



# EXCELLENT DEVELOPMENT

## IMPACT REPORT

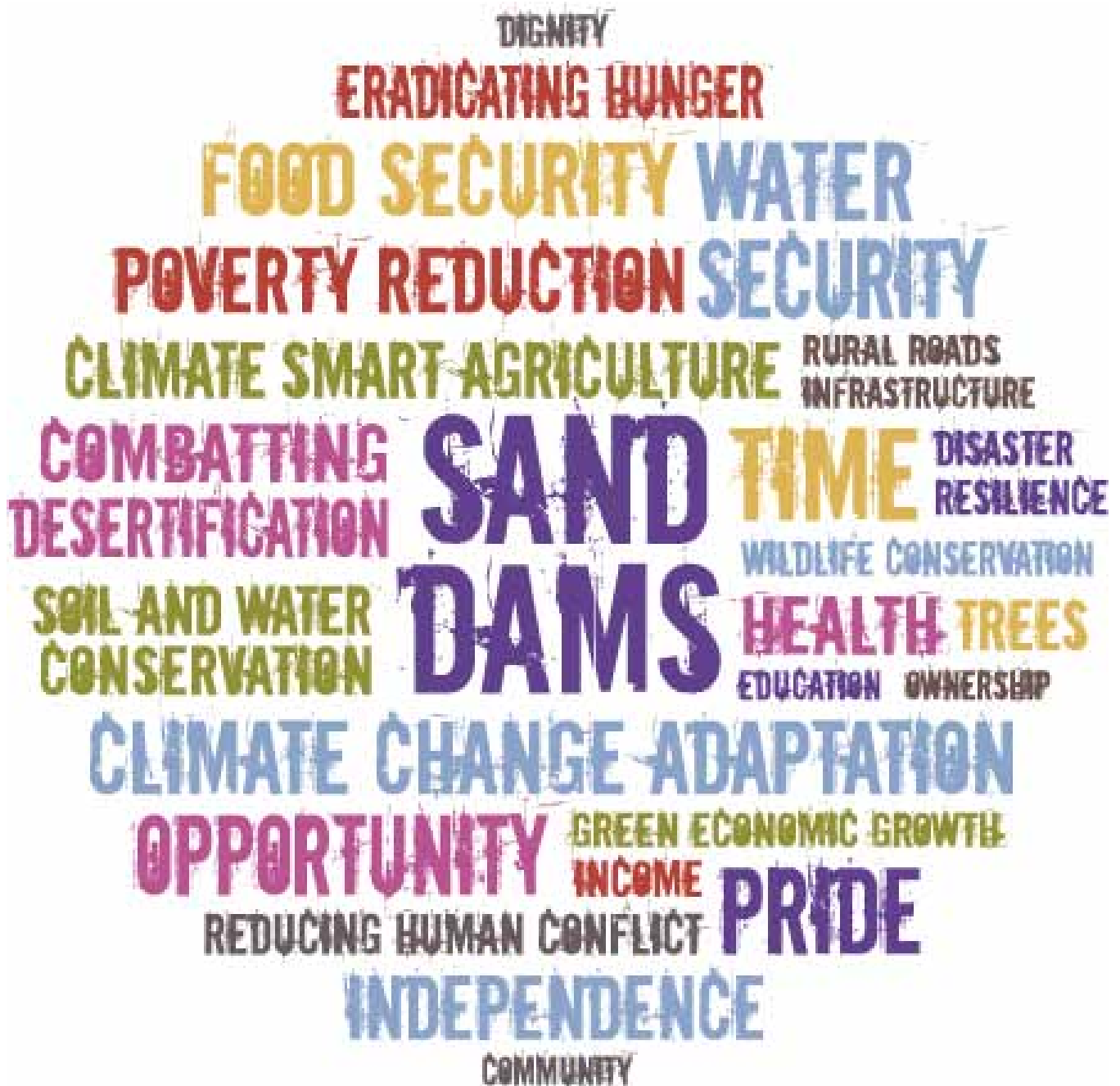
### VOLUME 10



# SAND DAMS WILL TRANSFORM MILLIONS OF LIVES

"WHAT IF THERE WAS AN AFFORDABLE WAY TO ADDRESS POVERTY, HUNGER, VIOLENCE, CONFLICT, CLIMATE CHANGE AND ECONOMIC STAGNATION ALL AT THE SAME TIME?"

Luc Gnacadja, Executive Secretary, United Nations Convention to Combat Desertification (UNCCD).





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# EXCELLENT DEVELOPMENT

Excellent Development is a not for profit organisation that supports rural, dryland communities to work their own way out of poverty with dignity.

We work with local partners to support communities to build Sand Dams, which provide clean water for life and the opportunity to grow more food to eat, store and sell.

It is our vision that Sand Dams will transform the lives of millions of the world's poorest people.

The people who seek our support want nothing for free. We provide the necessary kick start, but it is the communities we work with who invest their valuable time and skills to truly help themselves.

Since 2002, we have worked in partnerships to support 127 community groups to construct 354 Sand Dams, plant 856,225 trees, dig 1,432,998 metres of terraces and build 52 school water tanks across sub-Saharan Africa.

The results have been extraordinary.

**Registered charity number:  
1094478**





# THE IMPORTANCE OF DRYLANDS

Drylands account for 40% of the Earth's land surface and support 80% of the world's poorest people - most of whom are subsistence farmers with limited access to resources.

The vast majority of people does not have access to clean water. Women and children can spend up to 12 hours a day collecting water - often from unsafe sources.

Each year 12 million hectares of land are lost to desertification - the equivalent of depriving hungry families of 20 million tonnes of grain every year.

Sand Dams hold 2-20 million litres of water, protected and filtered clean by sand. They bring water within 30 minutes of people's homes - creating time to invest in conserving soil, restoring land and growing food.

Our 'climate-smart' agricultural techniques are capable of doubling world food production and transforming the lives of millions of poor people.

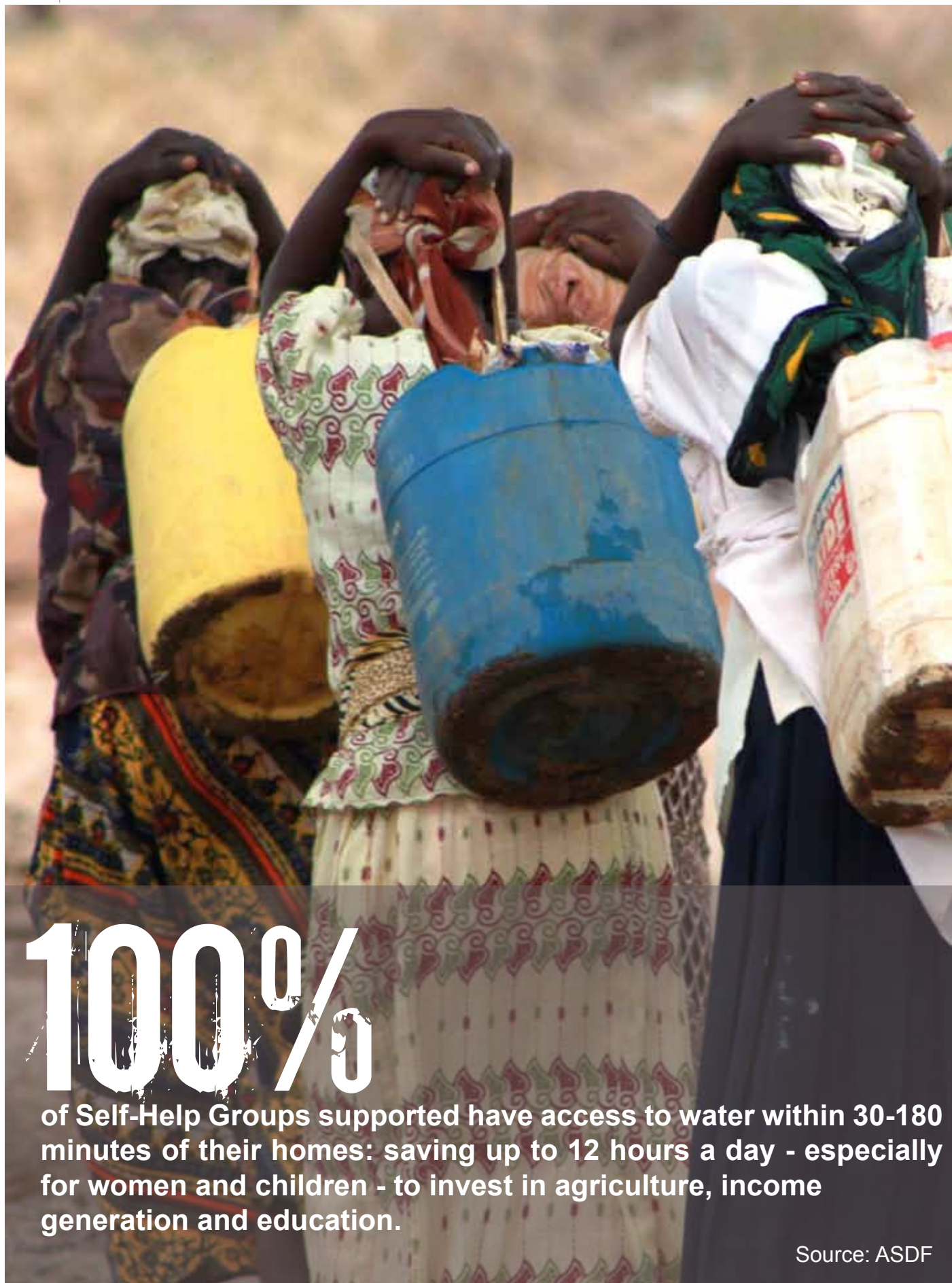
"DRYLANDS ARE ABSOLUTELY in the frontLine of the most VULNERABLE position with REGARD TO GLOBAL Anthropogenic climate change, not in the future, But now."

Dr. Jeffrey Sachs  
Director of the Earth Institute,  
Columbia University.





# OUR IMPACTS: SAVING TIME



# 100%

of Self-Help Groups supported have access to water within 30-180 minutes of their homes: saving up to 12 hours a day - especially for women and children - to invest in agriculture, income generation and education.

Source: ASDF



# OUR IMPACTS: WATER



AFTER CONSTRUCTING THE SAND DAMS THERE IS A VERY BIG DIFFERENCE. THERE IS A SHALLOW WELL WHICH HAD BEEN DUG NEAR THE FIRST SAND DAM AND THE WELL USED TO BE DRY BUT AFTER CONSTRUCTION OF THE SAND DAM THE WATER IS PLenty AND WE FETCH AS MUCH WATER AS WE WANT.

**Esther Mwolo, Wumisyo wa Kiumoni Self-Help Group.**

Partner: ASDF



# OUR IMPACTS: FOOD



# 100%

of Kenyan farmers supported are planting at least three varieties of drought-resistant crops, while only 50% of farmers plant just one variety in Kenya as a whole. Drought resistant crops are providing protection for families in the face of climate change.

Source: ASDf and CGIAR



# OUR IMPACTS: EDUCATION



BEFORE WE HAD THE SAND DAM THE CHILDREN USED TO USE A LOT OF TIME TO GET THE WATER AND CARRY IT TO SCHOOL. IT IS A TEDIOUS WORK. BUT RIGHT NOW, BECAUSE THE WATER IS AVAILABLE, THEY ARE USING LITTLE TIME TO GET THE WATER SO MOST OF THE HOURS THEY HAVE THEY DO QUALITY STUDIES AT THE SCHOOL AND THEY HAVE MORE ENERGY.

**Regina Makao, Malaika Self-Help Group**

Partner: ASDF



# OUR IMPACTS: INCOME



When we have the fish, we will give them to our children and grandchildren so they can become very brainy and very strong. Then we will eat the fish because I don't want to die any time soon. After that we will sell the surplus to earn an income.

**Josephine Musyoka, Kumina Wauni Self-Help Group.**

Partner: ASDF



# OUR IMPACTS: ENVIRONMENT



# 89%

of Kenyan farmers supported are planting trees on their farms, compared with a national average of just 50%. Trees are vital for conserving soil and water; restoring degraded lands and providing vital foods, fuel, fodder and medicines.

Source: ASDF and CGIAR



# OUR IMPACTS: OPPORTUNITY



WE ARE going to TRANSFORM OUR LIVES. WE ARE going to TRANSFORM OUR LIVELIHOODS FROM THE WATER WE ARE GETTING HERE. WE WANT TO START A FISH POND USING THE WATER WE WILL HARVEST FROM THE SAND DAM. THE FISH WILL MAKE ME EVEN HAPPIER THAN I AM NOW.

**Lois Masila, Wumisyo wa Kiumoni Self-Help Group.**

Partner: ASDF



# COMMUNITY ACHIEVEMENTS

Community Self-Help Groups provide at least 40% of the resources needed for every project. That's what makes each one a success. With the support of Excellent Development and Mennonite Central Committee, Utooni Development Organisation and Africa Sand Dam Foundation, Self-Help Groups in Kenya have worked their own way out of poverty with dignity.

Here are just some of their remarkable achievements in the last ten years...

856,225  
TREES PLANTED

52  
SCHOOL WATER  
TANKS BUILT

354

3,863 LIVES  
TRANSFORMED  
SAND DAMS BUILT

1,432,998 METRES OF TERRACES DUG

WORKING TOGETHER FOR CHANGE.



# OUR STRATEGIC PARTNER: ASDF

Africa Sand Dam Foundation (ASDF) is our strategic partner in Kenya.

ASDF work with dryland community Self-Help Groups (SHGs) to improve access to clean water; grow more food and improve health and incomes.

ASDF only works with registered SHGs who approach them for assistance. SHGs define their priorities and set their own goals. Together they develop a five year plan to achieve their vision.

Each SHG is supported by a field officer who provides encouragement, advice and training.

But otherwise the SHG manage and monitor their own projects: building Sand Dams, communally terracing land, setting up tree and vegetable nurseries, working on demonstration farm plots and establishing seed banks. Some are now even running fish farms!

Working hand in hand with local communities, ASDF are transforming lives.



Africa  
Sand Dam  
Foundation



Image ©Nestlé



# OUR OTHER PARTNERS

## **Christian Council of Mozambique (CCM).**

In 2010 Excellent Development facilitated a programme of strategic workshops to enable CCM and MCC Mozambique to plan the scaling up of Sand Dam technology into six more provinces in Mozambique. ASDF also hosted learning visits in 2010 and 2011 to support the planning and training process.



## **The Dabane Trust, Zimbabwe.**

In 2011-12, Excellent Development and ASDF supported The Dabane Trust to pilot Sand Dam technology by building two Sand Dams in Zimbabwe.



## **Mennonite Central Committee (MCC), Kenya and Mozambique.**

Between 2003 and 2009, MCC Kenya provided significant funds to Excellent Development Kenya with money from their own donors, CFGF (Canadian Foodgrains Bank) and CIDA (Canadian International Development Agency).



## **Quest Overseas.**

Excellent Development teamed up with Quest in 2005. Since then we have delivered expeditions with a difference: the opportunity for young people to work hand in hand with a rural community in Kenya to help build a Sand Dam that can provide clean water for thousands of people for life.



## **SOS Sahel (Sudan).**

Excellent Development supported the piloting of Sand Dams in South Kordofan in 2010. Work was suspended after troubles following the independence of south Sudan. We hope that plans for 'Sand Dams for Peace' and 'Sand Dams for Livelihoods' programmes will commence in April 2013.



## **Utooni Development Organisation, Kenya.**

UDO was Excellent Development's main partner between 2002 and 2010. Together we supported communities in Kenya to construct 320 Sand Dams, plant 808,735 trees and dig 1,344 km of communal terraces - far exceeding our joint 2002 goals.



## **Ukamba Christian Community Services, Kenya.**

In 2011-12 UCCS completed a pilot of five Sand Dams in Northern Machakos.



## **Water Aid.**

In 2010 WaterAid visited UDO in Kenya and subsequently achieved EU funding to build Sand Dams in Karamoja, NE Uganda. In 2011, we conducted a feasibility study for Sand Dams. In 2012, WaterAid Uganda completed a learning visit to ASDF.





# SIGNIFICANT MOMENTS

Since we started our work in 2002, there have been several significant moments that have marked a big change in the impacts that we create. We would, in particular, like to credit the following organisations who helped make them happen.



## **Andrews Charitable Trust (ACT)**

In 2007, ACT provided £345,000 worth of investment over five years to enable us to build capacity and scale up our operation. They funded and equipped offices in the UK and Kenya; strengthened our Finance and Governance capacity; enabled us to diversify our income streams and invested in the development of future programmes, advocacy and research.



## **Venture Partnership Foundation (VPF)**

Since 2009, VPF have provided £75,000 of funding, enhanced by a structured approach of pro-bono support and access to their network to enable us to continue to scale up our impact. In 2009 they helped us to be chosen as the Charity of the Year for legal firm SJ Berwin, which enabled us to raise over £120,000. We are currently receiving pro-bono support from consultancy firm Oliver Wyman to carry out a full strategic review.



## **The Daily Telegraph**

In 2009, Excellent Development was selected as one of the Daily Telegraph's Christmas Appeal charities. The generous support of Telegraph readers raised an astonishing £220,000 - enabling us to begin our journey to promote Sand Dams globally.

The logo for WPA Pinfold is a black square with the text 'wpaPINFOLD' in white, lowercase, sans-serif font.

wpaPINFOLD

## **WPA Pinfold**

In 2010, we outlined a new vision and strategy for Excellent Development: to pioneer Sand Dams in drylands around the world. WPA Pinfold provided pro bono support to enable us to develop our brand in line with our ambitious new vision.



# OUR HISTORY

- 2002** – Excellent Development is founded by Simon Maddrell, Stephen Owen, Chris Pockett and Darren Worsley to support Joshua Mukusya to spread his model of development in Kenya.
- 2005** – Excellent Development Kenya is registered as an International NGO in Kenya by Esther Ithau, Simon Maddrell and Joshua Mukusya.
- 2005** – We appoint our first employee, Sophie Bown.
- 2007** – ACT funding enables us to move out of Simon's kitchen and into our own offices in Brentford.
- 2008** – We support the construction of the 200th Sand Dam and help to plant half a million trees.
- 2009** – Sand Dams are voted the best solution to the global water crises by a Royal Geographical Society audience at the Annual Earthwatch Debate broadcast on BBC Radio 4.
- 2009** – Excellent Development Kenya becomes fully independent and changes its name to Utooni Development Organisation in recognition of its roots.
- 2010** – We form a strategic partnership with the Kenyan NGO, Africa Sand Dam Foundation, committed to pioneering Sand Dams in drylands worldwide.
- 2010** – We reach our original 2002 goal of supporting 300 Sand Dams to be built in Kenya.
- 2011** – BBC Radio 4 Appeal raises an incredible £64,000
- 2012** – We promote Sand Dams as a global drylands solution at the 6th World Water Forum in Marseille.
- 2012** – We celebrate our tenth anniversary by launching our new website and achieving a £5 million lifetime income.

All of us were deeply impressed by the quiet passion with which you described the work of Excellent Development. The idea of the sand dam has a magnificent simplicity and clearly a relevance that could extend way beyond Kenya.

Cassandra Jardine  
The Daily Telegraph.

Simon won the crowd over - hands down. It was great to hear the story of Excellent Development.

Michael Triff  
EarthWatch Institute.

What Excellent Development does is provide [subsistence farmers] with the materials and training to help them conserve essential rainwater and to improve the quality of their soil so that they can grow more food. It really is as simple as that.

John Humphrys  
BBC Radio 4.



# OUR AWARDS



**Nestlé**

**Creating Shared Value**

Nutrition | Water | Rural Development

**Runner-up 2012**



Recognising leadership and professionalism

**Highly Commended**

**ThirdSector**  
Excellence Awards 09

**Winner**

**Small Charity, Big Achiever**



**THE ST ANDREWS PRIZE  
FOR THE ENVIRONMENT**

**Runner-up 2009**



Excellent Development and its partners do not only help communities to get access to clean water close to their home, they also support them to grow more food thanks to effective climate-smart agricultural techniques.

Because the majority of people supported by Excellent Development are subsistence farmers who rely on the land and natural resources for survival and income, the impact of this project on local communities is great and we are proud to enable them to expand it.

Peter Brabeck-Letmathe, Chairman of the Nestlé Group, talking about the Nestle Prize in Creating Shared Value.

Excellent Development is a fantastic example of how innovation, passion and vision can be turned into an effective project demonstrating considerable impact.

The project greatly impressed the judges with how its excellent management led to a great idea being implemented across so many communities. The initiative is both sustainable and replicable and is a perfect illustration of the inspirational work that takes place within the voluntary sector.

Daniel Phelan, Organiser of The Charity Awards.



# PIONEERING SAND DAMS

At Excellent Development, we're determined to ensure that Sand Dams are used to combat hunger and poverty in drylands worldwide.

Drylands cover 40% of the Earth's surface and support 80% of the world's poor - which means that Sand Dams have enormous potential to transform the lives of most of the world's poorest people.

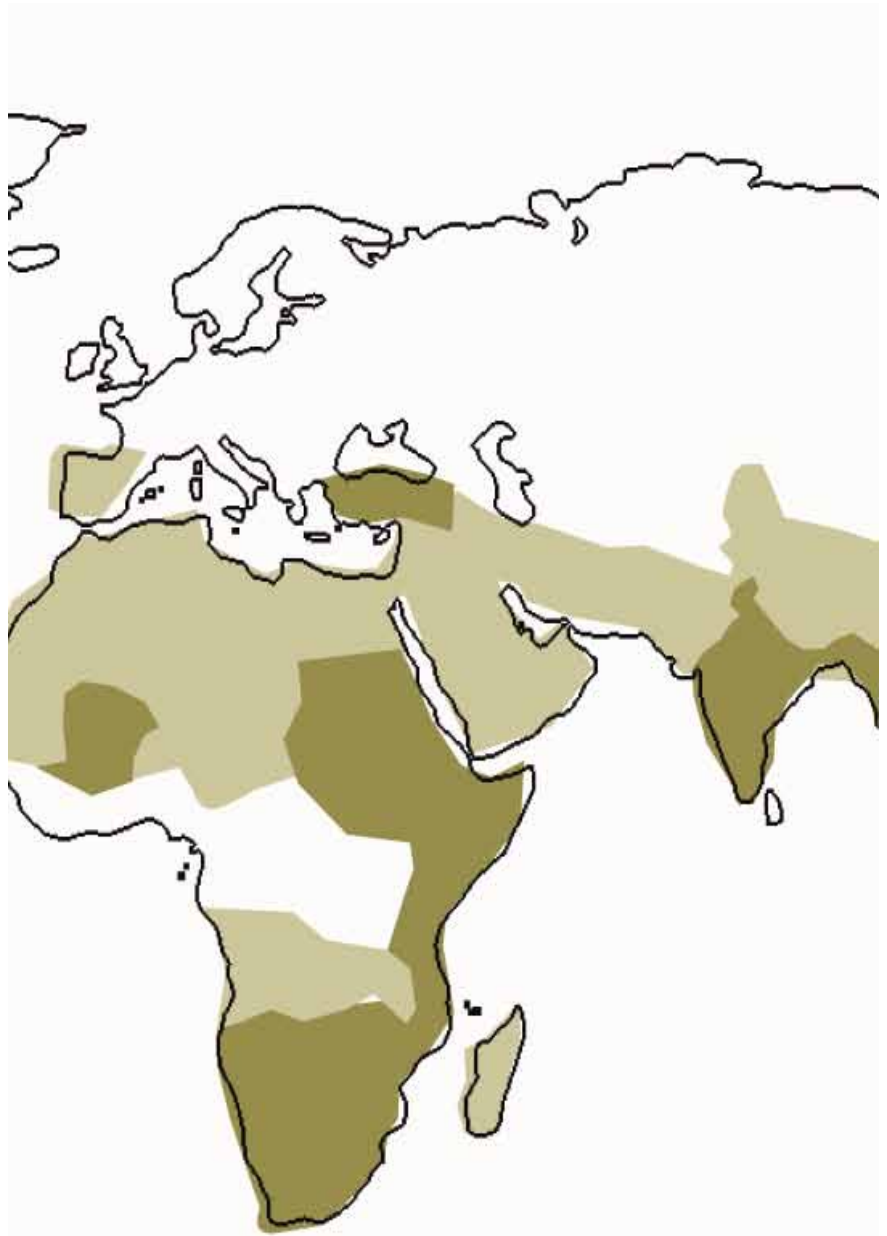
We're passionate about pioneering Sand Dams because we know just what impact they have on people's lives.

Our intention is to establish Sand Dams as a tool for addressing water security, adopted by all key agencies working in drylands.

Over the next five years, we will enable the scaling up of Sand Dams worldwide. We will influence many other organisations to utilise Sand Dam technology in order to realise our vision that Sand Dams will transform millions of lives.

Our journey to achieve this is in the early stages but the revolution is gaining momentum.

We have the experience of supporting the construction of 354 Sand Dams in Africa. We are now investigating the feasibility of Sand Dams to transform lives in India.



SOME REGIONS WITH THE POTENTIAL FOR SAND DAMS



SOME REGIONS WITH SOME EXISTING EXAMPLES OF SAND DAMS OR SIMILAR STRUCTURES.



# MEASURING IMPACT

The impact data in this report was collected by surveying Self-Help Groups (SHGs) that ASDF began working with on or before April 2011. The groups surveyed were Kyeni Kya Mukononi, Ithime, Wikwatyo Wa Kiambanie, Malaika, Kumina Wauni, Ilumu, Nzwii, Ndinzwii, Mumbuka, Kyeni Kya Kandengya, Wumisyo wa Kiumoni, Kyeni Kya Kaluli and Kawendo Women. In total, 32 male and 184 female farmers took part in the survey (216 in total) which represents 63% of the current membership of the 13 groups.

Our special thanks to the SHGs who participated in this survey.

ASDF conducts annual evaluation surveys and the SHGs form a central part in evaluating the success of their own projects. Data is gathered between November and February. A combination of qualitative and quantitative data is collected from the SHGs using group-level surveys, individual farmer surveys and focus groups.

Records from the various projects that SHGs have implemented throughout the year are also collected. Based on all of the data collected, ASDF produce an evaluation for each of the SHGs which is approved by each SHG committee to ensure data is fair and accurate. All of the SHG evaluations are then consolidated by ASDF into an Annual Evaluation report.

**Kenyan averages for Impact comparisons are taken from Consultative Group on International Agricultural Research (CGIAR) article**

*'Are food insecure smallholder households making changes in their farming practices? Evidence from East Africa.'*

by Patti Kristjanson, Henry Neufeldt, Anja Gassner, Joash Mango, Florence B. Kyazze, Solomon Desta, George Sayula, Brian Thiede, Wiebke Förch, Philip K. Thornton and Richard Coe. Food Security, Vol 4, 2012.





# WHY SAND DAMS FAIL

Since 2002, we have supported the construction of 354 Sand Dams with our partners. Only six of these have ever failed, but all of these were repairable.

Sadly, it is our experience that Sand Dams built by most other agencies have a much higher failure rate.

The prime reason for this is a lack of design knowledge, but also the failure to utilise the knowledge of local people and/or effectively control the construction.

A key part of our work pioneering Sand Dams is for Excellent Development and ASDF to share knowledge on the siting, design and construction of Sand Dams.

We do this by producing a Sand Dam Manual; facilitating learning visits and providing on-site technical support to assess feasibility and provide design and construction support for the implementation of Sand Dams.

For more information on the support we offer to make Sand Dams a success, please email [cate@excellent.org.uk](mailto:cate@excellent.org.uk).

To request a free copy of our Sand Dam Manual, please email [ian@excellent.org.uk](mailto:ian@excellent.org.uk)





# HOW WE SPEND YOUR MONEY

DOWNLOAD A COPY OF OUR ANNUAL ACCOUNTS AT:  
[WWW.EXCELLENT.ORG.UK/RESOURCES/PUBLICATIONS](http://WWW.EXCELLENT.ORG.UK/RESOURCES/PUBLICATIONS)

£0.41

ASDF & SELF-  
HELP GROUPS  
IN KENYA

£0.325

PIONEERING  
SAND DAMS

£0.05

DEVELOPMENT EDUCATION

£0.74

CHARITABLE EXPENDITURE

£1  
SPENT

£0.16

FUNDRAISING

£0.06

COMMUNICATIONS

£0.04

GOVERNANCE



# PLEASE DONATE

Your gift is an investment in water and food security for farmers in rural drylands. Whatever you can give, you are assured of excellent value for money and results that last a lifetime. Thank you so very much for your support. We couldn't do it without you.

I enclose a gift of:



Tick here to make your donation worth 25% more.



*I am a UK tax payer and I would like to reclaim tax on all donations I have made in the last 4 years, as well as my future donations until I notify you otherwise. I pay an amount of income tax or capital gains tax at least equal to the amount that Excellent Development will claim in a tax year.*

Please send to: Excellent Development,  
FREEPOST RSAC-UNYE-XHET, Studio  
59, The Market Building, 195 High  
Street, Brentford, Middlesex, TW8 8LB

We would like to keep in touch with you via email and telephone. If you would like to hear from us and receive updates on the impact of your donation, please provide your contact details below. We will never share your details with any other organisations.

Name.....

Address.....

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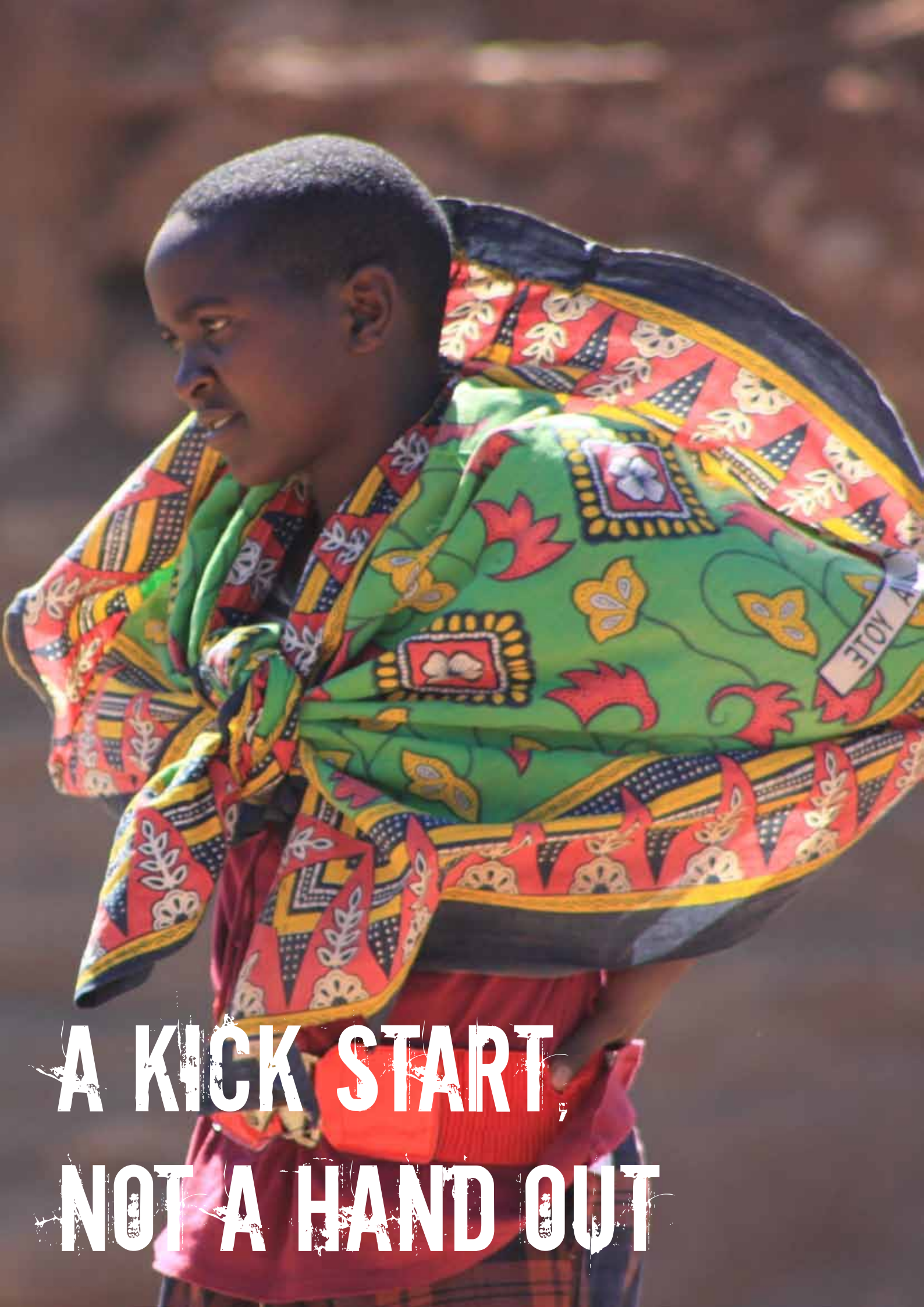
Post code.....

Phone.....

e-mail.....







**A KICK START,  
NOT A HAND OUT**



# OTHER WAYS TO GET INVOLVED

There are many ways you can get involved with our work, from joining us on an expedition to simply telling a friend - every little bit helps.

Whatever way you can help, we will always be pleased to hear from you.

Here are a few suggestions:

1. Join us on Facebook or Twitter, and help us spread the word.
2. Share this report with a friend.
3. Join an expedition to see first hand the value of your donation. For more information, email [alex@excellent.org.uk](mailto:alex@excellent.org.uk)
4. Set up a local fundraising initiative. For support, email [gemma@excellent.org.uk](mailto:gemma@excellent.org.uk)
5. Give a talk: We are always looking for good speakers who are passionate about what we do. For more information, email [alex@excellent.org.uk](mailto:alex@excellent.org.uk)
6. Nominate us as your company's charity of the year. For support, email [alex@excellent.org.uk](mailto:alex@excellent.org.uk)
7. Network for us - put us in touch with someone who you think can help.

For more ways to get involved visit us at:  
[www.excellent.org.uk/getinvolved](http://www.excellent.org.uk/getinvolved)

We look forward to hearing from you.





THANK YOU FOR GIVING A DAM

104 ROTARY CLUBS  
3 SMALL GOVTS.  
195 EXPEDITIONERS  
541 FACEBOOK FRIENDS  
4,028 INDIVIDUAL DONORS  
1,028 CHARITABLE TRUSTS  
152  
1,357  
TWITTER FOLLOWERS  
MONTHLY WEBSITE VISITORS  
2,676 NEWSLETTER SUBSCRIBERS  
30 COMPANIES



# CLOSING WORDS

“

It seems half a lifetime ago when, in May 2002, Darren and Chris joined us in the offices of Steptoe and Johnson to create Excellent Development.

Our new approach to annual reporting - reviewing our impact over ten years on poverty alleviation - has been a reflective pleasure. We are very proud of what we have helped 127 communities to achieve in such a short time. I don't think many people believed us when we said we would have supported the building of 300 sand dams by the end of 2010 - although we are still tantalisingly short of a million trees!

There are thousands of people thanked in this report, but we'd like to reserve a special place for those people who had faith and freely gave their support at the very beginning - from the conception, birth and infancy of Excellent Development. It is these people for whom the cliché 'without whom...' applies "in spades of sand and buckets of water". Together as a team and on behalf of all the communities supported, we'd like to add a very personal thank you to each and every one of you.

Our minds are constantly focused on the future - and we are very excited about the prospect of sand dams achieving mass adoption and helping to transform millions of lives. We believe there is a wind of change and we look forward to your continued support in making that happen.

**Steve and Simon**  
Chair and Executive Director.

without whom...

**RICHARD BARNES**

**JENINE LANGRISH**

**TRACEY HEMMERDINGER**

**DARREN WORSLEY**

**SIR EDWARD CLAY**

**KATHRYN & DAVID RILEY**

**JOSHUA MUKUSYA RODAH SILU**

**ALBERT MADDRELL**

**HEATHER WEARING CHRIS POCKETT**

**LORD JOEL JOFFE CBE**

**NOEL ESTHER ITHAU CLIVE WELLS**

**BUXTON TRUST GRAHAM SIMONS**

**STEPTOE & JOHNSON FRANCOIS**

**MARK VAESSEN ABELLARD**

**HILARY BYRNE ALAN STEVENS**

**ROBERT NEWRY**

**MELINDA LEWIS**

**FIONA MOORE**

thank you!



# A DAM IS JUST THE BEGINNING



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[www.excellent.org.uk](http://www.excellent.org.uk)

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