

FAWCO – TARGET PROGRAM #1



Target Program for Water

Final Report

Anne van Oorschot
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Target Water Program – Summary

In 2009, FAWCO designed a special Target Program to engage members from around the world in support of the UN Millennium Development Goals (MDGs). Water was chosen by clubs as the global issue to support and Tabitha Foundation, *Wells for Clean Water* in Cambodia was selected to receive FAWCO's financial support. In honor of its 80th anniversary, FAWCO set the fundraising goal at \$80,000, but due to the enthusiasm and commitment of FAWCO's clubs, that goal was met in the first year of fundraising. Our final donation total was over \$168,000.

In 2011, a new position was created - the Target Program Chair - to be the "one stop" for all questions and concerns regarding the Target Program as well as the one source for the most up to date information on the amount donated and the number of wells dug by those donations. Anne van Oorschot (AWC The Hague) was appointed to this position at the Biennial Conference in Marrakech, March 2011.

As a primary source of communication about the Target Program, the Target Chair created a monthly Target Bulletin with sections on: awareness, fund-raising ideas, fund-raising success stories from clubs and totals for donations and number of wells dug. Every attempt was made to make the Bulletin attractive and useful, and the number of subscribers increased to 113 in the course of the Target Program. Reps were encouraged to "cut and paste" the awareness information and put it in their club newsletter.

The Target Program Chair attended 6 regional meetings during the course of the Program and Target water presentations were made by others at 3 additional regional gatherings. Presentations included general information on water, the *Wells for Clean Water* project in Cambodia, "How to get water on your club's agenda", and fund-raising ideas. The presentations were consistently well received and the clubs were very enthusiastic and committed to supporting the Target Project.

The Target Program was not only a perfect way for FAWCO to focus the efforts of clubs on one issue; it was also an excellent way to illustrate our commitment to a global MDG. For the first time, FAWCO co-sponsored a High Level Panel for the UN Human Rights Council in Geneva on Sept 26, 2010. The topic was "Women and the Right to Water". Three FAWCO UN reps attended the panel and FAWCO printed and distributed materials on the Target Program.

During the first year of the fundraising segment of the Target Program, focus was on engaging the clubs through awareness information, fundraising ideas and individual help. These activities continued in the second and final year of Fundraising, and more in depth information on the importance of individual water use was given. For those clubs that had been remarkably successful in their fundraising efforts the first year, this was a good way to keep them involved in the awareness aspect of the water issue, while raising funds took a "back seat".

In the second year of the Target Program, a major focus was to increase club participation. A number of personalized letters were sent to those clubs who had not yet participated, with links provided to helpful resources. A 78% club participation rate in the Target Program was ultimately achieved.

The Target Program for water was an amazing success...but there were a few kinks in the process! Target Feedback was obtained via a survey as well as actively solicited at the Regional meetings in the fall of 2012. An evaluation task force translated this information into concrete recommendations to reshape Target Program #2 into a stronger and better program for the future.

Target Water Program - Description of program, timing, process

At the FAWCO Conference in Vilnius in 2009, FAWCO launched a special Target Program to engage members from around the world to support the UN Millennium Development Goals (MDGs). Members were asked to submit possible issues for consideration and a Selection Committee choose 3 finalist issues, which were then voted on by the clubs. Potential Issue applications were due by September 30, 2009.

The Target Selection Committee was made up of the following members: FAWCO President (non-voting), FAWCO Foundation President (non-voting), FAWCO NGO Director (non-voting), FAWCO 3rd VP for Committees (presiding), FAWCO Foundation VP Programs, 1 representative from FAUSA, 1 FAWCO Counselor & 5 individual members from FAWCO clubs. 6 issues were submitted for consideration and on November 30, 2009, the 3 finalist issues were announced: *Empowering Women Through Education, Maternal Health, and Water*. The announcement of the Target issue took place at the 2010 Conference in Boston. Members had selected the vital issue of MDG Goal # 7 – “To ensure environmental sustainability” and in particular, goal MDG 7B of “by 2015, reducing by half the proportion of people without sustainable access to safe drinking water.” After the Conference in Boston, global awareness raising was started. This was led by the Target Awareness Coordinators: the co-chairs of the Environment Task Force (Anne van Oorschot & Kara Fairchild) as well as individual members from FAWCO clubs.

The next step was the search for one project that would actively support solutions to the Target issue. The application deadline was April 30, 2010 and 12 projects were submitted for consideration. A Target Project Committee was formed and had the task of selecting three Target Project finalists. The committee was chosen by The Foundation VP Programs and made up of the following members: FAWCO Foundation VP Programs (presiding), Target Awareness members (=1 member of Environment/Water Task Force), and individual members from FAWCO member clubs (limited to 5). The Committee studied the 12 projects, announcing the 3 finalists in September. The finalists were: Rainwater harvesting, sanitation and health promotion initiative for the Himalayas (Nepal) - carried out by the Swiss Red Cross; The Katosi Women's Rain Water Harvesting and Filtration Project (Uganda) – run by the *Women for Water Partnership (WfWP)*, an Association in the Netherlands, and implemented by project officers of the *Katosi Women's Development Trust (KWDT)*; and Wells for Clean Water (Cambodia) – carried out by the Tabitha Foundation.

Clubs selected Tabitha's Wells for Clean Water project in Cambodia and the announcement was made at the Region 4 gathering in The Hague at the end of October 2010. Clubs began fundraising, but there was not a clear understanding of who did what at this point. There were different individuals responsible for awareness, fund-raising initiatives, money transfer, and coordination with the actual project organization. This led to the creation of the position of Target Program Chair - “one stop” for all questions and concerns regarding the Target Program as well as the one source for the most up to date information on the amount donated and the number of wells dug by those donations. Anne van Oorschot (AWC The Hague) was appointed to this position at the Biennial Conference in Marrakech, March 2011.

The FAWCO Foundation created a set of food related fund-raising ideas – *Well Deserved Desserts* – which could be utilized by clubs to raise money for the Target Project and the Foundation Treasurer received donations and passed the money on to the Tabitha Foundation. The Target Chair was responsible for individual contact with the clubs and all other details of the Target Program.

Target Water Program - UN level initiative

On Sept 26, 2011, FAWCO had the privilege of sponsoring its first high level panel at the UN Headquarters in Geneva, during the 18th session of the Human Rights Council (HRC). Organized by Lois Herman, AWAR member and Director of Women's UN Report Network (WUNRN), this high level panel consisted of expert speakers representing five development organizations which empower women through water initiatives. Ms. Herman credits FAWCO and its Target Water Program as her inspiration for creating this first-of-its-kind panel during an HRC session.

The tone of the panel was set by a statement from Ms. Catarina de Albuquerque, the UN Special Rapporteur on the Human Right to Water and Sanitation. Ms. De Albuquerque was the driving force behind the HRC's recognition of '*access to water and sanitation as a fundamental human right*' in July 2010 and was now presenting a new report at the 18th session in hopes of strengthening the resolution.

"The water and sanitation crisis continues unabated with 2.6 billion people lacking sanitation and nearly one billion with no access to a water source and women are at the center of this crisis. Not only does the lack of water and sanitation have a disproportionately negative impact on women's human rights, but women are the key actors who can lead us to a changed world – where everyone has access to water and sanitation which is safe, affordable and acceptable."

The excellent panelists presented a diverse portfolio of initiatives which stemmed from the same fundamental understanding - the recognition that the burden of water procurement lies almost entirely on women and girls, that this task marginalizes women. It presents health and injury risks to them as well as increasing their exposure to violence and attacks. Lack of access to water and sanitation poses an additional dimension to women and girls because of menstrual hygiene needs. Lastly, all recognized that while women are responsible for water procurement & management, they are often excluded from decision making on this issue.

The following organizations were represented at the Panel:

- **ISIS International:** A women's advocacy group which focuses on communication, training and technology to empower women.
- **WEDO:** An international woman's advocacy organization which aims to promote and protect human rights, gender equality and the integrity of the environment.
- **MADRE:** An international women's human rights organization working with local grass roots organizations to meet urgent needs and build lasting solutions to crises faced by women around the world.
- **WECF:** A network of over 100 health and environmental organizations in over 40 European countries.
- **Swiss Red Cross:** Views water as the basis for life, health and development, and, consequently, has an extensive program of water initiatives as part of its development work.

Lois Herman ended the panel with a dramatic yet poetic presentation of the faces of women and girls around the world impacted by water shortages. She quoted UN conventions protecting and promoting women's human rights and stressed that we must continue to keep a pulse on what is happening and expose and report any injustices.

The 18th session of the Human Rights Council concluded with the adoption of Good Practices related to Water & Sanitation, as proposed by the Special Rapporteur, and a call on member states to continuously monitor and analyze the realization of the right to safe drinking water and sanitation for *all*. The [Women & the Right to Water Panel](#) played the important role of being the first panel during an HRC session to bring attention to the disproportionate impact that the issue of water and sanitation has on women and girls, as well as, the valuable role that women can play in finding solutions and a way forward.

Target Water Program - Awareness Raising/Communication across the FAWCO global network

Even before the issue of Water was chosen, the Environment co-chairs were working with a Water Task Force to inform members of the importance of water as a global issue and its inter-related nature to so many other problems. A series of Environment bulletins were sent out stressing water as a primary global problem as well as linking water to other key issues:

- The Target Program and the environment...Water!
- Water & Food Production
- Water & Women's issues,
- Water & Health

The submission of water as a possible Target Issue was done by the Environment co-chairs, the 5 members of the Water Task Force, the Barcelona Women's Network and AIWC Casablanca.

After Water was selected as the Target issue, 3 Environment Bulletins were sent out, each giving information on 2 areas with water problems – one somewhere in the world and one in the US. The locations chosen were: Western USA & Asia, The Middle East & the Great Lakes, Africa & Florida. The goal was twofold: to increase awareness of water problems & to make it clear that water problems exist in developed countries as well as in developing countries.

Once the position of Target Chair was created, the primary source of information for the Target Program was the monthly Target Bulletin. These bulletins were the responsibility of the Target Chair and had sections on: awareness, fund-raising ideas, fund-raising success stories from clubs, alternate water projects supported by clubs and totals for donations and number of wells dug. Every attempt was made to make the Bulletins attractive and useful, and the number of subscribers increased to 113 in the course of the Target Program. Reps were encouraged to "cut and paste" the awareness information and put it in their club newsletter.

The Target Chair also attended 6 regional meetings between 2010 and 2012:

- Region 1 - in Marlow, England
- Region 5 – in Munich, Germany
- Region 3 – in Montpellier, France
- Region 4 – in The Hague, Netherlands and Brussels, Belgium
- Region 9 - in Dubai (first ever regional for Region 9!)

The Target Chair gave a 1-hour presentation at these regionals which included information on the importance of water in general, the *Wells for Clean Water* project in Cambodia, "How to get water on your club's agenda", and fund-raising ideas. In addition to the 6 regionals attended by the Target Chair, Target presentations were also made at Region 2's meeting in Gothenburg by Environment Task Force Co-Chair Kara Fairchild and at Region 5's meeting in Berlin and the 2nd Region 9 gathering in Jan. 2013 by Monica Jubayli, FAWCO 3rd VP. The presentations were consistently well received and the clubs were very enthusiastic and committed to supporting the Target Project.

The informative presentations made by the Target Chair were posted on the FAWCO website and thus available for reps to use at their own clubs. If desired, the Target Chair altered presentations, tailoring them to the audience and time available. Photos of Cambodians with their FAWCO Wells were also available on the website for reps to utilize in their club publications. Also on the website, a presentation with photos of Cambodians with their FAWCO Wells was set up as a continual loop - to be shown as background during well certificate sales at a bazaar, for example. The Target Chair also communicated directly with reps. to offer ideas, suggestions and help for planning fundraising &/or awareness activities.

Target Water Program – Target Project: Tabitha Wells for Clean Water – Cambodia

The Tabitha Wells program runs parallel to the “Community Development through Savings” program. This program enables families to have access to clean, potable water and to raise a family’s income significantly. Before a family receives a well, they must be in the savings program. Without a distinct change in attitude and the development of a dream, wells will not impact a family’s development. In 2011-2012, Tabitha Cambodia intends to build 2,500 sources of water throughout the country. All Tabitha wells are tested for arsenic contamination.

Water Security in Cambodia

In the absence of safe wells, drinking water is sometimes taken from open ponds or rivers which are commonly polluted with excreta or chemicals. Villagers (and most importantly children) often develop dysentery. The average distance to walk to a safe water source is 3 kilometers. This means that several members of the family are required to wake at 4 in the morning, walk to the water source and then wait their turn for water – usually 3 to 4 hours. This precludes a number of children from attending school. Since a person is only able to carry several containers of water at a time, it means that family members often develop skin rashes, their hair becomes stiff and dull and eyes are infected with dirt related causes because of their inability to wash on a daily basis.

Water Sources and an Increase in Income

Without a sustainable source of clean water near their homes, families are restricted in their ability to increase their incomes. Animal husbandry or growing crops is impossible without an ongoing source of water available. Crops (mainly rice) are grown during the wet season. However, because rainfall tends to be erratic – wet season crops may fail because of inadequate sources of water – wells provide that water. During the long dry season no crops will grow unless a reliable source of water is secured. Wells provide that security. Families with wells grow “6-week’ vegetables, including “morning glory”, peas, beans, lettuce, tomatoes, etc. throughout the dry season as well as summer rice. Animal husbandry, the raising of pig, chickens, and ducks are an integral part of income generation from wells. Their productive growth seasons expand from 6 months to an average of 11 months per year thereby tripling a family’s consumable income as well as providing food security.

TYPES OF WELLS

FAWCO funded 2 types of wells in Cambodia - Family Wells and Field Wells:

- **Family wells - cost \$150:** Family wells are constructed near the family’s homes and are used for household water supplies, kitchen gardens and animal husbandry. Two main varieties of family wells are used; the decision on which type will be used in an area depends on the type and quality of water available. Each well typically supplies five families, or approximately 40 people.
- **Field wells - cost \$250:** Field wells are constructed in the fields where crops are grown; sometimes well away from the family’s home. Families either save for a petrol-powered pump or rent a pump from a villager who has one. Each well typically supplies two families with enough irrigation water to grow crops year round - an average of 2-3 hectares of land, which dramatically increases the reliability of food supplies for poor families.

FAWCO left it up to Tabitha to decide which type of well they would install with the donations FAWCO sent. This meant that there was a gap between announcing a donation total and the number of wells it created. While Tabitha initially dug family and field wells, in the last year of fundraising, FAWCO donations were much more frequently used for Field Wells.

Target Water Program – Results: participation, events, money raised, # of Wells

The Target Program was an overwhelming success! The figures about participation among FAWCO clubs clearly illustrate this:

- **47 out of 73** clubs donated to the Target Project in Cambodia.
- **10** of the clubs donated to an alternative Water project, such as well digging in Kenya, a watershed irrigation project in India, and supporting a water system in Haiti to name a few.
- **54** clubs raised funds to support the Target Program.
- **38** clubs planned a specific fundraiser for the Target Program, while **20** clubs planned more than one event!
- Specific water awareness events at clubs were a bit less common, with **19** clubs planning one.
- But when asked if they had put water awareness information in their club's newsletter, **46** clubs had done that.
- In conclusion, **57 clubs out of 73** participating in some way, which is a rate of **78%**.

(For a complete listing of which clubs participated and in what way, please refer to the attached chart.)

The list of things clubs did to raise money for the Target Program is as varied as the clubs themselves. There were a number of creative "*one time*" events, as well as a number of tried and true ideas that several clubs utilized. Here is a listing of the events I was aware of:

*Fundraising Luncheon, Dinner or Gala; *Game evenings: Casino, Bunco and Bingo; * Sale of Umbrellas or other items with part of the proceeds going to the Target Program; *Raffles: of Quilts, Knitted Afghan, Scarf; *Viewing of Water Movies; * Bluegrass and Piano Concerts; *Soup tasting lunch, * *Helping Handbag* auctions; *"*Well Deserved Desserts*" activity; *Spa Day + BBQ event; *Sale of "*Wells for Clean Water Certificates*"; *The Foundation's 144 Envelope project; *A Challenge Grant from a US Environmental firm; * Water Photography Classes; *A Mini Yoga for Water Retreat; **Clean Water Cultural Evening* w/art & music; *Creation of a Water Photography book using photos submitted by FAWCO members; and *a fee tacked on to a regular activity done by clubs.

Donations were sent in as they were earned and sent by the Foundation Treasurer to Tabitha quarterly (?). Because of this, there was a gap between when the money was sent to FAWCO and when it showed up as wells being dug. I, as Target Chair kept no itemization of donations and wells before my appointment in March 2011 or after the Target Program officially ended in December 2012.

Date	Donation amount	# of Family wells	# of Field wells
May 2011	\$34,536	40	35
September 2011	\$38,007	123	83
October 2011	\$49,172	123	83
November 2011	\$52,291	123	83
January 2012	\$80,000	123	83
February 2012	\$87,769	244	151
March 2012	\$89,443	244	151
April 2012	\$100,000	244	151
June 2012	Over \$100,000	244	151
September 2012	\$106,160	267	276
November 2012	\$113,000	267	283

The final donation amount was **over \$168,000** and resulted in the creation of **268 Family Wells** and **371 Field Wells!**

Target Water Program – Other Water Projects Supported

While the majority of FAWCO clubs donated to the chosen Target Project, there were a number of clubs that chose to give to other water projects. There were a number of reasons for this:

- For some clubs, it was not possible for them to donate to organizations that were not based in their country. This was true for many of the German clubs and was (part of) the reason behind donations made by Cologne, Dusseldorf and Hamburg to other water organizations.
- A German organization was later found (begin 2012?), *Lotus Hilfe zur Selbsthilfe*, which passed donations on to Tabitha. (While these donations went to the Target Project, they were not counted in the total kept by the FF.)
- A second reason is that clubs sometimes had an existing relationship with a water project and, rather than support the Target Project – a new project – they stuck with the project they already had an affinity with. An example of this is the Integrated Tribal Watershed Development Project (ITWDP) that was supported by Hamburg, Cologne and Dusseldorf.
- The last main reason behind alternate Target support is that clubs which specifically supported the Water (& food) DG, had their water donations going to a project different from the Target Project. (If the DG was given to a food initiative, it was not included in the Target Totals.) This “splintering” of water donations was the choice of the FF.

Other water charities supported were:

- **AIWC of Genoa** donated **\$2008** to a well digging project in Kenya.
- **AWC of Korea** donated **\$1300** to Oxfam for a water system in Haiti.
- **FAUSA** donated **\$4500** to the Foundation DG for water (2012).
- **AWC Hamburg** donated a total of **\$3797** to 2 projects: the Jesuit run *Integrated Tribal Watershed Development Project (ITWDP)* in India, and the *Maria Kramer Foundation*, which is helping to build a well for a girl's school in Nepal.
- **AIWC Cologne** donated a total of **\$9160** to 3 projects: FF DG for water (& food) in 2011, the Integrated Tribal Watershed Development Project (ITWDP) in India, and to Tabitha via *Lotus Hilfe zur Selbsthilfe*.
- **AWC Gothenburg** donated **\$70** to an Oxfam water project.
- **AWC of Düsseldorf** donated a total of **\$7500** to 2 projects: the Integrated Tribal Watershed Development Project (ITWDP), and to Tabitha via *Lotus Hilfe zur Selbsthilfe*.

These other donations must also be part of the total figure of what has been donated for the Target Program. That amount is **\$ 28,335**

Target Water Program – Evaluation process

While the Target Program was a resounding success, it was not without some problems. Feedback was gathered via a survey that was circulated to key people in the organization both in June 2012 and in the fall of 2012. Feedback was also actively solicited at the Regional meetings in the fall of 2012. Once this information had been collected, a Task Force was formed to write an evaluation of the Target Water Program.

The following women were on the task force and they brought different viewpoints to the group:

- Monica Jubayli – FAWCO's 3rd VP,
- Pam Perraud – FAWCO's UN/NGO Chair,
- Sara von Moos - one of FAWCO's UN reps.; also submitted one of the finalist projects for Target water,
- Karen Lewis – former Global Task Force co-chair for *Ending Violence against Women and Children*; submitted a possible Target issue,
- Elsie Bose – FAWCO Foundation's Parliamentarian and a past Foundation President,
- Tricia Saur – FAWCO rep from AIWC Cologne, and
- Anne van Oorschot - Target Chair

The following were some of the most important positive points:

- **Relevance of the issue** was a big positive, and an **Inspirational project** with progress that was tangible and easily measurable was a big plus;
- **Large sum of money was raised** and local clubs felt they were **making a huge difference** in the lives of many;
- **Overall idea of having everyone pull together on a big UN project** was very powerful, and Target involvement **raised FAWCO's profile** among Club members;
- Good **variety of fundraising ideas**, and the Foundation's **Cruise for Cambodia** was a big success;
- **An organized and motivating Target Program Chair** was deemed essential; providing good **PowerPoint presentations** for club use and **monthly water bulletins** which were a great source of very useful information for the clubs.

Of course, as with any project – and especially a first time project like the Target Program – there were kinks in the process and some less successful aspects. The survey asked what the biggest opportunities for improvement were and got the following feedback:

- **Streamline the process** by potentially, eliminating issue selection; simplify the application process and form; and align the process more closely with clubs' "rhythms";
- **Establish "Women" as the central framework for future Target Programs;**
- **Improve fundraising for the Target Program** by securing outside funding, that is, corporate sponsors; Allow Target fundraising during FAWCO conferences;
- **Delineate roles more clearly:** for FAWCO, Global Task Forces, the Target Chair, The Foundation and clubs, and - in doing so - create a seamless, unified campaign.
- **Improve transparency and communication in selection process.**

The Task Force translated the feedback from the evaluation into concrete recommendations to reshape the Target Program into a stronger and better program for the future. It was a challenging and time consuming process to get consensus, requiring many Skype calls and numerous versions before the final report was ready. It was presented to the FAWCO and Foundation Boards in February 2013 and was reviewed, with both Boards accepting nearly all of the recommendations!

(See the attached final recommendation form for full details.)

Target Water Program - Lessons learned + Key Recommendations for Improvement

While there are a lot of big and small aspects that could be improved to make the next Target Program more successful, they are all listed in the final Recommendation form that is attached to this report, so it would be repetitive to list them here. As Target Chair, however, there was one aspect that made my task of promoting the Target Program very difficult: the continuing discord and competition between the FAWCO Foundation and the Target Program.

The Foundation did an excellent and very professional job of administering the funds, thought up an interesting and creative fund-raising package for clubs to use (*Well Deserved Desserts*) and planned a successful Water Cruise, with part of the proceeds going to the Target Program. On the other side of the coin, however, they were very resistant to working on the Target Program and I was told by Foundation members on several occasions, that "The Target Program is a club driven program and not the Foundation's responsibility." The FF preferred instead to focus on "their programs", meaning the Development Grants and Education Awards. Even though it had been previously discussed as the Foundation's responsibility, they made no attempt to secure corporate sponsorship for the Target Program.

4 examples of this less than ideal cooperation:

- As newly appointed Target Chair, I wanted to do a fundraiser in Marrakech, but was told "No, TFF doesn't want it". After weeks of back and forth mailing by Pam Perraud and me to the FAWCO Board and FF Board, we were grudgingly given permission to have the "fill the well" tombola. It was very successful, (\$4000!) but this Target fundraiser was not allowed in the room during the Foundation dinner as they needed to focus on "their programs" that evening. (None of the money raised in the silent or live auction went to the Target Program.)
- When I bought one of the new water charms at the conference, I asked if the money would go to the Target Program. "No, the charm money just goes into the general fund." After some resistance (*too hard administratively*) and discussion, it was agreed that proceeds of the water charm could go to the Target Project. Good, but this should have been done automatically.
- I inquired about doing some kind of Target Fundraiser at the Conference in Dublin, and again, was told, "No, TFF doesn't want it," "we would be *"poaching* in their pool of donors"!?"
- The case of overlap between the Target Program Issue and the DGs was full of contention! I suggested not having a DG for "Food and Water" in Marrakech as it clearly overlapped with the Target Program, but was told that it was already in the works. The DG was given to one of the water projects that was submitted for the Target Project, but not chosen. Before the new round of DG's were announced, I again mailed TFF and My-Linh Kunst about not having the "Food and water" DG as it would lessen the focus of funds for the Water Target. I suggested either "retiring it" for this year or narrowing it to be just "for food". I was told that TFF discussed it at great length, but wanted to keep it as it was since some club might like to support a smaller water project. (The fact that the DG went to a food project was nice, but the lack of Target Project overlap was due to chance rather than any leadership standpoint on the concept of Target Focus.)

While every attempt has been made to put clear language in the Target Recommendations regarding the need to have the FF work together with FAWCO and the clubs on the Target Program, my past experience suggests that continued attention to this point is advisable. The Federation and the Foundation need to set a good example and illustrate a clear message to the clubs on our commitment to the Target Project focus!