

water IS BASIC

empowering Sudan in the fight for clean water

Introduction

Water is Basic (WiB) is an indigenous borehole drilling organization in the Republic of South Sudan birthed in 2006 by Sudanese religious leaders. We desire that every person in the Republic of South Sudan will have access to clean, safe water. We work hard to be a low cost, highly efficient organization that remains attuned to local customs and attractive to worldwide donors and water organizations. We installed 349 wells in our first three years of operation, running two Pat Drill 301TP rigs all paid for by U.S. donations. We aim to be self-funded within the Republic of South Sudan by 2014.

Mission

Our mission is to put clean, safe water within reasonable access of every person in the Republic of South Sudan.

Strategy

Water is Basic (WiB) seeks to serve the people of South Sudan by providing expertise in borehole drilling and well installation at the lowest cost possible. We install wells free of charge for the most desperate of situations and at a highly competitive price for villages, businesses and organizations throughout all of the ten states in the Republic of South Sudan.

Our goal is to be completely self-funded through a combination of contributions from villages, revenues from fee wells and funding through our partnership with Lujulo Springs bottling company by 2014.

We seek partners around the world who share our vision for clean water for all and who applaud our goal of becoming self-funded in the next few years.

Organizational Analysis

Water is Basic's (WiB's) strengths come from the experienced personnel leading the mission and their determination and skills in guiding WiB to become a self-funded organization, hopefully leading to a movement across Africa for indigenous solutions to indigenous problems.



Head Drilling Engineer: Atanasio Juma (52), married with four children. Trained in mechanics, Juma started working in the drilling industry in 1980 with UNICEF where he was a driver, mechanic and welder. In 1981 he moved to JB Drilling where he served for 25 years as driver, mechanic, field worker, team leader and workshop manager. Juma joined WiB in 2007 and hired all of team “B” from JB Drilling. He now oversees all drilling operations for WiB and says, “I’m here because there is nothing like the joy of helping people.”



Director and Lead WiB Sudan: Bishop Elias Taban is married with four children that he and his wife Anne Grace have raised as their own. A former SPLA Colonel and founder of the Evangelical Presbyterian Church of Sudan (EPC), Taban is an engineer, entrepreneur and pastor who is highly respected throughout all circles in South Sudan. He cofounded WiB and is a founding partner of Lujulo Springs bottling company. Operating several orphanages, Bishop Taban is a tireless leader for solutions that build into the people and infrastructure of South Sudan.



President WiB United States: Steve Roese is married with three children and lives in Dallas, Texas, and Yei, Sudan. An entrepreneur and pastor, Steve has been involved in South Sudan since 2004 where he has fought alongside his brothers and sisters for peace and opportunity. Steve is a partner in several businesses in South Sudan and is an ordained minister in the EPC. His motto is “whatever it takes” and he means it when it comes to building the new nation of the Republic of South Sudan.

Water is Basic (WiB) employs more than 20 Sudanese, including drilling technicians, cooks, mechanics, water quality technicians, village liaisons, drivers, logisticians and story reporters. Those employees are able to build homes, pay school fees and become part of the building of a nation. WiB has no employees in the United States.

We are pleased to enjoy exceptional relations with the Government of Southern Sudan (GOSS), the United Nations, multiple NGOs and most importantly, with community leaders. Our track record of installing wells, organizing well committees and doing so over and over again has put WiB on the forefront of local organizations building the new nation.

Crises Situation Borehole Drilling

Water is Basic was born out of crises in 2006, when religious leaders from across all of Sudan came together to strategize working together to help their people during the six year Comprehensive Peace Agreement (CPA). The number one goal from that gathering was to provide clean water as quickly as possible to as many people as possible. WiB finished its first well on July 28, 2008, and completed well number 349 on July 11, 2011. Total investment in the start-up years totaled more than \$1,500,000 for all equipment, salaries, training and supplies. Our main goal is to provide life-giving water to those who have no clean water for daily living.

2012 Goals

- 1) Complete 25 wells in crises areas where there is no life-sustaining infrastructure, at little to no cost to local communities.
- 2) Begin to collect contributions from previous well recipients totaling \$50,000 in 2012.
- 3) Visit and report on 20 of the 113 wells installed in 2009.
- 4) Complete 25 wells for communities that can immediately contribute to future WiB wells.

Preferred Provider South Sudan

Decades of war has created a unique culture in the Republic of South Sudan where day-to-day living, rather than long-term planning, has become the normal operating procedure. Organizations have either left the country or have been hesitant to begin operations in a country so used to turmoil and flux. WiB has established itself as an organization that knows how to work in the local setting, how to get things done and how to communicate to Western partners. We expect to be the “go to” water well drilling organization in South Sudan.

2012 Goals

- 1) Establish a user-friendly page on our web site where organizations can get a reasonably accurate quote on the cost of their wells.
- 2) Begin advertising in local newspapers to solicit business.
- 3) Hire a local sales manager to oversee communication and customer service to clients.
- 4) Establish full WiB brand in South Sudan with office, web and staffing presence.

U.S. Fundraising and Partners

Water is Basic's primary partners have been in the United States since its inception. Our start-up funding for our two rigs, vehicles and supplies all

came from friends in the U.S. We have been operating as a ministry of Irving Bible Church with an all-volunteer team to minimize costs. Fundraising, promotion and reporting energies have been kept at a minimum. With the birth of the Republic of South Sudan and the increased intensity of our plans to become a self-funded organization, we will now need to increase our attention in the U.S.

2012 Goals

- 1) Hire a full time leader here in the United States.
- 2) Launch a redesigned web site clearly communicating our history and future plans.
- 3) Hire a part time social media expert.
- 4) Contract with new database software for improved donor communications.
- 5) Establish ability to donate via text messages.
- 6) Connect with top the 25 donors in person.

Lujulo Springs Partnership

Lujulo Springs is a Sudanese based bottled water company launching on December 1, 2011. Currently the majority of bottled water purchased in South Sudan comes from Uganda, sending valuable resources out of the country. Lujulo Springs is Sudanese based, and is branded after the much loved and distinctive Sudanese Lujulo Mountain. Lujulo Springs plans to be the number one provider of bottled water in South Sudan and is in partnership with **Water is Basic** where they have committed to donate 1SDP per 100 bottles of water sold. WiB has already drilled a well for Lujulo Springs (#300) at their future bottling plant in Yei, Sudan.

2012 Goals

- 1) \$95,000 of revenue from Lujulo in 2012.
- 2) Use the Lujulo bottle label to expand the world of WiB customers and partners.

Village Borehole Contributions

In our first three years of operation we worked with a model of providing boreholes to all villages free of charge. Given the recent economic climate and the increase of population from returning refugees, that approach was appropriate. However, we have now moved into a nation-building model and believe it is in the best interest of the people and the future viability of WiB that we involve them in the cost of their wells and the funding of other wells in the future. All of our community wells have involved the establishment of a borehole committee that is responsible for collecting and managing funds to maintain the well. Our third well at

Lupapa was completed September 2, 2008, and revisited on August 10, 2011. The committee structure is still sound and they are still collecting 2SDP pounds per household adding up to \$1,000/year! We are working with village leaders and government officials to establish a model of contributions for each village well. We plan to start collecting beginning in January 2012.

2012 GOALS

- 1) Begin collection from 100 of our 350 past wells.
- 2) Install 25 new wells and begin collection from them.
- 3) Collect \$60,000.

Funding the Future

Water is Basic is committed to the Republic of South Sudan until all people have access to clean life-giving water. Our goal is to be self-funded in country by 2014. We encourage you to seriously ingest the needs presented, get on board with the vision, goals and methods of operation of WiB and make a plan to join us in our mission for the next two years. Your one time and ongoing contributions can be made through our web site at www.waterisbasic.org or by mail to:

Water is Basic

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