



# 30:30 challenge



## Briefing Pack

Thank you for taking on the 30:30 challenge! The support we receive from you and your company will raise vital funds to help us reach even more of the world's poorest communities with access to safe water and adequate sanitation. Inside this pack you'll find everything you need to get you started, including:

- ◆ What is the 30:30 challenge and how your support will help
- ◆ Our top 5 fundraising ideas
- ◆ Handy tips and information on support and resources available



## What is the 30:30 challenge?



2011 is WaterAid's 30th birthday year and to mark the occasion we're asking companies and their employees to raise vital funds for our work by taking part in the 30:30 challenge.

Simply pick one or more of our 30-themed fundraising ideas to take on as an individual or a team of colleagues with the aim of raising at least £30 per person taking part. If none of our ideas suit, then think up your own! And why not see if your company can match your fundraising efforts?

As well as helping us to build on our successes over the last 30 years and enabling us to reach even more people with access to safe water and sanitation, the 30:30 challenge is a great opportunity for employees to build team spirit and develop key skills, such as leadership and project management.

## Why is it important for me and my company to take part?

Since we began our work in 1981 we have reached over 14 million of the world's poorest people with access to safe water and more than 9 million with access to sanitation; each and every one of them a cause for celebration. We've come a long way since 1981 thanks to wonderful supporters like you but there is still so much more for us to do.

Every **30 minutes** an estimated **90 children die** from diarrhoea caused by dirty water and poor sanitation.

We need your help now more than ever to help the millions of people worldwide living without access to a safe supply of clean water or adequate sanitation. People like Madina, aged 30, from the Bolgatanga district of Ghana:

“The distance to the water is a problem and the water itself is a problem too. At the end of the dry season as the water level drops closer to bottom of the pool the water goes white and people get ill – my children get diarrhoea and stomach pains.”



To help address this global crisis we've set ourselves some really ambitious goals. By 2015 we aim to reach 25 million more people directly with access to water and sanitation and 100 million more through our influencing and policy work. To do this we need to double our current income. Please help us to reach thousands more people like Madina in our 30<sup>th</sup> year.

## Get started!

All you need to do to get started is decide which fundraiser you'd like to organise, choosing from our top 5 30:30 ideas below or from the full list which can be found online at:

[www.wateraid.org/employeefundraisingideas](http://www.wateraid.org/employeefundraisingideas)

### Here are our top 5 ideas:

**💧 Around the World relay** Recruit a team of 30 people to take part in a virtual relay and swim, run or cycle 3,000 miles to cover the length of the River Congo or journey 3,000 km from Uganda to Swaziland



**💧 Trade it up** Start with £30 (or 30p) and trade it up over a period of 30 days to see which team or individual can turn their stake in to the most money for WaterAid

**💧 Push your limits for 30 minutes!** Set up a weekly lunchtime keep fit club and charge a small entry fee for each session. Participants could get sponsored to keep them motivated throughout the year



**💧 Auction of Promises** Secure 30 promises of people's time, labour or talents and auction them off to the highest bidder

**💧 Buy a bog!** A family toilet costs just £30 from WaterAid's online shop. Which department can fund the most clean loos?



## How will my funds help?

Whether you raise £30 or £3,000 your support will have a life-changing difference for some of the world's poorest people.

- ◆ £30 could enable another two people to gain lasting access to a supply of safe clean water and adequate sanitation
- ◆ £30 could pay for tools to dig a well in Ghana or a tap in India
- ◆ £300 could pay for a block of toilets for a school in Bangladesh or the start up costs of a soap making business in Uganda
- ◆ £3,000 could pay to construct a borehole for a community in Zambia



## 30:30 challenge checklist

### How to send in your funds

- ◆ Any money raised online will be transferred directly to WaterAid- to set up your online fundraising page visit [www.virginmoneygiving.com/charities/wateraid](http://www.virginmoneygiving.com/charities/wateraid) and select '30:30 challenge' under the events tab.
- ◆ Money raised offline can be donated by cheque made payable to 'WaterAid' and sent to: Corporate Team, WaterAid, 47-49 Durham Street, London, SE11 5JD. Please include a cover note to say who you are and how you raised your money so we can say thank you!
- ◆ Alternatively, if you'd like our bank account details to make an online transfer, please contact us using the details below.

- ◆ The more the merrier- whether it's by sponsoring you or by taking part themselves get as many colleagues involved as possible. More people means more help with organising and promoting your event- which means more money raised!
- ◆ The fundraising target is £30 per person taking part but you could raise loads more.
- ◆ Can you persuade a Director or member of Senior Management to take part too? This will certainly get people interested- and don't forget to ask your company if they can match fund or provide other incentives for employees to participate.

### Resources

- ◆ There are loads of resources available free online to support your fundraising, including sponsorship forms, leaflets, magazines and tips for get sponsorship and publicity, just visit [www.wateraid.org/resources](http://www.wateraid.org/resources).
- ◆ We are able to send you paper copies of resources and provide banners, collection tins and costumes to loan for events. These can be ordered by completing the resource request form online at [www.wateraid.org/3030challenge](http://www.wateraid.org/3030challenge). Please only order what you need, bearing in mind the cost to WaterAid of sending out resources.

### Publicity

- ◆ Raise awareness of your event at every opportunity using your company intranet, staff emails and notice boards, as well as Facebook and Twitter.
- ◆ If your company is interested in securing local media coverage you can contact us for a template press release and please do send us photos and stories of your events!



## Thank you for taking part and happy fundraising!

If you need any help along the way, please contact the Corporate Fundraising Team on: [3030challenge@wateraid.org](mailto:3030challenge@wateraid.org) or 0207 793 4949