

Annual Report 2021

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 and supports WASH projects.

Various organizations and social businesses have evolved from this 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!

3,892,113

Euros was the project volume (support of domestic and international projects) of Viva con Agua de Sankt Pauli e.V. for the year 2021.

3,077,112

Euros could be forwarded directly to WASH projects.

33

full-time employees were employed by Viva con Agua de Sankt Pauli e.V. in 2021.

Viva con Agua de Sankt Pauli e.V.

The support for the project work of Viva con Agua de Sankt Pauli e.V. was again strong in the second corona year. Despite all challenges, the organization was able to pass the five-million-Euro mark in terms of revenue for the first time with a total of 5,193,202 Euros, building up 115,028 Euros in reserves.

Expenses: The expenses of 5,078,174 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 almost 3.9 million Euros, accounting for the biggest share in total expenses with a percentage of 77%. More than 3 million Euros could be forwarded directly to the water, sanitation and hygiene projects supported by Viva con Agua.

Expenses for domestic projects include all statutory expenses for educational, networking, and campaign work. 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. This includes production costs for all publications and advertising material. Including personnel costs, this amounted to a total of around 552,000 Euros in 2021. 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 633,313 in 2021. This equals 12% of total expenses.

Personnel expenses: Viva con Agua de Sankt Pauli e.V. employed a total of 47 employees in 2021, 33 of which full-time staff members, five working students, one worker in minor employment, and, throughout the year, eight wonderful interns, who receive an allowance for their support.

WASH (water, sanitation and hygiene) 2021

- Viva con Agua supported 23 WASH projects in ten countries (Uganda, Ethiopia, South Africa, Zambia, Tanzania, Zimbabwe, Mozambique, Kenya, Nepal, and India) in 2021.
- Approximately 145,300 people benefited from WASH projects in 2021, despite the constraints imposed by COVID-19.
- For the implementation of WASH projects, Viva con Agua cooperates with partner organizations. Currently, these are: Welthungerhilfe, Helvetas, PLAN International, Menschen für Menschen, Ped-world, WasserStiftung, BORDA, Grino, VcA Uganda, and VcA South Africa.



Access to clean water fundamentally improves people's living conditions. Photo: Chris Schwarz

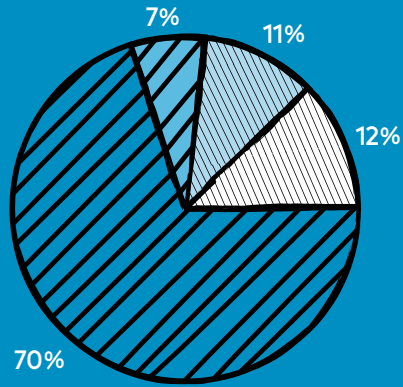
Key for the complete annual report:

 striped: expenses  dotted: revenue/earnings

5,078,174

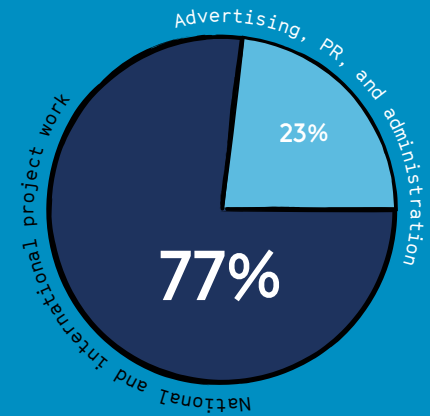
Euros was the total of all expenses of Viva con Agua de Sankt Pauli e.V. in 2021.

Simplified presentation of the use of funds, including personnel and material costs:



Key:

International projects/WASH support	3,535,591 €
National projects	356,522 €
Advertising and general public relations	552,748 €
Administration	633,313 €

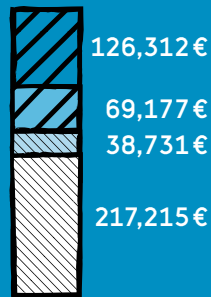


Personnel & material costs, broken down by area:



Key:

Support international projects
Domestic campaign, educational & awareness-raising work
Advertising and general public relations
Administration



Total personnel expenses
1,318,859 €

Total material expenses
451,435 €

451,435

Euros was the amount of material costs of Viva con Agua de Sankt Pauli e.V. in 2021.

1,318,859

Euros was the amount of personnel costs of Viva con Agua de Sankt Pauli e.V. in 2021.

Other expenses, excluding personnel & material expenses:



Total international project funding
3,077,112 €

Donations forwarded to domestic projects
55,000 €

Advertising and general public relations
42,715 €

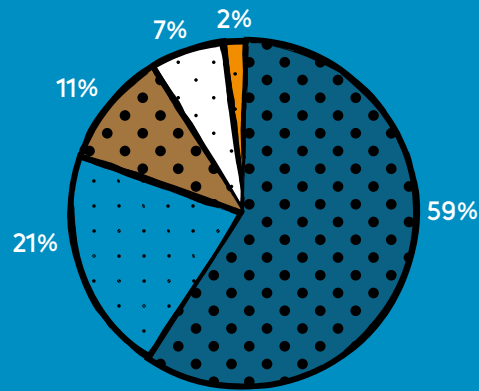
Origin of revenues of Viva con Agua de Sankt Pauli e. V.

5,193,202

Euros was the amount of total revenues of Viva con Agua de Sankt Pauli e.V. in 2021. 115,028 Euros could be added to the organization's reserves.

1,349

new supporting members could be welcomed to Viva con Agua de Sankt Pauli e.V. in 2021.



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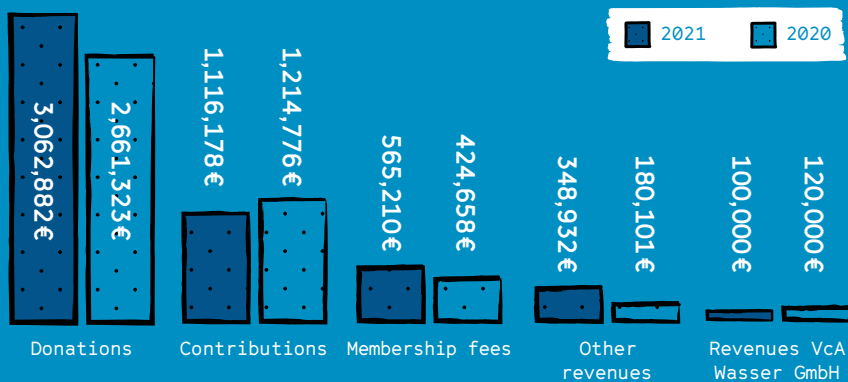
Donations	3,062,882 €
Contributions	1,116,178 €
Membership fees	565,210 €
Other revenues	348,932 €
Viva con Agua Wasser GmbH revenues	100,000 €

Donations, contributions, and other: Donations make up the greatest part of the organization's revenue. 2021 saw just over three million Euros in donations. They came from various sources: Around 1.4 million Euros were donated by individuals and companies, around 1.1 million Euros came via different digital donation platforms. The digitization of various analog donation formats like Run4WATER brought along another 544,000 Euros in donations. In addition, contributions by private and public organizations added another 1.1 million Euros to total revenues. The commitment of J2XU Foundation is particularly worth emphasizing in this respect: Just like last year, the foundation funded the John's Rig drill in Ethiopia with a contribution of 625,000 Euros. The association received another 491,000 Euros from private and public-sector entities for the realization of statutory project work.

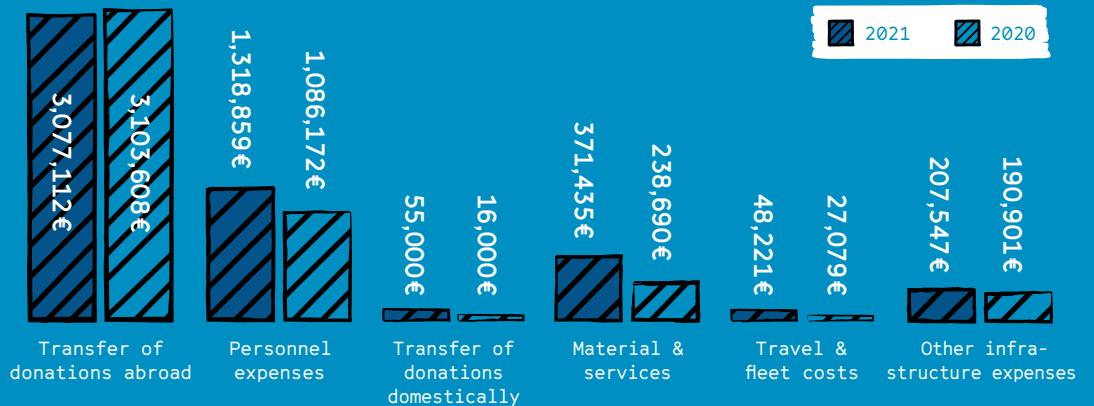
"Other" includes, for example, 211,000 Euros generated through sponsorships for digital formats such as the "Jingle Wells" telethon and other streaming productions. Sales of Viva con Agua merchandise and licensing income, for example from the Viva con Agua Stand-up Paddle, resulted in another 118,000 Euros in revenue.

Revenues from Viva con Agua Wasser GmbH and membership fees: The income from the profit distribution of Viva con Agua Wasser GmbH amounted to exactly 100,000 Euros in 2021. 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 565,000 Euros.

Revenues compared to the previous year:



Expenses compared to the previous year:



438,819

Euros was the 2021 revenue of the Viva con Agua Foundation.

345,714

Euros were invested by the Viva con Agua Foundation in WASH projects and network development in 2021.

196,722

Euros were directly forwarded to WASH projects and network development in Africa by the Viva con Agua Foundation.

Viva con Agua Foundation

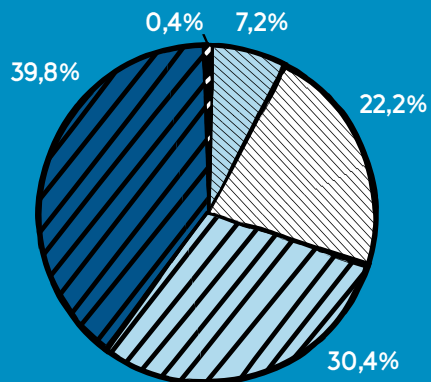
In 2021, the work of the foundation could be guaranteed thanks to the profit distribution of Viva con Agua Wasser GmbH from 2020 and further ongoing license income from water sales. In addition, the project work related to community development in South Africa was particularly supported by different grants and sponsors.

Promotion of project work: Despite the impact of corona, the foundation was able to implement projects according to the statutory purposes. In particular, the focused set-up of WASH project work and further community development in South Africa could be intensified. In Uganda, the menstrual hygiene program was implemented in cooperation with Viva con Agua Uganda. The support of the South African WINS project, made possible through the support of the Tides Foundation, has helped to provide adequate WASH facilities and hygiene conditions to more schools in the Eastern Cape.

Personnel expenses: In 2021, the Viva con Agua Foundation counted five permanent employees (full-time and part-time) and two interns. New employees also joined Villa Viva Capetown, in which the foundation holds 60 percent of the shares.

Social Business Development: The Villa Viva Cape Town opened for business in the fall of 2021 following a quick and thorough refurbishment, just months after the backpacker hostel in Cape Town was bought. The first months were not only very successful from a business point of view. The many encounters of guests with the idea and vision of Viva con Agua as well as the great team on site contribute to the success of the project as well. In 2022, the Foundation will launch focus projects in the area of African Community Development as well as further collaborations in the area of Social Water Entrepreneurship in order to follow in the footsteps of the first successful impact investment in "Spouts of Water" and strengthen further local social businesses with effective WASH solutions.

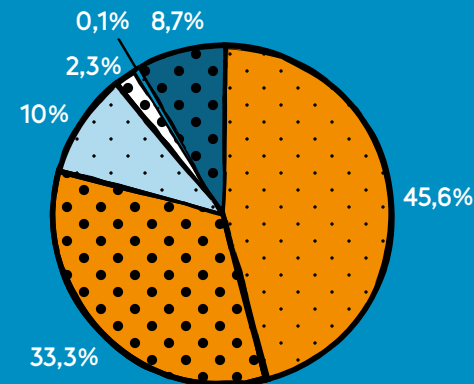
Use of funds including personnel & material expenses:



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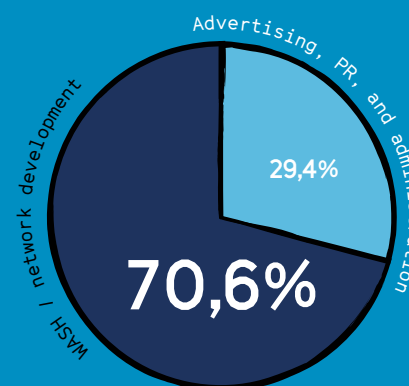
WASH / network dev. Europe	148,992 €
WASH / network dev. Africa	194,909 €
WASH / network dev. Asia	1,813 €
Advertising and general public relations	35,366 €
Administration	108,881 €

Revenues:



Key:

Donations	38,182 €
Distribution of profits VcA Wasser GmbH	200,000 €
Licensing income VcA mineral water	146,298 €
Sponsoring	43,727 €
Endowment	10,000 €
Contributions by private & public entities	612 €



1,988,000

Euros was the revenue generated by Viva con Agua Wasser GmbH in 2021. After deducting operating, travel, and personnel costs, a gross surplus of 1,274,000 Euros remains.

900,000

Euros were invested in the meaningful work of the Viva con Agua family:

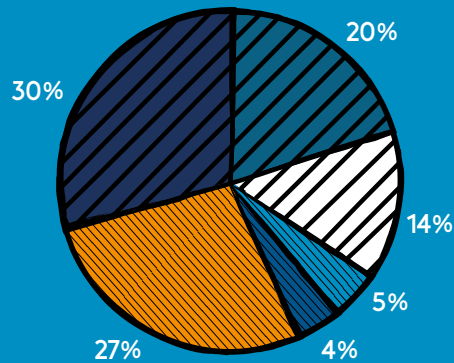
500,000

Euros for fiscal 2020 could be distributed to the shareholders in 2021 (20% to the e.V., 40% to the Foundation, 40% to the KG).

With **400,000**

Euros, the charitable work of Goldeimer gGmbH and the Viva con Agua Foundation was supported in the form of donations & license payments.

Use of revenues:



Key:

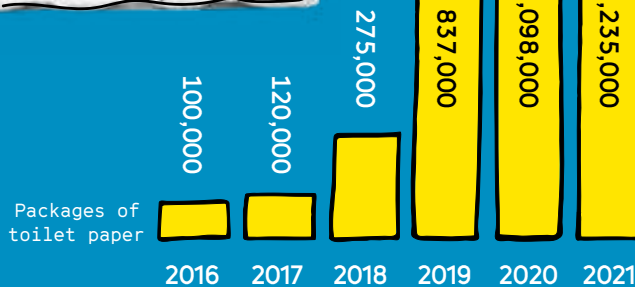
Annual net surplus	591,000€
donations & license payments	400,000€
Taxes (revenue & income)	283,000€
Other operating costs	93,000€
Travel expenses	85,000€
Personnel expenses	536,000€

Viva con Agua Wasser GmbH

Viva con Agua Wasser GmbH has the task of communicating the work and goals of Viva con Agua via consumer products and at the same time generating licensing income through licensing agreements with product manufacturers. Thereby, it has been possible to support social commitment in everyday purchasing decisions almost everywhere in Germany for more than ten years now.

For Viva con Agua mineral water, 2021 was under the continuing influence of corona restrictions and their associated impact on the restaurant and hotel industry as well as specialist trade. Despite these circumstances, sales of Viva con Agua mineral water rose again compared to the previous year (+8 percent). The same is true for Goldeimer toilet paper, which saw a 12 percent sales increase in 2021.

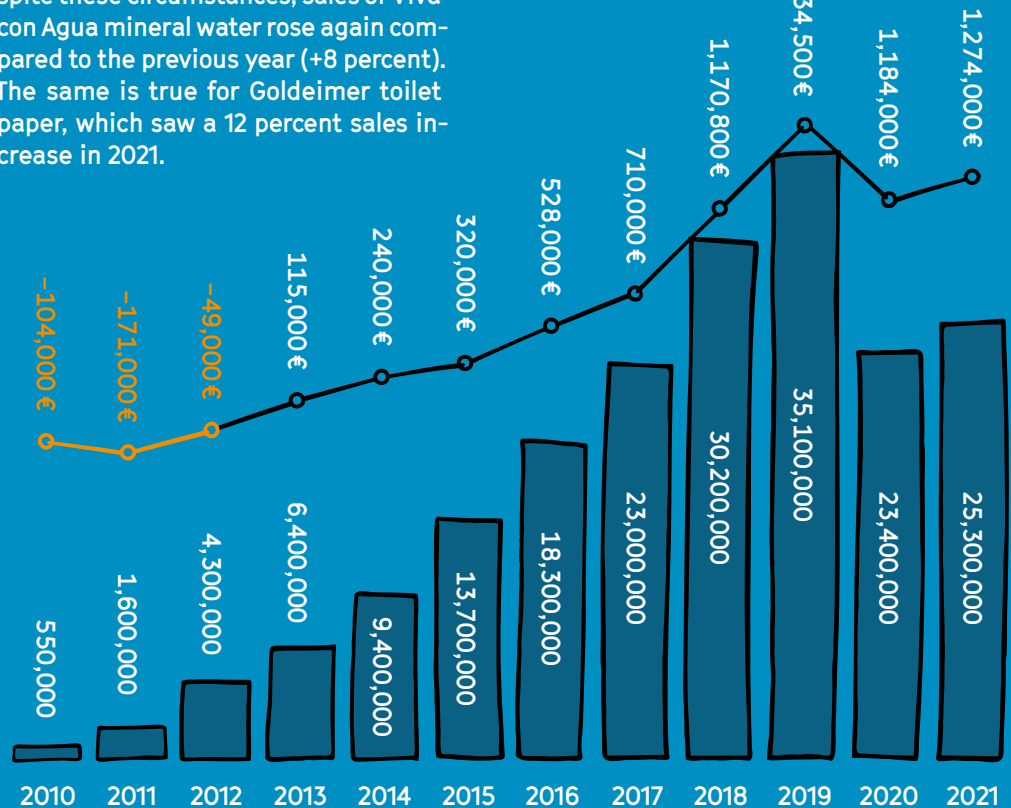
Ultimately, the Viva con Agua license products were again able to contribute a fundamental share to the charitable project work of Viva con Agua and Goldeimer in 2021. By adding a second bottling location and introducing a new glass container (500 ml), Viva con Agua Wasser GmbH expects the positive development to be confirmed in 2022. Structural changes are planned to add to that: By the end of the year, Mario Klütsch took over the position as managing director. A big thank you goes to André Lau, who has left the company after more than ten years.



Total surplus (gross)



Bottles of mineral water



50

projects were realized by Viva con Agua ARTS in 2021. Among them exhibitions, auctions, music releases, and art collaborations.

100

Blickwinkel (100 Perspectives) – an exhibition of exclusively female, trans, queer, and non-binary artists – was held at FC St. Pauli’s Millerntor Stadium.

110,000

“Bathroom Education” toilet paper packages against racism were produced by Goldeimer. The proceeds went to Amadeu Antonio Foundation, the ISD Bund e.V., Afrodiaspora 2.0, and Viva TS.

13

employees were employed at Goldeimer in 2021 (8 full-time equivalents).

Viva con Agua ARTS gGmbH

Art projects, exhibitions, music – Viva con Agua ARTS (VcAA) uses all this to generate added value for the WASH projects of Viva con Agua de Sankt Pauli e.V. The universal languages of art, culture, and music form the synthesis for positive change.

Live exhibitions could finally take place again this year. At the exhibition „St. Pauli – 100 Blickwinkel“ (“100 Perspectives”) in Hamburg’s Millerntor Stadium, artworks by female, trans, queer and non-binary artists were shown. For the second time, the Quellen Galerie (“Sources Gallery”) in cooperation with the hip-hop label Chimperator took place in Stuttgart. Above that, VcAA was present at Photopia and as a cha-

city partner at the “INcorporating art fair”, the new fair for contemporary art.

Social Listening: Viva con Agua Music
Art is so multifaceted that it can’t be felt with just one sense. This is why Viva con Agua Music was brought into this world. In 2021, Faraway Friends, a group of people from India, Germany, and Austria who came together on a project trip to India in 2019, released the climate concept album “Rain is coming”. Ideas and structures grew at Viva con Agua Music – and Alpagua was born. The friendly Viva con Agua alpaca addresses the UN’s 17 Sustainable Development Goals in songs for children.

Various artists from the Viva con Agua cosmos like Maeckes, Josi Miller, Tasha Kimberly, and Roger Reckless support the Alpagua as guests on the way towards many great new songs that will be released in 2022.

Save the Millerntor Gallery

The biggest project of Viva con Agua ARTS is the Millerntor Gallery, which turns the Millerntor Stadium of FC St. Pauli into a stage for an art and culture festival once a year. In 2021 the MTG was canceled for the second time in a row, resulting in the foundation of the “Save the Millerntor Gallery” campaign. Thanks to many dedicated supporters, we can now look forward to June 2022 and the tenth Millerntor Gallery.

Goldeimer gGmbH

A special toilet paper

Together with Roger Reckless and Eskapaden Booking, Goldeimer initiated the “toilet paper against racism”. A public crowdfunding effort with more than 5,200 supporters provided the funds for the production of 110,000 packs. The aim: to provide anti-racist food for thought and to support anti-racist work. From its sales, Goldeimer was able to donate 110,000 Euros to organizations that stand in for a democratic society and engage in anti-racist work.

A clean job

In March, we welcomed the Goldeimer social soap. It follows in the footsteps

of mineral water and toilet paper and represents the hygiene component in the WASH triad. The new organic curd soap is vegan, free of genetic engineering, and supports the work of Goldeimer and Viva con Agua as a social product.

Off to festival tours

For two years, Goldeimer was not allowed to grace festivals with sustainable dry toilets. Yet this is where an essential part of our work takes place: Raising awareness about the global sanitation crisis and getting people excited about sustainable toilet concepts. In 2022 we will be back: Reaching



The “Bathroom Education” against racism. Photo: Goldeimer

thousands of festival goers, composting up to 40 tons of dry toilet contents, and saving 1,600,000 liters of water from being flushed down the toilet. Can we count you in?

0

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

12.5

floors will make the Villa Viva Hamburg. The building is planned to be finished by the end of 2023.

16

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

50

entrepreneurs were part of the foundation of the company network "Social Business Club" of Viva con Agua Switzerland.

10,000

students at ten schools in total were reached with measures for the improvement of water infrastructure in the course of the Malawi WINS project, which was concluded in 2021.

Villa Viva Hamburg

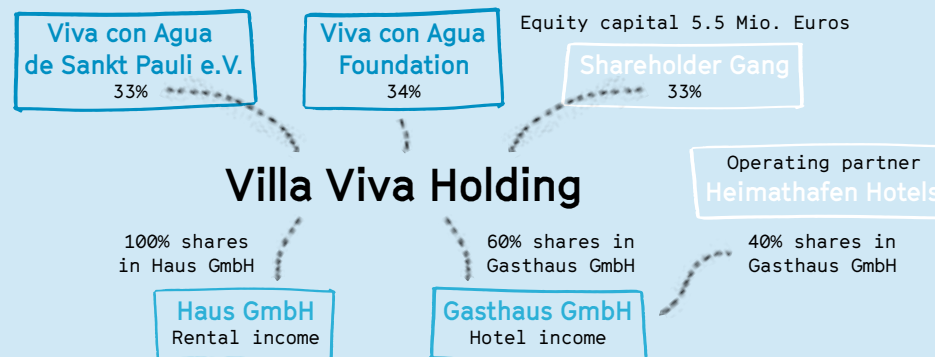
The latest social business model from the Viva con Agua ecosystem: a house that builds wells. In 2021, the construction of Villa Viva started in Hamburg's Münzviertel. By the end of 2023, the 12.5-story guesthouse will be finished, housing two office floors, gastronomy, a rooftop bar and various event spaces. A place where people can connect with Viva con Agua and the goals and values associated with it.

Villa Viva Hamburg is financed by 16 investors who invest their money in a socially oriented rather than a profit-oriented manner. The "Shareholder Gang" provides the complete equity

capital of a total of 5.5 million Euros, holding 33 percent of Villa Viva Holding GmbH in return. Although Viva con Agua did not contribute a single cent, the non-profit organizations (association

and foundation) hold 67 percent of the shares. Thus, the bulk of profits will support Viva con Agua's project work in the future.

Beteiligungsmodell:



Viva con Agua Switzerland

In 2021, the effects of the pandemic were still clearly felt in the form of a lack of revenue from events, gastronomy or school partnerships. With the founding of the Social Business Club, Viva con Agua has established a network of companies that is intended to cover the association's overhead costs through membership fees. Thus, it will be possible in the future that 100 percent of all donations flow into project work.

In terms of project work, this year's focus was on expanding the cooperation with the team from Viva con Agua South Africa. This included, among other

things, a visit to the project region in the Eastern Cape. This connection is planned to be intensified.

Together with the non-profit association DRINK & DONATE, Viva con Agua Switzerland is raising awareness of the excellent quality of local tap water under the motto "Drink tap water – donate drinking water".

Viva con Agua Austria

Due to the cancellation of many concerts, festivals and crew actions, Viva con Agua Austria was able to use the

time to implement a new website, to sign new corporate partnerships, to develop strategically and to enlarge the team. The effect was the best annual result and the highest amount of forwarded donations in the existence of the association!

The sustainability project "Malawi Wash IN Schools" (WINS), which has been running since 2018, was completed as planned. The project reached a total of 10,000 students at ten schools with measures to improve the water infrastructure. The follow-up project "Malawi Wash IN Schools & COmmunities" (WINS & CO) aims to ensure drinking water supply for 22,000 people by 2023. In 2021, ten wells were already rehabilitated in the course of the project.

1,500

children could be reached with the "Football4WASH" program.

300

girls were taught about menstrual hygiene.

Viva con Agua Uganda

The year 2021 was again shaped by the pandemic. Despite school closures, more than 1,500 children were reached with the Football4WASH project implemented together with project partner Watoto Wasoka.

Through the soccer sport, children are taught awareness of water, sanitation and hygiene (WASH). This makes it possible to motivate communities to get involved in the WASH topic. In addition,

the project taught 300 girls about the topic of menstrual hygiene.

In 2022, Viva con Agua Uganda plans to strengthen the "WASH in Schools" program. In cooperation with several partners, the plan is to provide WASH services and raise awareness of WASH through the universal languages of art, music, and sports. Collaboration with local civil society organizations in Uganda's communities will support these goals.



A Football4WASH training session in Uganda. Photo: Stefan Groenveld

Viva con Agua South Africa

9,367

school children were reached with interventions to improve access to clean drinking water, sanitary installations, and hygiene.

12

people were trained to become Football4WASH coaches in Bulungula at the end of the year.



Finished latrines at Bulungula College. Photo: Melanie Haas

Viva con Agua South Africa has been existing for almost two years. The organization looks back on a positive

development in 2021. The support and realization of the self-implemented projects in the Bulungula region in the Eastern Cape remains in the focus. The plan is to install WASH facilities in a total of 50 schools in the upcoming years.

In 2021, the first double-chamber composting toilets were successfully installed at Jujurha Preschool. These toilets are used without water. A great advantage. The use of composting toilets is unfamiliar to the population and evokes skepticism here and there. By the children, however, these toilets were very well received. The composting toilets are the first of their kind in the Bulungula region.

At other schools in the project area, Viva con Agua South Africa was able to install new pit latrines. These latrines

are much more child-friendly and hygienic than the previously existing toilets, which were also in poor hygienic and dilapidated condition. The children partly had to use nearby bushes as toilets.

As a measure to raise awareness of the importance of WASH, Viva con Agua South Africa was able to carry out the Walls4WASH art project with the support of the German Foreign Office. In the course of the project, local Ugandan and Mozambican artists painted several school buildings in Bulungula together with the students. In total, the numerous measures to improve access to clean water, sanitation, and hygiene reached 9,367 school children in 2021.