

# **WaterAid toolkit for fundraisers**

# **Indoor rowing**



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)

## Contents



WaterAid/Charlie Bibby

## Take the strain and row for water!

Why organise an indoor row for WaterAid	2
Planning your event	3
Event planning checklist	9
Score sheet	10
Answer sheet	11

## Why organise an indoor row for WaterAid

Indoor or 'virtual' rowing events are easy to organise great for participants of all abilities. You don't have to be an experienced rower or member of club; you just need a rowing machine! An indoor rowing challenge can be taken up by one person or by several. You could add a competitive element, organise a rowing relay or aim to cover a challenging distance.

Rowing works every muscle group in the body so it's a great way to keep fit and, by getting sponsored to row, it can now be an excellent way to support WaterAid!

Globally one in eight people live without access to safe water and 2.5 billion do not have anywhere safe and private to go to the toilet. Every one in the world should have access to these basic human rights. WaterAid is working towards a world where every child has an education, every woman has her dignity, every family their livelihoods and no one is sick or dying simply because they lack safe water, sanitation and improved hygiene.

The money you raise will support our life-changing projects across the world.

### Your rowing event will make a big difference!

- £99** could pay for a toolkit to maintain a village water point in Madagascar.
- £195** could pay to set up a school health club in India.
- £325** could pay for a tapstand providing water for between 220 and 300 people in Bangladesh.
- £1,154** could pay for a school toilet block for 200 children in Nepal.
- £1,500** could pay for two public water points bringing safe water to 500 people in Ethiopia.

WaterAid will use your money where the need is greatest.

## Indoor rowing – planning your event

### The event

Your indoor rowing event can be as big or as small as you like and can take place in varied locations from a local gym to your office or community centre. All you need is rowing machines, some willing participants and a lot of enthusiasm!

Ideas:

- Why not include a competitive element by having two or more teams racing a set distance? You could include a prize for the winner(s) – this may attract more participants and make it easier to charge an entry fee
- Get your company involved! An indoor rowing challenge is a great team building exercise
- There's no reason you can't take on a challenge by yourself. Set yourself a target distance (see WaterAid's challenges from page 9) and ask everyone you know to sponsor you
- You might want to go for a gradual challenge – this is particularly relevant for solo rowers wanting to tackle larger distances. You could row a portion of the challenge every day until the distance is completed
- A group of rowers could tackle a relay row. Set yourselves a time or distance challenge. You could link your challenge to a WaterAid statistic (see page 9), this may help you fundraise

### Organising committee

Prior to the event you may want to form a committee, particularly if your event involves more than a few participants. 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 may also need a referee to adjudicate and announce a winner and some extra people to lend you a hand by handing out refreshments, tidying up etc.

### Guests

Decide roughly how many people you think will come to the event and what kind of an audience they will be. Remember to take into account both rowers and spectators, especially if you are organising an event for a large number of rowers/teams. Choose a venue that is suitable for the amount of guests you expect to attend.

### Sponsorship

You could think about getting your event sponsored by a local company. They might be able to donate the use of a venue or prizes for your quiz; you could offer free publicity in return.

### Prizes

If you are organising a rowing competition, local companies or individuals may be able to donate prizes in order to reduce your spending. Unfortunately WaterAid is unable to provide prizes as it is important that our funds are used for our vital work.

## Venue

If you are planning a small or solo challenge, your local gym may be the easiest place to do it. The gym will have all the facilities you need – but ask for permission to use the premises for fundraising purposes, especially if you want to put up posters or if you will need to use a machine for an extended period of time.

If you are planning a large scale event with several participants and spectators, take time to research suitable venues in your local area. A village hall, school sports hall, or any large space that can be hired are all suitable places to row.

### Things to consider are:

- Transport links, disabled access and car parking
- Maximum capacity – will there be enough spaces for rowing machines and rowers?
- Cost – can you cover the cost of venue hire?
- Amount of space and lighting
- Is there seating for an audience and a space for refreshments?
- Opening hours
- Public liability insurance – see *Safe and legal* section below
- Your local gym could still be a suitable venue. They may allow you to use a section of the gym in return for some free publicity

## 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. Your main way of collecting money will probably be through sponsorship. Participants can set up an online fundraising page at [www.justgiving.com/wateraid1/raisemoney](http://www.justgiving.com/wateraid1/raisemoney).

### You could raise even more funds by:

- Charging an entry fee for participants, this would work best if you are organising a competitive event with prizes. A realistic fee would be between £5 and £10
- Selling refreshments or running raffle (if your event is held in a privately owned venue)
- Hold a collect for spectators. Don't forget to remind people about WaterAid's work – this will also encourage them to give more!
- Sell advertising space in your venue or publicity material to local companies

If the entry fee pays for the venue, rowing machine hire etc then you must make this clear in all your communications/advertising. Also decide if you can take credit/debit card payments, if you can't remember to make people aware of this.

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

## Publicity

The funds you raise to support WaterAid's work are essential but raising awareness is vital too.

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 your fundraising by offering their services free of charge. You could offer them free publicity in return by placing their logo on your materials
- **Social networking site** – invite guests via a site like Facebook or Myspace
- **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 any 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](mailto:pressoffice@wateraid.org) for details

- If you are using WaterAid's name and/or logo in publicity materials please 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 us. 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](http://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](http://www.food.gov.uk).

**More information on the health and safety aspects of holding your event can be found in our *Fundraising in Aid of WaterAid* leaflet as well as at [www.wateraid.org/safeandlegal](http://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 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 rowing 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 (see page 1 for address). 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 stories and photos from your event!

## Event planning checklist

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

Action	Notes	Done?
Contact WaterAid to let us know about your row		
Set up an organising committee		
Familiarise yourself with the legal and safety issues you may need to consider for your activities		
Set the date		
Find and book a venue		
Get quotes for and confirm public liability insurance		
Set a fundraising target		
Decide on fundraising methods		
Source prizes and set entry fee (if required)		
If necessary, organise the hire of rowing machines		
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		
If organising a competition, prepare a sheet of rules		
Decorate the venue		
After the event send out a press release and photos for follow-up stories in your local media		
Feedback to WaterAid. Let us know how your row went and send in your donation.		

## Indoor rowing – distance challenges

How far can you row? Try one of these distances and ask people to sponsor you per mile! Alternatively invite teams to compete in a rowing race. For the larger distances you will need a relay team with each member rowing a portion of the challenge. Relay races are great for team building.

You can have as many teams as you like, provided you have enough rowing machines!

<b>Distance</b>	<b>Related statistic</b>
<b>Six miles</b>	On average, woman in rural Africa walk up to six miles a day to collect water
<b>Nine miles</b>	The shortest distance from Europe to Africa is nine miles – the length of the Strait of Gibraltar
<b>20 miles</b>	Women in Africa and Asia commonly carry 20kg of water every day. This is the same amount as the average luggage allowance at UK airports.
<b>42 miles</b>	In rural Africa woman walk around 42 miles a week collecting water
<b>84 miles</b>	The length of Kainji Lake, West Nigeria
<b>160 miles</b>	The length of Hooghly river, India
<b>205 miles</b>	The length of the river Thames

### Distance challenge time sheet

<b>Distance:</b> _____ <b>miles</b>	
<b>Team:</b>	<b>Time:</b>



## Indoor rowing – weekly row for water

In this challenge, a solo rower rows the distance that the average woman in rural Africa walks for water in a week. This can be completed in your local gym with minimal organisation, simply collect sponsorship and turn getting fit into a fantastic WaterAid fundraiser!

Day:	Distance:	Time:
<b>Monday</b>	Six miles	
<b>Tuesday</b>	Six miles	
<b>Wednesday</b>	Six miles	
<b>Thursday</b>	Six miles	
<b>Friday</b>	Six miles	
<b>Saturday</b>	Six miles	
<b>Sunday</b>	Six miles	
<b>Total</b>	<b>42 miles</b>	

By monitoring your time every day, you can set yourself a target for the next day – maybe even ask people for extra donations each time you beat your previous time!

Rowing six miles every day for a week is a big physical challenge – you might want to space it out over a longer period, and decide for yourself the dates of each session, using this form:

Date:	Distance:	Time:
.../.../.....	Six miles	
.../.../.....	Six miles	
.../.../.....	Six miles	
.../.../.....	Six miles	
.../.../.....	Six miles	
.../.../.....	Six miles	
.../.../.....	Six miles	
<b>Total</b>	<b>42 miles</b>	

Remember, these are suggestions – feel free to come up with your own challenge! You could use any of the distances or times suggested, and any number of days or sessions to complete them.

## Indoor rowing – team relay challenge: row the Thames

The Thames is approximately 205 miles long, so you'll need a sizeable relay team to complete this challenge. The form below has space for 20 names, a team this size equates to an average of 10.25 miles per person. You can have as many participants as you want and your team members could row more than once. Take into account varying abilities – not everyone necessarily has to row the same distance!

Name:	Distance:	Time:
<b>Total:</b>	<b>205 miles</b>	

