

2024

The AWA Project Annual Report



Executive Summary

The AWA Project's 2024 Annual Report is the organization's first comprehensive account of its journey, offering a reflection on both current and earlier efforts that have shaped its mission. While the report highlights achievements from 2024, it also revisits foundational initiatives from previous years to provide context and acknowledge the evolution of the organization.

In 2024, AWA expanded its global presence and deepened its impact across its three strategic pillars: advocacy and representation, empowering community through action, and democratizing access to water information. Highlights from the year include participation in global events such as World Water Week, the APEC Youth Forum, and webinars co-hosted with The World Bank's Young Water Professionals Network.

To provide a fuller picture of AWA's growth, this report also revisits earlier initiatives like the fog harvesting project in Peru (2021–2022) and the launch of the podcast Water Voices Around the World (2023). These formative efforts laid the groundwork for more recent actions, such as the Agua Joven project, the Ambassador Program, and the annual Christmas Campaign in Ihuanco.

In parallel, AWA strengthened its communications efforts, grew its volunteer base across 10 nationalities, and began building a more structured, sustainable organizational model. Looking ahead to 2025, the organization plans to expand partnerships, enhance volunteer engagement, and secure long-term financial sustainability, continuing its commitment to global water justice.

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Welcome

Welcome to the AWA Project's first Annual Report.

This report captures the milestones, challenges, and growth of our organization throughout 2024 and reflects on the foundation built in previous years. From grassroots initiatives to global platforms, this document provides a glimpse into the people, programs, and partnerships that drive our mission forward. Whether you are a long-time supporter or new to AWA, we hope this report gives you meaningful insight into our work, our impact, and our vision for the future.

Our Commitment to Transparency

This is The AWA Project's first Annual Report.

All data and narratives presented have been compiled based on internal records, team inputs, and available analytics as of December 2024. Some engagement figures and program evaluations may be approximate. As we continue to grow, we are also working to implement more structured monitoring and evaluation practices for future reporting.

As a non-profit organization in the early stages of developing a sustainable financial structure, this report does not include a detailed financial breakdown. We aim to include more comprehensive financial reporting in the future as our systems and funding models evolve.

Our Commitment to Accessibility

We have made every effort, within our current resources, to make this report as accessible as possible. This includes using left-aligned text and providing alternative text for all images. However, we recognize that accessibility needs vary, and we are committed to continuous improvement.

If you require a more accessible version of this report or have specific accessibility needs, please don't hesitate to reach out to the Strategy & Growth team at growth@theawaproject.org. We will do our best to provide a version that meets your individual requirements.

Additionally, if you have any feedback or suggestions on how we can enhance the accessibility of our materials, we would greatly appreciate hearing from you. We are still learning and dedicated to making all our communications as inclusive and accessible as possible.

Letter from the Executive Director

Dear Friends, Partners, and Supporters,

As we close another remarkable year, I want to take a moment to reflect on our journey, our growth, and the exciting path ahead. The AWA Project continues to evolve, not only in our impact but also in the way we operate as an organization.

2024 was a year of significant milestones: strengthening our global presence, deepening community engagement, and fostering critical conversations about water justice. From World Water Week to the APEC Youth Forum, our team has ensured that young voices, especially those from underrepresented communities, are heard on global platforms. We have built meaningful partnerships and collaborated with unique platforms like the World Bank Young Professionals Network, expanded our programs such as our podcast and new research hub, and remained unwavering in our commitment to water as a fundamental human right.

But beyond what is visible externally, AWA has also undergone transformative changes internally. We have worked diligently to become a more structured, efficient, and professional organization. One that can sustain and amplify its impact for years to come. While not every step we take behind the scenes is shared publicly, I want to reassure our supporters that every decision we make is rooted in strengthening our foundation, improving our operations, and maximizing our ability to create change.

None of this would be possible without the dedication and passion of our incredible volunteers. AWA is what it is today because of their unwavering commitment to our mission. Their time, energy, and contributions make an immeasurable impact, driving our work forward in communities around the world. To each of our volunteers, I extend my deepest gratitude for being the heart of The AWA Project.

As we look toward 2025, we do so with renewed energy and focus. Our mission remains clear: to empower young leaders, advocate for water justice, strengthen and create new partnerships, and drive meaningful, lasting solutions. None of this would be possible without our dedicated team, partners, and supporters. Thank you for being part of this journey.

With gratitude,

Andrea Cáceres
Founder & Executive Director
The AWA Project

The AWA Project Team

Executive Director



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The AWA Project Team

Former Volunteers 2024

As part of this year's reflection, we would like to express our heartfelt thanks to the volunteers who have since moved on from The AWA Project. Their names and contributions are outlined below in recognition of the invaluable roles they played in shaping our journey. We are deeply grateful for the time, energy, and passion they brought to the team, and we wish each of them the very best on their paths ahead.

Vernon Washington
Former Human Resources Director

Sara Borbolla Garcés
Former Public Affairs Director

Roberta Fassina
Former Communications Director

Melissa Medina
Former Marketing and Social Media Coordinator

Juan Pendavis
Former Research and Academia Consultant

Volunteer Nationalities and Locations in 2024



PERU

CANADA



MEXICO

CUBA



GERMANY

CHINA



JAPAN

GUYANA



LIBERIA

BRAZIL



SPAIN

GERMANY

CANADA

PERU

MEXICO



Organizational Overview

Mission: Connecting Water Change-Makers for Collaboration and Empowerment

Our mission is to establish a global network of water change-makers who transcend boundaries and strive to connect experiences and perspectives around water. We believe in the power of collaboration and the importance of fostering inclusive dialogue. By empowering young people and providing them with the tools to actively participate in shaping water policies, addressing challenges, and finding innovative solutions, we aim to create a movement of individuals dedicated to ensuring water justice for all.

Vision: Building a World of Equality Between People and Water

At The AWA Project, we envision a future where every individual's rights and needs regarding access to clean, safe, and sustainable water are equally valued and fulfilled. Water is a fundamental resource that should be shared equitably and managed responsibly for the benefit of all. We are committed to creating a world where water becomes a symbol of equality and unity.

Sustainable Development Goals

Aligned with the United Nations' Sustainable Development Goals (SDGs), we actively contribute to SDG 6, ensuring universal access to clean water and sanitation. We also address SDG 4 by fostering water education and equipping youth with the knowledge and tools to tackle water challenges in their communities. Furthermore, we work towards SDG 13, taking urgent action to combat climate change and its impacts on water resources. Additionally, we support SDG 17 by strengthening global partnerships for sustainable development. By aligning our efforts with these global goals, we strive to have a broader impact and work towards a more sustainable and equitable future.



How We Work: Our Strategic Pillars

Our approach is grounded in three core pillars that guide our work and shape how we measure impact. While we have organized our work under these three distinct pillars, we recognize that each initiative we undertake often spans across all of them. Advocacy, community action, and access to information are deeply interconnected. It is at their intersection that our impact is most powerful.

For the purposes of clarity and structure in this report, we have categorized each activity under the pillar that best represents its primary focus. However, we encourage readers to view these efforts as part of a broader, integrated approach where every action contributes to the whole.

Advocacy and Representation

Elevating youth voices, especially from Indigenous and underrepresented communities, in national and international water governance forums.

Empowering Community Through Action

Supporting local, youth-led initiatives to tackle water challenges directly through practical, participatory, and sustainable projects.

Democratizing Access to Water Information

Sharing stories, research, and digital content to increase global awareness and make water knowledge accessible to all.

These pillars reflect how we translate our values into action—and how we contribute to the Sustainable Development Goals in meaningful, measurable ways.

Diversity as a Strategic Foundation

At The AWA Project, diversity is at the heart of our work and mission. By the end of 2024, our team of 16 volunteers represented 10 nationalities, each contributing unique perspectives to our pursuit of water justice.

We believe lasting change requires that all voices are heard, valued, and empowered. For us, water justice is inseparable from social justice, which is why we create inclusive spaces where diverse perspectives shape our programs and decisions.

As a youth-led, globally connected organization, we see diversity as a strategic strength that drives innovation, deepens impact, and keeps our work rooted in community realities. This commitment will continue to guide our growth.

The AWA Project across the Years

Since its founding, The AWA Project has steadily grown its presence and impact in the field of water justice and youth advocacy. What began as a grassroots initiative has developed into a global platform amplifying diverse voices and addressing urgent water challenges through advocacy, action, and information. The following timeline highlights some of the most impactful activities from previous years that laid the groundwork for the strides we made in 2024. These formative years established the foundation for AWA's identity—youth-centered, action-oriented, and deeply rooted in intersectional water justice.

Advocacy and Representation

Elevating youth voices in global water conversations

II Virtual InterCAS Event (IB Students Across Latin America)



October 2021: The AWA Project, spoke at the II Virtual InterCAS 2021 event. This event brought together IB students across Latin America to improve their CAS (Creativity, Activity, and Service) skills. Our participation inspired youth to take action in their communities, emphasizing the importance of safe, sustainable water access for regional development.



UN Youth Assembly – New York, United States



August 2022: Andrea Caceres, Founder and Executive Director of The AWA Project, had the honor of representing the organization at the United Nations in New York City for International Youth Day, alongside AFS Youth Assembly and AFS Intercultural Programs. This experience provided an inspiring opportunity to connect with young leaders worldwide, reaffirming the importance of equitable access to water and education.

Empowering Community Through Action

Supporting local change through youth-led, hands-on projects

Fog Harvesting Technology – Lima, Peru



Start Date: 2021

End Date: 2022

AWA implemented fog harvesting technology in Ihuanco, Peru, to address water scarcity. The system used mesh nets to condense fog into water, yielding up to 9 liters per square meter per day. The collected water was filtered for clean drinking purposes. The project improved water access for both domestic and agricultural use. In addition to restoring water access, the project contributed to a park for community engagement and sustainability education.



Podcast: Water Voices Around the World



Start Date: 2022 (ongoing)

This podcast explores the global importance of water, featuring youth perspectives on environmental racism, community building, gender inequality, water rights and much more. Its mission is to transcend normative conversations around water and explore the different meaning that water holds beyond borders. Topics have included low-cost solutions in rural Vietnam, water access for the homeless in Mexico City, menstrual health and climate change, Indigenous water rights, and much more.

Democratizing Access to Water Information

Sharing knowledge and stories to drive awareness and dialogue

Social Media and Research Posts



The AWA Project's social media focuses on raising awareness about key issues related to water justice and advocacy. These include highlighting Indigenous water access, examining the impact of extreme weather events, and exploring the water footprint of industries, among other topics. Additionally, we use our platform to amplify the work of other organizations and advocates who are driving change in the global water narrative. Through these efforts, The AWA Project has engaged global audiences and sparked important discussions on sustainable water practices and access.

The AWA Project Blog



The AWA Project's blog serves as a platform to explore and discuss critical issues surrounding water justice, sustainability, and access. Through detailed articles and research posts, the blog aims to educate, raise awareness about water-related challenges while providing insights into innovative solutions, and making water information accessible for everyone. Topics covered on the blog include "Water as a Weapon: The Systematic Deprivation of Water in Palestine," "Black Water Champions: Celebrating Trailblazers in Water Advocacy, Conservation, and Access," and "Tapped Out: Mexico's Urgent Water Crisis," among others. These posts address both global and localized water issues, highlight grassroots efforts, and promote discussions on the intersectionality of water with human rights, climate change, and social equity.

Highlights of the Year 2024

2024 marked a year of expansion, recognition, and deepened impact for The AWA Project. From global events to community-led initiatives, we continued to advance our mission while fostering collaboration, amplifying underrepresented voices, and building momentum across all our pillars. The following highlights capture just a glimpse of the energy, passion, and progress that defined this past year.

The Year 2024 in Numbers

3



BLOG ENTRIES POSTED

2600+ website visits → 21% increase
1300+ unique visitors → 38% increase

WORKSHOPS WITH THE WORLD BANK



2

1



AMBASSADOR'S PROGRAM TOOLKIT

The Year 2024 in Numbers

5



EPIISODES LAUNCHED “WATER VOICES AROUND THE WORLD”

SOCIAL MEDIA POSTS PUBLISHED

2600+ accounts reached on Instagram

awa

HURRICANE MILTON:

A wake-up call on climate change’s role in extreme weather and the science behind why hurricanes are growing stronger and more destructive.



17

105

GIFTS COLLECTED FOR OUR CHRISTMAS CAMPAIGN



Advocacy and Representation

Elevating youth voices in global water conversations

01. International Women's Day at the Centre for Global Education



March 2024: Andrea Caceres, Founder and Executive Director, was a keynote speaker at the International Women's Day event organized by the Alberta Council for Global Cooperation and the Center for Global Education. She shared her experiences leading The AWA Project, focusing on empowering marginalized communities and advancing water and human rights. Through her leadership, Andrea has championed youth inclusion, gender equity, and sustainability, inspiring students across Canada and beyond to engage in global water advocacy.

02. World Bank Young Water Professional Network



April 2024: Young Professional Women as Role Models

The AWA Project co-designed and moderated the webinar, in collaboration with The World Bank's Global Young Water Professional Network. The event brought together influential young women leaders in water to discuss their transformative impact and innovative contributions to the sector.



June 2024: Indigenous Youth Perspectives on Water Management in Latin America

The AWA Project co-organized and moderated the webinar in partnership with The World Bank's Young Water Professional Network, bringing together Indigenous youth leaders to discuss innovative approaches, climate adaptation, and policy challenges in water resource management across Latin America, emphasizing the essential role of Indigenous communities in sustainable water stewardship.

Advocacy and Representation

Elevating youth voices in global water conversations

03. World Water Week 2024 – Stockholm, Sweden



August 2024: Andrea Cáceres, Founder and Executive Director, represented The AWA Project as an Arup Young Water Professional at World Water Week, focusing on challenges related to the representation of minority and Indigenous youth in water management. Additionally, she was invited as a speaker for SIWI's Water in Communication workshop series in the framework of World Water Week.

04. Asia Pacific Economic Cooperation (APEC) Youth Forum – Lima, Peru



November 2024: Public Affairs Director, Mafer Chaparro, represented The AWA Project at APEC's Youth Forum in Peru. The event brought together 30 young changemakers focused on addressing global challenges. The forum emphasized the importance of horizontal networking, where young leaders share knowledge and resources for collaborative change. AWA remains committed to empowering youth and ensuring equitable access to clean water globally.



Empowering Community Through Action

Supporting local change through youth-led, hands-on projects

01. Agua Joven: Innovation and Youth Participation for Sustainable Water Management in Marcona, Ica



This project, in collaboration with FONDEMAR, aims to increase youth participation in water management decisions in Marcona, Ica, a region facing water scarcity and distribution issues. It involves gathering youth perspectives on water sustainability, raising awareness, and empowering young people to propose solutions. Through surveys, workshops, and policy proposal development, the project seeks to build youth capacity to influence local water governance. We are currently in the desinging phase and applying for funding.

02. International Partnerships for Water Advocacy



As of 2024, The AWA Project has focused on expanding its global reach through strategic partnerships. AWA is not only part of global movements such as the Global Youth Movement for Water but has also formed key collaborations with: FONDEMAR to support youth empowerment in coastal communities in Peru; Team Bertho to enhance the role of storytelling in water advocacy; South Asian Women in Water (SAYWiW) to strengthen South-to-South collaboration with a gender perspective.



Empowering Community Through Action

Supporting local change through youth-led, hands-on projects

03. AWA Ambassadors Program



Start Date: 2024 (ongoing)

The Ambassador Program empowers young volunteers to lead and implement water projects in their communities. The program offers leadership development, mentorship, and career opportunities. Participants showcase their projects at global conferences and engage in community-building, project design, and advocating for sustainable water practices. As part of the Program, we are collaborating with our partner organizations to deliver workshops for their volunteers with a focus on project design, community engagement, and using digital platforms for water advocacy.

04. AWA Christmas Campaign – Ihuanco, Peru



In December 2024, The AWA Project carried out the fourth edition of our Christmas Campaign in the community of San Juan de Ihuanco, Peru. The initiative was part of our continued efforts to engage meaningfully with local communities and foster solidarity during the holiday season. With the support of 15 locally based volunteers, we collected donations, organized logistics, and created a festive space that brought warmth and joy to families in the area.

Through this collective effort, we provided gifts to 103 children and shared traditional panetón with every family. The event offered more than seasonal cheer. It created a moment of connection that helped strengthen our relationship with the community and reinforced our commitment to inclusive, community-led engagement.

Outlook 2025

In 2025, The AWA Project is building on the momentum of recent years to deepen our impact and expand our global reach. Guided by our core pillars—**education, advocacy, and cooperation**—we are focusing on four key priorities:

Strengthening Partnerships

We aim to grow and nurture strategic collaborations with grassroots and global organizations, aligning on shared goals and creating sustainable impact through joint initiatives.

Scaling Volunteer Engagement

We are developing a more structured and inclusive volunteer model that supports year-round participation, onboarding, and recognition, ensuring a strong, diverse, and motivated team.

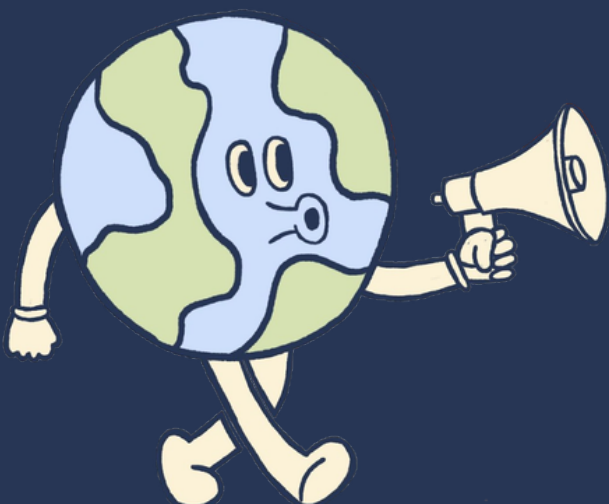
Enhancing Knowledge and Innovation

From open-access toolkits to new digital content, we're committed to sharing what we've learned and creating resources that others can adapt and use in their own communities.

Securing Long-Term Sustainability

We will be investing in funding strategies, including donations, grants, and private sector partnerships, to support our programs and long-term vision.

As we continue growing, we are also refining how we work, improving internal coordination, communications, and alignment across all teams. With this foundation, we are excited to make 2025 a year of bold action, deeper collaboration, and meaningful progress toward water justice for all.



THANK YOU!

Thank you for being part of The AWA Project's journey. Whether you joined us as a volunteer, partner, supporter, or follower, your belief in our mission fuels everything we do.

As we look to the future, we remain committed to building a world where water is a source of justice, dignity, and connection.

We are excited to grow together and we hope you will stay with us for what is ahead.



Website

LinkedIn



Instagram

Spotify



Blog