

WaterAid toolkit for fundraisers

Dance for water



WaterAid's mission is to overcome poverty by enabling the world's poorest people to gain access to safe water, sanitation and hygiene education.

Registered charity numbers 288701 (England and Wales) and SC039479 (Scotland)

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forward for WaterAid!**

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Why dance for water?

Your dancing feet can raise funds to help WaterAid enable the world's poorest people to gain access to safe water, sanitation and hygiene education.

Globally one in eight people live without access to safe water. Every day millions of people, especially women and children, spend hours walking miles just to get enough water for their family's cooking, washing, drinking and cleaning needs.

Over two billion people worldwide do not have anywhere to go to the toilet. Where there is nowhere safe and clean to go to the loo, people are exposed to disease, lack of privacy, and indignity.

Every day 5,000 children die from disease caused by poor sanitation and unsafe water. Help WaterAid break this cycle of poverty and disease by organising a dance for water event with friends, family or colleagues.

Dance for water and make a big difference!

- £110** could pay for the start up costs of a soap making business in Burkina Faso.
- £250** could pay for cement for a deep hand-dug well in Ghana.
- £549** could pay for one year's hygiene education for 100 households in Madagascar.
- £1,190** could pay for a school sanitation block for 200 children in Bangladesh.
- £3,200** could pay for a borehole fitted with a handpump serving 250 people in Zambia.

A national dance for water event

The Big National Ceilidh, held yearly in October, is a special night where people across the UK dance for water!

A ceilidh (pronounced to rhyme with 'daily') is a type of barn dance which usually features a live band and a caller to help dancers put their best foot forward. Food and drink are often served at these lively, social events.

The Big National Ceilidh invites groups across the country to organise or take part in a ceilidh in their local area to raise funds for WaterAid. For further information visit

www.bignationalceilidh.co.uk

Dance for water – planning your event

The event

Barn dances, ceilidhs, salsa or line dancing – there are many ways to dance for water! Your event can be as creative as you like just as long as it involves dancing. With a lot of enthusiasm and a little planning your event will be a great success.

Organising committee

Prior to the event you may want to form a committee. This can help to keep everything in order and ensure that the planning and running of the event does not fall to one person.

Main roles:

- Project Organiser/Manager (who pulls the whole thing together)
- Event/Venue Coordinator
- Marketing Officer/Fundraiser
- Treasurer/Finance Officer

On the day of the event you will also need extra people to lend you a hand by selling tickets, handing out refreshments, tidying up etc. You may also need a speaker for your event to introduce your guests to WaterAid's work.

Guests

Decide roughly how many people you think will come to the event and what kind of an audience they will be. Choose a venue that is suitable for the amount of guests you expect to attend.

Entertainment

Setting a theme for your evening can make it easier to choose the music. You could theme your event with traditional dances or feature music from one of the countries where WaterAid works. You may wish to hire a dance instructor to teach simple routines or book other entertainment such as professional dancers, a band, caller or singers.

Venue

Take time to research suitable venues in your local area.

Things you may want to consider are:

- Speakers, microphones, lighting equipment, projection screen etc – are these available?
- Transport links, disabled access and car parking
- Tables and chairs – are they available? Can you bring your own?
- Is there a space for performers/DJ to prepare?
- Is there a stage or a suitable amount of floor space for your entertainment?
- Refreshments – is there a bar/kitchen? Can the venue provide catering?
- Cost and maximum capacity
- Does the venue have a licence?

Interval

Consider having an interval to revive tired dancers. You could sell refreshments or offer free tap water with a suggested donation to raise extra funds for WaterAid. If the venue has a bar you may wish to utilise that but check it is licensed – venue staff and your local council can advise you on this. You may also wish to hold a raffle or do a short presentation about WaterAid's work.

Fundraising

It's a good idea to set a fundraising target. Remember to be realistic but it doesn't hurt to be ambitious!

As little as £15 is enough for WaterAid to enable one person to gain access to a lasting supply of safe water, sanitation and hygiene education, so imagine the impact your event could have!

Think about how you are going to raise funds.

You could:

- Charge for entry to the event (if you do sell tickets decide if you can take credit card payments, if not make sure this is advertised clearly)
- Sell refreshments
- Hold an auction or raffle during the event
- Ask for donations from your guests (this may not raise enough to cover your costs)
- Sell advertising space in your venue or publicity material to local companies
- Run a competition such as 'Best dance routine' and provide a prize for the winner(s)

If the ticket cost pays for the venue hire then you must make this clear in all your communications/advertising.

WaterAid can provide resources to help with your fundraising including information leaflets, stickers, posters and collecting buckets and tins. Please contact us (see page 1) to discuss and obtain resources.

Publicity

Publicising your fundraising event will encourage more people to take part or sponsor you and will also spread WaterAid's messages.

The following will help publicise your event:

- **Posters and flyers** – you could design and print these yourself or approach a local company to see if they'll support you by offering their services free of charge. You could offer them free publicity by placing their logo on your materials
- **A well known face** – get a local celebrity involved to encourage local media support
- **Press releases** – email these to local papers, magazines, radio etc before and after your event
- **Photos** – remember to take good quality photos to accompany media coverage
- **Local Media Coordinator** – WaterAid may have a volunteer in your area who can generate local media coverage on your behalf. Contact pressoffice@wateraid.org for details

- If you are using WaterAid's name and/or logo in publicity materials we request that you send a draft to us before publication

- If you are creating your own publicity materials please make it clear that you are fundraising in support of WaterAid but that you do not represent the charity. Suggested wording for this would be "(Name of volunteer/event) raising funds for WaterAid". Please also include WaterAid's registered charity numbers, written:

Registered charity numbers 288701 (England and Wales) and SC039479 (Scotland)

Safe and legal

Risk assessment

As an event organiser you have responsibility for the health and safety of the members of public who are taking part in your event. Completing a risk assessment will help you to consider all areas of safety, so that you can weigh up whether you have taken enough precautions to prevent harm. You can download a Risk Assessment Template from www.wateraid.org/safeandlegal.

Safety considerations

Ensure that there is someone present at your event with first aid training and that there is a first aid box at the venue. It is also essential that there is good communication between all your helpers in case of an emergency. If you are serving food please follow the Food Standards Agency guidelines – for more information see www.food.gov.uk.

More information on the health and safety aspects of holding your event can be found in the ‘Fundraising in Aid of WaterAid’ leaflet as well as at www.wateraid.org/safeandlegal.

Insurance

Any event involving the public requires public liability insurance. If you are unsure about how to go about this contact your Local Authority for more details or contact WaterAid for advice.

WaterAid can take no responsibility for any injury, losses or damage caused or sustained as a result of taking part in fundraising events in support of WaterAid. It is the responsibility of the event organiser to comply with legal and safety regulations.

Handling cash

Any money that you collect at your dance for water event should be handled, counted and recorded by at least two people wherever possible. Any cash should be kept and counted in a secure and safe environment. This and any other money you receive should be banked as soon as possible to prevent loss or theft.

Sending in your funds

When you have banked your funds please use the form at the back of this toolkit to send us your donation. Please make your donation via cheque – made payable to WaterAid.

Feedback

We’d love to know how you get on so please do contact us with your stories and photos from the day!

Event planning checklist

Use this checklist as a tool to help you organise your event and reach your fundraising target.

Action	Notes	Done?
Set up an organising committee		
Familiarise yourself with the legal and safety issues you may need to consider for your activities		
Get quotes for public liability insurance		
Set the date for your event		
Find and book a venue		
Find and book entertainment		
Confirm public liability insurance		
Set a fundraising target		
Decide on fundraising methods		
Produce flyers, posters, press releases etc and contact WaterAid to obtain our promotional materials and to get your own items checked		
Begin advertising: distribute publicity material		
Contact your local media or find out if there is a WaterAid Local Media Coordinator in your area. Send out press releases.		
Secure volunteers to assist at the event		
Finalise numbers of attendees and advise the venue		
Brief volunteers and train them in first aid if necessary		
Purchase all supplies required		
Decorate the venue		
After the event send out a press release and photos for follow-up stories in your local media		
Feedback to WaterAid on how the event went and send in your donation		



WaterAid toolkits for fundraisers donation and response form

Please accept my/our donation of £ _____

Please send your cheque (made payable to WaterAid) along with this form to:
WaterAid, 47-49 Durham Street, London SE11 5JD

Using this form to send us your donation and quoting your supporter number when getting in touch helps WaterAid keep administration costs to a minimum.

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Who is the donation from? Name: _____ Surname: _____

Name of company/group: _____

Email: _____

Address: _____

_____ Postcode: _____

Home/mobile/business telephone: _____

Please tell us about your event:

Event: _____

Location: _____

Total raised: _____

Comments: _____

Once we have recieved your completed form your donation will be acknowledged.

Thank you for raising money for WaterAid!

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We are always looking for good examples of fundraising for our our supporter magazine *On tap*. If you have any photos or stories you would like to share please call **0845 6000 433** or email **ontapwateraid.org**.

Any comments on our resources are gratefully recieved please call the number above with your feedback.

Please tick here if you require this information in large print format or alternative formats

Your support makes our vital work possible. We'd like to keep in touch with you to tell you more. If you don't want to hear more from WaterAid and WaterAid Trading Ltd just let us know.