



IMPACT REPORT 2024



water for people
RWANDA



FOREWORD

Water For People’s journey has been one of innovation, persistence, and partnership. Since our inception in 1991, we have championed sustainable water, sanitation, and hygiene (WASH) services that meet the needs of communities across the globe. Over the years, our efforts have grown to encompass 39 partner areas across nine countries, and our impact has reached over 5.2 million people.

At the heart of our approach lies a simple, powerful idea: sustainability. The Everyone Forever model, launched in 2011, represents our unwavering commitment to ensuring that no community is left behind. This district-wide approach focuses on building local capacity so that water and sanitation services can endure long after we have exited an area. In Rwanda, where we have invested over \$46.7 million and provided safe water access to over 1.5 million people, this model has proven effective.

Yet, challenges remain. Globally, access to safe water and sanitation continues to elude billions. In Rwanda, stark disparities between urban and rural populations persist, where access to improved

water sources drops significantly outside cities, and sanitation services remain out of reach for many. This report underscores our response to these challenges through inclusive, locally-driven programs. From providing clean water to 389,693 people through newly constructed and rehabilitated water systems, to enhancing sanitation for 219,113 people, the achievements outlined in this document reflect our dedication to transforming lives.

Our successes are not solely defined by the numbers, but by the partnerships we’ve built—with communities, governments, and private operators—to create WASH systems that last. This work is a testament to what can be achieved through thoughtful collaboration, innovative solutions, and an unyielding focus on sustainability.

Looking forward, our ambition is to continue scaling our efforts, extending the Everyone Forever model to new districts, and sharing what we’ve learned with others. We remain committed to the belief that water is a right for every person, and together, we will ensure that this right is realized.

OUR VALUES



Collective Transformation

We believe in the power of collective action.



Environmental Stewardship

We are committed to being responsible stewards of the environment.



Integrity

We act honestly and transparently to inspire trust.



Courage

We encourage brave exploration of new ideas and informed risk-taking.



Amplify All Voices

By putting people first, celebrating diversity, and pursuing justice, we prioritize our shared humanity.

OUR MISSION

Water For People exists to promote the development of high-quality drinking water and sanitation services, accessible to all, and sustained by strong communities, businesses, and governments.

OUR VISION

A world where every person has access to reliable and safe water and sanitation services.

CONTEXT

Water For People has promoted sustainable water, sanitation, and hygiene (WASH) services globally since 1991, now impacting over 5.4 million people in 39 partner areas across nine countries. In Rwanda, Water For People has invested over \$46.7 million since 2008, providing safe water to more than 1 million people. The “Everyone Forever” model, launched in Rwanda in 2010, focuses on sustainable, district-wide service by building local capacity to maintain water and sanitation systems.

In 2021, Water For People co-founded the One For

All Alliance to work in unison to achieve the UN’s Sustainable Development Goal 6 for clean water and sanitation by 2030. Now active in 20 countries, including Rwanda, this alliance addresses persistent challenges, especially in rural areas where access to clean water and sanitation services is limited. Key challenges in Rwanda include inadequate water infrastructure, low functionality of water supply systems, limited funding for WASH projects, high non-revenue water, and gaps in WASH governance and workforce skills.

HOW WE OPERATE

EVERYONE FOREVER MODEL

Rwanda is the birthplace of the Everyone Forever Model which was born in Rulindo District and adopted by the Government of Rwanda under the District Wide Approach banner.

Everyone Forever means reliable and lasting water and sanitation services to every family, school, and health clinic in the districts where we work. We collaborate with districts to build new water supply systems and rehabilitate existing ones, striving to achieve 100% water access coverage. We partner with local governments, businesses, and individuals, to provide the training, tools, and financial support they need to ensure reliable water and sanitation services to current and future generations.

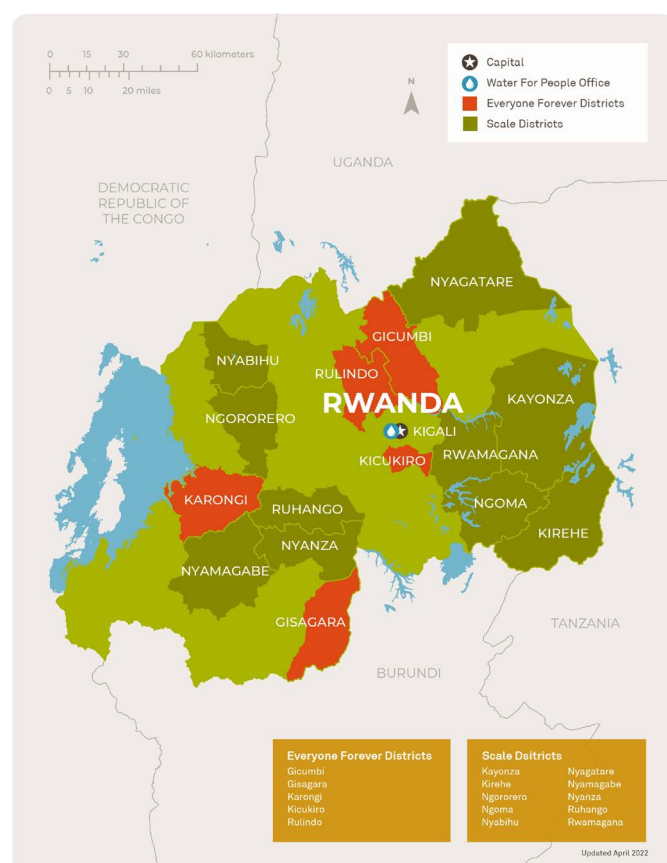
This model is implemented in Kicukiro, Rulindo, Gicumbi, Karongi, and Gisagara districts with Nyamagabe transitioning from a scale area under Isoko y’Ubuzima to a partner area this year.

SCALE DISTRICTS

With the USAID-funded Isoko y’Ubuzima project, we collaborate with 10 districts to influence changes to adopt the District-Wide Approach. In contrast to the Everyone Forever Model, we partner with the district to rehabilitate two priority water supply systems and advocate for additional investments to address identified water needs.

Together with IRC, Vitens Evides International (VEI), CARE International, and African Evangelistic Enterprise (AEE), we aim to first realize improved water and basic sanitation services access for 316,00 and 100,000 Rwandans respectively, and through collaboration with other district partners to effect change through positive influence, to reach Everyone Forever. This approach is being implemented in Ngoma, Kirehe, Kayonza, Nyagatare, Rwamagana, Nyabihu, Ngororero, Ruhango, Nyanza, and Nyamagabe districts.

OUR GEOGRAPHICAL FOCUS



FLAGSHIP INTERVENTIONS

NRW REDUCTION

In scale districts, we collaborate with local authorities and private operators to improve Non-Revenue Water (NRW) management through a District-Metered Area (DMA) approach implementation and build the capacity of water professionals.

A DMA is an area delimited by bulk meters that allow the private operators to quantify the water within a network, monitor and identify fast water loss due to leakages in the pipes, and apply corrective measures.

NRW is water that is produced and lost before it reaches the customer, or it is not billed. This leads to financial losses for water utilities, unsustainable water management, and ultimately, the inability of water operators to invest in improving water infrastructure and a hindrance to quality water services.

The intended result is for the rural water supply companies to be able to efficiently bill water consumption, easily detect and fix water leakages, equip their staff with necessary tools to curb NRW and educate the communities to take part in the physical water loss reduction by reporting leakages and fighting the vandalism. A greater profit margin will motivate these companies to invest more, thus the service improvement.

MARKET-BASED SANITATION

To increase household sanitation, our trained sales agents and other community mobilizers raise awareness and create demand for sanitation and hygiene products and services from the community. As a result, the community is motivated to invest in household sanitation.

To respond to the demand created, we collaborate with the districts and the private sector to bring products closer to the community, through community showrooms at the sector level, and the district sanitation center. Sales agents collaborate with district sanitation centers to sell the products to households and gain commissions. Project-trained masons build community-preferred sanitation prototypes, such as affordable, accessible, and improved slabs and latrines.

Recognizing some families' relatively low-

income level status, we work with financial institutions to create sanitation loan products accessible to individuals through Village Savings and Loans Associations and other communities groups.

FECAL SLUDGE TREATMENT

This is an innovative shift in sanitation, driven by the use of tiger worms. This approach is revolutionizing the treatment of fecal sludge, helping Rwanda meet its global Sustainable Development Goals (SDGs) while enhancing community well-being. Central to this change is vermifiltration, a method of fecal sludge management (FSM) inspired by natural processes, which is reshaping sanitation systems in small towns and rural areas.

INCLUSIVE PROGRAMMING

We are intentional in planning and implementation to ensure that no one is left behind to gain sustainable access to water, sanitation, and hygiene services.

We support the District Joint Action Development Forum (JADF) and District WASH Boards to tackle policy barriers, ensuring inclusive WASH services and the integration of Gender Equity and Social Inclusion (GESI) at the district level. Nationally, we facilitate dialogues to address policy challenges around GESI and inclusivity, while also strengthening the capacity of WASH professionals at both the national and district levels to promote Inclusive Governance.

CLIMATE RESILIENT PLANNING

Water For People in Rwanda prioritizes climate resilience in its projects to address the challenges posed by water-related destruction of infrastructure, especially water systems. Collaborating with district governments and the Ministry of Infrastructure, the organization supports the design of resilient water infrastructure in landslide-prone districts.

To ensure sustainable water services, Water For People supports 15 districts in developing Water Resources Management Plans (WRMPs) that assess water availability, demand, and climate change impacts, along with soil or seasonal issues that may require solutions like chlorination units or terracing.

OUR IMPACT

FOR FISCAL YEAR 2024

CURRENT STATUS

23.2 % of households in rural areas don't have access to improved drinking water¹.

21.5% of households in rural areas use shared improved toilet facility².

Over the last 15 years, we have invested over \$46.7 million to bring water, sanitation, and hygiene services to rural communities.

During the same period, we provided safe water access to over 1.5 million people in 15 districts.

In schools, inclusive facilities with ramps and separate latrines for girls and boys are constructed, alongside training on hygiene and menstrual health management to eliminate stigma.

1. Main Indicators: 5th Rwanda Population and Housing Census.

2. Main Indicators: 5th Rwanda Population and Housing Census.



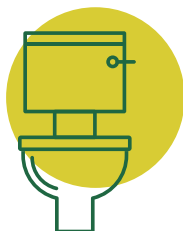
389,693

People have access to clean and safe water after the construction or rehabilitation of 56 water systems serving 523 communities in Partner and Scale Areas



219,113

People have now access to improved sanitation after market-based sanitation activities were carried out in Everyone Forever and Scale Districts



9,044

Latrines constructed as a result of the market-based sanitation activities in Everyone Forever and Isoko y'Ubuzima districts impacting 45,220 people



88,546

Learners and teachers across 10 districts from 102 schools have access to clean water



A community member from Karongi District is fetching water from a newly constructed water supply system.



\$7,4 MILLION

Total investment made in fiscal year 2024 to provide WASH services to communities across Everyone Forever and Scale Districts

19,350 JOBS CREATED

For the local communities in Everyone Forever and Scale Districts

30% OF NRW REDUCTION

Achieved in targeted water supply systems from 59% to 29% between October 2023 and September 2024

400 SANITATION LOANS OBTAINED

By members of the communities to improve their household sanitation through the Village Saving and Loan Associations and SACCO Loans

33,249 SATO PANS PURCHASED

As a result of the community mobilization activities in EF and Isoko y'Ubuzima districts impacting 166,245 people

558 LOCAL MASONS TRAINED

To build improved and affordable latrines for households in their communities

24 CLINICS CONNECTED TO WATER

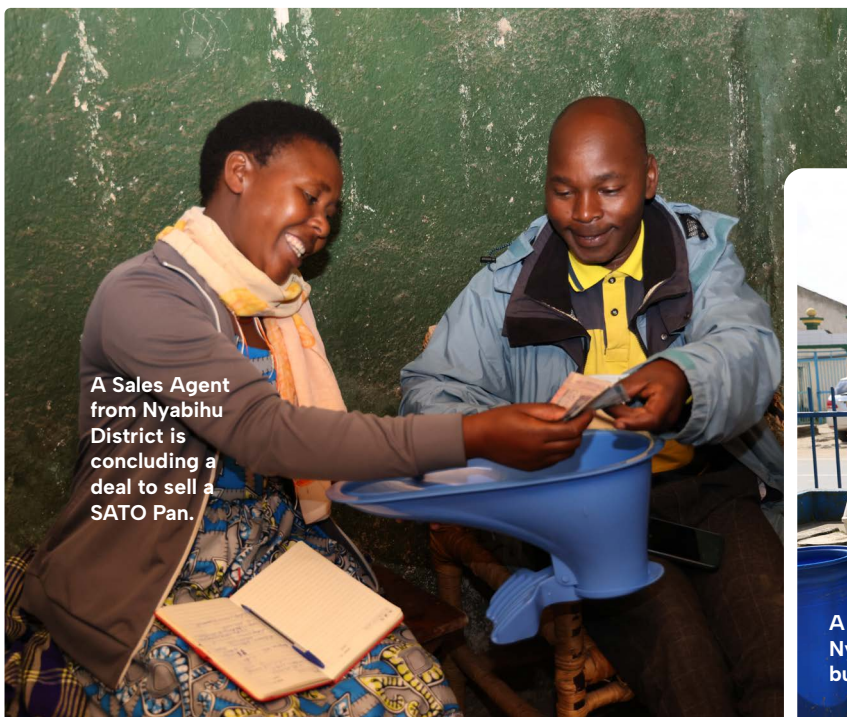
Impacting 2,203 people across 10 districts (Gisagara, Karongi, Kayonza, Kirere, Ngoma, Nyabihu, Nyagatare, Nyamagabe, Nyanza, Rwamagana)



A worker at a rehabilitation site for water supply systems.



A worker at a water reservoir.

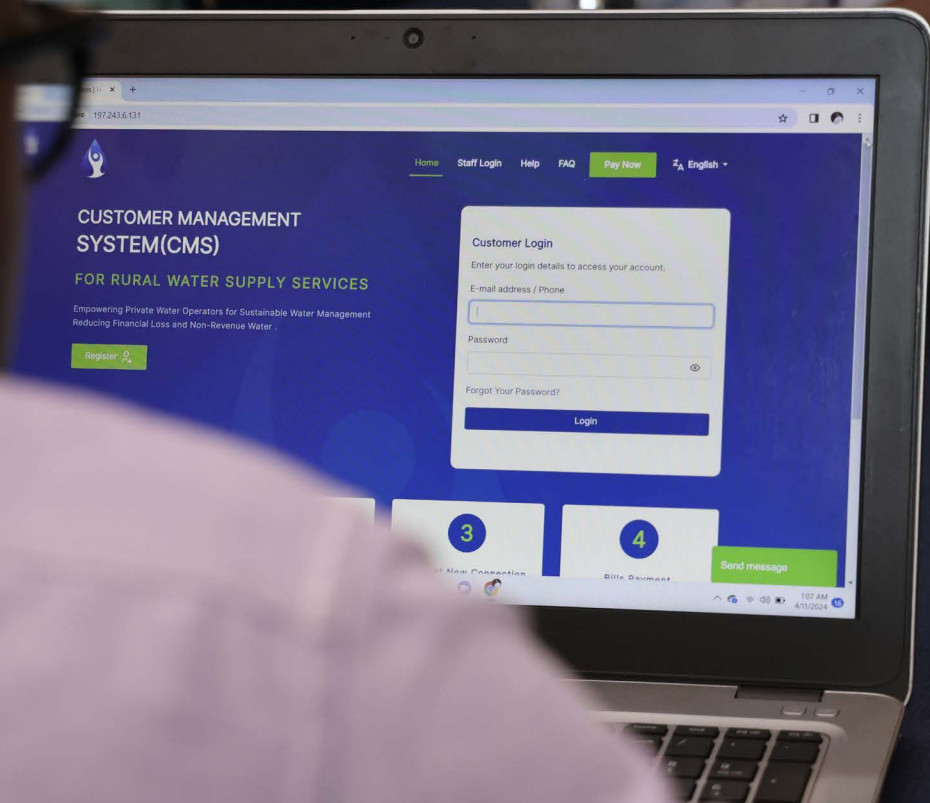


A Sales Agent from Nyabihu District is concluding a deal to sell a SATO Pan.



A training of masons in Nyabihu District on how to build improved latrines.

Training on the operationalization of the customer management system .



OTHER Achievements

WATER RESOURCES MANAGEMENT PLANS

Developed for 5 districts for climate change adaptation and protection of water infrastructures and two studies are ongoing for two remaining districts.

DISTRICT WASH BOARD CAPACITY BUILDING

Trained District WASH Office and District WASH Board (DWASHB) based on capacity assessment - identified needs. They are:

- 219 members of the DWASHB
- 41 from the District WASH Office
- 461 from WASAC and private operators.

CUSTOMER MANAGEMENT SYSTEM DEVELOPMENT

Supported the Rwanda Utilities Regulatory Authority (RURA) to develop and operationalize a Customer Management System to improve billing and revenue collection efficiency and the accountability of private operators. This support responded to a request from RURA to contribute to

the improvement of the water services in rural areas through the reduction of commercial NRW.

OPERATION AND MAINTENANCE

170 plumbers part of technical teams from WASAC's electromechanical department, WASAC's district branch staff, private operators' engineers, and district WATSANs trained in pump operation and maintenance.

OPERATIONALIZATION OF THE NEW WASH POLICY

Staff from private operators, especially new youth-led companies, WASAC Branch engineers, and WATSAN Officer trained.

GESI MAINSTREAMING

One hundred twenty-three DWASHB members in six districts of Kayonza, Ngoma, Nyagatare, Nyamagabe Nyanza, and Kirehe trained on Gender Equity and Social Inclusion (GESI) training sessions for Joint Action Development Forum and DWASHB members in six districts.

WHAT WE LEARNED

We have made significant strides in improving water, sanitation, and hygiene (WASH) systems. This year, we have strengthened WASH services for 389,693 Rwandans. This has been achieved through WASH system assessments, training, and mentoring officials, and establishing robust monitoring frameworks.

Our experience in Rwanda has shown that sub-national and national engagement is essential for long-term success. This has led us to a shift in focus towards strengthening systems at these levels, underscoring the need for integrated governance, financing, and monitoring to ensure lasting access to WASH services.

Improving these building blocks is necessary as we have learned over time, that at a certain point, partner areas face roadblocks to sustainability. While we have assisted partner areas to develop detailed WASH investment plans to present credible detailed budgets to their governments, these governments may not have the budget to fund these plans. Leveraging our work's successes, we are advising national ministries, conducting assessments, identifying areas to prioritize, and creating government-led financing strategies to increase taxes, tariffs, and transfers for WASH. To further support this process, in 2024 Water For People conducted reflection sessions at the national level in addition to our sessions at the partner area or district level.

FUTURE PLANS

We aim to scale these efforts through "Destination 2030," focusing on a shared vision for sustainable WASH services at all administrative levels. This includes developing partnerships across government and private sectors, refining technical assistance, and ensuring long-term policies and financing are in place to maintain these services. We have seen progress in most of the districts we work in, and where there are gaps, we continue to assess more areas and intend to help them reach exit milestones.

In 2025, we aim to extend the Everyone Forever model to Nyamagabe and improve water access for 149,778 people across all partner and scale areas.

SUSTAINABILITY PLAN

We work long-term in partner areas, ensuring that every community, family, clinic, and school has sustainable water and sanitation services. Through our Everyone Forever model, we follow a detailed roadmap to build the capacity of local authorities and service providers to sustain WASH services. Once a district can maintain these services independently, we exit.

We sign long-term agreements with districts to formalize the partnership. The milestones of the Everyone Forever model, along with public celebrations of progress, help generate strong community engagement. Additionally, other districts, inspired by the success, often request technical assistance or long-term involvement from Water For People.

With the help of partners like Liquid IV we have been able to prepare local and national governments and communities to get closer to reaching Everyone Forever.



A community member is fetching water on a newly rehabilitated water supply system in Kayonza District.

STORIES

From communities

Beata Mukeshimana
has now access to
water close to her
home.



WHEN WATER HELPS TO SOLVE AN ENIGMA

For Beata Mukeshimana, a 57-year-old resident of Ruhamagariro Village in the Gisagara District, life has often had its ups and downs. One of her biggest challenges was finding enough water for her home, which meant taking on quite a trek each day!

Beata used to spend two long hours walking downhill to collect water, which took a toll on her time and energy. Water is so important for drinking, doing chores, and watering her crops, and she often found herself in a tough spot trying to decide what to focus on first. “It really felt like a puzzle,” Beata shares. “Figuring out which water needs to be prioritized was never straightforward!”

Like many in her village, Beata depended on water for many things. Each day, she would need about 6-10 jerrycans of water; every trip was tiring and costly. If she could afford it, she would pay approximately RWF 300 (around \$0.2) per gallon to have water delivered from the downhill source. But the only option for those who couldn't pay was

to make that long walk themselves.

Then, in May 2023, Beata and her community caught a huge break! A partnership between Water For People, the Gisagara District, and the Rwanda Water Utility (WASAC) resulted in the creation of the Muyaga-Ramba Water Supply System. This new system was designed to provide a reliable and accessible water source for over 15,000 people—and it truly made a difference!

With the new system, Beata's life took a wonderful turn. “I don't have to worry about which water needs to meet first anymore,” she says, relieved. Instead of a grueling two-hour walk, she had only to stroll a few meters to gather water from nearby public points. What a relief!

The financial impact has been just as amazing. Beata used to spend RWF 300 per gallon; now she pays just RWF 10 per jerrycan—an incredible reduction of 30 times! This change has lightened her load and opened up exciting new opportunities. “The money I save on fetching water is used to help grow my business,” Beata says with pride.

With her water challenges behind her, Beata's life has truly blossomed. The time and energy she spent collecting water can now be directed toward her personal growth and future. For her, launching the Muyaga-Ramba Water Supply System is not just a solution to a problem; it's a heartwarming story of empowerment and hope that's changing lives for the better!

“I don't have to worry about which water needs to meet first anymore.”

Beata Mukeshimana
Community member,
Gisagara District



QUOTES

From communities



"This success has not only boosted my confidence but also motivated me to even put more efforts in my outreach activities. My dream is to get my own shop and stop renting."

TUYIZERE FRANCOISE (FANNY)

Fanny is a businesswoman running a successful sanitation shop in the remote village of Kaduna Sector, Nyamagabe. Discover her inspiring journey to building a profitable business and making a positive impact in her community.

[Learn More About Her Business](#)



"Cost calculation helps the households make decisions right away."

VIOLETTE NIYONSHUTI

Violette is a dynamic sales agent utilizing the innovative DQ Selling technique, which has significantly increased the adoption of sanitation products and led to a rise in households constructing improved latrines. This revolutionary approach is being used in the USAID-funded Isoko y'Ubuzima project to improve rural sanitation and handwashing services and products in rural Rwanda.

[Learn More About the DQ Selling Technique](#)



"My child used to struggle in school... Fetching water from the swamp meant he was often late, affecting his studies."

FERINA MUJARA

Ferina is a parent from a village in Cyabakamyi, Nyanza District whose story epitomizes the profound impact of improved water access on education and overall well-being. Before the rehabilitation of the water supply system there, children in her village endured a challenging journey to fetch water from a nearby swamp, spending 1.5 to 2 hours daily on the task.

[Learn more about how improved water access is transforming school performance for children](#)



OUR PARTNERS



