



Frequently asked questions for restaurants, cafés and bars

What is Tap into WaterAid?

Tap into WaterAid is an easy way for restaurants, cafés and bars to support WaterAid simply by suggesting that their customers make a small donation when they request a glass or jug of free tap water.

Why is Tap into WaterAid important?

One in eight people worldwide lack access to safe water and 2.5 billion have nowhere safe or private to go to the toilet. As a result 4,000 children die needlessly every day and communities remain trapped in a cycle of poverty and disease.

Tap into WaterAid not only raises vital funds to support WaterAid's work with the world's poorest communities, but it will also raise awareness about the issues that those living without safe water and sanitation face every day.

Just £15 can enable one person to access safe water, improved hygiene and sanitation. So the small donations collected from customers drinking tap water really can make a life-changing difference!

What are the benefits to being part of Tap into WaterAid?

The benefits of taking part in this simple, cost effective scheme include:

- No cost to restaurant
- Differentiation of your service in a competitive market place
- Projection of positive business values to staff, customers and suppliers
- The opportunity to motivate and engage staff, and potential to increase teamwork
- The opportunity for positive publicity
- Flexible approach to suit your business and branding needs
- Support and promotional material from WaterAid's Corporate Fundraising Team
- Easy to set up
- Happy customers delighted to be making a difference!

How will the money raised from Tap into WaterAid be used?

All donations will help WaterAid work towards its mission – to transform lives by improving access to safe water, hygiene and sanitation in the world's poorest communities.

Tap into WaterAid will help us continue to support local partner organisations and communities in the countries where we work, enabling them to set up and manage practical projects that meet their everyday needs. It will also help us to campaign to change policy and practice and ensure water and sanitation's vital role in reducing poverty is recognised.

How much should the donation be?

A small donation may be suggested, such as 30p per person, but it is entirely up to the customer how much they choose to give. A single donation may not seem like much, but over time, the combined effect can be very large and have a substantial positive impact.

How do I start supporting Tap into WaterAid?

Supporting WaterAid through your restaurant, café or bar is as simple as:

1. Contacting WaterAid's Corporate Fundraising Team on [020 7793 4949](tel:02077934949) or tapintowateraid@wateraid.org to request promotional material
2. Display material and brief your waiting staff so that they can explain Tap into WaterAid to your customers
3. Add the optional donation onto your bills or suggest to each customer who requests clean, free tap water that you would love them to make a donation to support those living without safe water to drink

How long do I have to commit to Tap into WaterAid?

For as long as you like! Because of the sustainable nature of WaterAid's work, we aim to work in long-term partnerships with businesses so that we can plan and progress our projects, as well as know that you are receiving the long-term benefits that a strategic charity partnership can bring.

However you can also take part in Tap into WaterAid for a short period. You can even choose to be part of Tap into WaterAid for just one day, for example, on World Water Day, 22 March. All support for Tap into WaterAid is welcome!

How do we tell customers about Tap into WaterAid?

WaterAid has some fantastic promotional material such as posters, table cards and certificates. You can brief your waiting staff using these FAQs, so that they understand what Tap into WaterAid is and encourage customers to donate when they request free tap water. We can also post your establishment's details on our interactive Tap into WaterAid map.

Are there any tax implications?

There are no financial implications, tax or otherwise, as you are simply facilitating the collection of charitable donations from your customers and are then passing these on to WaterAid.

How do we send Tap into WaterAid donations to WaterAid?

Send a cheque payable to 'WaterAid' to Tap into WaterAid, 47-49 Durham Street, London SE11 5JD, with your name and business details written on the back. You could also send the donations through a bank transfer; for information on how to do this please call [020 7793 4949](tel:02077934949).

How else can I support WaterAid?

You can find out more about WaterAid's work, fundraising events, making a donation and other ways your business can support us at www.wateraid.org.

Who can I talk to about Tap into WaterAid?

Call Susie Henderson in the Corporate Fundraising Team on [0207 793 4568](tel:02077934568) or email tapintowateraid@wateraid.org.