Introduction on the Public Welfare Project of Water Cellar for Mothers initiated by China Women's Development Foundation

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All-China Women's Federation
China Women’s Development Foundation
"Water Cellar for Mothers" Project in China

All-China Women's Federation
China Women's Development Foundation

www.cwdf.org.cn
Ⅰ. Basic Information
1. Project Background
China: the largest Developing County
Under the leadership of Communist Party of China, China has achieved remarkable progress in economy, politics, society and culture, etc.
Disastrous Natural Environment in Western China
Shortly after midnight we’ll have to set out;
Hill after hill we’ll have to climb;
Not until dawn do we finally find some water;
And get home only by bedtime.
Men migrate to other places to earn money and make a living.

Women shoulder the heavy burden in life, and trek several or even ten miles to fetch water.
The public welfare project “Water Cellars for Mothers” by All-China Women's Federation has achieved remarkable progress. This project is well carried out. The government attached great importance to solve the safe drinking water problem in rural areas. Relevant departments should support the work of Women's Federation.

Wen Jiabao
Premier, P.R.China

March 1
Since the launch of “Water Cellars for Mothers” project ten years ago, it has proved to be not only an effective way to solve drinking water problem in rural areas, but also a positive exploration for poverty alleviation, improvement of people’s life and promotion of development in poverty-stricken areas; it is not only a successful practice to liberate women labor in rural areas and promote women’s development, but also a benevolent rule and philanthropic act in aiding the public, gathering love and spreading hope. Therefore, I express my respect and appreciation to women’s federation at all levels. I sincerely expect to continue to gather forces extensively, and expand the scope of Water Cellars for Mothers” project so that more people will benefit from it, and do more contributions in many aspects for the purpose of building new rural areas and constructing a harmonious society.

Hui Liangyu
Vice Premier, P.R.China
March, 2
Since “Water Cellars for Mothers” project started ten years ago, it actively coordinated with the party and government safe drinking water projects in rural areas, while focusing on the public and serving the public, to greatly improve the living environment and ecosystem in western rural areas, liberate women’s labor in rural areas, promote local economic and social development, win people’s heart, benefit the public and gain wide applause from the society. I extend my appreciation and respect to entities and people from all walks of life caring for and involving in the project! Hopefully, “Water Cellars for Mothers” project could strengthen propaganda and promote the operational innovation, attracting more public welfare fund from the society to show concern about western China, mothers in the west, families lacking drinking water in the west. Governments at all levels and related departments should vigorously support this public welfare project. Through joint effort, we should bring benefit to the public in poverty-stricken and dry areas and do more contributions to the construction of socialist new rural areas, socialism, harmonious society and well-off society in an all round way!

Liu Yandong
State Councilor
February, 3
All-China Women's Federation
China Women’s Development Foundation

All-China Women’s Federation is the largest women’s organization in China
The basic function of All-China Women's Federation is to represent women, safeguard women’s rights and interests, and promote equality of men and women.
China Women's Development Foundation is one of the affiliates of All-China Women's Federation, and the largest social public welfare organization, offering service specifically to women in China. Through collecting fund and materials from social organizations and individuals at home and abroad, the foundation supports women and women’s course development, and aids women in poverty-stricken and dry areas to solve the drinking water problem, which is our mission.
2. Project Start-up
UN setting the millennium development goals.

Chinese government putting forth the Western Development Strategy.

A platform for public welfare, mobilizing public participation.

"Water Cellar for Mothers"
The Project started in 2000, and a special fund for the project of "Water Cellar for Mothers" is established.
Upon investigation to living status in western China, All-China Women's Federation, Beijing Municipal Government and CCTV launched a large public welfare project "Water Cellar for Mothers", which is organized by China Women's Development Foundation.
3. Project Name
Meaning of "Water Cellar for Mothers"

"Water Cellar for Mothers" Project

Mother:
- Unselfish, broad-minded and maternal care from all walks of life to poverty-stricken and dry areas
- Mothers in poverty are the main object of support.

Water cellar: including various safe drinking water project measures and non-project measures
4. Project Fund
China Women's Development Foundation
Established Special Fund of "Water Cellar for Mothers"

- Supporting Fund
- Assisting Fund
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Supporting Fund

To be used without condition, and no need to pay off
Assisting Fund

All provinces covered by the project may use special fund in the way of interest-free loan, and the one receiving support is expected to pay off the amount, with paying-off period starting from the day of the first appropriation. For water cellar project, it shall be paid off in five years by equal amount each time, and for other water conservancy project, it shall be paid off in three years and subject to annual increase.
Nothing but continuous collection of contributions from the society.
Coordinating matching funding from local governments.
Coordinating self-raised funds from the receiving families.
5. Main Achievements
So far, China Women's Development Foundation has contributed nearly RMB 0.2 billion from society to poor and dry areas in 23 provinces, autonomous regions and cities, plus RMB 0.4 billion of fund for supporting local construction and fund raised by people. A total of 120,000 "Water Cellar for Mothers " were set up, with 1,300 small centralized water supply work established, and nearly 1.6 million people benefited from it.
II. Basic Action
1. Proper Design of Project Implementation Mode

Standardized design for supporting scope, technology route, management method, organization protection, project and fund management.

- Establishment of rain-collecting cellar of each family
- Construction of small centralized water supply work, with village as the unit.
Special fund mainly targets at family in poverty and lacking water in rural areas, focusing on western China, but as in some poor mountain areas, peasant households have difficulty in drinking water in eastern China, especially the mid China, the coverage has extended to parts of areas in the east.
2. Continuously reinforcement of "Water cellar for Mothers” fund collection

For a foundation, fund collection is the most important.
<table>
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<tr>
<th>Powerful publicity</th>
<th>• Stimulate the love of the society, and recognition to this brand, so that the whole society will actively involve in contribution and donation</th>
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<tr>
<td>Extensive mobilization</td>
<td>• Make use of the network of All-China Women's Federation, so that local women's federation will participate, and mobilize the society to involve in the contribution and donation</td>
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<td>Main focus</td>
<td>• Focus on finding out those large and renowned enterprises expecting to involve in public welfare activities, and develop them into key customers of women’s foundation</td>
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<td>Trust establishment</td>
<td>• Insist on the principle of &quot;transparent fund collection, transparent management, transparent grant and transparent value adding&quot;, to make donors free of concern, build trust with them and guide them to contribute continuously for repeated times</td>
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<td>Win-win outcome</td>
<td>• Ensure enterprises, organizations and individuals involved in the project receive corresponding service while they contribute love, and realize win-win of both the women’s foundation and contributors</td>
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3. Conscientious organization of project execution

- The project basically focuses on state-level poverty-stricken counties, especially those in western China.
- Secondly, in the process of allocation of poverty-stricken counties, equal opportunities are granted, and the coverage is extended to as many areas as possible.
Depending on local conditions, either to build:

● A rain-collecting cellar for each family.
● A small centralized water supply work for each village.
4. Continuous promotion and publicity of project

- Our tag-line: "Donate 1,000 Yuan RMB and help out a family to get safe drinking water."

- Integrating with developing of corporate citizenship and national spirits.

- Taking large-scale charity events as carriers, making use of celebrity effect, and mobilizing all possible social resources.
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5. Enhancement of project supervision and management

The trust from contributors is the foundation of existence and development of all public welfare organizations.
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Management documents:
● "‘Land of Love · Water Cellar for Mothers’ Project Interim Management Measures"
● "‘Land of Love · Water Cellar for Mothers ’ Project Assisting Fund Execution Methods"
● "‘Land of Love · Water Cellar for Mothers ’ Project Stage Supervision and Evaluation Interim Methods"
● "‘Land of Love · Water Cellar for Mothers ’ Evaluation and Acceptance Methods"
● "‘Land of Love · Water Cellar for Mothers ’ Project Guidance" and other documents.
Supervision and Management Mechanism

- Leader responsibility system
- Project quality responsibility system
- Project standard attainment system
External Force Supervision

On-site investigation of donating enterprises

News media supervision

Regular auditing by audit organs

Expert evaluation report
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- Strict audits;
- Information disclosure from top to bottom;
- Media tracking all the way;
- On-the-spot inspection by donors.
6. Giving full play to unique strengths of women public welfare organizations and mobilizing forces of all sectors.
Support from all sectors of the society.

Give full play to the strengths of women’s federations at all levels.

Do some omission-amendment job in collaboration with the government.
In 2009, under the approval and promotion of Chen Zhili, the Vice-Chairperson of The National People's Congress (NPC) of the People's Republic of China, and the Chairperson of China All-China Women's Federation, and with the great concern and support from The Ministry of Water Resources, "Water Cellar for Mothers" has been recorded into planning related to water resource development in rural areas, formulated by the state.

In the "one pool three transfer" project of the Ministry of Agriculture of the People's Republic of China, actions and experience concerning "Water Cellar for Mothers" project villages are also mentioned.

National Development and Reform Commission granted RMB 1 million for "Water Cellar for Mothers" pilot, to learn from poverty alleviation method of Water Cellar for Mothers and fund management system, and find out a new pattern for management of poverty alleviation fund.
7. Giving full play to the key role of All-China Women's Federation and women

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<th>Level</th>
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<td>All-China Women's Federation</td>
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<td>Province-level All-China Women's Federation</td>
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<td>City-level All-China Women's Federation</td>
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<td>County-level All-China Women's Federation</td>
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<td>Township All-China Women's Federation</td>
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<td>Village-level Women’s Committee</td>
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China Women’s Development Foundation

All-China Women’s Federation "Land of love · Water Cellar for Mothers" project management leading team

China Women's Development Foundation project management office

Province-level project execution team

County-level project execution team

Village project execution team

Village project execution team

Village project execution team

Expert team

Supervision committee

Water Resources
Auditing
Notary Entity
News media
Fund contribution representative
8. Constantly deepening project connotation

In recent years, in accordance with the new rural construction strategy which is under way in China, we have followed closely to social development, to solve safe drinking water problem, as our top priority, while dealing with the problems of poverty reduction, environment improvement and health education, etc. to continuously enrich the project. In the process of construction of water supply project, we adopt the method of "coverage expansion, poverty reduction, benefit extension and overall promotion", to integrate resources, extend and develop supporting poverty reduction project, with water cellars as the priority.
"1+N" Mode with Water Cellar as Priority

- Planting trees
- A beautified yard
- Transferring a washroom
- Building up a solar energy stove
- Raising poultry
Ⅲ. Main Results

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1. Labors are effectively liberated, and the life and income of rural family witnessed obvious improvement.
According to investigation, for each household every year, on average, 64 labor’s days of a labor force is saved. Guided by "Water Cellar for Mothers"1+N Mode, many project villages reinforced combination of projects, promotion of the entire village and stereoscopic development.
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Cash revenue increased 14.84% in three years.
2. Status of women both at home and in society has been enhanced

- Further market participation by women.
- Women’s capability is much enhanced
- Significant changes of women’s status both at home and in society.
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3. Hygiene and health conditions for benefited masses are improved.

- Enhanced proper awareness of hygiene and health by the women
- Great changes to people’s habits
- Significant decrease of incidence of sicknesses
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Rural households washing clothes once in 2 days

Before project | After project
---|---
10% | 20%
20% | 75%
30% | 0%
40% | 10%
50% | 20%
60% | 30%
70% | 40%
80% | 50%
90% | 60%
100% | 70%

Proportion of households washing clothes every day

Not washing clothes 40%
Washing clothes 60%
Gynecological Disease Incidence

- Two years before: 40%
- Currently: 20%
4. Helped to improve local living conditions

- Much stronger environmental awareness
- Development of circular agriculture.
- New appearance to villages.
5. Promoted development and harmony of the benefited communities

- Communicated new ideas and production elements such as funds, information, knowledge and skill.
- Activated villages, bringing about changes in economic structure, political structure and social relations.
- Upgraded overall quality of the communities.
Through practice, it proves that "Water Cellar for Mothers" project is in accordance with the United Nations’ Millennium Development Goals and the core requirements in "Beijing Declaration" and "Action Agenda" passed at the United Nations 4th World Women’s Conference. Effective and positive efforts have been made in terms of granting power to women and reduction of those who can not have safe drinking water; it is a successful practice with coordination between non government organizations and governments, to promote establishment of public involvement mechanism, build up involvement channel and create a positive social atmosphere to solve the safe drinking water problem.

During work inspection to the grassroots by China's President Hu Jintao, he visited "Water Cellar for Mothers" project site. Many leaders including China State Council Premier Wen Jiabao approved the "Water Cellar for Mothers", and fully acknowledged its remarkable success. According to them, it is well done, and relevant government departments and all sectors are required to pay continuous attention to it, support this project, and extend the project coverage, so that more women masses will benefit from it.
In the future, we will continue to actively coordinate with national safe drinking water planning, carry out well the “Water Cellar for Mothers” public welfare project, to constantly expand project coverage, deliver more social concern and bring benefit to more masses lacking water.
Thanks for your attentions!