

Just a Drop

www.justadrop.org





Just a Drop is an award winning charity that brings sustainable, safe water, sanitation and hygiene projects to communities, transforming lives.

We support sustainable water initiatives owned by communities. Our endeavours are driven by grassroots efforts and overseen by local partners delivering high-quality water solutions.

We conduct community development training including water, sanitation, and hygiene (WASH), sustainable agriculture, soap production, menstrual health management, and income-generating loan programmes.

These initiatives empower communities to achieve self-sufficiency, thereby establishing the groundwork for economic growth, job creation, and enhanced wellbeing.

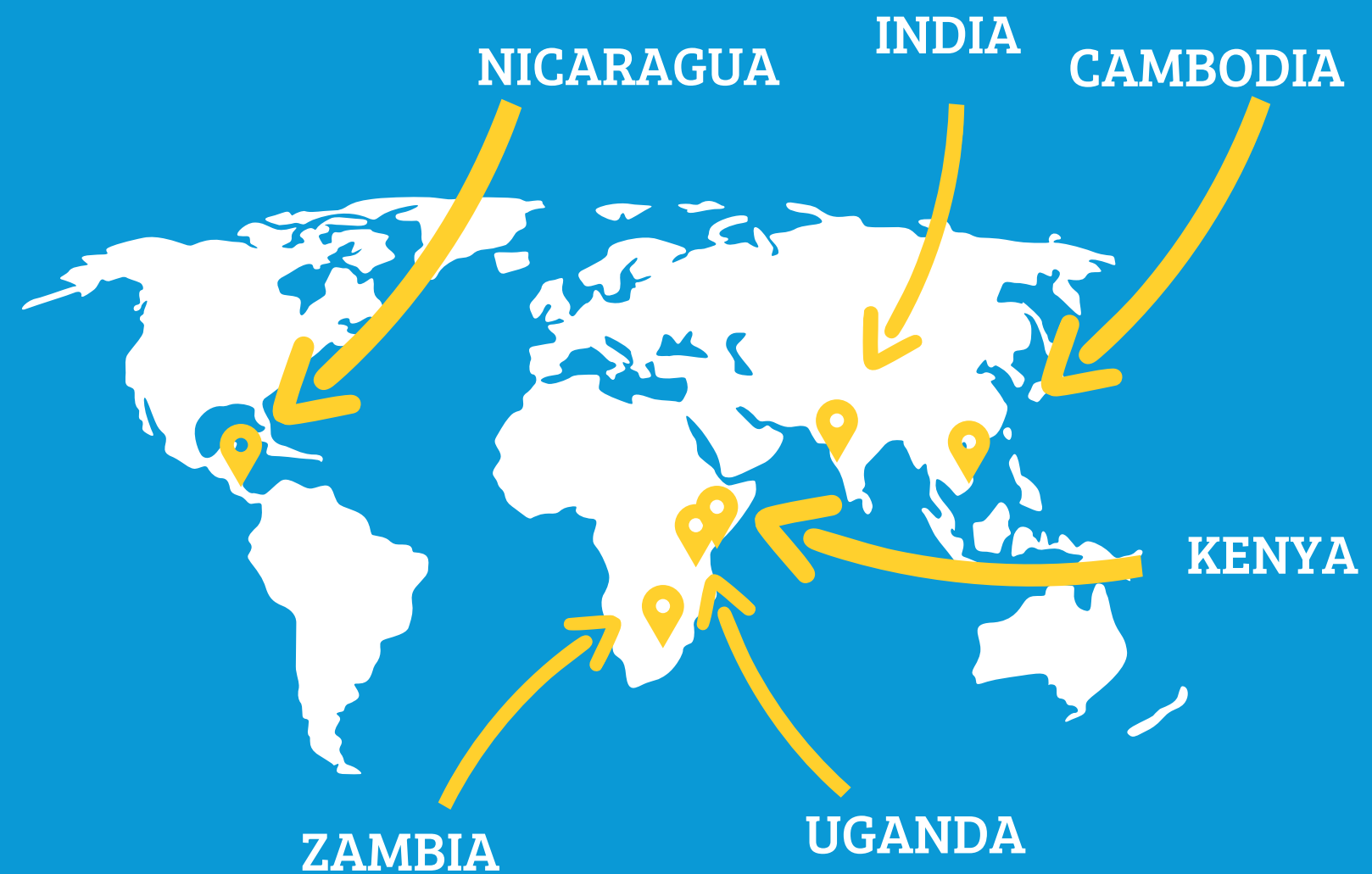




Since we started in 1998, we've supported:

1.9M PEOPLE

Across 32 countries. Now we work in:





**Just
a Drop**



Atta 

Just a Drop and ATTA share numerous common attributes, with a central focus on enhancing the sustainability of travel and tourism.

ATTA is renowned for fostering communication, networking, and organising events that spotlight African tourism. Similarly, Just a Drop aims to demonstrate the significance of supporting African development through water initiatives, positioning travel and tourism as key to sustainable change.

This presentation aims to illustrate the multitude of benefits that a partnership with Just a Drop can offer within the travel and tourism sector.

With our established reputation and respected name in the industry, we are well positioned to facilitate meaningful contributions to the advancement of sustainable tourism practices across Africa and on a global scale.



Fiona Jeffery OBE

**Founder & Chair of Just a Drop
Former ATTA Chair (2018-2020)**

In 1998 Fiona established Just a Drop with the aim of promoting social responsibility within the travel and tourism industry.

With extensive connections in the travel sector, Fiona has held prominent positions such as Chairman of World Travel Market and membership on the UN World Committee for Tourism Ethics.

Fiona's enduring dedication to African development is evident through her continued involvement with ATTA, where she has served as a board member since 2014 and Chair from 2018 to 2020.

Just a Drop in Africa

Since our establishment in 1998, Just a Drop has been actively engaged in Africa. Our first initiative took place in Ethiopia, where we provided safe water and organised community health programmes for 30,000 people.

Since then, our efforts have extended to 11 African nations, culminating in 236 completed projects that have supported approximately 834,685 people.

In addition to our core projects, we take immense pride in our community development endeavours. These encompass diverse initiatives such as soap making, sustainable agriculture, microfinance programmes, and menstrual health and hygiene initiatives, including manufacturing reusable sanitary products.

Our commitment is fortified by our collaboration with esteemed African partners like the Africa Sand Dam Foundation (ASDF). We ensure that projects actively engage local communities in both the installation and maintenance of water solutions. By working alongside local self-help groups (SHGs), we also facilitate development training to empower communities.



Just a Drop in Kenya

Just a Drop has been working in Kenya since 2011 and we have completed over 140 projects. In Kenya our projects consist of:

Sand Dams and Rock Catchments

Remarkable sustainable water dams that store up to 10 million litres of safe water, raising local water tables and providing multiple villages water

Schools (Water Tanks & Hand Washing Stations)

Providing safe water access through rainwater guttering systems and improving hygiene facilities for students and staff

Training in:

Menstrual Hygiene Management

Soap Making

Sustainable Agriculture

Village Savings and Loans

Water, Hygiene and Sanitation (WASH)



Just a Drop in Uganda

Just a Drop began working in Uganda in 2006 and since then has completed 84 projects. In Uganda our projects consist of:

Health Centres and Schools

Providing safe water access through rainwater guttering systems and improving hygiene facilities

Villages

Installing community-wide safe water access

Training in:

Animal Wildlife Protection

Income Generating Loans

Menstrual Hygiene Management

Soap Making

Water, Hygiene and Sanitation (WASH)



Just a Drop in Zambia

Just a Drop has been working in Zambia since 2010 and we have completed 62 projects. In Zambia our projects consist of:

Drilled Boreholes

Building secure water sources for communities and educating locals on borehole maintenance.

Borehole Rehabilitations

Restoring non-functional or damaged boreholes and providing community training in borehole maintenance.

Schools (Rainwater Tanks, Latrines, & Hand Washing Stations)

Providing safe water access through rainwater guttering systems and improving hygiene facilities for students and staff

Training in:

Menstrual Hygiene Management

Water, Hygiene and Sanitation (WASH)



How we work:

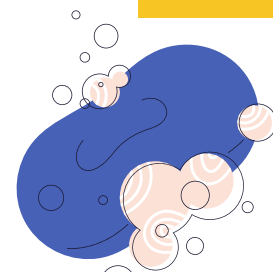
- Each project is specific to that individual community.
- The work is owned by the communities that we work with - they come to us in the first instance
- Our solutions are built to last - they are monitored for up to 7 years
- Partners help us to further our cause and achieve mutual benefit
- We provide development - not aid



The Impact is Clear



Healthier communities



Better hygiene practices



Safer Communities



Improved Livelihoods



Children get a better education



Poverty Reduction

Sustainability is Key

Just a Drop prioritises sustainability in all its projects, ensuring maximum community benefit. Solutions are designed for long-term viability, with communities taking ownership of construction and maintenance.

Our community training programs are crafted to promote sustainable livelihoods, such as income-generating practices like soap making. We are committed to long-term life transformation and conduct project monitoring for up to 7 years.

Our journey to Net-Zero

While it is clear our projects have positive impacts on the communities we work with, we cannot escape that as an organisation we have a carbon footprint. We are working on a carbon action plan that holds us accountable for our emissions and creating a strategy to reduce our footprint as much as possible. This work ensures that we are reducing our impact on the planet and working towards a more sustainable future.



Through our work we achieve
12 out of 17
United Nations
Sustainability
Development Goals:



Enhance your ESG credentials by collaborating with Just a Drop

3. Governance

Reporting is key!

We provide our partners with transparent project reports and positive promotion of your work.

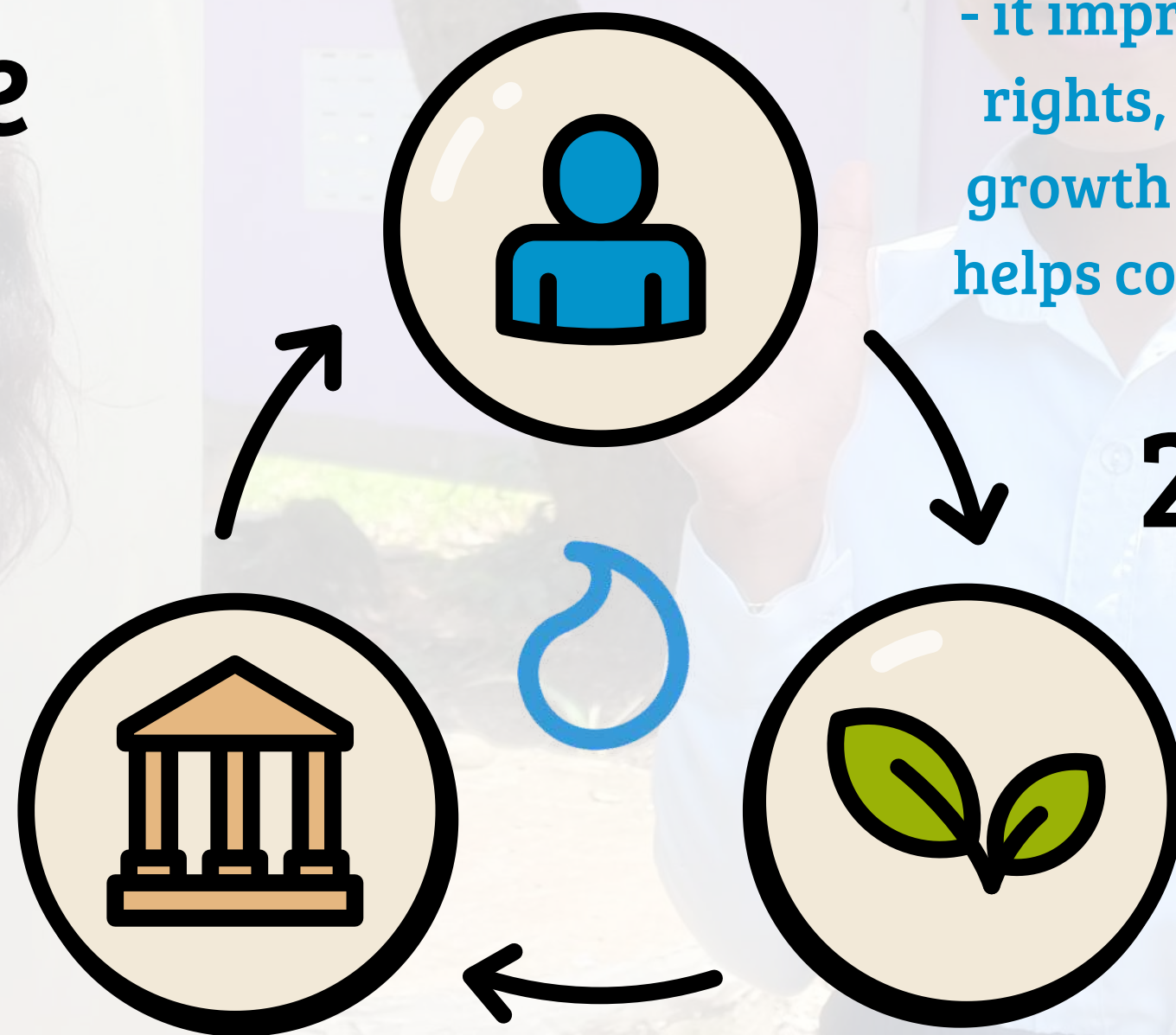
Our method ensures accurate and honest reporting - showing you exactly what we have done with your donations and the impact of this. We use the United Nations SDGs as an impact framework.

1. Social

Our projects change thousands of lives every year! The main focus of Just a Drop's work is enabling access to safe water. Water unlocks potential and changes everything - it improves health, education, and women's rights, community development, economic growth and leads to brighter futures. It also helps communities to access sustainable and secure food sources.

2. Environmental

Our work is climate positive! Through our sand dams and rainwater harvesting work we mitigate the impact of climate change and many of our projects also include elements such as tree planting and drought resistant agriculture.



(Tap)
**water
for all**

Hotel Partnerships

**GREEN
HOUSEKEEPING**

'Tap Water For All is a fundraising initiative for the hospitality industry. Completely free to set up and run, with all materials provided by Just a Drop, this campaign encourages guests to donate £1 per table when they order tap water - or a water based product. Not only is it a remarkable initiative that is easy to implement, but it also enhances business ESG and the sustainability profile, while crucially addressing the global water crisis

Green-Housekeeping is implemented by our partner hotels, offering guests the choice to opt out of daily housekeeping in exchange for a hotel reward, such as a restaurant voucher, a bottle of wine, or travel points. This initiative not only helps the hotel save on service charges but also donates £1 to Just a Drop each time Green-Housekeeping is selected by a guest. All promotional materials are provided by Just a Drop, making it a straightforward and effective approach to bolster a hotel's sustainability profile with minimal operational requirements

Other Types of Partnerships

CUSTOMER DONATIONS

Engage with your customers and show them how they are making a difference by choosing your service. Add a donation onto their booking and keep them updated as to where their support is going to as a point of engagement

STAFF ENGAGEMENT

Bring your staff together in fundraising for Just a Drop - get them involved in challenge events and Just a Drop's yearly campaigns!
We also work with companies on events and exhibitions

PERCENTAGE OF SALES

Many of our partners choose to kindly donate a percentage of their sales each year. We can put this money towards a specific project or you could support our overall work as an organisation



**Travel with
Purpose**



Partnering with Just a Drop brings YOU value

Together we can achieve lasting impact across Africa, through the support of your business



Develop your brand through Just a Drop's high quality communications: images, films, stories and statistics, bringing your partnership to life, showing the wonderful impact achieved



We offer attentive and personal account management and regular impact reporting on the grass root work we are doing, using our SDG framework



Just a Drop has gained esteemed recognition through numerous prestigious awards. In the past three years alone, we have received nominations for 14 awards, solidifying our reputable standing within the travel and tourism sector



We want to make the partnership work for you that supports your ESG credentials



GET IN TOUCH

Thank you so much for your time, if you have any questions at all, please don't hesitate to get in touch!

Tess Bettison Fundraising Officer
tess.bettison@justadrop.org



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