Annual Report 2022

Viva con Agua is committed to ensuring that all people worldwide have access to clean drinking water and basic sanitation. For this purpose and with the help of many volunteer supporters, the organization collects donations, draws attention to the global challenges in the area of drinking water supply and sanitation and supports WASH projects.

The Viva con Agua Family is as colorful and diverse as the people who are jointly involved here. Various organizations and social businesses have evolved from the commitment. Their appearance and form of activism is highly individual, but in their core, they are united by a common vision: WATER FOR ALL – ALL FOR WATER!

WASH (water, sanitation and hygiene) 2022

- Viva con Agua supported 24 WASH projects in ten countries (Uganda, Ethiopia, South Africa, Zambia, Tanzania, Zimbabwe, Mozambique, Kenya, Nepal, and India) in 2022.
- For the implementation of WASH projects, Viva con Agua cooperates with partner organizations. Currently, these are: Viva con Agua Uganda, Viva con Agua South Africa, Viva con Agua Mozambique, Welthungerhilfe, BORDA, Grino Water Solutions, Helioz, Menschen für Menschen, ORDA, Parmarth, PED-WORLD, Plan International, Projecto Esperança Moçambique, Rural Reconstruction Nepal, SABAL and WasserStiftung.

4,667,284

Euros was the project volume (support of domestic and international projects) of Viva con Agua de Sankt Pauli e.V. for the year 2022.

3,234,121

Euros could be forwarded directly to WASH projects.

39

full-time employees were employed by Viva con Agua de Sankt Pauli e.V. in 2022

Viva con Agua de Sankt Pauli e.V.

In 2022, many individuals, companies and institutions again supported the purposes of Viva con Agua de Sankt Pauli e. V. (VcA). The organization was able to increase its revenues to 6,463,801 Euros – over 1.2 million Euros more than in the previous year.

Expenses: The expenses of 6,034,304 Euros are broken down into the segments international projects, domestic projects, general public relations, and administration.

Project expenses (statutory domestic and international projects) amount to a total of over 4 million Euros, accounting for the biggest share in total expenses with a percentage of 77%. More than 3.2 million Euros could be forwarded directly to the water, sanitation and hygiene projects supported by Viva con Aqua.

In addition, over 129,000 Euros were invested in the "WASH Beteiligungsund Verwaltungs GmbH", thereby enabling impact-oriented participations.

Expenses for domestic projects include all statutory expenses for educational,

networking, and campaign work. This includes expenses for the "Netzwerk-treffen" (network meeting) in 2022. Domestic projects promote social engagement and commit to educational and awareness-raising work.

Expenses for advertising and general public relations comprise the costs for all analog and digital fundraising measures for donor acquisition as well as production costs for advertising material. Including personnel costs, this amounted to a total of around 678,000 Euros in 2022. This corresponds to a share of 11% of total expenses.

Administrative expenses comprise the costs for the areas of finance/administration, IT, organizational development, and legal and consulting costs. Administrative expenses amounted to 688,000 Euros in 2022. This equals 12% of total expenses.

Personnel expenses: In order to be able to implement the increased requirements for non-profit organizations and the fulfillment of the statutory



Access to clean water fundamentally improves people's living conditions, like here in ethiopia. Photo: Leonard Müller

purpose, Viva con Agua requires the use of professionals. The organization employed 39 full-time employees in 2022, supported by six working students, two workers in minor employment, and, throughout the year, nine wonderful interns, who receive an allowance for their support.

Furthermore, the work of the association is supported by a voluntary supervisory board.

Key for the complete annual report:





703,000,000

people worldwide still do not have assured access to basic drinking water services.

6,034,304

Euros was the total of all expenses of Viva con Agua de Sankt Pauli e.V. in 2022.

1,730,543

Euros was the amount of personnel costs of Viva con Agua de Sankt Pauli e.V. in 2022.

746,468

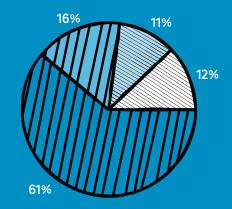
Euros was the amount of material costs of Viva con Agua de Sankt Pauli e.V. in 2022.

129,539

Euros was the investment in the WASH Beteiligungsund Verwaltungs GmbH in 2022 in order to enable impact-oriented participations

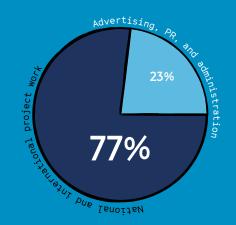
over **230**

wells and more than 300 other large structural WASH measures were realized and/or repaired by Viva con Agua in 2022. This includes water kiosks, toilets, hand washing stations and fog nets. Simplified presentation of the use of funds, including personnel and material costs:



Key:

International projects/ WASH support	3,686,932€
National projects	980,352€
Advertising and genera public relations	678,871€
Administration	688,149€
Expenses total	6,034,304€





"These figures represent so many committed people and individual stories. Access to water changes life significantly."

Carolin Stüdemann, managing director of Viva con Agua de Sankt Pauli e.V.

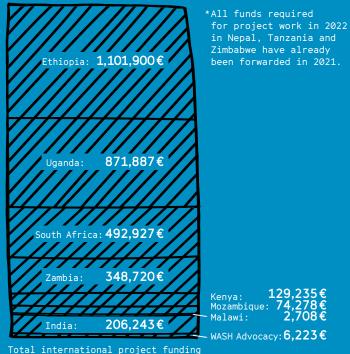
Personnel & material costs, broken down by area:



Total personnel To expenses
1,730,543€

Total material expenses 746,468€

Other expenses, excluding personnel & material expenses:



Total international project funding 3,234,121€



Impact investment
 international
 129,539 €



Donations forwarded to domestic projects 70,167€



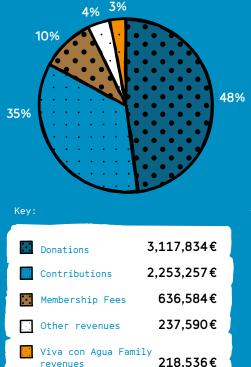
Advertising and general public relations 123,469€

new supporting members could be welcomed to the Viva con Aqua Family in 2022. The so-called "FöMis" support the WASH projects reliably and in the long term. An annual contribution of 80 Euros makes a hygiene workshop at a school in Ethiopia possible.

6,463,801

of total revenues of Viva con Agua de Sankt Pauli e.V. in 2022. 429.497 Euros could be added to the organization's reserves.

Origin of revenues of Viva con Agua de Sankt Pauli e.V.





"For us, donations and membership fees are the most important source of revenue to support WASH projects. They are increasingly complemented by contributions from private institutions."

Belinda Abraham, WASH department of Viva con Aqua de Sankt Pauli e.V.

Donations, contributions, and other: Donations make up the greatest part of the organization's revenue. 2022 saw over three million Euros in donations. They came from various sources: Around 1.4 million Euros were donated by individuals and companies, around 900.000 Euros came via different digital donation platforms.

A further 800.000 Euros were generated due to the analog events that could finally take place again, such as Run4WASH at schools and collecting deposit cups. In 2022, a particular focus was on contributions from private

and public sponsors, which doubled to over 2.2 million Euros compared to the previous year. As in previous years, the J2xU Foundation supported the drilling rig John's Rig in Ethiopia. The German Agency for International Cooperation (GIZ) supported the international Dance4WASH project "Waterproof" with a donation of 450.000 Euros. The action program "Auf!Leben – Zukunft ist ietzt" provided financial support to the network meeting for the first time. The Millerntor Gallery took place again and generated a project contribution of almost 50.000 Euros. "Other revenues" include, for example, 180,000

Euros generated through sponsorships for digital formats such as our podcast. Just under 50,000 Euros were generated through sales of Viva con Agua merchandise and various licensing revenues.

Revenues from the Viva con Agua Family and membership fees: Revenues from the VcA Family amounted to approximately 218.500 Euros in 2022. In addition to Wasser GmbH and its revenues of 140.000 Euros. Goldeimer and Viva con Agua ARTS as well as Villa Viva also generated revenues for the charitable purposes of Viva con Agua. The year saw another increase in the number of supporting members joining the association. Revenues from sponsoring memberships and membership fees taken together now exceed over 636.000 Euros.

Revenues compared to the previous year:

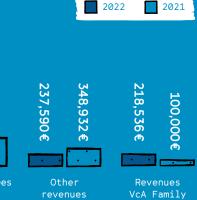


Donations

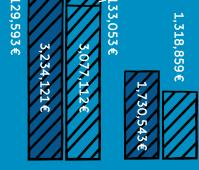
,116,178€ 2,253,257€

636,584€ Contributions

Membership fees



Expenses compared to the previous year:



Transfer of donations abroad (plus expenses impact investment)

Personnel

Transfer of donations domestically .17,935€

55,000€

Domestic projects (esp. network meeting)

9€



Material & services



Travel & fleet costs



Other infraexpenses

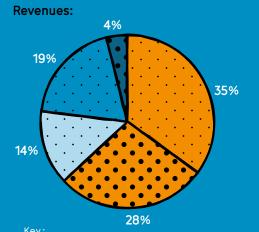
798,464

Euros was the 2022 revenue of the Viva con Aqua Foundation. This is around 80 percent more than in the previous year.

Euros were invested by the Viva con Agua Foundation in WASH proiects as well as engagement promotion and network development in Europe and Africa in 2022 - around 50 percent more than in the previous year.

Euros were directly forwarded to WASH projects and engagement promotion in Africa as well as to WASH emergency aid in Ukraine by the Viva con Agua Foundation.

Viva con Agua Foundation





"We are particularly pleased about the expanding engagement support for local communities related to the Viva con Agua NGOs in South Africa and Uganda the Viva con Agua Family in Africa is growing!"

Arnd Boekhoff, Viva con Agua Foundation

Fortunately, the Viva con Agua Foundation was able to expand its activities and sponsorships again in 2022 after major Corona-related restrictions. Due to increasing distributions of profit and royalty payments from Viva con Aqua Wasser GmbH as well as other revenues. total income increased by around 80 percent to almost 800.000 Euros compared to 2021.

Consequently, both network development and engagement support in Africa and Europe could be expanded. and WASH projects in Africa and Europe were promoted.

16,637€

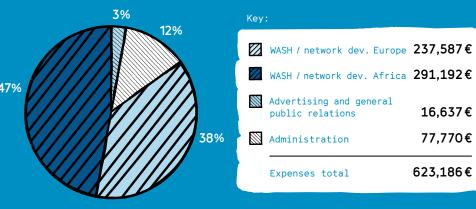
623,186€

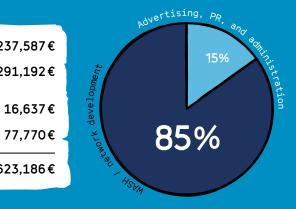
Promotion of project work: The project work focused on the long-term expansion of engagement support for WASH in the African key countries Uganda and South Africa so that the local NGOs of the Viva con Agua Family can coordinate and activate a growing ecosystem of young committed people. The foundation was also able to support Welthungerhilfe and UNICEF (via Viva con Agua Austria) with 100.000 Euros within the framework of WASH emergency aid in Ukraine thanks to a sponsorship from Civilfleet Support e.V.

Personnel expenses: The application of funds also include a proportion of personnel expenses for project work. The number of employees was reduced to three in 2022, as a result of which the proportionate personnel costs fell to around 35 percent of total expenditure.

Social Business Development: The Viva con Agua Foundation continued to be actively involved in and with its social businesses and non-profit GmbHs in the sense of purpose development. The Villa Viva Capetown was already able to break even in its first full financial year in 2022, and the Villa Viva Hamburg received selective support on the way to its opening at the end of 2023. Viva con Agua ARTS was actively supported at the first Millerntor Gallery since the start of the pandemic. The foundation also supported the other participations such as Goldeimer and GoBanyo, while further steps were taken for Social WASH Business Development in the global South to expand support and impact in this field in the future.

Use of funds including personnel & material expenses:





percent of water available on Earth is fresh water. But only 31 percent of this can be used by humans.

80

percent of the donations generated through DRINK & DONATE in Switzerland are directly forwarded to WASH projects.

1,115

Ukrainian families were supplied with a WASH package - including clean drinking water and sanitary products for a month - by Viva con Agua Austria.

4,544

school children were reached through UL4BC activities, e.g. Football-4WASH, by Viva con Agua Uganda.

129

Football and Athletics-4WASH coaches were trained by Viva con Agua Uganda in 2022.

400

Euros enable the training of a well mechanic.



DRINK & DONATE:
Tap water and donation
concept in one.
Photo: Melanie Haas

Viva con Agua Switzerland

Since 2021, Viva con Agua Switzerland has been making increasing use of a network of supporting companies. This so-called "Social Business Club" developed organically in 2022 and consists of over seventy companies now. On the occasion of World Water Day, various events such as the "Kick it for Water" football tournament were successfully implemented. Viva con Agua Switzerland was finally able to take part in the summer festival season again, including the OpenAir St. Gallen, where 200 volunteers offered their support.

DRINK & DONATE has been an official part of the Viva con Agua Family for almost a year. A long-standing partnership with Viva con Agua Switzerland has become a joint structure in order to enable even more people to have access to clean drinking water. The association stands for the vision "Drink tap water - donate drinking water" and generates donations for the project work of Viva con Agua Switzerland by means of innovative solutions. In doing so, they support projects in Tanzania, Mozambique, Madagascar, Benin, and Nepal. The donations are generated through partnerships with companies and catering businesses. The

DRINK & DONATE catering concepts are already being implemented by more than a hundred restaurants in the greater Zurich area.

Viva con Agua Austria

2022 was a successful year for Viva con Agua Austria. The best annual result of 2021 was even exceeded with an increase of +40 percent in annual sales and +75 percent in the direct forwarding of donations. A large individual donation for the emergency aid measures for Ukraine was one of the reasons for these figures. Project activities in Malawi were also expanded so that two projects were launched simultaneously for the first time.

Moreover, Viva con Agua Austria strengthened its presence at concerts and its national network to activate as many people as possible in support of clean water. Viva con Agua Austria has been proudly carrying the Austrian Seal of Approval for Donations since 2022: an award that proves that the organization handles donations responsibly.



"Sensitization plus infrastructure: This is how we create sustainable impact in the WASH projects."

Ronald Ngobi, Viva con Agua Uganda

Viva con Agua Uganda

In 2022, Viva con Agua Uganda was finally able to pursue projects again without Corona-related restrictions. It is particularly pleasing that UL4BC workshops in the areas of sports, dance, art and comics reached even more children compared to the previous year. Viva con Agua Uganda was able to educate many girls and boys about menstrual hygiene as well as empower teachers and community coaches to teach children about the importance of WASH. In this way, we are getting a little closer to the vision of "Water for all".

The successful Football4WASH project was implemented at 23 new schools in the districts of Kampala and Wakiso. In addition to that and with the support of the German Agency for International Cooperation (GIZ), the Athletics4WASH concept was developed which imparts WASH knowledge through athletics exercises. A total of eighty coaches were trained in both workshop approaches.

Other approaches, e.g. the strengthening of systems, were implemented within the framework of a global WASH program to improve WASH provision in over 300 villages.



Dancing is just as suitable for transferring WASH knowledge as football and athletics. Photo: Kevin McElvaney

763

homeless guests were offered a safe washing facility by the Nina Manzi mobile shower bus in the first months of its operation in Cape Town.

1,720

pupils in the Bulungula region have learned WASH contents through the Sport4WASH program.

60,000

listeners in 59 municipalities of the Eastern Cape region listen to each broadcast of the WASH radio program on the Bulungula Community Radio.

_{Over} **220**

coaches from five countries were trained by Viva con Agua in 2022 to implement Football4WASH and Athletics4WASH actitivities in communities and schools. They are part of the measures used to teach WASH contents in a fun and sustainable way.

Viva con Agua South Africa

Viva con Agua South Africa started its third year in 2022. In addition to the self-implemented WASH projects in the Bulungula region and the backpacker hostel Villa Viva Capetown, a new project was launched last year – the WASH Bus Nina Manzi. The project offers homeless people in Cape Town a mobile washing facility and a hygienic retreat, thus giving them a great piece of their dignity back.

In just a few months' time, Nina Manzi has not only reached hundreds of people, but has also won the Bronze Ecologic Award in the water conservation category.

The universal languages: Two measures to raise awareness for the importance of WASH through universal languages were successfully continued – Sport-4WASH and Art4WASH. Within the framework of Sport4WASH, coaches and teachers were trained to combine sports exercises with engaging stories that help children to understand WASH knowledge and retain it.

The Art4WASH project supports local artists and promotes WASH education in communities at the same time, e.g. by designing toilets in schools in an artistic way. For the same purpose, Viva con Agua South Africa developed an activity booklet for children in 2022, which can be used in classrooms.



"In 2022, the WASH bus Nina Manzi came to the streets of Cape Town, giving homeless people a big piece of their dignity back one shower at a time!"

Phelisa Magoqoza, Viva con Agua South Africa

Moreover, Bulungula Community Radio has been broadcasting a weekly two-hour WASH program since August 2022, airing light entertainment as well as important WASH contents.

Other highlights: The Viva Thursday has established at Villa Viva Capetown. The monthly event brings together artists, Viva con Agua supporters and guests of the hostel to get them enthusiastic about the mission of Viva con Agua and inspire them to get involved.

Within the framework of the joint project "Right to Water" – realized with the Equality Collective – community members from forty villages were trained to maintain and operate WASH systems in order to ensure their long-term sustainability. Furthermore, it enables them to participate in democratic processes and to campaign as activists for the right to water.



Sanelisiwe Singaphi designed the Nina Manzi WASH bus in an artistic way. Photo: Snicephoto

309

volunteer supporters, the so-called "Kollektiv" (collective), invested their free time in 2022 in the planning, preparation, and realization of the Millerntor Gallery.

196

artists from 43 different countries, 51 music and 53 cultural acts filled the tenth Millerntor Gallery with life.

15,000

visitors visited the stadium of FC St. Pauli in the course of the tenth Millerntor Gallery.

ONE

film and two corresponding songs were initiated by Viva con Agua Music in partnership with the Goethe Institut 2022 -"Listening".

More than 830

square meters of wall at the Millerntor Stadium were painted during the tenth Millerntor Gallery.

Viva con Agua ARTS gGmbH

Under the motto "Art Creates Water", Viva con Agua ARTS uses the universal languages of art, culture and music to draw attention to the projects of Viva con Agua in Germany and abroad and generate donations for their implementation.

The many small activities throughout the year characterize Viva con Agua ARTS. Ranging from unique fine art prints for the home games of FC St. Pauli to the "Drop" shirt produced together with Welthungerhilfe in 2022 to Viva con Agua ARTS' representation at trade fairs, such as the INCorporating art fair.



"The Millerntor Gallery, a festival packed with art and events – this is why we do and love this job. This is why we are Artivists!"

Saskia Bruder, Viva con Agua ARTS gGmbH

Millerntor Gallery is back at last!
The biggest highlight of 2022 was the comeback of the Millerntor Gallery.
After two years of standstill, Viva con Agua ARTS returned to the Millerntor Stadium in the summer to celebrate the art and culture festival for the tenth

time. Under immense effort of the voluntary collective, artists and partners, the walls of the stadium were first renovated and then repainted. Well over half of the artists, music and cultural acts at the festival were female or non-binary.

Social listening

In its second year of existence, Viva con Agua Music released almost 50 songs – including singles by Flo Mega, Mal Élevé, Maeckes, Antje Schomaker, Roger Rekless, and Anoki. The Alpagua released seven new songs and music videos for children in 2022, and it also got its own Pixi book series.

Charity dinner and Christmas auction The year was closed in a special way. In November, a Charity Dinner took place which, in addition to a three-course menu, provided insights into the work of Viva con Agua. Accompanied by an auction and live music, this event also generated donations for the WASH projects.

Like last year, unique and personal items from celebrities like Jan Delay and Nina Chuba were sold at auction at the "Jingle Wells" telethon.



Finally, the Millerntor Stadium is filled with the Millerntor Gallery's glow again. Photo: Verena Felder

employees were employed at Goldeimer in 2022 (9 full-time equivalents).

160

people were on festival tour with Goldeimer in 2022 - 103 of them volunteer supporters.

11,960,000

rolls of Goldeimer toilet paper were sold in 2022.

composted at events and festivals in 2022.

Goldeimer aGmbH



What does Goldeimer do?

Goldeimer on festival tour

A lighthouse project for the sanitation transition

As part of the Viva con Agua Family,

the non-profit company Goldeimer is

committed to achieving global access

to sanitation and a sustainable sani-

tation transition. By buying Goldeimer toilet products, consumers can support

the vision "All for toilets! Toilets for all!".

In 2022, Goldeimer could finally go on

a festival tour again after a two-year break. They set up sustainable dry toi-

lets and raise awareness for the topics of sanitation and a recycling-oriented

toilet system. With a festival crew of 160 people, including 103 volunteers. Goldeimer supported ten major events in 2022. Visitors donated a total of around thirty tons of dry toilet waste. which was composted afterwards.

Goldeimer has been part of the EU

project P2GreeN, which aims to pro-

mote recycling-oriented sanitation

in Europe, since December 2022. As

part of the Hamburg-Hanover project

The Goldeimer soap is vegan, free of genetically modified materials and, as a social product, supports the work of Goldeimer and Viva con Aqua.

Photo: Andrin Fretz

next four years.

region, participants are building Germany's second composting plant for recycling dry toilet contents in the south of Hamburg, Frankly speaking, this is where poop will be composted and refined into high-quality fertilizer. The project is a lighthouse project that will develop a blueprint for recyclingoriented sanitation in Europe over the

Noise for toilets

Toilets are getting more and more public attention - and this is important. In October, Goldeimer was featured in what is probably Germany's most popular children's program: "Sendung mit der Maus". The team did not only tell the children about their efforts around sustainable toilets. One of the most important goals is and always will be to fascinate people with the vision "All for Toilets! Toilets for all!".

The Goldeimer dry toilets are popular sometimes there are long queues, like in Southside Festival. Photo: Goldeimer



Enno Schröder, Goldeimer gGmbH

"Goldeimer was founded to draw attention

to a sustainable sanitation transition."

to the global sanitation crisis and to contribute



this picture taken at

tons of dry toilet contents from Goldeimer dry toilets could be

1,208,000

Furos were invested in the meaningful work of the Viva con Agua Family:

700,000

Euros for fiscal 2021 could be distributed to the shareholders in 2022 (20% to the e.V., 40% to the Foundation, 40% to the KG).

With 508.000

Euros, the charitable work of Goldeimer aGmbH and the Viva con Aqua Foundation was supported in the form of donations and license payments in 2022.

2,802,000

generated by Viva con Agua Wasser GmbH in 2022. After deducting operating, travel, and personnel costs, a gross surplus of 1,810,000 Euros

remains.

Viva con Agua Wasser GmbH

883,000€

419,000€

110,000€

124.000€

758.000€

1,098,000

2020

837,000

2019

275,000

2018

120,000

2017

2016

Packages of toilet paper 1,235,000

2021

Use of revenues:

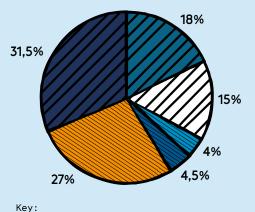
Annual net surplus

Taxes (revenue & income)

Travel expenses

Personnel expenses

Other operating costs



Donations & license payments 508,000€

Viva con Agua Wasser GmbH communicates and supports the work of Viva con Agua through the sale of consumer products. For more than ten years. these have offered consumers almost everywhere in Germany a social alternative in their everyday purchasing decisions. This generates both attention and licensing revenue for the vision "Water for all - All for Water".

Records for mineral water and toilet paper

1,495,000

2022

Despite ongoing Corona-related restrictions at the start of 2022 and the associated impact on the restaurant. hotel and retail sectors. Viva con Aqua mineral water recorded a new record of 36.8 million fills, exceeding pre-Corona levels from 2019 (+5 percent).

Goldeimer toilet paper also continued to grow, setting a new record with around 1.5 million packs sold (+20 percent year-on-year).

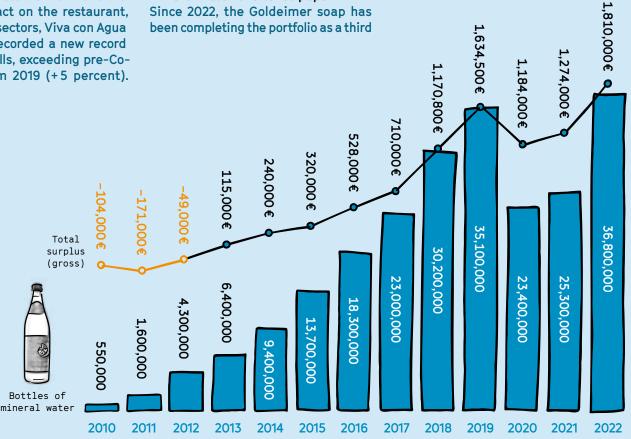
In addition, the search for a bottling site in southern Germany was completed in 2022. The "Fürstlich Bissinger Auerquelle" successfully contributed to fulfilling the sales targets already in the first year, thus confirming the strategy of regional bottling.

Soap complements mineral water and toilet paper

Since 2022, the Goldeimer soap has been completing the portfolio as a third

license product. This means that, together with the manufacturer sodasan. Viva con Agua Wasser GmbH is now also addressing the issue of hygiene at product level - in line with the WASH strategy (WASH stands for water, sanitation and hygiene).

Overall, Viva con Aqua Wasser GmbH was able to make a significant contribution to the charitable project work of Viva con Aqua and Goldeimer.





C

Euros were contributed to financing the Villa Viva Hamburg by Viva con Agua.

From 19.10

Euros per night, visitors will be able to stay at Villa Viva Hamburg by the end of 2023.

12.5

floors will make the Villa Viva Hamburg.

16

social investors from the Viva con Agua network have contributed the equity to finance the construction project.

Villa Viva Holding

Circus of the future – the stage is yours!

The year 2023 is a very special one for Villa Viva Hamburg because it will celebrate its opening at the end of the year. But let's start from the beginning: What is being built there in the Münzviertel neighborhood?

The latest social business model from the Viva con Agua ecosystem will be a house that builds wells. A 12.5-story guesthouse is being built here with two office floors, restaurants, a roof-drop bar and various event rooms. A place where people can connect with Viva con Agua and the goals and values associated with it.

Villa Viva is financed by the so-called "Shareholder Gang" – 16 investors who provide the entire equity capital and in return hold 33 percent of the Villa Viva Holding. Although Viva con Agua did not contribute a single cent to the financing, the non-profit organizations – association and foundation – hold 67 percent of the shares. As a result, a large share of the profits will support Viva con Agua's project work in the future.

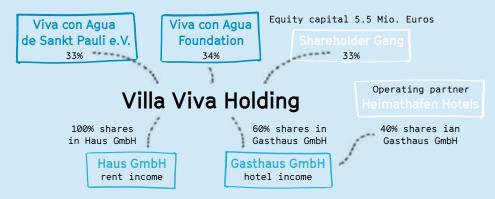
When construction started in April 2022, the funding for two wells had already been secured – in other words, Villa Viva is a house building wells already before its own completion.



"Although Viva con Agua did not add a single cent, the association and the foundation hold a total of 67 percent of the Villa Viva Holding shares."

Benjamin Adrion, Viva con Agua Foundation

Participation model:



Since December 2022, the ninth floor has been offering its view of the Elbphilharmonie and the Michel. In June 2023, the roof will be on, all windows and doors installed, and everything sealed – time for the finishing ceremony. In November, things will really get going: Together with artists, Villa Viva will become colorful, the Viva con Agua entities will move into the office playground, and the threemonth test phase of the guesthouse will start.



This is what Villa Viva Hamburg will look like when completed at the end of 2023. Design: medium Architekten Visualization: monokrom