



Newsletter

Clean water, a human right not a luxury

WFC Newsletter Issue 20

July 2023

Water for Cambodia uses strategic planning as a critical tool... allowing it to focus on core priorities, define measurable goals and apply its precious resources to achieve its promised vision and goals.

Sun Tzu Art of War Strategy may be summed up in two sentences: What is your strategic position? and How do you advance that position?

The raison d'être for ***Water for Cambodia*** has, from its birth, focused on providing clean safe water, hygiene knowledge and improving sanitation for rural Cambodian families. Early this year the Cambodian staff and Board of Directors in collaboration with a key donor carefully assessed progress, performance and goals. This resulted in a refinement to the current strategic plan for the next three to five years.

The original ***Water for Cambodia*** plan established this strategic position: provide safe water using bio-sand filters and very targeted education, establish local, regional and national relationships, create a sustainable funding model and leverage its newly established laboratory. As ***WFC*** matured and met these original challenges the established strategic vision needed to be revisited and updated. To satisfy this, the board engaged in a mentor led workshop to build on the demonstrated successes with an eye toward raising the performance bar and introducing international best practices for sanitation and hygiene learning. The Plan also introduced a formal program to monitor and evaluate results across the installed base of water filters in homes, schools and local health centers. This advancement to the strategic position provided the means for measuring sustainability.

In 2023 **Water for Cambodia** deepened its strategic commitment to meeting internationally recognized best practices. By ensuring its sanitation and hygiene efforts are an example of global excellence and translate to all aspects of community life. By applying the results of its multi-year comprehensive monitoring and evaluation of every project to drive continuous improvement.

Over the past 18 years the strategic focus for all **Water for Cambodia** activities and investments, both financial and in human capital have focused on delivering clean safe water and improving the life of each person now and into the future. Thoughtful planning and constant striving to advance that position has changed the lives of nearly 200,000 people. **Water for Cambodia** has earned a reputation of value and trust within the community, with the Cambodian Rural Development Ministry and donor community for its integrity and achievements. This status provides the opportunity to develop partnerships that will help extend its impact further across the provincial village community.

The four areas of strategic focus guiding **Water for Cambodia** for the next 3 to 5 years are:

1. Strive to maintain the Water for Cambodia **WaterSanitationHygiene** program as an example of global excellence effecting all aspects of community life and integrate **WASH** learning into the community culture
2. Continue to target the needs of Siem Reap Province (Depth vs. breadth) maximizing the use of local sources of supply and services
3. Utilize Monitoring & Evaluation results to strengthen and improve the **WASH** program, to continuously improve future initiatives and follow results for up to 5 years from project initiation
4. Align **WFC** with Cambodia's national, provincial and community strategies for **WASH** program implementation and seek out and partner with trusted and reliable NGOs to implement complimentary sanitation, hygiene and gender appropriate and family health programs

Going the extra mile! Bridgewater State University continues its extraordinary partnership with *Water for Cambodia* and stays in shape at the same time.

Once again, the faculty and students at Bridgewater State University (BSU) have invested sweat equity in support of the children and families of Cambodia. **WFC** board members Dan Rezendes and Dr Kevin Curry challenged students, themselves and fellow faculty members to row, bike or ski a half marathon. Each competitor solicited sponsors to cheer them on and help raise funds to provide clean safe water to help change lives. Since it was February in New England this athletic adventure was staged in the Thornburg Fitness Center. Each dollar raised by the marathoners was matched by BSU President Fred Clark.



The BSU community has been a partner, supporter, counselor, consultant and friend to **WFC** since the very beginning. More than 100 student field volunteers have travelled to Cambodia. They along with several faculty members have provided highly specialized technical support to the laboratory and built and installed hundreds of filters.



Introducing MEAS Samley our *Water for Cambodia* WASH coordinator and community hygiene expert.

Beginning with this issue we will introduce you to the members of the truly talented and dedicated *Water for Cambodia* in-country staff.



Mr. Samley is 64 years old, married with 3 sons and resides in Siem Reap. He has been on the **WFC** team since 2017 bringing valuable skills gained thru 25 years of experience developing and managing integrated health, hygiene and sanitation programs. Mr. Samley is accustomed to operating far ahead of most existing clean water efforts. Thru his leadership the **Water for Cambodia** team has earned international recognition for its WASH expertise.

Mr. Samley is skilled in training, planning, leading and supervising major projects as well as able to engage and communicate with local authorities. He is a natural leader with a proven record of success in running WASH programs. He has a keen eye for detail and the ability to communicate clearly to fellow staff members, visiting volunteer workers or donor representative and government dignitaries. He is fluent in Thai as well as his native Khmer and capable in English as well. He has proven to be an engaging and skilled ambassador for **Water for Cambodia**.

2022 Accomplishment Highlights

- **1835 Bio-sand filters built and installed**
- **339 Household latrines facilitated**
- **5 School latrines (separate boy's and girl's compartments plus hand washing stations) built**
- **2 Wells installed**
- **7340 Beneficiaries provided with hygiene training**

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Water for Cambodia P.O. Box 5428 Wakefield, RI 02880