



WaterAid/Marco Betti

Setting up a Local WaterAid Group:

A brief guide



Setting up a Local WaterAid Group

Communities are at the heart of WaterAid. We help some of the world's poorest communities pull together to manage water and sanitation facilities that transform their lives.

You can pull together in your community and support others around the world by forming a Local WaterAid Group to raise funds and awareness for our vital work.

No experience is necessary to set up a Local WaterAid Group. All we ask is that you are enthusiastic and passionate about WaterAid's mission to enable the world's poorest people to gain access to safe water, sanitation and hygiene education. This brief guide contains everything you need to start making a difference by supporting WaterAid in your community.

↔ The women pictured on the front are volunteer handpump mechanics from the Mahoba region of India. They received training from WaterAid and our partners and are now responsible for the maintenance of the water sources in their local area. This vital role has improved their status within the community. Shanti Devi (pictured, centre, in light blue) says, "Before we always used to walk around with veils covering our faces and were afraid to be seen but now we are open to the world."



What is WaterAid?



Over one billion people in the world are without safe water and over two and a half billion lack basic sanitation. As a result, around 5,000 children die every day from diarrhoeal diseases.

WaterAid enables the world's poorest people to gain access to safe water, sanitation and hygiene education. These basic human rights underpin health, education and livelihoods and form the first, essential step in overcoming poverty.

We work with local partners, who understand local issues, and provide them with the skills and support to help communities set up and manage practical and sustainable projects that meet their real needs.

It costs WaterAid just £15 to enable one person in a developing country to gain access to a lasting supply of safe water, sanitation and hygiene education.

Sila Adeke lives in Obur East Village, Uganda. Since WaterAid helped her village build a new borehole her life has changed. She says, “The water from the old source was too dirty! We had no option but to drink it. People in my family would get sick, the children would get worms. We would go to the hospital to be treated but we would still have to drink the same water so it would happen all over again.

“Now the situation is very different because we have safe water. The borehole is much closer to my home so I can fetch more water than before. The rate of illness is much lower. We don't have diarrhoea or worms any more.

“My child would have grown up using that water from the old source. It would have to drink that water and wash in it. With this new source my child will grow up healthy. I can keep it clean; I am not worried about germs.” →



What does a Local WaterAid Group do?

At WaterAid we depend on the enthusiasm of our supporters in the UK to help people feel connected with the work we do. Local WaterAid Groups are made up of like-minded individuals who fundraise and raise awareness of WaterAid's work in their local area.

There are Local WaterAid Groups all across the UK. They have motivated schools, faith groups and community members to take action. All our groups vary in size and in the way they work. Some focus on fundraising for WaterAid by organising events, others raise awareness through their local media or campaign to ensure water and sanitation's vital role in reducing poverty is recognised.

WaterAid works to empower communities across the world to build lasting solutions to their water and sanitation problems. By forming a Local WaterAid Group in your community you will be joining with others across the world to make a real difference.



How can we help you?

WaterAid's Community Fundraising Team are available to offer support and resources to your group. Please get in touch with them for further information about all the services detailed below.

Call **020 7793 4563** or email **groups@wateraid.org**

Speaker network

Bring WaterAid's work to life at your events or at a meeting by inviting a locally-based WaterAid volunteer speaker to attend. We can also train you to become a speaker so you too can help build awareness about the work we do.

Local Media Coordinators

The local media in your area can help you publicise and raise the profile of your group's activities. WaterAid's network of volunteer Local Media Coordinators across the UK can help you generate media coverage, allowing you to get on with making the most of your fundraising or campaigning.

Resources

WaterAid provides a wide range of publications to promote our work, encourage fundraising and campaigning or help you spread the word about your activities. There are also specialised resources for focus days such as World Toilet Day, 19 November, and United Nations World Water Day, 22 March, and for specific audiences such as schools and faith groups. WaterAid's *How to...* step by step guides to organising a range of events are available to download from **www.wateraid.org** or from the Community Fundraising Team.

👉 This Water Committee in Chawa village, Tanzania, was set up to facilitate the village's water and sanitation projects. They have overseen the laying of pipes to bring water to seven tapstands in the village. Committee member Rosa Lembile (green shirt and blue head scarf) says, "We act as a community now, which gives us more power."

How to set up a new group

Starting a Local WaterAid Group may seem like a big challenge but our Community Fundraising Team are available to support you all the way. They will offer advice on how to get started and will put you in touch with other supporters in your area.

Follow our brief step by step guide below and your group's first activity is sure to make a real splash!

Starting your group – the first meeting

- Draw up a clear agenda for your first meeting, this will help the group to remain focused
- Ask everybody to introduce themselves and talk about why they have decided to join the group. Encourage people to be realistic and honest about what they can offer. It is vital to start out with realistic expectations
- Establish roles such as chair person and Treasurer. This will help when you come to organise your activities
- Try and decide how many activities you will do throughout the year. Remember being part of a Local WaterAid Group should be fun so don't overstretch yourselves!
- Organise a date for your next meeting and establish how regularly you would like to meet
- Close the meeting with a thank you to all who attended
- Please let WaterAid know how you got on and what your plans are

Plan your first event

- Think about how you want to launch your group – this is a good opportunity to plan your first activity. WaterAid’s *How to...* guides will help you plan a number of events. Try starting with a smaller activity to help build your group’s confidence
- You may want to open a bank account for your group. This will make collecting and donating your raised funds easier.
- Speak to the Local Media Coordinator in your area. They will help generate interest in your Local WaterAid Group and promote your activities in the local media
- Don’t forget to display your event locally too. WaterAid can provide you with posters to advertise throughout your community
- Build a contact list of all the people who attend your events. This will help you to build a network of regular supporters

After the first event

- Celebrate your success and thank everybody who attended. It is always important to remind people how their support will benefit those living in some of the world’s poorest countries
- Contact your Local Media Coordinator for a follow-up story
- Ensure that you have accounted for all income and expenditure and make a record of your finances. Please send any large donations directly to WaterAid
- Evaluate how the event went at the next meeting. Discuss what worked well and didn’t and talk about what you could improve on for future activities
- Start planning your next event!

Supporting WaterAid

Here are a few fundraising ideas to inspire you and your Local WaterAid Group:

Social evenings (dinners, barbecues, garden parties, 'ceilidhs')

Social events are a great way of involving friends and community members in your activities and engaging their support. You could theme your evening to one of the countries where we work!

Sporting events (sponsored walks, marathons, triathlons)

Get active by organising or taking part in a sporting event to raise funds for WaterAid. There are a number of large active events organised by WaterAid and our supporters throughout the year, check out **www.wateraid.org/getinvolved** for details.

Performance events (concerts, pantomimes, talent shows)

Put your creativity to the test by organising a performance event. From live music to club nights, theatre to art exhibitions, this is a great way of engaging people with WaterAid's work while offering some entertainment at the same time.

Campaigning

Help WaterAid campaign to change the policies and practices that impact on people without water and sanitation. Your group could campaign by organising a range of activities from setting up a stand in a local shopping area to participating in carnivals. If you'd like to get more involved in WaterAid's campaigns email **campaigns@wateraid.org**

However your group chooses to support WaterAid our community fundraising Team will ensure you get all the help you need. Get in touch at **020 7793 4563** or **groups@wateraid.org**



Oli Stewart



Run to raise funds for WaterAid!



WaterAid / Steve Bainbridge

Raise awareness with a campaigning event.

WaterAid



Organise a street fair, like the residents of Greenham Road, London.

WaterAid



It's behind you! The WaterAid pantomime in action.

Peter Cadogan is a member of the Dorset Supporter Group which raises funds and awareness for WaterAid's work. He talks about his experience of starting a new Local WaterAid Group, "You start with open space and the challenge of putting something in it. It's exciting. The only way is forward. If you have a moment's doubt a thought about the people you are doing this for is enough to put you back on track. We share a bit of our ample freedom with those who have too little."

If you are interested in forming a Local WaterAid Group please call **020 7793 4563**, email **groups@wateraid.org** or complete this form and return it to **WaterAid, 47-49 Durham Street, London SE11 5JD**

Yes, I would like to set up a Local WaterAid Group, please contact me

Please contact me if there is a Local WaterAid Group in my area

Name: _____

Address: _____

Contact telephone number: _____

Email: _____

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.



www.wateraid.org
0845 6000 433

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

Charity registration number 288701