

FAQs on company engagement with WaterAid

Thank you for taking the time to find out more about ways in which your company could support WaterAid. Please read our FAQs to see how we might best work together to transform lives by improving access to safe water, hygiene and sanitation in the world's poorest communities.

How can my company support WaterAid?

WaterAid engages with companies in a number of ways, from relationships involving [donating a percentage of sales of a product](#) or [sponsorship](#) to taking part in [events](#) or [employee fundraising](#), all in order to help achieve its vision of a world where everyone has access to safe water and sanitation. Depending on the type of relationship, there are various legal regulations to be aware of.

Can we donate a percentage of sales of our product or service to WaterAid and use the WaterAid name and logo to promote this?

Research shows that 48% of consumers will change brand if a product or service has a charitable link so this is a very effective way of raising funds for WaterAid.¹ At WaterAid we have a wealth of experience in this area from partnerships with some of the UK's leading brands.

Corporate-charity partnerships of this nature are subject to strict regulations by HMRC and there are a number of legal requirements that need to be in place, some of which are briefly described here:

VAT

When a company offers a donation to charity based on the sales of products or services, this is legally considered as a trading activity so all payments (donations) to WaterAid would be subject to VAT and the arrangement would be agreed through a Commercial Participators' Agreement (CPA) that WaterAid can easily produce in agreement with your company.

Using the WaterAid logo on your product

At WaterAid, we place a value on our brand due to the commercial benefit that a company is seen to gain through linking our brand or name publicly to their product or service. To ensure a good return on investment, we ask our partners to underwrite a minimum financial commitment to WaterAid.

Please contact us if you have any further questions relating to the above.

Can we acknowledge our support for WaterAid on our company website or marketing materials?

Our logo is a registered trademark. Wherever the WaterAid brand is used by a corporate supporter to publicly communicate support, we require a licence agreement to be in place, which in most cases, is subject to a fee.

We would love to help you plan your support for WaterAid so [please do get in touch](#), if you are interested in finding out more about contributing to WaterAid's vital work in enabling the world's poorest people to gain access to safe water and sanitation.

Thank you!

¹ Business in the Community: Brand Benefits of Cause Related Marketing research; <http://www.bitc.org.uk/document.rm?id=9000>