



2018 Annual Report

Wells of Life, Inc.
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A 501(c)(3) Charitable Organization
Tax ID: 45-1496631

wellsoflife.org



OUR VISION

To support the United Nation's goal of eliminating global extreme poverty by 2030.

OUR MISSION

Our mission is to be a global leader in helping solve the world's biggest problem, POVERTY, by providing access to clean water and hygiene utilizing a comprehensive program to enable the poorest people on earth to escape the cycle of poverty and RISE to a new future of hope.

The Hands of God: An Answer to Prayer.

For decades people in rural Uganda have prayed for access to clean water. That desperate prayer has been answered for many by organizations like Wells Of Life. We serve as the hands of God, bringing safe water to people in need. Jesus said, "I was thirsty and you gave me something to drink." That is what Wells of Life has been called to do in His name.

LETTER FROM THE CEO

During the final days of 2018, Wells of Life turned ten years old. Ten years of growth has brought all of us to a time of great reflection. In many ways, 2018 proved to be a stand-out year for Wells of Life. You will enjoy reading about the many new programs and initiatives that helped increase our fundraising by 40% over the previous year.

With God's perfect timing we find ourselves preparing to launch into our next decade as a Christian organization expanding on three continents. I am thankful to God for opening so many doors for Wells of Life and for touching the lives of our board of directors and ambassadors who have advised and led our expansion.

I am very grateful for every one of our donors and volunteers, and especially the group that has faithfully supported our work since the first well was drilled in February 2010!

If you were to look inside Wells of Life right now, you would see a bold and mighty new vision unfolding. It is being crafted from the knowledge and experience gleaned from ten years of involvement with the rural communities of Uganda. We are now able to develop programs in partnership with both the local leaders as well as the local communities.

Our commitment is to act as servant leaders guided by our humanitarian and Christian beliefs by offering a hand up to Uganda to rise out of extreme poverty. Annual donor trips, including schools who have funded a well from the US, are now in play. We are creating world citizens!

It is so powerful to touch people's lives in a way that communicates they they are loved and valued as fellow brothers and sisters. I have faith and belief that our world will look very different in 2030. I see an attainable goal in which our world's attention is firmly focused on a move of human consciousness that will bring water to every person on this earth.

Thank you for joining Wells of Life in willingly embracing the opportunity to be a part of reaching such a goal.

Water for every person on earth can bring mankind together embracing the engine of the world – LOVE.

Let us act now.

Nick Jordan



EMPOWERING COMMUNITIES

These are our heroes.

Wells of Life empowers rural communities to assume personal responsibility and cultivate habits that save lives, prevent illness, and improve overall quality of life.

WELL #327
"Everything is Grace"
- St. Theresa of Lisieux
In honor of a conversion of faith.
David & Kimberly
Stromawold
Brendonville, PA
Wells of Life (USA) 2016
Donated by 2016

NOTES FROM THE FIELD

Adrian Laurentiu Director of Operations (Uganda)

Wells of Life has come a long way since I started working with them in 2016. From a small organization we are growing every year at a high pace and achieving great progress each year.

Our main goal is to serve those people in rural Uganda, in real need, the less fortunate ones, no matter how difficult it is at times.

Thanks to so many people with huge hearts and true compassion, we are able to keep going, and serve more and more people in need every year.

Uganda is 80% rural. I travel every week to the remote villages of Uganda and I am always overwhelmed by the joy and gratefulness people show me for the gift of water facilitated by Wells of Life.

It seems like a miracle for them and if I think about it, it is a miracle, as many of them have lived in difficult conditions much of their lives, lacking the most basic needs, water being the most important one.

Imagine compassion as being the cross Jesus carried up to be crucified on. He never said, I'm tired, he never gave up no matter how excruciating that was. He kept going and carried His cross to save us.

We must never give up on our compassion. We must keep carrying it no matter how difficult it is sometimes. Our main duty is to help the less fortunate ones, as all we have is from God and He blessed us with fortune to share it. It is not our fortune, it is His.

Adrian Laurentiu



UGANDA OPERATIONS

Charlie Hedges Vice President of the Board, VP Africa Ops

In 2018 the operations in Uganda exploded from one person to ten employees. Our work in the districts of Mubende and Mityana has provided clean water to hundreds of thousands of the poorest of the poor while saving the lives of tens of thousands of children under 5, and thousands more above that age.

With our new WASH program of sanitation and hygiene we are able to teach a couple thousand people how to make lifestyle changes that save lives and improve the quality of life.

Never in my life have I had the opportunity to work in a more fulfilling undertaking. If you ever visited Uganda you would see why. My life will never be the same after such a trip.

Charlie Hedges



POVERTY.

LACK OF CLEAN WATER: The #1 cause of global poverty.

Concern USA

More than 3 billion people
—almost half the world—live on less than \$2.50 per day.
At least 80% of humanity lives on less than \$10 a day.

Global Issues.

Hunger, malnutrition, stunted growth and shorter lifespans define life for those in the grasp of generational poverty.

Addressing the #1 cause of world poverty, WELLS OF LIFE has provided access to clean water to nearly 500,000 people in rural Uganda (part of Sub-Saharan Africa)—with the target of delivering clean water to more than 100,000 people annually by drilling new wells, delivering our W.A.S.H program, and restoring non-functioning wells.

For every \$1 invested in water and sanitation, there is an economic return of between \$3 and \$34! – *The World Health Organization.*

Over the past 10 years we have saved the lives of an estimated 30,000 to 50,000 children and adults, while helping families and communities begin to move out of the cycle of extreme poverty.

On 28 July 2010, through Resolution 64/292, the United Nations General Assembly explicitly recognized the human right to water and sanitation, and acknowledged that clean drinking water and sanitation are essential to the realization of all human rights.

United Nations General Assembly, July 2010

#endpoverty2030

WHY AFRICA?

More than half of the world's extreme poor live in Sub-Saharan Africa (of which Uganda is a part).

The number of poor in the region exceeds 413 million people living on less than \$1.90 a day in 2015, more than all the other regions combined. If the trend continues, by 2030, nearly 9 out of 10 extreme poor will be in Sub-Saharan Africa.

World Bank, September 2018



WATER'S ROLE IN THE 12 ELEMENTS OF EXTREME GENERATIONAL POVERTY

The #1 cause of poverty for individuals, families and communities starts with a lack of access to clean drinking water.

Extreme poverty in Africa, and in most other developing countries globally, has its root cause as a lack of access to clean, safe water and adequate hygiene and sanitation.

780 million people do not have access to a safe water source, and poverty has become an epidemic in Africa.

For these people, poverty is a fact of life.

There are 12 major causes that keep 784 million people, including families and whole Communities, living within the grip of extreme generational poverty.

* The initial cause begins with access to clean water, but all elements must be addressed to help millions of people and small villages move out of poverty.

Wells of Life is embarking on a bold new vision, to support the United Nation's goal of eliminating extreme poverty by 2030.

#endpoverty2030

We have commenced the process of planning the launch of The RISE Project, an ambitious and innovative social program to collaborate with some of the world's top NGO's and established specialists in each of the 12 areas.

We will work in an organized cooperative and collective process with the best organizations to deliver the needed resources, assistance, leadership, innovations and knowledge to the poorest communities with a 10 year commitment to help them move from abject poverty to a thriving, productive new future of hope.



AMBASSADOR

OUR AMBASSADOR PROGRAM

BECOME AN AMBASSADOR.

**THE WORLD NEEDS
SOMEONE LIKE YOU.**

Our Wells of Life Ambassadors have the chance to do something bigger than themselves, to make a real difference to the lives of those people in daily, desperate need, who have no voice.

Our Ambassadors are our most esteemed volunteers and influencers who work within their networks including schools, social groups, churches, businesses, organizations and institutions.

Our Ambassador Program is for those truly unique individuals who want to positively impact the world, working within our structured support system to help them achieve their vision of a better world.



I get far more out of being an Ambassador and giving, than I could ever hope

- Molly Stokas



THE WORLD BANK

2018 IMPACT

More than 450,000 rural Ugandans have gained access to clean, life-saving water because of the generosity of our donors and the professional expertise of Wells of Life through 2018.

With our new emphasis on Water Access, Sanitation and Hygiene (W.A.S.H), alongside our provision of clean water, Wells of Life has grown year-after-year to make an increasingly more significant impact on struggles resulting from a lack of clean water and the results of extreme poverty.

EXTREME POVERTY IS:

- No hope for change
- Shorter lifespan + high child mortality (1 in 5 children under age 5 dies from water illness)
- Multi-generational poverty
- No basic access to clean water alongside poor hygiene & sanitation
- Major daily life challenges & low quality of life
- Lack of education
- Severe hunger, malnutrition & stunted growth
- Poor health & limited healthcare options
- Young girls & boys spending hours each day walking to 'fetch' water for family, limiting ability to attend school
- Gender inequality & limited opportunities for girls
- Social injustice & no voice in society
- Substandard housing & infrastructure
- Limited work options & very low HH income
- No fuel or electricity. Cooking with toxic fuel
- Vulnerable to natural disasters & climate change effects
- No access to technology or information
- Transportation challenges

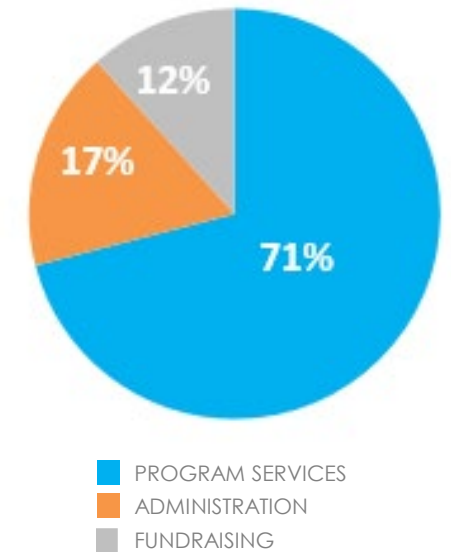


FINANCIALS

2018 STATEMENT OF FINANCIAL POSITION

Assets	2018
Cash and Cash Equivalents	\$617,715
Equipment	\$31,848
Total Assets	\$649,562
Liabilities and Net Assets	
Accrued Expenses	\$3,189
Advances on 2019 Wells	\$0
Total Liabilities	\$3,189
Net Assets:	
Unrestricted Net Assets	\$107,959
Restricted Net Assets	\$529,964
Temporarily Restricted Net Assets	\$8,450
Total Net Assets	\$646,373
Total Liabilities and Net Assets	\$649,562

EXPENSES 2018



STATEMENTS OF ACTIVITIES

Support and Revenue	2018	2017	Net Change \$	Net Change %
Contributions and Donor Support	\$1,402,151 *	\$1,001,867	\$400,284	40.0%

Expenses				
Program Services	\$687,392	\$508,080	\$179,312	35.3%
Support Services:				
Administration	\$168,164	\$107,566	\$60,599	56.3%
Fundraising	\$113,181	\$77,567	\$35,614	45.9%
Total Support Services	\$281,345	\$185,133	\$96,212	52.0%
Total Expenses	\$968,737	\$693,213	\$275,524	87.3%

Net Assets	
Change in Net Assets	\$137,161
Net Assets, Beginning of Year	\$509,213
Net Assets, End of Year	\$646,373

Expenses 2018		
Program Services	\$687,392	71%
Administration	\$168,164	17%
Fundraising	\$113,181	12%
Total Expenses	\$968,737	

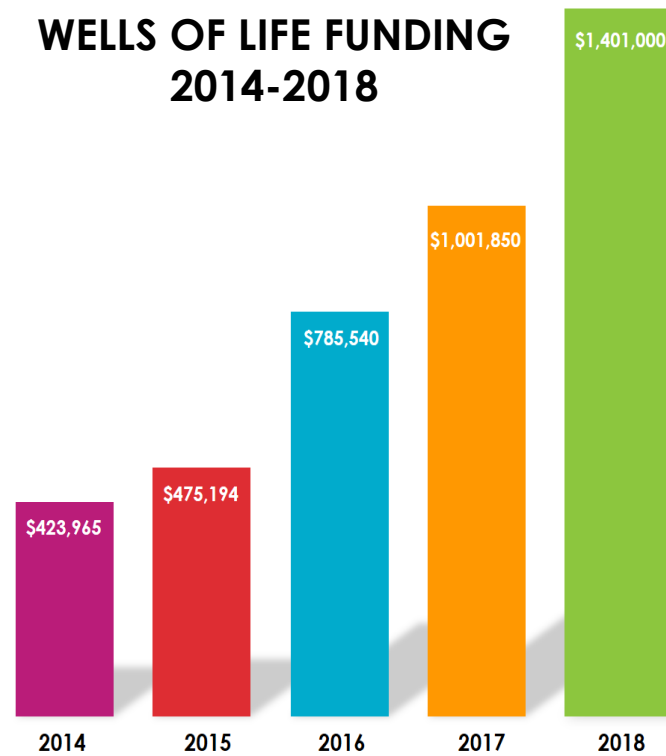
* Gross Receipts not Total Revenue. To Review the entire 990 tax return please visit www.wellsoflife.org

2018

A 40% INCREASE
IN DONATIONS

Thanks to our committed and growing donor base, Wells of Life funding increased by 40% resulting in \$1,401,000 total donations!

WELLS OF LIFE FUNDING 2014-2018



Total Funds Raised: Wells and OpEx

The 100% Donor Model

Donate to a new well and **100% of your donation is reserved** for drilling, maintaining and repairing wells only!

DONOR PROFILE

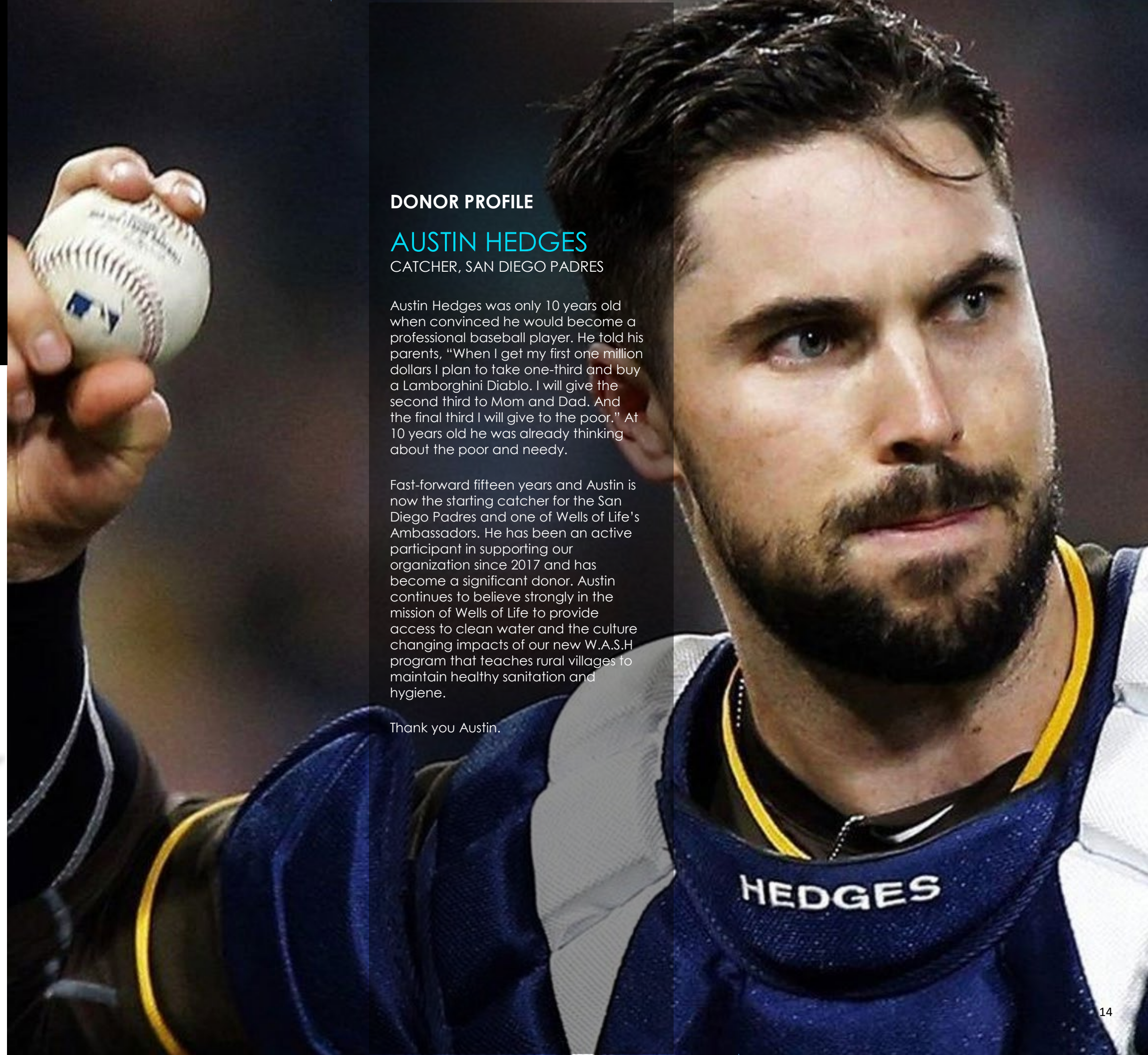
AUSTIN HEDGES

CATCHER, SAN DIEGO PADRES

Austin Hedges was only 10 years old when convinced he would become a professional baseball player. He told his parents, "When I get my first one million dollars I plan to take one-third and buy a Lamborghini Diablo. I will give the second third to Mom and Dad. And the final third I will give to the poor." At 10 years old he was already thinking about the poor and needy.

Fast-forward fifteen years and Austin is now the starting catcher for the San Diego Padres and one of Wells of Life's Ambassadors. He has been an active participant in supporting our organization since 2017 and has become a significant donor. Austin continues to believe strongly in the mission of Wells of Life to provide access to clean water and the culture changing impacts of our new W.A.S.H program that teaches rural villages to maintain healthy sanitation and hygiene.

Thank you Austin.



2018: Wells Drilled in Rural Villages in Uganda, East Africa.

450,000 people in rural villages have received the gift of clean water.

500+ villages transformed.
30,000+ children's lives saved.

Bikumi
Namalwa
Mubende
MUBENDE DISTRICT
MITYANA DISTRICT

 **Wells of Life**
Uganda Training Center





SPOTLIGHT ON A VILLAGE FROM OUR PRESIDENT

A grandmother gives grateful thanks.

"Thank you and may God bless Wells of Life." These are the words we hear over and over and over from the people we serve.

Our Executive Board President, Pete Callahan, graciously accepts the thanks of this villager who has spent her entire life without access to clean water.

This 70 year old grandmother, from the village of Lutete in Mityana, tells Pete of her times with no clean water where the entire village suffered from swollen bellies, diarrhea, and even Typhoid. Many of her friends have died as a result. It becomes part of village life with no clean water.

Wells of Life works only in hard to reach areas of rural Uganda. As the picture shows, people in deep poverty—the poorest of the poor. And yet we always find grateful and happy people.

We have worked with more than 450 villages just like this one, serving hundreds of thousands. Our goal is to attack the primary cause of poverty: lack of access to clean water.

- Pete Callahan



WORKING WITH MISS UGANDA

Leah Kagasa, "Miss Uganda"
Supports Wells of Life!

"I am a model and human rights advocate against gender based violence in partnership with UNFPA and Miss Uganda Foundation.

During my reign as Miss Uganda, I was an ambassador for the UNAA [Uganda and North America Association] Causes "Clean water campaign" in 2017 where I helped to raise funds to refurbish wells within Kampala.

The earlier years of my childhood involved moving long distances in search for water for home use at a spring (sometimes at a river when the spring dried up).

I found out about Wells of Life through the country representative here in Uganda. It is my pleasure to use my influence and network to create awareness for the lack of clean water in remote areas and also to help fundraise to build more wells in these communities."

PARTNERSHIPS WITH SCHOOLS



MATER DEI HIGH SCHOOL

The gift of water from the students of Mater Dei High School.

We always can tell that our annual Run4Water is going to be a great success when we see the students registering in great numbers from Mater Dei High School.

For the third year in a row the students have chosen Wells Of Life as their designated charity to bring water to a rural community in Uganda. Witnessing a group that numbered about 130 students faculty and staff running so others can receive the gift of water was a memorable site indeed.

These future leaders have brought clean water to over 6000 people in Uganda through their compassionate actions.

Working alongside this esteemed high school is indeed a great honor for Wells Of Life. We look forward to many more years of compassion in action thanks to their motivated student body.

ST MATHEWS PARISH SCHOOL

By today's standards, school enrollment here is small, with less than 400 students in attendance. In 2013 one of our volunteers Kathie Quiring and her husband Lee, offered to support a group of students to raise the funds for a school well. They chose Wells Of Life as their designated charity.

Each year the students efforts have grown more determined. Each and every year they have presented us a check for \$6,000 to fund their yearly school well.

What makes the school so important to Wells Of Life is the commitment they cultivate in their students to be of service to others. We are always inspired by the leadership qualities evidenced by this group of young people. There are so many wonderful stories to share from Wells Of Life's seven year collaboration with Saint Matthews Parish school. Here is just one. Last year a young student, Julia Momtazee, dedicated her birthday to bring water to an entire community in rural Uganda.

A few weeks ago well #382 was commissioned with much joy and excitement. We can only imagine how they sang and danced and prayed for this beautiful young lady whose heart was filled with compassion for those in need.

This well marks the 12th Water well funded over the last five years by the students of Saint Mathews. We are delighted to be once again traveling to Pacific Palisades in mid May to speak to another group of young leaders who lead by their actions. Wells Of Life is honored to partner with Saint Mathews Parish School in sharing the gift of water and the love of Jesus with those in need.



PARTNERSHIPS WITH CHURCHES



GRACE CHURCH CHAPEL HILL

Grace Church has loved partnering with Wells of Life to bring clean safe water to communities in Uganda! Our vision is to reach people and build lives. We believe that a vital aspect of building lives is providing for physical needs.

In James 2:6, Jesus said, "If one of you tells him, "Go in peace; stay warm and well fed," but does not provide for his physical needs, what good is that?"

To be the hands and feet of Jesus means brining a message of hope and practical help. What is more practical than clean safe drinking water? Water is life.

Wells of Life is an organization with the utmost excellence in stewarding the resources given to them. They communicate at every step and allow you to be part of the process of seeing transformation in a community. Grace Church feels ownership in the digging of the well and celebrates at the completion of each project. It is truly a partnership.



ST CORNELIUS CATHOLIC CHURCH

Siempre Adelante! Always Forward!

This year has been a very eventful year for Wells of Life (WOL) in more ways than one. On January 1st, New Years Day, one of the finest priests of the Archdiocese of Los Angeles died rather unexpectedly. He was Father Mike Gleeson, Pastor of St Cornelius Church in Long Beach. Immediately, word of his passing circulated with sadness, grief, and significant loss in Church, School and Parish.

The sadness was so tangible that John McKeagney and Sister Joan Hogan determined to fund a well in his memory. The people of the Church were energized and the funding was secured through communications from the pulpit and the church bulletin. The idea is that Father Mike was memorialized and more alive now than ever; "His life is changed not taken away, and he is bubbling up water in Uganda, saving lives, and helping others rejoice in his risen life."

The outpouring of love was so strong from the parishioners, that not one well was donated but two. The Church decided that the second well will honor the generosity of St Cornelius Parishioners. – Sister Joan Hogan, CHF.



2019 INITIATIVES

ACCESS TO CLEAN WATER:

Additional New Clean Water Wells

As a result of building our new headquarters and training and visitor center in the Mubende's neighboring district of Mityana, in 2019 we will be splitting our drilling between the two districts, with a goal of at least 50 wells in each district.

We drill only in rural areas that many organizations will not even approach because of the difficulty of moving drilling rigs into the middle of the challenging access and jungle, requiring four-wheel drives to traverse the troublesome road system.

“OPERATION RESTORATION”:

Repairing Abandoned or non-functioning wells

Hundreds of wells are left abandoned by NGOs and the local communities because they are not functioning due to needed repairs. Wells of Life is undertaking a new initiative of repairing 40-50 of these wells in 2019.

W.A.S.H:

Water Access, Sanitation and Hygiene

In 2018 we completed a successful pilot on our WASH program confirming our rationale, strategies and tactics set in place. *Details are explained on the next page.*

THE RISE PROJECT:

#endpoverty2030

Research, relationships and viability towards an ambitious program to support the United Nations in helping to eliminate global poverty for almost a billion people by 2030. We have determined 12 elements causing extreme poverty in remote communities and are developing a collaborative social innovation program to help remote rural villages climb out of the grip of generational poverty.

A NEW FOCUS ON WORLD-CLASS MARKETING, STORYTELLING AND PROGRAMS:

A reinvigorated new focus on building great stories and programs for our target audiences across different channels, to better connect with donors, influencers, and people who are inspired to want to make a difference.

ANSWER TO PRAYER:

Gospel Confirmation

As “Ambassadors of Christ” Wells of Life intentionally follows our call from God to be His hands in helping rural Ugandans. Faith is immensely increased among the recipients of this work.



W.A.S.H: THE VITAL NEXT STEP



Half of the world's hospital beds are filled with people suffering from a water-related disease.

*In developing countries, about **80% of illnesses are linked to poor water and sanitation conditions**... Clean and safe water is essential to healthy living.*

The Water Project

A highly functioning WASH program may be the most powerful component in our effort to provide clean water and move towards the elimination of poverty in the communities we serve. WASH is so much more than a new component to our operational obligations at Wells of Life. It is absolutely essential for the prevention of disease, infant mortality, stunted growth, shortened life span, and overall quality of life.

The three components of WASH require an entire culture change. Rural Ugandans are faced with hundred of years of practices that increase poverty and leave most people with no hope for change.

Water Access

We provide more than just clean water. We also teach the communities to keep the well site clean, build fences to prevent animals from using the water source, and keep active in repairing non-functioning wells.

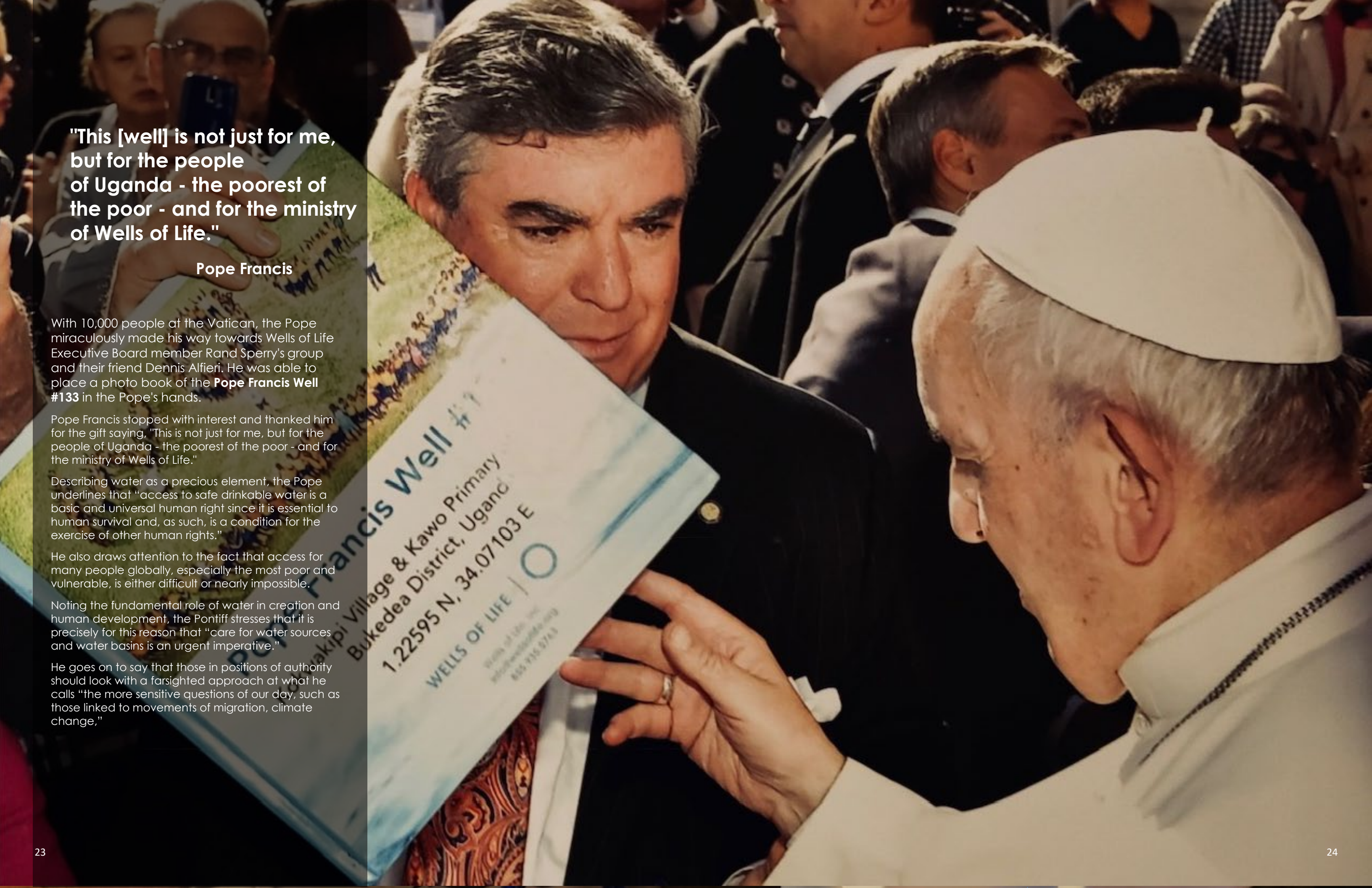
Sanitation

For hundred of years, people of rural communities have practiced open defecation, thereby contaminating the aquifers, the source of clean water. With W.A.S.H, we empower communities to build latrines for every household.

Hygiene

Diarrhea, caused by bad water, kills 2,195 children every day—more than AIDS, malaria, and measles combined. [CDC]

47% of all cases of diarrhea in Africa are caused by the failure to wash hands before eating. In our WASH program we teach local villages to implement improved hygiene, including hand-washing stations at all homes.



"This [well] is not just for me,
but for the people
of Uganda - the poorest of
the poor - and for the ministry
of Wells of Life."

Pope Francis

With 10,000 people at the Vatican, the Pope miraculously made his way towards Wells of Life Executive Board member Rand Sperry's group and their friend Dennis Alfieri. He was able to place a photo book of the **Pope Francis Well #133** in the Pope's hands.

Pope Francis stopped with interest and thanked him for the gift saying, "This is not just for me, but for the people of Uganda - the poorest of the poor - and for the ministry of Wells of Life."

Describing water as a precious element, the Pope underlines that "access to safe drinkable water is a basic and universal human right since it is essential to human survival and, as such, is a condition for the exercise of other human rights."

He also draws attention to the fact that access for many people globally, especially the most poor and vulnerable, is either difficult or nearly impossible.

Noting the fundamental role of water in creation and human development, the Pontiff stresses that it is precisely for this reason that "care for water sources and water basins is an urgent imperative."

He goes on to say that those in positions of authority should look with a farsighted approach at what he calls "the more sensitive questions of our day, such as those linked to movements of migration, climate change,"



The Ugandan Training and Visitor Center | Phase 1 Complete

What began as our Founder's dream in late 2016 is becoming a reality in 2018.

On December 17, 2018 we celebrated a magnificent ground breaking event featuring the Prime Minister of the Kingdom of Buganda, the governor of Mityana, and dozens of high-ranking politicians and servants of the people of Uganda.

Wells of Life was represented by CEO Nick Jordan and president Peter Callahan, along with USA and Ireland board members.

The Training and Visitor Center will provide a much needed training facility for the people we serve in our communities, as well as a conference center and housing for more than two dozen guests. The national Department of Water and Environment as well as other NGO's are already eager to make use of this important facility.

TEAM UGANDA

Our operational crew on the ground, doing the daily hard work of delivering our mission.



Dennis (WASH), Simon (Field Assistant/Compliance Officer), Fred (WASH), Edrine (WASH), Solome (WASH), Jovia (Office Manager/Administrator), Gabriel (WASH), Ronald (WASH Mgr), Adrian (Country Dir).

In 2018 Wells of Life Uganda expanded from one full time employee to ten. Six people are part of the WASH team headed by Ronald Ngobi. Country Director Adrian Laurentiu is in charge of the Uganda operation, which includes drilling 100 new wells (2 wells a week), restoring 50 non-functioning wells, and completing a 6-8 month WASH program for 18 communities and 2 primary schools.

All of our employees in Uganda are devout in faith and deeply committed to the vision and mission of Wells of Life.



OUR LEADERSHIP BOARDS

EXECUTIVE BOARD



NICK JORDAN
Founder & CEO



PETE CALLAHAN
President



CHARLIE HEDGES
Vice President



MICHELLE JORDAN
Secretary



RAND SPERRY
Board Member



MIKE RAGUSE
Treasurer



MIKE MARTIN
Board Member

ADVISORY BOARD



CHARLES PETER MAYIGA
Prime Minister,
Buganda



DAVE FELDMAN
Professor of Urban
Planning, Public
Policy & Political
Science.
Director, Water UCI



PATRICIA DOYLE
Humanitarian &
Influencer



FATHER MAX SSEKEWALA
Influential Priest,
Uganda

HOW TO GET INVOLVED WITH WELLS OF LIFE.

- DONATE.**

FUND A WELL.

GIVE MONTHLY.

BECOME AN AMBASSADOR.

BECOME A WOMEN'S ADVOCATE.

BECOME A LEGACY DONOR.

BECOME A STRATEGIC PARTNER.

SPONSOR A WELL OR IMPLEMENT A PROGRAM THROUGH YOUR BUSINESS.

SPONSOR A WELL OR IMPLEMENT A PROGRAM THROUGH YOUR CHURCH.

SPONSOR A WELL OR IMPLEMENT A PROGRAM THROUGH YOUR SCHOOL.
- DONATE APPRECIATED STOCK.**

DONATE IRA ROLLOVER FUNDS.

ATTEND AN EVENT.

WRITE MEDIA.

VOLUNTEER.

INTERN.

COME TRAVEL TO AFRICA.



Wells of Life - Ireland launched in September 2018 at an event in the Ardboyne Hotel Navan, County Meath, in Ireland.

Establishing Wells of Life as a charity in Ireland provides an established central location for a base of operations and fundraising in Europe. It offers donors in Ireland full tax advantages for financial donations to the citizens and businesses of Ireland. The renowned generosity of the Irish people has been very evident in the various fundraising events that have taken place to date.

Our Irish operation is led by Aidan Jordan, Lou Metzger and Martin Kennedy; and will serve the people of Uganda in consistency with the vision and mission of our US operations. Having received formal approval as a charity in April of 2018, Wells of Life Ireland has funded six clean wells to date. As a year-end fundraising event, Wells of Life Ireland ran a successful "Christmas Giving Campaign."

The inaugural meeting to launch in Ireland was attended by Wells of Life US President Pete Callahan, Bishop Michael Smith, Aidan Jordan, Lou Metzger, Martin Kennedy, and the honorary Consul from Uganda to Ireland.

Aidan Jordan is a long-time teacher at St Patrick's Classical School Navan, teaching students to be world citizens and to understand global issues such as water and poverty. During 2018, permission was granted by the school board for a mission trip by students and teachers in partnership with Wells of Life to visit Uganda. This trip took place during Easter 2019. Twelve high school students and three adult leaders visited wells, parishes, schools and orphanages in Uganda during their visit. This included the well, fully funded by their school community.

Wells of Life Ireland is seeking to build relationships with schools, parishes and businesses across Ireland to spread the word of the real need for clean water in rural Uganda. They are excited to offer the opportunity to visit rural Uganda, and to offer this life changing opportunity to their students.

Wells of Life Ireland looks forward to a successful year ahead in raising money for and raising awareness of the clean water challenges in Uganda.

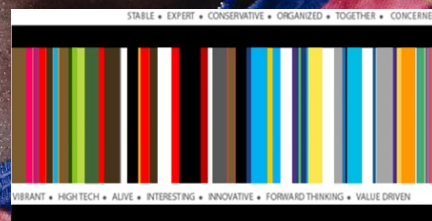
People want to be involved in a story that is bigger than themselves.

As a brand, we want to give our heroes - our generous donors, and the people we serve in the villages of Africa, - a voice in a larger narrative, providing understanding, buy-in, purpose, a deeper sense of meaning.



OUR REFRESHED BRAND & EMPHASIS ON WORLD-CLASS STORYTELLING.

We have recently reimagined and refreshed our visual brand. This is to allow us to embark on our new vision of the next 10 years, led by a reinvigorated look. This will energize our fundraising, help us stand out, and with a new focus on world-class storytelling in multiple media, including powerful imagery, short videos, real case studies, and other elements that effectively tell the personal stories of the people we serve, across all mediums, especially digital.



TARGETED COMMUNITY OUTREACH AND GREAT STORIES.

Peter Ashworth joined Wells of Life in late 2018 as its Chief Marketing Officer (CMO). He was also appointed as our new Chief Operating Officer (COO) in April 2019 and will serve both roles. He brings considerable experience as a strategist, leader, innovator, storyteller and marketer, working with medium and large organizations in the US and globally. Coincidentally, he was also a part of the Wells of Life start up team 10 years ago, working with its Founder, Nick Jordan on its branding, marketing and strategy in those early years.

"I am delighted to be a member of the leadership team, and to serve our heroes, those people who just need a hand up. I love our bold mission and look forward to helping our generous donors and our operational team create positive impact towards transforming lives."

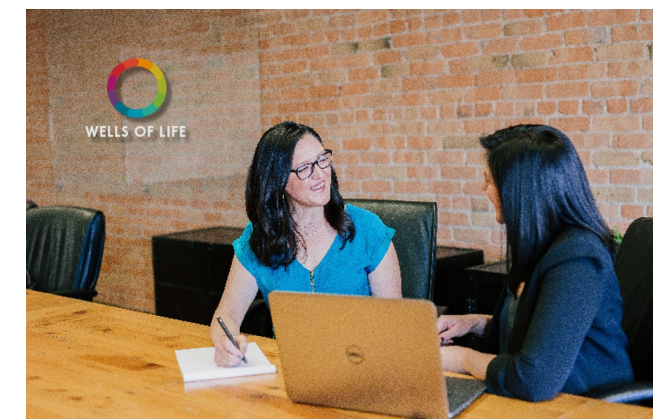


CORPORATE PROGRAM.

After much planning in 2018, we will launch several new programs beginning in 2019. This includes our corporate outreach program, where we will work directly with corporations and businesses, helping them incorporate global outreach into their Corporate Social Responsibility (CSR) programs to create impact, both for the rural villages and for their own people.

A NEW APPROACH TO FUNDRAISING.

We began the planning in 2018 to launch several new fundraising initiatives and programs that we will roll out throughout 2019. These include multiple new audiences and data-driven automated personalized communications, in conjunction with creating closer relationships between donors and organizations looking to support, partner and collaborate with us towards doing good and advancing our global cause.



EXPERT STORYTELLING TO OUR TARGET AUDIENCES.

Beginning late 2018 and early 2019 we began to ramp up our storytelling capabilities as a key strategic initiative to better connect with our donors and champions. We have introduced new people and resources to focus on telling the important stories from the field, across multiple platforms and target audiences. Throughout 2019, we will continue to hone and improve this important capability and plan to be best-in-class by year end.