



## **THE PROBLEM**

2.2M+ Americans still don't have hot and cold running water, a bathtub or shower or a working flush toilet. Millions more don't have clean water that's safe to drink.

## **THE MISSION**

DIGDEEP is a non-profit organization working to ensure that every American has clean, running water forever.



**IMPACT MODEL 2018-2022**

## IMPACT MODEL

1.

Advance Community-Led Solutions by deploying proven WASH\* strategies to ensure that every American has clean, running water forever.

2.

Develop an Evidence Base by collecting, sharing and leveraging domestic WASH data to inform our progress toward universal access.

3.

Mobilize America by empowering people to solve this problem in their lifetimes.

4.

Build an Ecosystem of Change by facilitating high-impact collaboration to lead a diverse, sustainable movement.

### The Vision

We believe that by working together, every American family can achieve equitable access to water and sanitation in our lifetimes, and that by learning to better care for our water resources, we can make them last for future generations.

\*WASH (or WaSH) is an acronym that stands for "water, sanitation and hygiene". Universal, affordable and sustainable access to WASH is a key public health and equity issue and is the focus of UN Sustainable Development Goal 6.

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# 1.

## Advance Community-Led Solutions

### How

by deploying proven WASH strategies

### Why

to ensure that every American has clean,

### Focus

**Provide hot and cold running water and flush toilets for households or schools in marginalized American communities, both urban and rural, where our work can be uniquely transformational.**

- Leverage learnings from decades of WASH work abroad.
- Frame this work as progress toward SDG 6.
- Develop new WASH projects based on our research, in places where local challenges are well understood and there is sufficient local/partner support to achieve planned outcomes.
- Focus on high-impact projects that can be used to learn internally, teach externally, build partnerships and galvanize public will.
- Focus on communities without access. Not considering water quality or affordability in this stage, not considering US territories.

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# 2.

## Develop an Evidence Base

### How

by collecting, sharing and leveraging domestic WASH data

### Why

to inform our progress toward universal access.

### Focus

**Develop quantitative & qualitative datasets on basic access to water and sanitation and its impacts; data should have a practical focus; studies should be designed with academic rigor and broad dissemination in mind.**

- Strive to understand who experiences the challenge, in what way, due to which drivers, how they are coping, and how we and others might assist.
- Identify places where existing WASH interventions can be replicated efficiently.
- Treat our own experiences as valuable data, especially our failures.
- Identify gaps where we have less knowledge or expertise and invite partners to fill them.
- Make data personal, by coupling this process with community-driven storytelling.
- Use national data to set a baseline for measuring progress.
- Leverage data to include U.S. in conversations around achieving SDG 6.

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## 3.

# Mobilize America

### How

by empowering young people

### Why

to solve this problem in their lifetimes.

### Focus

**Invest in experiential storytelling for American audiences through partnerships with teachers, celebrities, brands, and the press that brings our data and field work to life.**

- Empower our partner communities to tell their own stories; help Americans with reliable access to water and sanitation to understand the issue better by making it personal.
- Create meaningful ways for every person inspired by this work to get involved, from field visits, to classroom programs, to fundraising campaigns that create tangible impact (ex. sponsor a sink).
- Remember that 15 years ago the American public did not know about the global water crisis either.
- Focus on a central message that is “inevitable success” rather than “horrible crisis;” galvanize the public to solving this problem within our lifetimes

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## 4.

# Build an ecosystem of change

### How

by facilitating high-impact collaboration

### Why

to lead a diverse, sustainable movement.

### Focus

**Leverage our reputation as the first global WASH organization to return home in order to build a powerful domestic WASH sector that unites communities, policy makers, businesses, academic institutions, funders, and frontline organizations.**

- Make sure impacted communities are the central voice in everything; champion visionary local leaders.
- Encourage major WASH implementers and funders working abroad to make commitments at home.
- Welcome thought partners from outside the traditional water and sanitation sector who can provide fresh new perspectives.
- Convene partners regularly and help set regional goals toward closing the Water Gap.
- Don't be selfish; acknowledge that this work can only be achieved and sustained in partnership.