

WOW Impact Report



THE PROBLEM

We're trying to tackle

Women in rural regions of India walk an average of 1-2 miles a day in the blazing heat, carrying water on their heads. A traditional container equals a standard airline checked bag. The weight over time leads to chronic neck and back pain, as well as musculoskeletal disorders. This arduous task traps families in a vicious cycle of poverty as women can't spare time to work.

Children, especially girls, as young as 7 are asked to help source water from the wells instead of going to school.

THE ROLLING SOLUTION

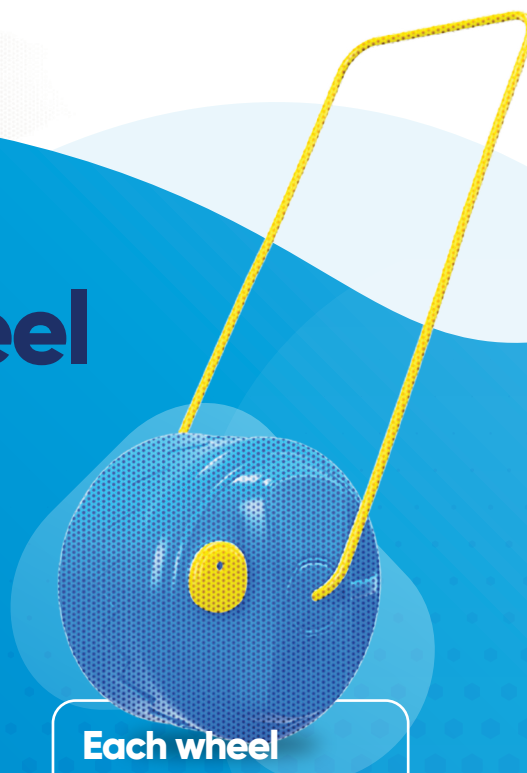
The Water Wheel

The Water Wheel is a large, round water drum that is fitted with handles so it can be rolled along the ground with ease, rather than carry it on their heads.

The Water Wheel can carry five times more water than a pail, meaning children no longer need to be involved in carrying water.

Wide mouth opening facilitates easy pouring and cleaning, and its unique cap-in-cap design keeps water clean.

Balanced size and shape ensure better performance on tough terrain. Reinforced axles protect Water Wheel's drum from wear and tear. High quality plastic used to make the drums ensure they are long lasting.



**Each wheel
impacts the
lives of 5 people
including
3 children.**

Challenges

Challenges we faced include lack of credibility and culture, logistical difficulties and lengthy legal systems.

Standards of transparency and accountability in India are poor. The situation is partly obscured because of a lack of data. That made it tougher to allocate money to those that need it the most.

Our ground staff that to visit numerous villages and household to determine potential social impact.

The lack of infrastructure and transport to reach the remote villages with the large drums (Water Wheels) was another hurdle. We also needed to involve the village heads at every step of the process

Regarding fundraising, we have noticed that emotional ties also play a big part as well. If friends or family have been donating to a particular non-profit organisation, the "herd mentality" feels obliged to continue that rather than channel those funds to better use.

Our Contribution

We have a team on the ground in India that were ensuring that the wheels reached the homes of those that need it most.

We initially set a target to raise £20,000. We raised £3k in just 48 hours. We reached our initial target of £20k in less than 30 days! We then set a new target: £50,000 and have achieved 80% of that target!

Digimax Dental also pledges a wheel for every new project that we complete. Every time a website is launched, we send a hamper containing a donation certificate for their project. We also include a poster that our clients can display in their practices.

All proceeds from Shaz Memon's book Instagram for Dentists contribute to this charity as well.

We also held a sponsored 'Water Walk in Regent's Park (London) in September 2019 to raise awareness as well as funds. We welcomed 120 attendees.

On the event of Holi in March, Wells on Wheels put together a wonderful water wheel distribution event at Village Sangamner, Dindori, to raise awareness for the difficulties of water collection for people living in the rural areas of India. Wells on Wheels hosted popular British band Alexis Kings, who played local and English music for children and families at the festival. Alexis Kings are a British rock band from London, UK.

Wells on Wheels ground team head Ajay arranged this event to help distribute the Water Wheel to families in need. He and his team distributed 69 Water Wheels at the festival, a contribution that will help these families procure water daily.

Real Life Stories

It brings us tremendous joy to see the smiles on 100s of faces

<https://www.wellsonwheels.co.uk/our-events/>

Till date, we have impacted the lives of 7,145 people including 4,287 children

Please follow this link <https://www.wellsonwheels.co.uk/story> to learn more about the difference we are making from the women and girls in India.

Reviews



Meet Karuna



Meet Damini



Meet Devika



Meet Durga



Meet Jijabai



Meet Khushali



Meet Manoj, Teacher



Meet Renuka



Meet Vanita



Meet Yogita



Meet Yashada



LEARN MORE AT ,
www.wellsonwheels.co.uk