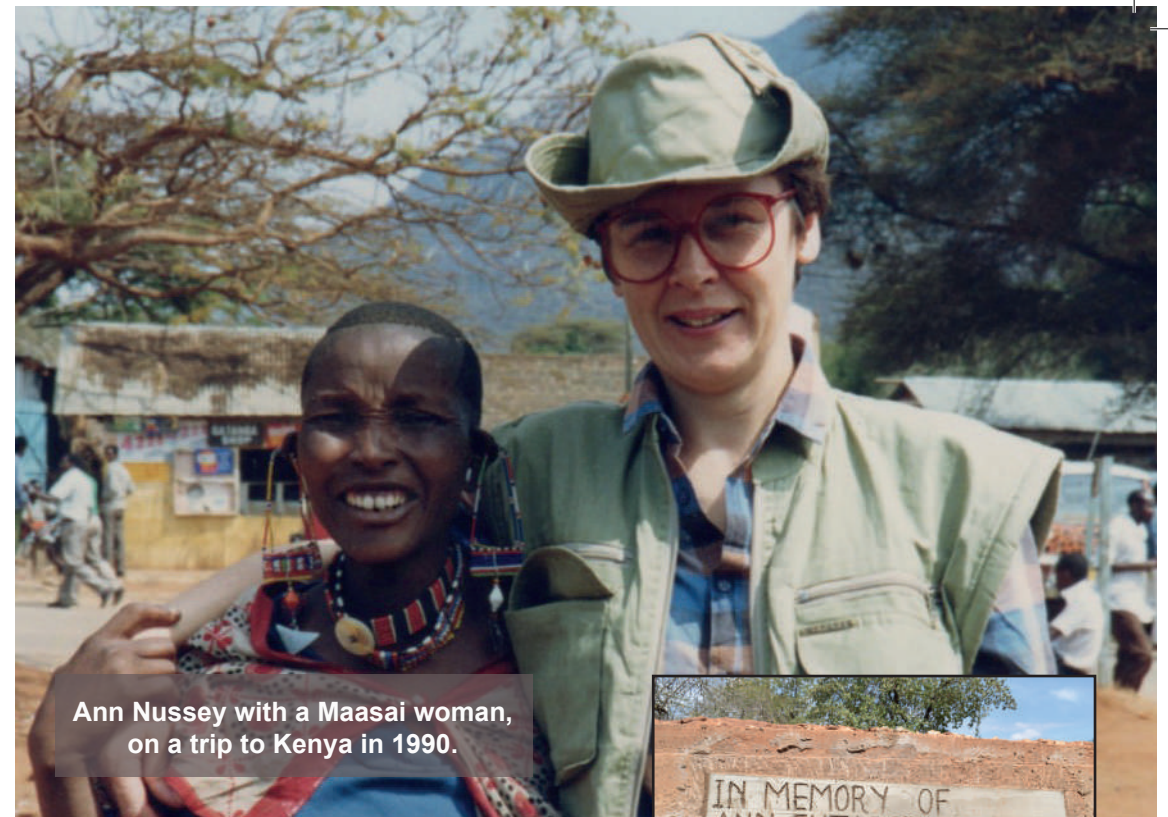
Vaughan Pomeroy and his late wife, Ann Nussey, dedicated a large part of their lives to supporting causes close to their hearts. Here, Vaughan shares the story of how they came to support Excellent.

"Ann died in October 2016, and this is really her story. We first met in 1994 and we married in 2001, which meant a complicated process of merging two independent lives. We began to look at our charitable giving, trying to move away from making a large number of very small donations on an ad hoc basis towards supporting a few charities that really resonated with us. Ann did most of the work and she was very careful, very thorough and very objective. The aim was to select charities that fitted our ideals and our priorities. We talked for a long time and decided that we wanted to make a real difference in key areas that became the four Ws - wellbeing, water, wildlife and women. We had both seen too much poverty, injustice and indiscriminate destruction of wild places.

"So, where does Excellent Development come in? Ann had worked for a year in Nigeria and had subsequently visited eastern and southern Africa. There, she had seen the problems faced by communities in gaining access to clean water, and the burden this placed on women in particular. She looked at a number of organisations that aimed to improve access to clean water in dry regions.

"The concept behind the sand dam seemed both simple and sustainable in the long term, with minimal maintenance. The more that Ann read the more enthusiastic she became. Excellent's approach ensured engagement with and commitment from the local communities, the benefit to women was central and health and wellbeing was improved by constant supplies of clean water. Perhaps most surprisingly, the change in local vegetation and ecology provided benefits for agriculture and wildlife. The projects delivered in each of the areas where we had determined to make a difference.

"From an early commitment to monthly donations we were encouraged to support some of the appeals with larger sums, convinced that the money would be used to benefit communities that desperately needed practical solutions. I chose to name Excellent Development as one of three charities that were closest to Ann's heart for donations in her memory, and it was amazing to hear that the community at Mumbuni had agreed to name their sand dam in her memory. She would have been very surprised but especially delighted to see the women from the community featured so prominently in the photographs. She knew from her experience that it is usually the women who make these projects successful. She found the vision of women spending many hours each day fetching water that is often unclear, just so that they can do the same tomorrow, upsetting. She wanted to make a difference. I will continue to support Excellent Development, as Ann and I agreed we should do, because the work is wonderful and it deserves support."



Ann Nussey with a Maasai woman, on a trip to Kenya in 1990.



The Mumbuni self-help group, sitting on their completed sand dam.

Leave a lasting legacy of freedom, health and opportunity

We know that your first priority when making a Will is to provide for those closest to you. As well as remembering family and friends, some people also decide to leave a gift to a special cause, to make a lasting difference to something they really care about.

Sand dams provide a lifelong supply of water for people living in drylands.

Water changes everything. It brings health, freedom and opportunity. **Having a water source nearby means that people, especially women and children, can save up to 11½ hours a day.** Their lives are completely transformed, for generations to come.

It takes many small components to build a sand dam. Whatever you can afford, we will turn it into something important and tangible, opening up a world of opportunities for some of the world's poorest people.



"We are investing for our children, and it is them whose lives will be better than ours. So, the future looks bright for them."

Josephine Kanini, Kwa Munyaka self-help group

If you would like to find out more about leaving a gift to Excellent in your Will, please contact Chloe Waite on 020 3752 5788 or email chloe@excellent.org.uk. Alternatively, tick the relevant box on the form overleaf, and return to us in the Freepost envelope provided.

PLEASE DONATE

Here are some ways in which your donations could help people living in drylands to build sand dams, and make a living from farming:

- £15 could provide a dryland farmer with drought-tolerant seeds, to grow a reliable source of fresh food for their children
- £30 could supply a community with a rake, gardening fork, shovel and watering cans, to plant trees for fruit, fuel and fodder
- £60 could provide a community with a roll of barbed wire, to reinforce their sand dam and keep it anchored to the bedrock
- £80 could provide 500 seedlings and a spray pump, to protect the tree nursery from decimation by insects
- £120 could provide a community with a wheelbarrow and 10 bags of cement, to help them construct their sand dam
- £160 could provide a full set of 25 metal shovels
- £370 could provide a community with manure, organic pesticides and seeds to plant a shared growing plot
- £420 could provide all of the tools needed to build a sand dam
- £580 could provide all of the barbed wire and steel bars needed to reinforce a sand dam
- £950 could provide a furrow irrigation system, to supply water to a community dam
- £1300 could provide a community with a water pump and shallow well, to safely extract drinking water from the sand dam

My choice is: _____

Our reference: 377

LEGACY GIVING

- ☐ I would like to find out more about leaving a gift to Excellent in my Will.

GIFT AID ADDS 25%!

Gift Aid makes every £1 worth £1.25 at no extra cost to you.
Tick 'yes' to make your donation worth 25% more.

giftaid it Yes ☐
No ☐

I confirm I am a UK taxpayer and I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities that I donate to will reclaim on my gifts for that tax year. If it is less, I understand that I will be responsible for refunding the difference. I understand the charity will reclaim 25p of tax on every £1 that I give in the future or for the past 4 years until further notice.

Signed:

Date:

In order for us to reclaim tax on your donation, please provide your name and postal address below:

Title:	First name:
Last name(s):	
Address:	
Postcode:	
Phone:	Email:

We would like to keep you updated with our work and different ways you can support, including fundraising appeals, by email, post and phone. If you are happy to receive emails and phone calls, please enter your address above. If you wish to limit the communications you receive by email, in the post or on the phone, please select the appropriate box(es) below:

- | | | |
|---|--|---|
| <input type="checkbox"/> Three appeals a year | <input type="checkbox"/> One newsletter a year | <input type="checkbox"/> No fundraising phone calls |
| <input type="checkbox"/> Two appeals a year | <input type="checkbox"/> No more newsletters | <input type="checkbox"/> No appeals by email |
| <input type="checkbox"/> One appeal a year | <input type="checkbox"/> No e-newsletters | <input type="checkbox"/> No appeal letters |

Please send this completed instruction to:

FREEPOST RTRA - CZTA - TTYJ

Excellent Development, Unit 1.17, The Foundry, 17 Oval Way, London, SE11 5RR.

Our reference: 377

Your generous donations are transforming lives.

To see the impacts of your support and follow our latest work, why not join us on social media?

You can find us on Facebook, Twitter and YouTube:

facebook.com/excellentdevelopment

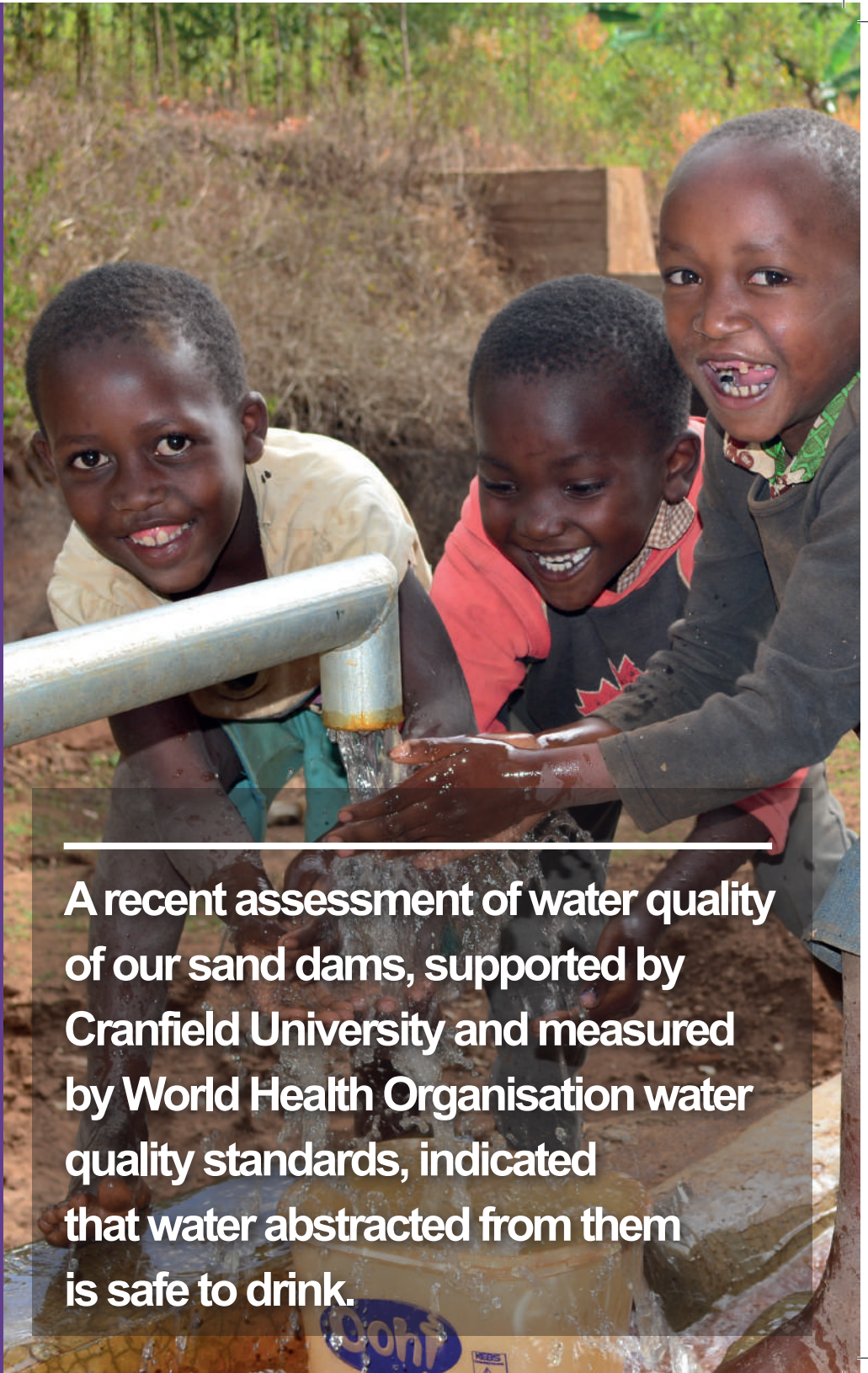
twitter.com/thisisexcellent

youtube.com/thisisexcellent

We'd love to hear from you!

excellent.org.uk/keepintouch

 **Excellent** | Pioneers of Sand Dams



A recent assessment of water quality of our sand dams, supported by Cranfield University and measured by World Health Organisation water quality standards, indicated that water abstracted from them is safe to drink.