THE PROBLEM

1.6M+ Americans still don’t have hot and cold running water, a bathtub or shower or a working flush toilet. Millions more don’t have clean water that’s safe to drink.

THE MISSION

DIGDEEP is a non-profit organization working to ensure that every American has clean, running water forever.
## IMPACT MODEL

1. **Advance Community-Led Solutions by deploying proven WASH strategies to ensure that every American has clean, running water forever.**

2. **Develop an Evidence Base by collecting, sharing and leveraging domestic WASH data to inform our progress toward universal access.**

3. **Mobilize America by empowering young people to solve this problem in their lifetimes.**

4. **Build an Ecosystem of Change by facilitating high-impact collaboration to lead a diverse, sustainable movement.**

---

## THE VISION

We believe that by working together, every American family can achieve clean, running water in our lifetime, and that by learning to better care for our water resources, we can make them last for future generations.
1. Advance Community-Led Solutions

**HOW**
by deploying proven WASH strategies

**WHY**
to ensure that every American has clean, running water forever.

**FOCUS**
Hot and cold running water and flush toilets (where appropriate) for households or schools in traditionally marginalized communities of the US, both urban and rural, where our work can be truly transformational.

- Regional focus: 4 corners; deepen on Navajo before broadening elsewhere.
- Leverage learnings from decades of WASH work abroad.
- Frame this work as progress toward SDG 6.
- Grow access work through solid partnerships where local problems are well understood, and there is sufficient local/partner support to achieve planned outcomes.
- Focus on high-impact projects that can be used to learn internally, teach externally and galvanize public will.
- Not considering water quality or affordability in this stage, not considering US territories.

2. Develop an Evidence Base

**HOW**
by collecting, sharing and leveraging domestic WASH data

**WHY**
to inform our progress toward universal access.

**FOCUS**
Leverage partnerships to develop quantitative & qualitative datasets; data should have a practical focus; studies should be designed with academic rigor and broad dissemination in mind.

- Understand who experiences the challenge, in what way, due to which drivers, how they are coping, and how we and others might assist.
- ID places where existing models can be replicated efficiently.
- Treat our own experiences as valuable data, especially failures.
- Identify knowledge gaps and invite partners to fill them.
- Make data personal by coupling this process with active community engagement and storytelling.
- Chart progress toward SDG 6.
3. Mobilize America

**HOW**
by empowering young people

**WHY**
to solve this problem in their lifetimes.

**FOCUS**
Experiential storytelling for US audiences 13-40 that gives life and personality to our field work and evidence base.

- Empower our partner communities to tell their own stories and empower our audiences to experience these challenges personally.
- Leverage other people’s communities and reach.
- Create meaningful ways for every person to feel involved, from field visits to donations that create tangible impact (ex. sink).
- Reverse awareness: remember that 15 years ago the American public did not know about the global water crisis at all.
- The central message is not crisis but anticipated success; galvanize public will toward a full solution in our lifetimes.

4. Build an ecosystem of change

**HOW**
by facilitating high-impact collaboration

**WHY**
to lead a diverse, sustainable movement.

**FOCUS**
Leverage our growing reputation as first mover to open the space to policy makers, businesses, foundations and civil-society groups with meaningful skills and resources to contribute; offer good offices.

- Make sure impacted communities are the central voice in everything; champion visionary local leaders.
- Encourage major WASH actors and funders working abroad to make commitments at home.
- Welcome thought partners from outside water silos who can provide new perspectives.
- Don’t be selfish; share broadly; acknowledge that this work can only be achieved / sustained in partnership.