

# Case Study: Technical Writing & Program Support

Date of Services: July 2021 - March 2025



## At a glance

FLUSH provided support to WaterAid America's PAC team to quickly turn around reporting content from country teams to be coherent and compelling for its diverse donor portfolio.

## Client Testimonial

*Thank you for the excellent support, high-quality deliverables, and relevant training. The team has shared very positive feedback!*

*Romain Broseus  
Managing Director, Awards &  
Compliance  
WaterAid America*

## FLUSH'S CASE TEAM

Kimberly Worsham, MIWM, MPA

# FLUSH



Data-driven Storytelling for Water & Climate Professionals



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NYC & SF, USA

With Global Associates

## ABOUT THE CLIENT

WaterAid is an international non-profit with one goal: to change the world through water. Along with decent toilets and good hygiene, a reliable supply of clean water is essential for health, dignity and a life full of opportunity. Childbirth is safer, children get the chance to grow up healthy and strong, families thrive and whole communities are better prepared for whatever the future holds. Since 1981, WaterAid has reached 30 million people with clean water, 29.6 million people with decent toilets and 31.7 million people with good hygiene. Together with our partners and supporters, we are working with determination towards the day when we are no longer needed.

## CHALLENGE

The Programs, Awards & Compliance (PAC) team at WAA manages proposal development and reporting for funding opportunities. They ensure quality and streamline processes while adapting written content to meet donor needs. Increased proposal and reporting demands challenged the PAC team, making it hard for program managers to balance these tasks with their other responsibilities.

## SOLUTION

FLUSH worked closely with WAA's PAC Team for four years, responding quickly to their needs. During this time, we turned content into compelling and engaging proposals and stories that met reporting standards. This way, WaterAid produced deliverables that were submitted to a wide range of donors (including institutions, foundations, and corporations). This work increased support for and trust in WaterAid's mission.

We also oversaw projects and contracts in Africa (including Nigeria, Liberia, and Malawi) until PAC hired new staff to support its growing work.

FLUSH's valuable services and impact extended what started as a six-month contract over four years!

