

SWAP's Journey 2005-2025

Alie Eleveld
FOUNDER



2005

- Office at the Lutheran Community Center
- Operations started under the Society for Women and AIDS in Kenya
- 4 employees – annual income Kes 5 million
- First donor Rotary Atlanta
- SWAP empowering HIV Support Groups
- Social Marketing and Social Behavioral Change Communication ongoing to date
- Promoting of safe water systems – first product was Klorin, followed by trial with Pur after left over from KEMRI turbid water study – 3rd product was Aquatab – promoted modified clay pots for safe storage



2006

- Registered initially as a Trust
- In June 2006 registered as NGO
- Basket of products increased with P&G products and PSI Products
- Worked with KREP Microfinance
- Expanded operations to Rachuonyo and Wagai
- Started emergency response during flood and cholera outbreak
- Organized the first World AIDS Marathon – continued for 10 years with support from Mama Sarah Obama
- Started OVC and community support /emergency support – ongoing to date
- Received visit from Melinda Gates
- Won World Bank Marketplace Award



2007

- Received USAID – Aphia HCM sub Award through PSI for the social marketing, social behavioral change communication in the prevention of HIV, Malaria and Diarrheal illness
- Satellite offices in Rarieda, Ahero, Homa Bay, Suba and Migori
- Continued working with HIV support groups and training them on social behavioral change communication.
- Started our first research Nutritional Study “Nyando Integrated Child Health and Education” NICHE on sprinkles, micronutrient powder
- Water Lab was established to support research activities



2008

- Satellite offices opened in Rongo and Bondo
- Provincial office opened in Kakamega
- Emergency Response during post election violence
- Cook stove study WHO funded
- School WASH study
- Education through Listening - Bobbie Person CDC scientist
- Life Straw Study
- Sprinkles study continued



2009

- Started development of SWAP Model Centre in Ahero
- SWAP joined HENNET as member
- Media coverage done by Students of the World
- SWEPI study on immunization in Homa Bay and Suba
- Hand Washing and water treatment study in Homa Bay
- Life Straw Study



2010

- Support from Aquaya Institute and Global Water Challenge for SWAP model village – Skyhydrant Filter installed by Skyjuice
- SWAP joined the HENNET Board
- Collaboration with Procter & Gamble – first Jamii Center Nyakwere
- Life Straw Study
- Hand Towel Study
- Sprinkles follow up study
- Education through Listening research



2011

- Launch of second Jamii Center at SWAP Model Centre in Ahero
- Dutch Ambassador visited and planted a tree in Ahero
- Procter&Gamble supported more infrastructure at Ahero
- Finalist in UN Water for Life Best Practices Award
- Hand Towel Study
- Lifestraw Family Filter Study
- SWANC Study – Integrating WASH and ANC research
- Cook Stove Study – Evaluation of 6 different cook stoves
- Chujio Filter Study – Ceramic Filter
- Menstrual Hygiene Study – cost effectiveness study



2012

- Launch of Jamii Center in Rangwe
- SWAP featured in Citizen TV, Strength of a Woman
- Media Coverage in New York Times
- Follow up of SWANC study in Homa Bay and Mbita
- CHAK UNICEF Handwashing and Hygiene Study and interventions
- Hand Towel Study
- Chlorox Study – testing free chlorine in water
- Mumias Sub Distribution Center supported by Procter and Gamble



2013

- USAID Sub award through PSI – Malaria HIV and Diarrhea Prevention
- Yamii Centers opened in Yala and Wagai
- SWAP moved to new location in Milimani
- SWAP Founder was decorated as Knight in the Order of Nassau by Dutch Ambassador
- SWAP won the Gates Funded Saving Lives at Birth Award for an integrated ANC study with CDC and RAND Corporation
- Qualitative study on behalf of the Global Soap Project



2014

- EAWAG and KWAHO partnership for water kiosks interventions in Kisumu
- Finalist second time of the UN Water for Life Best Practices Award
- Winner of the Crystal of Hope Award during Life Ball in Vienna endowed with 100,000 Euro donated by Swarovski
- Media Coverage – Its Africa Time and Positive Living
- Diaper studies with Procter & Gamble
- Partnership with Stockholm Environment Institute – ANC Study Siaya
- Water back pack study – Habitat for Humanity
- USAID DIV funding received and baseline survey done



2015

- Added Yala, Wagai, Kajulu, Segu, Sondu and Kegondi as Jamii Ceners (total 11 centers operational)
- Completed 9 months extension of PSK HCM partnership
- Rented second building – research wing and created parasitology lab
- Life Ball - SWAP was adopted by Austrian Fashion Designer Lena Hoscheck who sold the Hot Mama Africa Collection – Received Euro 10,000
- Finalist in Social Innovations in Health Initiative with 25 global innovators - Media Coverage done
- Finalist in Innovations in Health Care selected out of 120 global innovators
- 10th and final World AIDS Marathon organized by SWAP
- Cholera Interventions and Research in Homa Bay and Kibera
- WASH deworming study in Kibera slums in Nairobi
- Water back pack study in Seme
- Water filter study in Nyando
- Ceramic filter study in Seme
- Antenatal Care study in Siaya with Stockholm Environmental Institute
- P&G Safe Drinking Water Program and CDC Foundation supported water Lab improvements and equipment



2016

- Alex Mwaki joined as Deputy Director – already Board member for a decade
- Final year of USAID DIV funding with end line survey
- Launch of Sondu Water Enterprise
- SWAP started Global Giving Crowdfunding
- Business Support for Chiela Women, fish mongers from Dunga
- Cups or Cash For Girls Trial at 96 day schools in Siaya
- Water filter study
- Antenatal care study in Siaya
- Diaper Study with P&G Germany
- SE Flow Study – Chlorine generator
- Follow up research on nutritional study
- WASH study at schools with CARE and P&G
- Started Cooperative-agreement with CDC/KEMRI on the schistosomiasis and soil transmitted helminths research
- Pilot study on water operators



2017

- Handed over the leadership to Alex Mwaki
- PSK USAID HCM Sub Award in Migori County – Malaria, HIV, Diarrheal – Social Behavioral Change Communication
- HENNET – SWAP became National Chair 2017-2019
- CARE Consulting – SWASH + project
- ECD study with RAND corporation
- CDC Schistosomiasis Study
- WASH study in Kibera
- Aflatoxin Study in Busia
- Cups or Cash for Girls Trial
- SEI ANC study Siaya
- Venturi Chlorine Doser study
- Saving Lives at Birth Award - PATH/SWAP for SE Flow Chlorine Generators at HCF
- University of Illinois Solar Powered Water Disinfection Unit at Households Pilot
- World Vision and P&G partnership – WASH at HCFs and Schools
- Fund Management



2018

- HCM malaria prevention in Migori
- Siemens water quality testing of 5 water kiosks
- ECD study ongoing
- CDC Schistosomiasis study SEI ANC study
- Cups or cash for girls trial
- Venturi study – chlorine doser
- Nutritional study
- Qualitative research on WASH in Kibera
- Solar powered water disinfection unit pilot
- WASH survey at clinics and schools
- Fund Management



2019

- SWAP chair and fund manager for Universal Health Coverage conference in Kisumu
- HCM social marketing and Social behavioral change Migori
- Early Childhood Development Study
- Schistosomiasis study + Morbid study
- Cups or Cash for Girls Trial Siaya
- SATOPAN study at Nyando and Nyakach
- Childhood Diarrhea and drinking water study in Nyando
- Community Scale Solar water treatment in Ahero
- Chronic Kidney Disease study in Muhoroni
- WASH and Waste Management in HCF in Rarieda
- Fund Management



2020

- Appointed by the Governors of the Lake Region Economic Bloc COVID-19 Advisory Committee
- Flood response and COVID-19 response
- Finalized term as HENNET National Chair
- HCM social marketing and social behavioral change communication
- Early Childhood Development study
- Antenatal Care study
- Schistosomiasis Study – Morbid Study
- Satopan Study
- Community Scale Solar Powered Water Treatment Ahero and Mugruk
- Chronic Kidney Disease Study Muhoroni
- WASH at Health Care and Waste Management Scaled do Nyando and Nyakach with STREAM
- Alcohol Based Hand Rub production and distribution KEBS approved
- Fund Management



2021

- Sola Maji Mugruk and Ahero
- Oxfam partnership on risk communication and community engagement in informal settlement
- Adopt a School Initiative – Ombaka Primary, Secondary and Special school
- Donor See and Global Giving – Crowdfunding
- COVID 19 response – Distribution of WASH commodities, Vaccinations, Data entry
- Production and distribution of ABHR – CDC supported
- Production of Liquid Soap KEBS Approved and WASH commodities – WSU supported
- Early Childhood Development research
- Schistosomiasis study
- Chronic Kidney Disease Study
- SEI partnership Building Blocks for Positive Community Health
- Chlorine generation at Health Care Facilities and WASH and Waste Management
- SWAP registered in the Netherlands as Foundation
- Fund Management



2022

- SWAP won the Energy Globe Award – Sola Maji
- COVID 19 response
- Adopt a School Initiative
- Donor See and Global Giving
- Building Blocks for positive community health
- Schistosomiasis study
- Solar Soaker pilot
- Response to communicable diseases Washington State University
- Liquid soap production SWAP approved
- Infection Prevention control ethnographic study with Durham University
- COVID 19 waste water based epidemiology University of Illinois at Chicago
- Chlorine generation
- Household drinking water study in Mugruk
- Fund Management



2023

- First prize winner of innovative projects award for Sola Maji – Dubai awarded USD 120,000
- Medical Research Council award for outstanding team Cups or Cash for Girls trial
- Donor See and Global Giving
- Flood and Cholera response in Informal Settlement in Kisumu
- Early Childhood Development study
- Schistosomiasis study
- Waste water based epidemiology for malaria and COVID-19
- Metal study in gold mines
- Mugruk household drinking water study
- Chlorine production
- Enhanced preparedness and response for communicable diseases
- Building blocks for Positive Community Health
- Fund Management



2024

- Independent assessor for Rotary Sagam for WASH projects at two schools
- Adopt a school project – Solar, improved sanitation and WASH commodities at Ombaka primary and Special school
- Flood response – received support from Ismaili Community and Aga Khan Council in Kisumu
- Donor See for community support
- Sola Maji 3 – Kopere work in progress
- Stream chlorine generation – Migori County
- ECD study – midline survey and booster sessions+ picture comprehension
- Chronic Kidney study at JOOTRH
- Fund Management



2025

- Honored as Water Champion during 20 years anniversary of P&G CSDW program
- Round Table meeting to pitch SWAP during Dutch Royal State Visit
- Increased visibility – social media, improved website, LinkedIn
- KEWASNET SWAP Board member and Treasurer
- New contract with UC San Diego for water quality testing
- Vendor Contract with Penn State University Female Genital Schistosomiasis
- ECD research
- Schistosomiasis research
- Cholera response in Migori, Nyando and Muhoroni
- Chlorine generation – 3 new STREAM chlorine generators and spares Migori
- Partnership with Better with Water
- Fund Management



Co Founders SWAP



To the Board, Staff, Donors and Health Stakeholders

Thank you all for the incredible journey.

Your support, dedication, collaboration and shared vision made it truly rewarding.

I am eternally grateful for the opportunities and challenges we faced together. You all have transformed and saved lives, prevented diseases, contributed to science and made this world a better place.

I will cherish the memories and wish you continued success.

Thank you for being a great team and wonderful colleagues.

Your mdozi

