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# How long would it take you to raise **£30?**

In 2011 WaterAid turns 30! You and your company can help us mark the occasion by taking on one of our 30:30 fundraising ideas. Here are our top picks:

- 1 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 kilometres from Uganda to Swaziland.
- 2 PUSH YOUR LIMITS FOR 30 MINUTES!**  
Set up a weekly lunchtime keep fit club and charge an entry fee for each session.
- 3 TRADE IT UP**  
Start with 30p and trade it up over a period of 30 days to see which team can raise the most money for WaterAid.
- 4 AUCTION OF PROMISES**  
Secure 30 promises of people's time, labour or talents and auction them off to the highest bidder.

[www.wateraid.org/3030challenge](http://www.wateraid.org/3030challenge)





**WaterAid**

# Take on the **30:30 Challenge**

2011 is WaterAid's 30<sup>th</sup> 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?**

- 👉 Every 30 days an estimated 120,000 children die from diarrhoea caused by unclean water and poor sanitation.
- 👉 £30 could pay for tools to dig a well in Ghana, supply a tap in India or a family toilet.
- 👉 £300 could pay for a toilet block for school children in Bangladesh.
- 👉 £3,000 could pay to construct a borehole in Zambia.

**For a full list of 30:30 fundraising ideas and details of how to get involved visit [www.wateraid.org/3030challenge](http://www.wateraid.org/3030challenge), contact the team on 0207 793 4949 or email [3030challenge@wateraid.org](mailto:3030challenge@wateraid.org)**