

PURPOSE
Why do you do what you do?

Reduce poverty in communities through providing clean drinking water

PROTECTION
How is that purpose protected? What will stop it from being eroded?

Our impact model is both embedded into our business model, and in our governing legal documents.

PROBLEM
What problem are you trying to solve? Who experiences it?

KEY ACTIVITIES
What actions are you taking that prompt change?

Distribute water treatment products

MEASUREMENTS
How do you measure this?

purifiers distributed

MEASUREMENTS
How do you measure this?

MEASUREMENTS
How do you measure this?

OUTPUTS
What is the direct result of the above activities?

Reduction in illness within communities with dirty water

MEASUREMENTS
How do you measure this?

of people drinking filtered water

MEASUREMENTS
How do you measure this?

MEASUREMENTS
How do you measure this?

OUTCOMES
How are the beneficiaries improved?

Reduction in time people are unable to work

MEASUREMENTS
How do you measure this?

Average # of days off work

MEASUREMENTS
How do you measure this?

Above the line: What your organisation achieves and is responsible for
Below the line: What your organisation contributes to, but is not responsible for

IMPACT
What is the larger societal/ environmental impact that this helps contribute to?

Poverty levels are reduced