

# BUILDING A LONG TERM CORPORATE PARTNERSHIP FOR SIGNIFICANT IMPACT

Surge for Water & SBB Research Group LLC

## PROGRAM SUMMARY

Surge for Water and SBB Research Group's (SBBRG) partnership set the foundation for a purpose-driven movement in Kaberamaido & Kalaki, Uganda, to help the local people live happier and healthier lives.

Since 2015, this partnership has helped to address the lack of water, sanitation, and hygiene for 220,000 people through well fixes, building a latrine, hygiene and soap-making training, water filters, menstrual health programs, and COVID-19 response programs.

**"Nowhere else have we seen our dollars  
travel further." - Sam Barnett,  
CEO, SBBRG**



Surge is a Chicago-based 501c3 non-profit, that invests in communities with safe water, sanitation and hygiene and menstrual health solutions.



SBB Research Group LLC, is a Chicago-area investment management firm specializing in bespoke investments designed to protect and grow investor capital.



# IDENTIFYING THE NEED AND SOLUTION



## **SBBRG Corporate Citizenship Goals**

SBBRG has developed a corporate social responsibility program that truly addresses society's problems by working with global organizations.

## **The Philanthropic Need**

Uganda is well known for its profusion of brilliant natural wildlife and rich culture; however, the country has been subjected to decades of oppression, violence, and hardship. The districts of Kaberamaido and Kalaki are often described as "forgotten" lands that often use contaminated surface water as the main drinking source, with 80% of residents living below the poverty line.

The impact on health, hygiene, and education are immense.

## **The Solution**

Surge's scalable operations model has impacted over 1M people since 2008 by providing tools and resources to overcome the sanitation and water access issues

SBBRG's focus on collaboration, innovation, and long-term results aligned with Surge's model for sustainability and experience in partnering with over 140 companies.

Additionally, Surge also provides unique recognition that drives awareness of SBBRG's philanthropy.



**"Surge's goals aligned well with our philanthropic mission and they made a clear case for how our dollars could have an outsized impact." - SBBRG**

# HOW TO SET UP A SUCCESSFUL PARTNERSHIP



## THE KEY STEPS

1. Set a Goal
2. Communicate
3. Engage Employees
4. Integrate Business

### 1. Set a Goal

In 2015 a goal was set to impact 4,000+ people in Year 1. This launched Surge's work in Uganda with the installation of 160 filters that impacted 4,236 people. This pilot helped Surge expand its reach to impact over 150,000 people. Every year, a joint impact goal for Ugandan programs is set. To date, over 20,648 people have been directly impacted.

### 2. Communicate: Internally & Externally

Surge and SBBRG use a variety of joint channels and platforms to highlight the shared impact of the partnership. This includes press releases, webinars, blogs, website features, social media posts, newsletters, and more. Additionally, a permanent plaque is mounted at project sites to recognize the partnership.

### 3. Engage Employees

Surge's work increased SBBRG employee engagement in the partnership. SBBRG employees have been involved via in-person events such as annual galas; management of project milestones and marketing initiatives; speaking on panels and more.

### 4. Integrate Business

For SBBRG, this partnership aligns with the firm's culture and is used in recruitment and the long-term legacy of its services, which differentiates SBBRG from its peers.

20,648

people impacted  
directly since 2015



**"Philanthropy [helps] differentiate SBBRG and attract like-minded employees that continue to enhance its culture and legacy. Surge is vital to assisting in this mission."**  
- SBBRG

# CREATING LASTING IMPACT FOR GENERATIONS TO COME

Aboke Lillian, Age 22, Ariamakor Village shared how SBBRG's support transformed her community: "I want to thank SBB Research Group for caring about Ariamakor water users. You have rescued us from walking 3 kilometers [daily] in search of water. This is great love you have shown us. The long distance had affected us and [before] we were not able to fetch enough water for home use."

Utilizing 4 key steps, Surge and SBBRG embarked on a philanthropic journey to impact 20,648 people.



Every thoughtful partnership has the ability to significantly impact communities and deepen each participating organization's mission delivery.

Addressing extreme poverty with the help of SBBRG will continue to be transformational - having a 'ripple' effect on the lives of many thousands. This program's safe water, sanitation, and hygiene interventions will bring improvements in education, health, the economy, and the overall well-being of the community for generations to come, creating a lasting legacy for SBBRG.



Please contact [jennifer.long@surgeforwater.org](mailto:jennifer.long@surgeforwater.org), Associate Executive Director to discuss your organization's goals and create a successful partnership with significant and tangible impact.

Learn more at: [surgeforwater.org](https://surgeforwater.org)  
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