

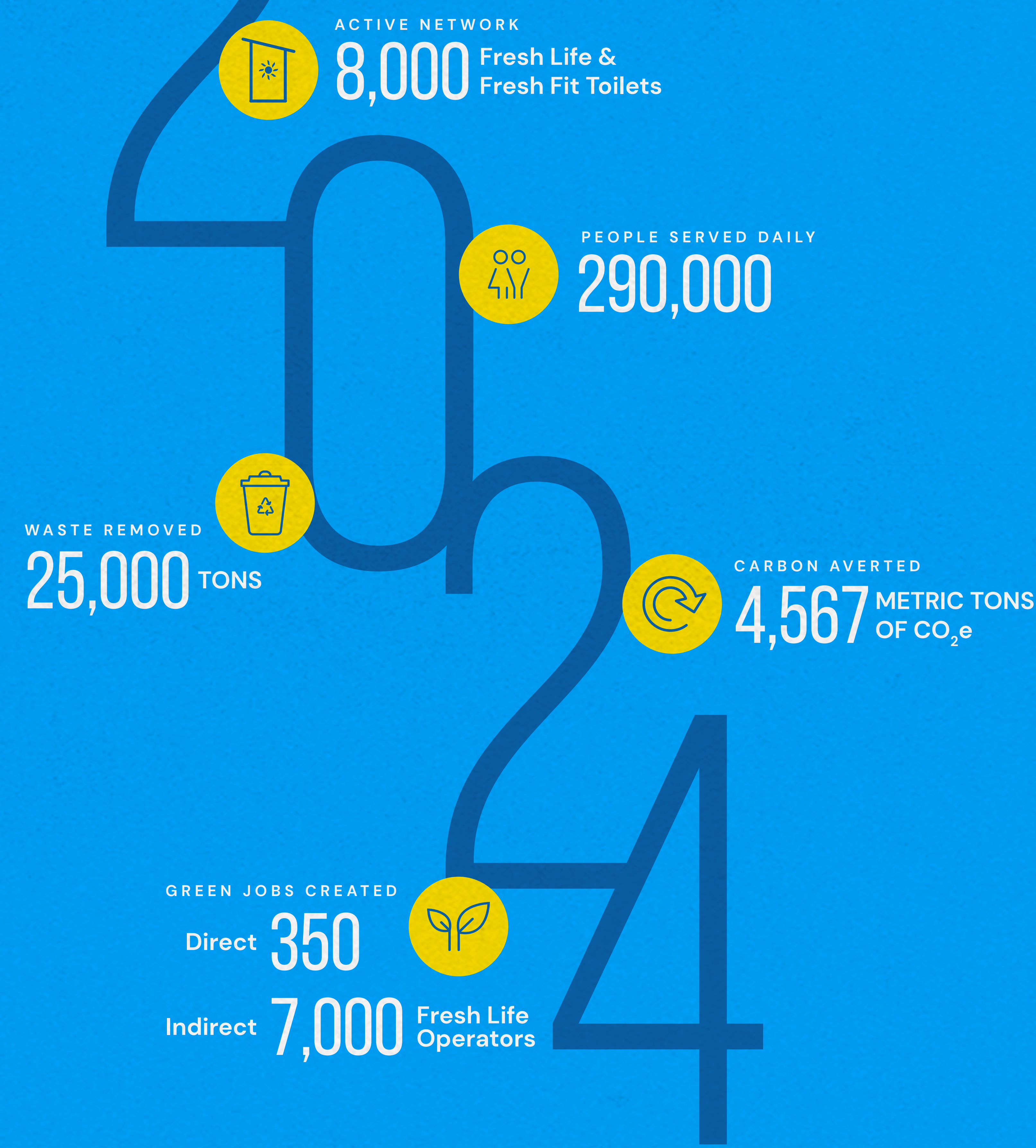


ANNUAL REPORT 2024

SANITATION IS DIGNITY.
CLIMATE ACTION IS URGENT.
COMMUNITIES ARE READY.
LET'S BUILD THE FUTURE TOGETHER.

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A YEAR OF GROWTH AND RESILIENCE



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**Fresh
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01. ABOUT US

› ABOUT FRESH LIFE

› OUR PHILOSOPHIES

› OUR THREE-FOLD SANITATION SOLUTIONS

› OUR IMPACT

› CLIMATE FOCUS

ABOUT FRESH LIFE

FRESH LIFE PROVIDES SAFE, AFFORDABLE, AND CLIMATE-RESILIENT SANITATION SOLUTIONS TO RESIDENTS AND COMMUNITIES LIVING IN FAST-GROWING PRO-POOR URBAN AREAS.

WE PARTNER WITH GOVERNMENT AND UTILITIES TO DELIVER HIGH QUALITY, RELIABLE AND SUSTAINABLE SERVICES THAT TRANSFORM COMMUNITIES – ENSURING THAT EVERYONE, EVERYWHERE HAS ACCESS TO SAFE SANITATION.

OUR WORK IMPROVES PUBLIC HEALTH, PROTECTS THE ENVIRONMENT AND REDUCES GREENHOUSE GAS EMISSIONS – HELPING CITIES GROW IN A SUSTAINABLE AND INCLUSIVE WAY, WHILE IMPROVING QUALITY OF LIFE FOR ALL.

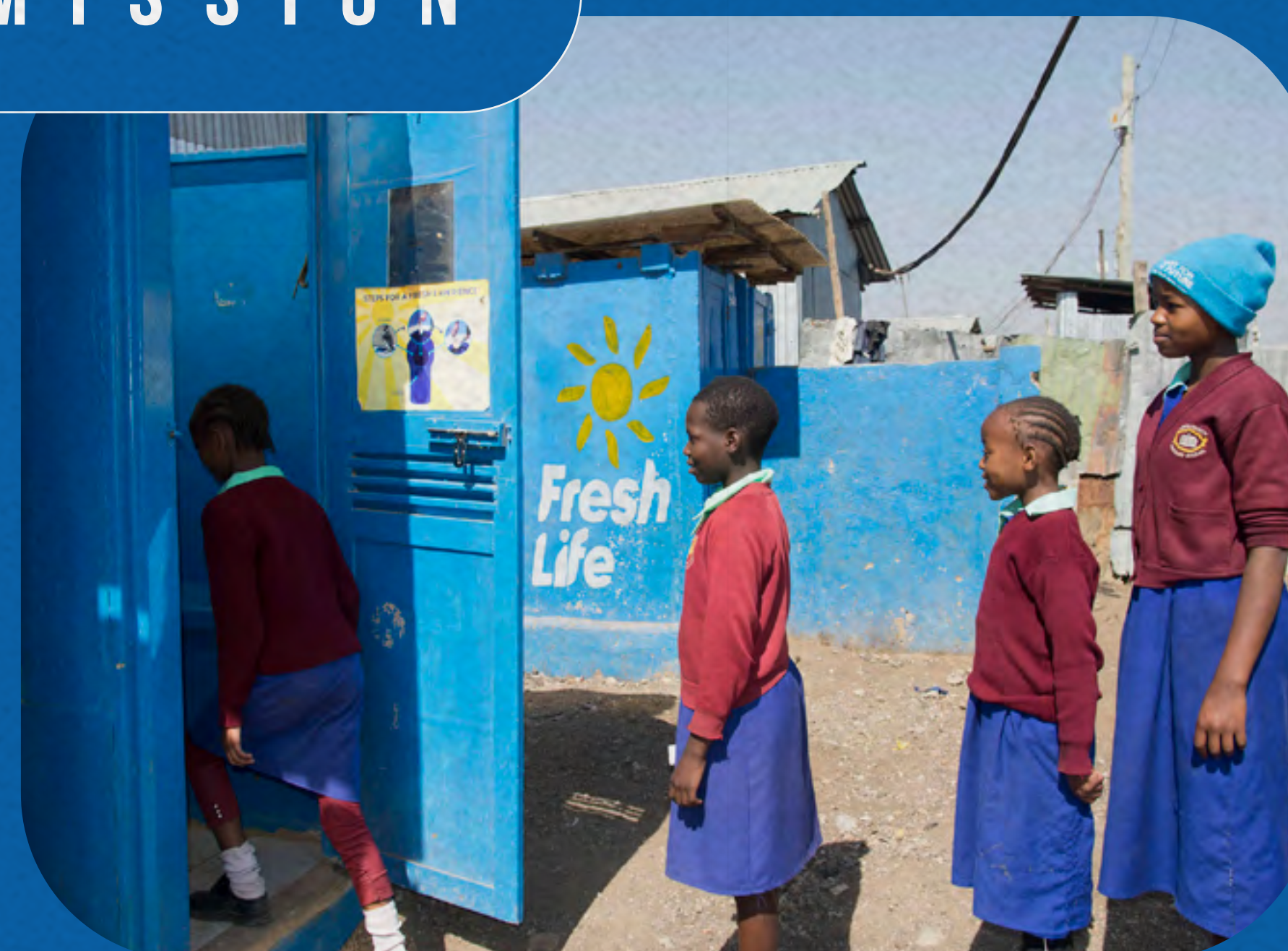
OUR PHILOSOPHIES

VISION



Build healthy, prosperous communities and cities.

MISSION



Make safe sanitation accessible and affordable for everyone, forever.

VALUES



- Authenticity
- Building value for stakeholders
- Collaboration and teamwork
- Pragmatic innovation
- Pursuing excellence

OUR THREE-FOLD SANITATION SOLUTIONS

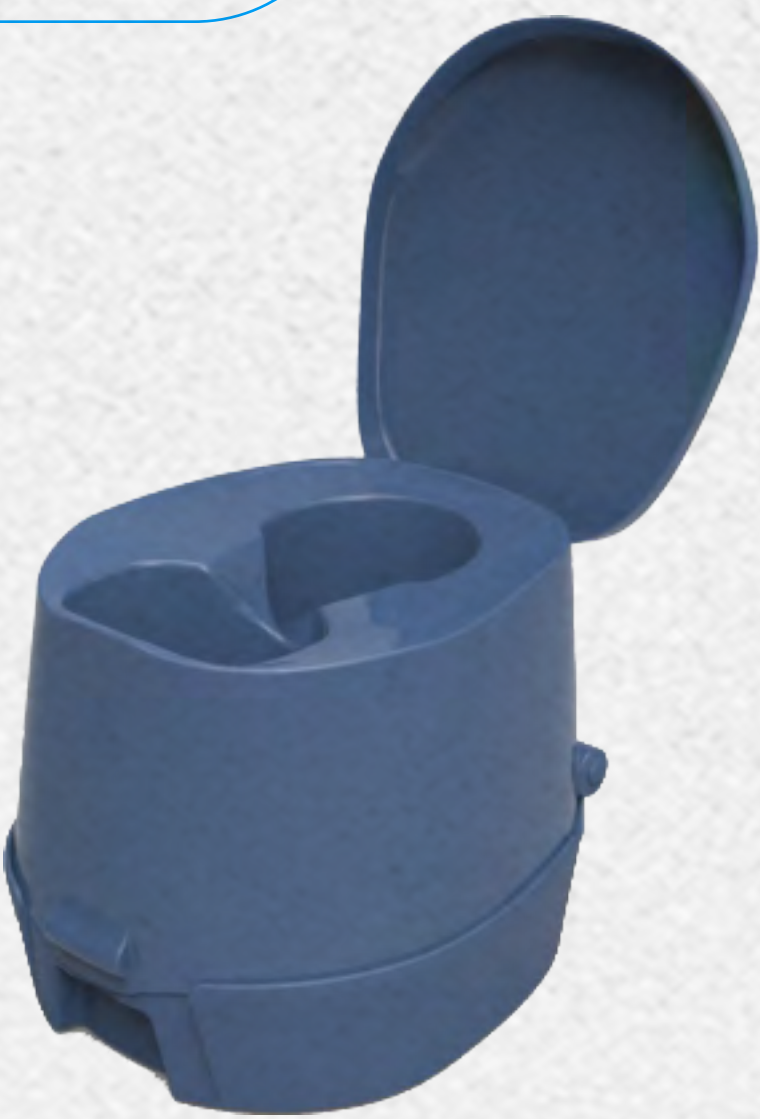
FRESH LIFE TOILETS

Dry, container-based toilets equipped with handwashing stations, franchised to community members living in urban informal settlements, and serviced with regular, safe waste collection.



FRESH FIT TOILETS

Small, in-home container-based toilets designed specifically for people living with disabilities, the elderly, expectant mothers, and families with young children; and serviced with the same safe waste collection as Fresh Life Toilets.



MTAA FRESH

Transfer centers for safe discharge of pit latrine waste by manual pit emptiers in the community, in order to prevent untreated fecal waste from being discharged back into the community or environment.



OUR IMPACT

Fresh Life is changing how urban communities access sanitation. In 2024, we served more than 290,000 people daily, across four African cities, providing clean, safe, and dignified sanitation access. By safely removing waste, reducing greenhouse gas emissions, and supporting public health, Fresh Life is improving quality of life for entire communities and helping cities grow in a cleaner, healthier, and more climate-resilient way.



Fresh Life advances key Sustainable Development Goals by delivering safe, non-sewered sanitation to underserved urban communities. Our circular model converts waste into valuable products like organic fertilizer and fuel, supporting clean water and sanitation (SDG 6), sustainable cities (SDG 11), climate action (SDG 13), and food security through regenerative agriculture (SDG 2). We work closely with governments, communities, and development partners to create lasting impact, aligned with SDG 17 on partnerships for the goals.

- 6** CLEAN WATER AND SANITATION
- 11** SUSTAINABLE CITIES AND COMMUNITIES
- 2** ZERO HUNGER
- 13** CLIMATE ACTION
- 17** PARTNERSHIPS FOR THE GOALS

CLIMATE FOCUS

As the effects of climate change accelerate and become increasingly acute in the global south, our commitment to championing climate resilience and mitigation has become more crucial. Our model is designed not just to respond to the crisis, but to actively shift outcomes in vulnerable urban communities through:

1

CLIMATE JUSTICE

Climate justice through a managed sanitation network that cuts methane and greenhouse gas emissions.



2

ENVIRONMENTAL JUSTICE

Safe waste management and treatment which reduces pollution in the communities.



3

CLIMATE RESILIENCE

Ensured through continuity of our services in the face of flooding, drought and other climate shocks.



02.MESSAGE FROM OUR CO-FOUNDER & EXECUTIVE DIRECTOR

In 2024, Kenya experienced unprecedented flooding, rising inflation, and widespread public protests – highlighting deepening economic and climate-related challenges not just in Kenya but globally.

The year 2025 has brought its own share of challenges, including the closure of USAID and termination of all its funding in Kenya. These tumultuous times remind us why Fresh Life's work is so critical: to ensure resilient service delivery to the most vulnerable communities, with maximum cost effectiveness, and with minimum greenhouse gas emissions.

Throughout 2024, we remained steadfast in our commitment to serving and learning from our customers. Serving nearly 300,000 community members daily, with access to affordable and dignified sanitation, Fresh Life's model is not only transforming communities but also driving down costs and lowering the overall sanitation methane emissions.



Moreover, our work has become a powerful advocacy tool, helping us forge essential government partnerships that are critical for sustained, long-term service delivery. One such partnership is with Nairobi City Water & Sewerage Company, with which we signed a robust agreement in 2024. Building on that collaboration and on our operational impact, we also launched Results-Based Financing (RBF) – a mechanism that ties investment to impact and will focus on the number of new Fresh Life Toilets opened, the total number of actively served facilities, and the volume of pit-sludge safely managed through our pit-latrines waste management centres – Mtaa Fresh.

Most importantly, this mechanism is setting a precedent for what a future service-based contract with the government can look like, and fostering deeper engagement with key public sector stakeholders in the process.

At the core of our work has always been a deep commitment to dignity, because we believe that access to safe, clean, and affordable sanitation is a fundamental right, not a privilege.

As we continue to expand and strengthen our partnerships and sustain our services, we look forward to a day when all residents of Nairobi, Kisumu, Eldoret, and Lusaka enjoy clean, affordable, and dignified sanitation.

“SERVING NEARLY 300,000 PEOPLE DAILY, OUR MODEL IS TRANSFORMING LIVES, LOWERING COSTS, AND REDUCING METHANE EMISSIONS.”

Lindsay Stradley

03.IMPACT METRICS AND KPIS

KEY IMPACT METRICS	EOY 2024			
	NAIROBI	KISUMU	ELDORET	TOTAL
New Toilets Launched (FLTs and FFTs)	1,340	325	235	1,900
Active Toilet Network (FLTs and FFTs)	6,372	1,234	551	8,112
Operational Mtaa Fresh Centers	3	0	0	3
Total people served with Fresh Life products and services	260,540	19,654	8,254	288,448
Amount of container-based waste safely removed from the community (mt)	16,441	1,925	612	18,978
Amount of pit sludge safely managed and removed from the community (mT)	6,257	0	0	6,257
Amount of water saved compared to flush toilets (L)	1.94 billion	179 million	75 million	2.19 billion
Amount of greenhouse gas emissions averted (mT CO2e)	4,567	-	-	4,567

Additionally, we have built 17 toilets in Lusaka as part of the first stages of our pilot with Lusaka Water.

04. YEAR IN REVIEW

› 2024 HIGHLIGHTS

› FINANCIAL SUSTAINABILITY

› STRENGTHENING GOVERNMENT RELATIONSHIPS

THE BEST OF US: 2024 SUCCESSES

2024 was a challenging year for Fresh Life, with Kenya experiencing some of the most severe flooding in over 20 years. Despite these challenges, we were able to reach our annual targets through climate-smart adaptations and incredible team resilience.

OVERALL TARGETS

In 2024, Fresh Life launched a total of 1,900 Fresh Life Toilets (FLT), surpassing the annual target of 1,747 for Kenya. This strong performance was primarily driven by robust and rapid growth in Q1, which set a strong foundation for sustained momentum throughout the year. This growth expanded our network to 8,157 across our three cities in Kenya, serving 288,448 people with daily access to clean, safe and affordable sanitation.

REVISION OF STRATEGY

This year, Fresh Life made a strategic decision to refine its 2024-2028 targets. The updated strategy increased focus on customer retention and high-quality service delivery. By adopting a slower growth trajectory, we have been able to keep more toilets open, and ultimately increase the number of people we are serving on a continuous basis. This shift aimed to build sustainable operations and strengthen partnerships with public utilities for long-term impact.

FINANCIAL SUSTAINABILITY

Diversifying our funding streams is a key step towards the sustainability of our model. This year, we took two new steps towards financial sustainability.

RBF LAUNCH

In July, Fresh Life launched an innovative financing mechanism: Results-Based Financing (RBF). This model is laying the groundwork for direct government contracting of Fresh Life's sanitation services.

The launch event included key national and county stakeholders, who are also involved in its ongoing design and oversight. Supported by the Osprey Foundation and Grand Challenges Canada.

THE RBF INITIATIVE IS TIED TO DELIVERY OF THREE KEY OUTCOMES

- Number of container-based toilets added to our network
- Number of toilets actively used by residents every month.
- Number of barrels of waste safely removed from the communities.



FINANCIAL SUSTAINABILITY

CARBON CREDITS

Fresh Life also became the first sanitation company to be verified for Carbon Credits. This will provide a new stream of revenue for Fresh Life, and our Nairobi-based waste treatment partner, Regen Organics. These carbon credits also help to quantify and validate our climate-impact.



1 Human, animal, and organic waste collected



2 Waste processed into organic fertilizer and insect based animal feed by partner Regen Organics



3 Products sold by Regen Organics as replacements for carbon intensive alternatives (e.g., synthetic fertilizers)



4 Agricultural production and waste generated from food processing / consumption



STRENGTHENING GOVERNMENT RELATIONSHIPS

NAIROBI, KENYA

Over 2024, we grew and deepened our partnerships with government partners in each of our four cities.

In Nairobi, we signed a five year Memorandum of Understanding (MOU) with Nairobi City Water and Sewerage Company (NCWSC) – formalising the partnership that we had been building since 2012. This partnership provides a strong foundation for improved collaboration on city-wide inclusive sanitation and outlines key areas of support that NCWSC will provide to Fresh Life's operations.

Through this partnership, Fresh Life and NCWSC will collaborate on multi-sectoral projects to improve water and sanitation services for Nairobi's residents. With partner support, we aim to provide non-sewered sanitation to over 400,000 residents in informal settlements by 2028. The MoU includes NCWSC's commitment to boost in-kind support for Fresh Life, mainly in logistics – a key milestone for financial sustainability of our pro-poor sanitation services.

This support includes installing new sewer connections to our Mtaa Fresh operations to facilitate safe waste disposal. By providing these connections NCWSC has helped to cut costs from exhaustor trucks and optimize waste disposal processes. These efforts aim to streamline operations and optimize resource utilization while strengthening our partnership.



MOU signing with Nairobi City Water and Sewerage Company

KISUMU, KENYA

Our existing MOU with Kisumu Water & Sanitation Company (KIWASCO) continued to deliver value to communities with numerous examples of its effectiveness. In 2024 we signed an agreement with KIWASCO to lease extra fabrication space. The land availed by KIWASCO will enable Fresh Life to increase its fabrication capacity to support expansion in Eldoret, Kisumu and Lusaka and meet our growing demand for toilets in our new cities.

ELDORET, KENYA

Eldoret Water and Sanitation Company (ELDOWAS) continues to be a key partner and enabler for our work in Eldoret. In 2024, we launched a new waste tipping point in collaboration with ELDOWAS. This was made possible through strong collaboration between both teams, through technical working group meetings.

ELDOWAS provided key technical input into the design of the tipping site, and ensured that water and sewage pipes were connected to the site, free of charge for Fresh Life. This site will enable Fresh Life to safely dispose of our container-based sanitation waste, with the confidence that it will be safely treated within the nearby Treatment Plant.

The Managing Director upheld the utilities' commitment to our partnership agreement, and has shown significant interest in our on-going expansion.

LUSAKA, ZAMBIA

In Lusaka, we initiated our MOU with Lusaka Water and Sanitation Company (LWSC) in 2024, marking a key milestone in Fresh Life's international expansion. Through this partnership, LWSC co-financed the baseline survey that set the foundation for our growth beyond borders. This baseline paved the way for the pilot of Fresh Life Toilets in a new country, and will provide an important foundation for measuring the impact of Fresh Life's work in health, livelihoods and gender equity.

STRENGTHENING GOVERNMENT RELATIONSHIPS

LWSC has continued to provide significant in-kind support to Fresh Life, including office space at their headquarters, an operational office at the Kafue tipping point, and storage for toilet parts. This has been crucial in facilitating our operations and pilot activities in Zambia.

MOMBASA, KENYA

In late 2023, we signed a five-year agreement with Mombasa Water Supply & Sanitation Company (MOWASSCO). This outlines a vision for working together to tackle the city's sanitation challenges, improving public health, the environment, and the economy.

The project was officially launched in January 2024, with two toilets built at Mary Cliff Primary School in Tudor. While plans for a baseline survey and pilot were developed, they are currently on hold until full funding is secured through our joint fundraising with MOWASSCO.



ELDOWAS treatment plant launch



Lusaka World Toilet Day

05. OPERATIONAL UPDATES ACROSS OUR CITIES

› NAIROBI

› KISUMU

› ELDORET

› LUSAKA

NAIROBI

We exceeded our 2024 targets in Nairobi by 10% with the launch of 1,340 new toilets. This resulted in a total network of 6,372 toilets serving 260,540 people daily. Our customer support and credit team achieved 91% on-time payment, just missing the goal of 95% goal. In Nairobi alone, we managed to safely collect and dispose off a total of 22,698 metric tons of human waste from both our container-based toilets and Mtaa Fresh centers. This waste was safely contained and transported, ensuring the health and safety of the communities we serve.



NAIROBI

MTAA FRESH PIT WASTE SERVICE

In 2024, we set a target to safely manage 5,918 Metric Tonnes of pit waste. We exceeded this goal, successfully handling 6,257 Metric Tonnes of pit waste. Additionally, we achieved a significant milestone by collecting 100% of the tipping fees from manual pit emptiers through mobile banking, meeting a critical deliverable for the year.

A key feature of our success was our demand creation efforts, which focused on promoting the value of safe pit emptying to landlords, mapping pit latrines in our serviceable area, and the Mtaa Fresh App that streamlined sales, waste collection and invoicing.

Our team worked to build awareness, and foster trust with landlords. This team has been instrumental in strengthening the relationship between landlords and manual pit emptiers, ensuring a smooth and efficient process, while driving demand for safe waste management services.





KISUMU

In 2024, we launched 325 toilets in Kisumu, reaching 93% of our target. Our total network grew to 1,234 open toilets, exceeding our goal by 115%. This represents an incredible achievement by the team to keep those toilets that we build open, and our existing customers happy. We achieved a 94% on-time invoice payment rate in Kisumu, demonstrating strong performance. Through this expansion, Fresh Life now provides safe sanitation to 19,654 people daily. We also collected 1,925 metric tons of waste, preventing pollution in Lake Victoria and protecting the local ecosystem and livelihoods.



EXPLORING CARBON FINANCING AFOR WASH PROJECTS IN KISUMU

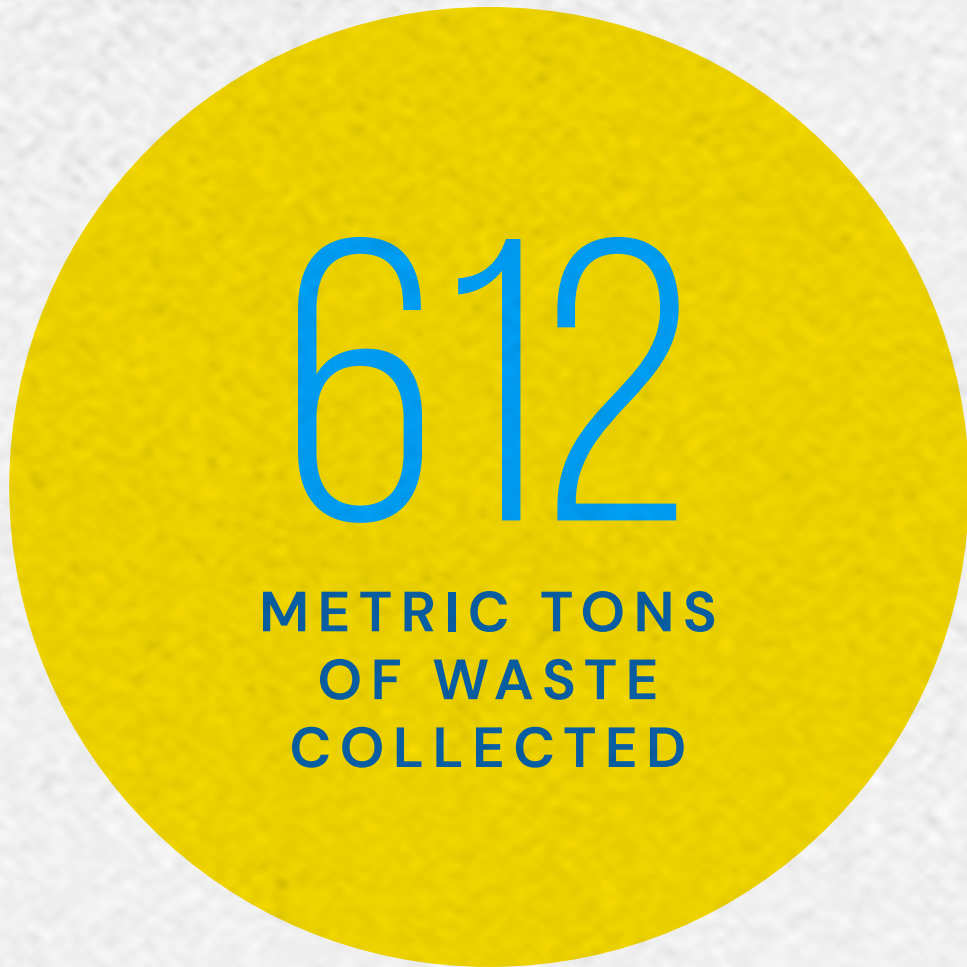
Fresh Life and The Sanergy Collaborative’s Circular Impact team kicked off, kicked off discussions with the Kisumu Water & Sanitation Company (KIWASCO) to review the potential of adopting carbon financing to support water and sanitation projects in Kenya.

The project aims to evaluate KIWASCO’s current and planned infrastructure to determine its eligibility for carbon financing programs. By tapping into these financial opportunities, the goal is to enhance both environmental and financial sustainability.



ELDORET

We surpassed our target in Eldoret by 31% in the year 2024, with the launch of 235 toilets. Our total toilet network in Eldoret now comprises 551 units, providing safe sanitation to 8,254 people daily. This achievement showcases our strong partnership with ELDOWAS, which provided safe sanitation to 8,254 people daily and enabled the collection of 612 metric tons of waste last year.





LUSAKA

In Lusaka, we launched 17 Fresh Life Toilets in 2024, with 8 more set for early 2025. Our baseline survey and pilot, co-funded by LWSC, confirm strong demand for safe sanitation in informal settlements.

LWSC AND FRESH LIFE JOINT INITIATIVES:

1. To strengthen the partnership, Fresh Life and LWSC collaborated on joint initiatives in 2024, such as showcasing innovative sanitation solutions at the Zambia Agricultural and Commercial Show in July and raising awareness on sustainable sanitation during World Toilet Day in November.
2. Additionally, we jointly conducted a baseline assessment in Kafue in November to understand community sanitation needs. During this exercise, LWSC contributed to logistical costs, demonstrating a shared commitment to sustainable sanitation solutions in Zambia.

17

FRESH LIFE
TOILETS

Full Lusaka metrics, including people served and waste removed, will be tracked starting in 2025.

06. CLIMATE FOCUS

- › THE URGENCY OF CLIMATE ACTION
- › SANITATION & GREENHOUSE GASES
- › CARBON CREDITS



URGENCY IN CLIMATE ACTION

As the world grapples with how to reduce carbon emissions, we are seeing a rise in climate-related catastrophes. Poor communities in low- and middle-income countries are disproportionately affected. Informal settlements are often located in low-lying and flood prone areas that are particularly vulnerable to climate-related flooding.

In 2024, Nairobi experienced its worst flooding in two decades, affecting 147,061 people and displacing 20,968 families. The floods also damaged sanitation infrastructure, including 265 Fresh Life Toilets, and temporarily disrupted operations in some areas.

DURING THIS PERIOD, 3 THINGS BECOME APPARENT:

1. CBS systems are less prone to leakages into the environment during flooding, compared with pit latrines, thanks to frequent emptying and easy removal of containers.
2. Our modular system enables us to rapidly repair and replace toilets that are damaged by flooding.
3. Continuous learning ensures that we constantly improve – for example by introducing flood-risk assessments, raising the toilet platform and exploring flood warning systems.

As the impact of climate change becomes more acute, we have intensified our commitment to studying and enhancing our climate impact.

Our Container Based Sanitation services provide a climate-smart alternative to conventional sanitation solutions, such as pit-latrines and sewers, that:

1. Reduce super-pollutants that have 80x the global warming effect than carbon dioxide
2. Increase climate-resilience through adaptation of sanitation solutions

147,061
PEOPLE AFFECTED
BY FLOODS
IN 2024



The climate-smart Fresh Life Toilet

SANITATION AND GREENHOUSE GASES

Untreated human waste is estimated to generate 50% of methane emissions in emerging markets. This is driven, in large part, by inadequate traditional sanitation systems – such as long drop pit latrines and septic tanks – which release large quantities of methane and nitrous oxide. These two greenhouse gases are super pollutants – with 80 and 273 times the warming impact compared to carbon dioxide (respectively).



Fresh Life's climate-smart sanitation services substantially reduces the number of sanitation-related emissions. It does so in three key ways:

1. The sanitation waste in Fresh Life Toilets is safely held in shallow containers, creating a high-oxygen (aerobic) environment, which reduces methane (CH₄) production.
2. Daily waste removal through our CBS emptying services ensure that waste does not lie stagnant preventing methane-producing bacterial from accumulating
3. Safe disposal and treatment of the waste through our partner Regen Organics in Nairobi, and utility companies in other cities, ensures sanitation waste does not enter the environment.

Over the next 5 years, our Nairobi work will reduce GHG emissions equivalent to taking more than 7k cars off the road.

CARBON CREDITS

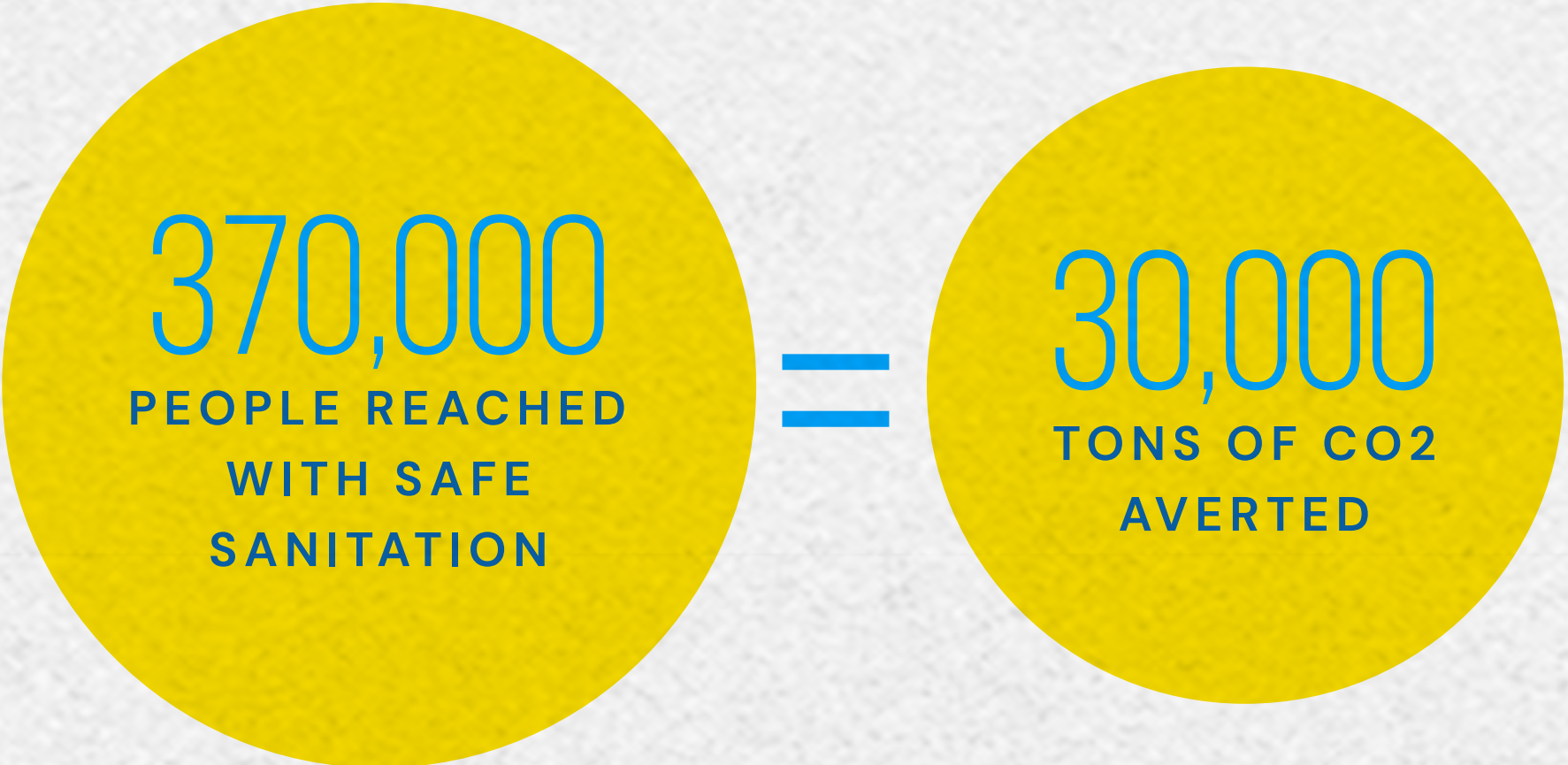
The Sanergy Collaborative, with Regen Organics and Fresh Life, registered the first-ever sanitation-related carbon credits in the world in 2024. These carbon credits were verified by Verra, and help to quantify the carbon-mitigating impact of Fresh Life’s climate-smart sanitation solution.

This initiative was made possible by Fresh Life’s robust data collection system. This allowed us to quantify that 24,330 metric tonnes of waste is safely removed from the environment from our CBS toilets every year. The resultant effect is the avoidance of methane emissions from the atmosphere, equivalent to 26,995 tons of CO₂(tCO₂e).

Carbon credits will enable Fresh Life to diversify our revenue streams. They also provide corporate entities with the opportunity to augment the impact of purchasing carbon credits – as with this investment in the Sanergy Collaborative, health and safety of informal settlements and farmers’ incomes all increase.



5-YEAR GOAL



HEALTH AND SAFETY OF INFORMAL SETTLEMENTS AND FARMERS




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TRANSFORMING THE WATER AND SANITATION SECTOR

OUR SERVICES

-  Performance Improvement Programs (PIP)
-  Utility Losses and Asset Management
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ENVIRONMENTALLY SUSTAINABLE

MAKING SAFE SANITATION AFFORDABLE – & – ACCESSIBLE FOR EVERYONE


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OUR MODEL
Fresh Life provides eco-friendly, user-based, regular maintenance services


ADAPTING TO CLIMATE CHANGE




GGG
AFRICA REGIONAL OFFICE

Champion green growth climate resilience



07.CITYWISE

CITYWISE CONSULTING

Our Citywise consulting services help to multiply our impact through technical assistance and research to other sanitation implementers and financiers. This enables us to transfer our 13 years' experience into tangible advice for people who share our ambitious mission.

We offer a variety of advisory services, from planning, costing, and options analysis in order to assist in decision-making and implementation. Common clients for this consulting service include governments, utilities, NGOs, and other implementers looking to serve low-income areas of cities with citywide inclusive sanitation. Here are some updates from Citywise on the contracts they have been working on in 2024:

AFRICAN MINISTERS' COUNCIL ON WATER (AMCOW) **Reconciliation of Tools for Situation Assessment of Sanitation and Hygiene Policy Environment**

Background: This project aims to integrate the African Sanitation Policy Assessment Tool and the Policy Monitoring and Assessment Tool into a unified framework for evaluating sanitation policies across Africa. The new tool will help governments and stakeholders identify policy gaps, assess implementation, and drive improvements in sanitation services.

Region: *Africa*

CLIMATE AND COST IN URBAN SANITATION (CACTUS)

The CACTUS project, funded by the Bill & Melinda Gates Foundation, launched in June 2017 to help decision-makers make better urban sanitation investments. It focuses on creating a standard way to report service delivery costs and provides benchmark cost data for different sanitation options.

Background: The University of Leeds launched this project with the objective of developing training materials, training data collectors and collecting data for the CACTUS database. Fresh Life is supporting the data collection and development of this database.

Region: *Global*

CARE COMMUNITY SUPPORT SANITATION SYSTEM (CSSS) **Guidance for Business Model for Online Sanitation Marketplace**

Background: CARE launched the (CSSS) project's Gnamangnaman mobile platform to transform the sanitation sector by connecting supply and demand for sanitation services along the value chain. Citywise helped to take stock of the platform's performance to date and provided a detailed guide for refining the Gnamangnaman business model and drafting the marketing and communication strategy for the platform.

Region: *Côte D'Ivoire*


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08. CONTINUOUS IMPROVEMENTS

» LESSONS WE CARRY



CHALLENGES & LESSONS LEARNED

Fresh Life continues to evolve, strengthening its operations and expanding access to safe sanitation despite unexpected challenges. In early 2024, economic fluctuations, particularly local exchange rate volatility, reduced the value of our international grants in local currency (Kenyan Shillings).

This financial strain required us to prioritize spending, and explore cost-saving measures to ensure continued service delivery. Through strategic planning and adaptability, Fresh Life remained resilient, reinforcing our commitment to long-term sustainability.

Later in the year, fires and flooding in some of our operational areas led to the destruction of some Fresh Life Toilets.

These events resulted in financial losses from increased repair and replacement costs, as well as reduced revenue. This year, Fresh Life navigated these difficulties with the generous support of donors and by identifying operational efficiencies, demonstrating the strength of our partnerships and internal adaptability.

Looking ahead, Fresh Life is focused on building financial resilience to mitigate future risks. Strengthening financial management strategies, diversifying funding sources, and optimizing resource allocation are key priorities.

By proactively addressing potential economic and operational challenges, Fresh Life aims to sustain and expand its impact, ensuring that safe sanitation remains accessible to the communities we serve.

RESILIENCE IN ACTION: FRESH LIFE 2024

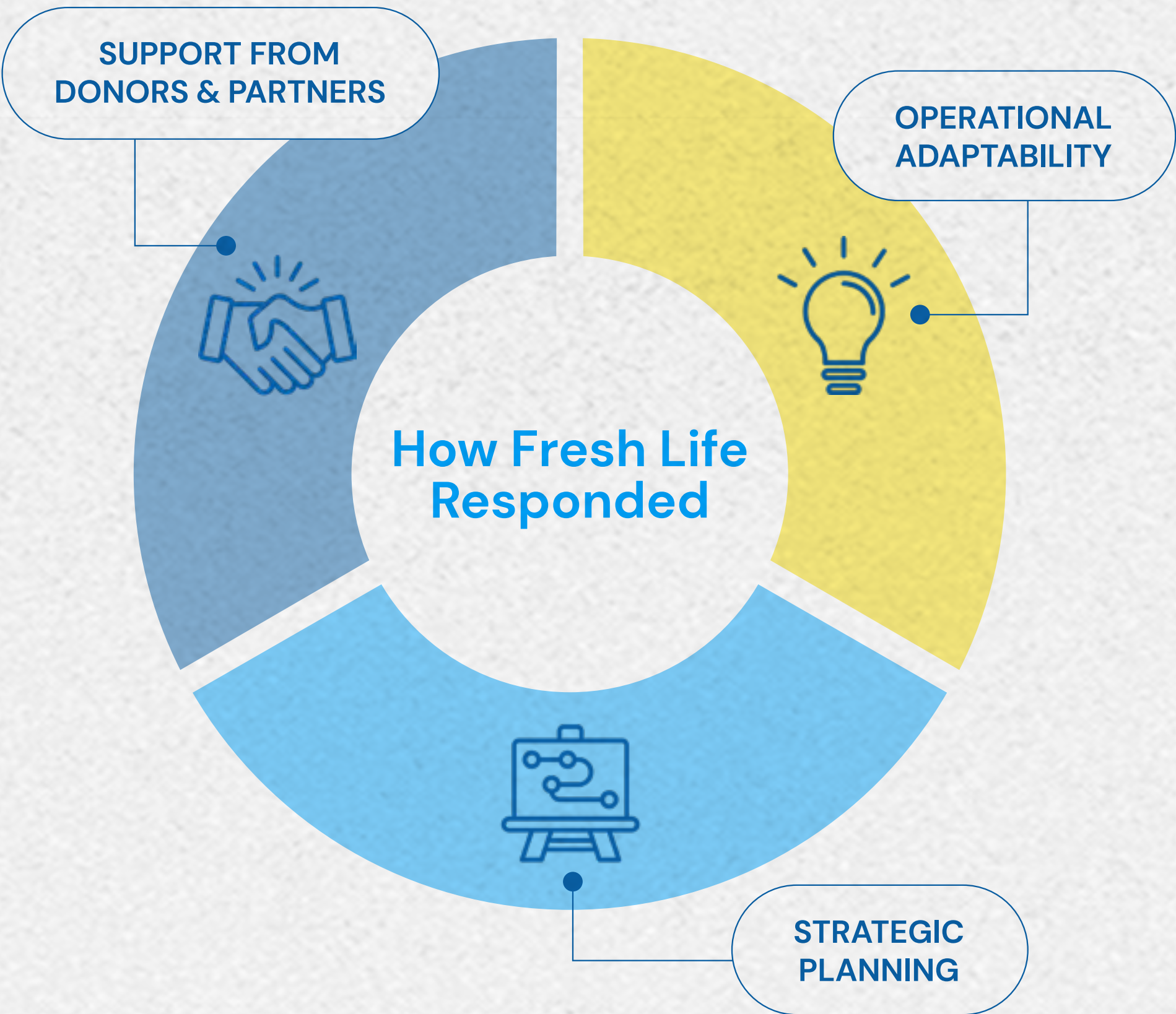
Key Challenges

Decline in grant value due to exchange rate changes



Infrastructure damage from extreme weather events

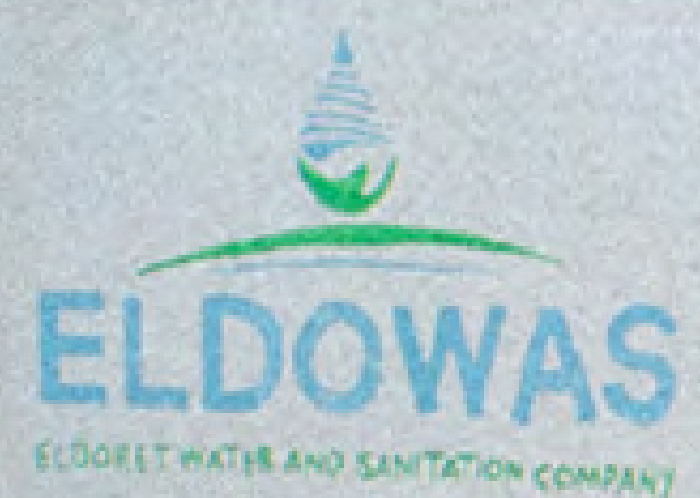




Building for the Future

- Strengthen financial management
- Diversify funding
- Optimize resource use

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09. LOOKING AHEAD

› THE VISION OF FRESH LIFE

THE VISION OF FRESH LIFE

5-YEAR TARGETS

As we continue working towards our 5-year strategic plan, Fresh Life will focus on these 3 objectives in 2025:

- 1** Sustainably increase coverage in Nairobi to serve >200,000 people, in partnership with the government and other ecosystem stakeholders. Expand geographic coverage to serve >35,000 people outside Nairobi, in partnership with the government and other key stakeholders.
- 2** Accelerate the efforts of key stakeholders including governments, NGOs, corporates, and academic researchers toward citywide inclusive sanitation.
- 3** By the end of 2028, we will have scaled our model to serve >500,000 people daily with safe sanitation and supported cities around the world to expand their commitment towards citywide inclusive sanitation.

To support this ambitious vision, we aim to raise just over \$32M from a blend of public, philanthropic, institutional and results-based financing. At the end of this scaling period, we will be more operationally efficient and cost-effective, bringing us significantly closer to financial sustainability through a combination of ongoing funding by the public sector and participatory financing from our customers.

2025 STRATEGIC OBJECTIVES

In addition to continuing to expand our reach and deliver high quality services to informal settlements, we have three strategic priorities for 2025:



STRATEGIC PLANNING

This year, we will take pause to reflect on our progress, our challenges and upcoming opportunities. We plan to conduct a strategic review of our work and identify mechanisms to expand, deepen and sustain our impact.



STRENGTHENING MEASUREMENT

Building on our robust data systems, Fresh Life is exploring research partnerships to strengthen our knowledge of the impact we have, including in health, climate and other social benefits.



JOINT FUNDRAISING

Building on our established MOUs, we are exploring ways to jointly fundraise with government partners to ensure city-wide inclusive sanitation becomes a reality driven by strong government leadership.

THE VISION OF FRESH LIFE

In September 2024, Fresh Life and Water and Sanitation for the Urban Populations (WSUP) formalised a five-year partnership through a Letter of Collaboration, establishing a strategic alliance aimed at advancing citywide inclusive sanitation (CWIS) in Kenya's urban informal settlements. The partnership is designed to strengthen collaboration across shared geographies while avoiding duplication of efforts in the sector.

Together we kicked off the Kenya Market-Based Sanitation (KMBS) Project – the first initiative under this partnership involving coordinated market outreach and activation activities in Nairobi, Kisumu, and Eldoret, to increase uptake of Fresh Life Toilets (FLT) and expand access to safe sanitation within the community.

Fresh Life and WSUP are also jointly supporting the Nairobi City Water and Sewerage Company (NCWSC) in reviewing and updating the utility's Wastewater Management Plan, alongside technical partners such as Waternet.

This collaboration reflects our shared vision to scale market-based approaches and strengthen institutional capacity for urban sanitation. Fresh Life and WSUP will continue leveraging their collective expertise to influence policy, unlock financing and drive sustainable sanitation outcomes.



10. IMPACT STORIES

» WHAT KEEPS US GOING



CHARLES NDIKA, ELDORET

Flooding and sanitation challenges have increasingly become intertwined, especially as climate change intensifies extreme weather events. Last year, Eldoret faced its share of climate-related challenges, including severe flooding that disrupted livelihoods, infrastructure and access to basic services like sanitation.

Recognizing the urgent need to address these challenges, Fresh Life has been working closely with the utility ELDOWAS and local stakeholders to implement sustainable sanitation solutions that meet the evolving needs of the city's growing population.

Among those deeply affected by the floods was Charles Ndika, a resident of Kipkaren, whose family faced a dire sanitation crisis. For years, Charles had relied on a makeshift pit latrine, which offered little protection from overflowing floodwaters.

During the heavy rains, the latrine frequently filled and spilled over, exposing his family to contamination and disease risks.

"The smell alone made it hard to stay near our home," Charles shared. "We were always worried about getting sick, especially the children."

When Fresh Life's **Gift a Loo, Change a Life** campaign identified Charles as a beneficiary, it marked a turning point for his family. With the installation of a climate-resilient Fresh Life Toilet, Charles's family now has access to safe, dignified sanitation that withstands the challenges of their flood-prone neighborhood.

Stories like Charles's reflect the transformative impact of sustainable sanitation in vulnerable communities. As Eldoret grows and faces the realities of climate change, Fresh Life remains committed to ensuring that no one is left behind.

Through campaigns like **Gift a Loo, Change a Life**, we are helping families build resilience and reclaim their dignity, one toilet at a time.



SEE SOME MOMENTS FROM THE HANDOVER



“THE DIFFERENCE IS LIKE DAY AND NIGHT, WE FEEL SAFER, CLEANER, AND HEALTHIER. IT'S NOT JUST A TOILET, IT'S A NEW WAY OF LIFE FOR US.”

KENNEDY NYAKWEBE, NAIROBI

In Kibera, where informal settlements bear the brunt of climate-driven challenges, the heavy floods of 2024 brought widespread destruction. Among the hardest hit was Kennedy Nyakweba, a Fresh Life customer whose toilet was swept away by the rising waters. For Kennedy, this loss was devastating, not only had they lost a safe sanitation option, but they also faced daily exposure to the risks of open defecation and waterborne diseases.

With no nearby facilities left intact, Kennedy's family was forced to rely on makeshift containers to help themselves. This was far from ideal.

When Fresh Life learned of Kennedy's plight, we quickly mobilized to provide a solution. As part of the **Gift a Loo, Change a Life** campaign, a new Fresh Life Toilet was installed for Kennedy's family on a raised platform designed to withstand future flooding. This climate-resilient design ensures that even during extreme weather events, their sanitation needs remain secure. For Kennedy, this intervention has been life-changing.

Kennedy's story is a reminder of the vulnerabilities faced by families in informal settlements as climate change intensifies. It also highlights the resilience that can be built through thoughtful, adaptive solutions.

At Fresh Life, we are committed to ensuring that no family is left behind, no matter the challenges posed by climate change. By scaling climate-resilient sanitation options, we can help more families like Kennedy's regain the safety, dignity and stability they deserve.

HAVING A FRESH LIFE TOILET AGAIN HAS RESTORED OUR PEACE OF MIND, NOW WE HAVE A SAFE, CLEAN PLACE TO USE, EVEN DURING THE RAINS. IT'S MORE THAN JUST A TOILET, IT'S SAFETY FOR MY FAMILY.

[▶ WATCH KENNEDY'S STORY](#)



AWARDS AND RECOGNITIONS

Best Toilet of the Year – Informal Settlements at the TOYA Awards

Fresh Life was named Best Toilet of the Year – Informal Settlements at the TOYA Awards by the Women in Water & Sanitation Association Kenya—for the second year in a row!

Our toilets were recognized for:

- Security, lighting, and extended operational hours
- Clean, safe floors and well-maintained facilities
- Reliable waste management, including menstrual hygiene support
- Affordability and accessibility, including for people with disabilities
- Handwashing stations with soap

This award reflects the dedication of our Fresh Life Operators, partners, and staff in maintaining high sanitation standards every day.



MEDIA VISIBILITY



FRESH LIFE TOILETS LAUNCHED IN MOMBASA SLUMS

Published by: Kenya News Agency

Fresh Life and Mombasa Water introduced container-based toilets in schools and slums to improve sanitation for over 600,000 people. CECM Emily Achieng said the initiative boosts access to safe facilities.

[Read article](#)



SCALING WITH GOVERNMENT: KEY LESSONS FOR MISSION-DRIVEN ORGANIZATIONS

Published by: Spring Impact

Spring Impact and partners hosted a Skoll Forum side event sharing insights from groups like Fresh Life and WSUP on scaling with government.

[Read article](#)



REVOLUTIONISING URBAN SANITATION: FRESH LIFE'S RESULTS-BASED FINANCING INITIATIVE IN NAIROBI

Published by: Social Finance Blog

Fresh Life and Social Finance International launched a Results-Based Financing model to transform sanitation in Nairobi's informal settlements, boosting impact, accountability, and investment opportunities.

[Read article](#)



UNIQUE TOILET BOOSTS SANITATION AND TACKLE POVERTY IN CITY SLUMS

Published by: Standard Newspaper

Peninah Atieno, a resident of Shauri Moyo, shares how innovative toilets transformed her community's sanitation and empowered her as a social entrepreneur.

[Read article](#)



HOW FRESH LIFE IS SCALING URBAN SANITATION IN KENYA AND ZAMBIA

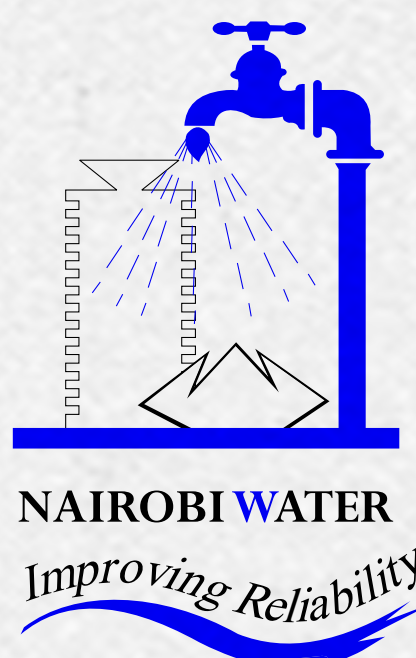
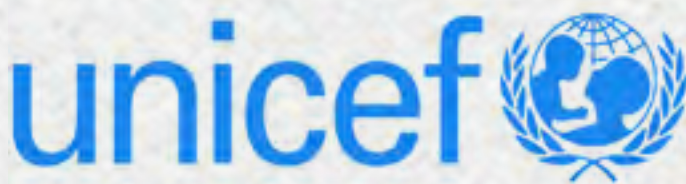
Published by: JNF News/Blog

Fresh Life's container-based toilets offer a scalable, waterless solution to urban sanitation challenges, preventing water contamination and addressing critical needs in Kenya and Zambia.

[Read article](#)

GROWTH PARTNERS

We thank the organizations that stood with us in 2024 — providing the resources, ideas, and collaboration that made our progress possible.



BOARD

We are guided by a passionate and diverse board of directors who provide strategic leadership, accountability, and vision. In 2024, their support helped us scale wisely and stay focused on impact.



ROBERT GAKUBIA

Board Chair



AMANDLA OOKO-OMBAKA

Board Member



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Board Member & Executive Director



Asante!

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