

WaterAid toolkit for fundraisers

Walk 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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Why walk for water?

Imagine life without water flowing freely from a tap. Imagine waking up at dawn and spending up to six hours fetching water for your family's needs. One in eight people worldwide do not have to imagine this life – it is their reality.

In rural Africa women often walk for up to ten miles to fetch water. The tragedy is that, having spent so much effort reaching a water source, the water itself is often dirty, polluted and unsafe to drink.

The daily burden of collecting water prevents women from working and children from going to school. Worse still, diseases like diarrhoea and dysentery caused by unsafe water and poor sanitation result in the deaths of 5,000 children every day.

WaterAid believes that access to safe water and sanitation underpins health, education and livelihoods, and forms the first, essential step in overcoming poverty.

Your walk for water event will make a big difference!

- £152** could pay for one composting toilet in Nepal.
- £258** could pay to set up and train a community health committee in Tanzania.
- £450** could pay for a handpump providing water for 100 people in Bangladesh.
- £1,150** could pay to train 200 handpump caretakers in India.
- £2,020** could pay for a school sanitation block benefiting 200 children in Madagascar.
- £5,600** could for a borehole providing water for 300 people in Burkina Faso.

WaterAid will use your money where the need is greatest.

Supporter's story – walking for water



WaterAid supporter Amy Driver organised a successful walk in Culcheth which not only raised over £3,000 for our work, but also attracted lots of local press coverage. Over 40 people took part and marshals were on hand to revive tired walkers with water and snacks along the route.

Amy says, “As we walked our thoughts were with those who walk these distances every day with heavy water carriers to collect water that we would not like to drink.”

Walk for water – planning your event

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

Allow yourself plenty of time to organise your walk for water event. Take into account the scale of your event and the amount of time your team can commit to.

Planning the route

When planning your route there are several things you may want to take into consideration:

- It's important to have suitable terrain to walk on. If you are planning to walk along roads try to ensure there are wide pavements so walkers are safe
- You may want to avoid as many road crossings as possible as these will slow participants down and could prove to be dangerous
- Don't make the route too hard to follow, choose areas which are well signposted or make your own signs and put them up along the way
- Consider creating a couple of walks of different distances so that walkers of all abilities are able to support your fundraising
- You may want to arrange toilet stops along your route. Local businesses, churches etc may be willing to grant you permission to use their facilities on the day. If you have arranged toilet stops make participants aware of their location using a map or by placing checkpoints at these places

Most importantly, please consider the following things:

- Make sure that you have permission to enter the land your walk incorporates
- If the land is public and you are expecting a significant volume of people you will need to contact your local authority
- If the land is privately owned you will need to contact the landowner directly
- Ideally you should stick to established walking routes. You can find these and further walk guidelines at www.ramblers.org

Marshals

You won't be able to organise and carry out this entire event alone so it is important that you recruit helpers. The number of marshals you will need depends on the number of walkers, the length of walk and the scale of your event.

Your marshals could be responsible for:

- Meeting and greeting walkers when they arrive at the beginning of the day, answering questions and getting the walk underway
- Manning checkpoints along the route and making sure all walkers are accounted for. They can also hand out refreshments
- It may be helpful to have a marshal at road crossings. Volunteer marshals are not allowed to stop traffic but they can guide participants safely. Therefore if there is a particularly busy road crossing you may want to inform the police who can assist you

Fundraising

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

£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 walk could have!

Sponsorship or entry fees are likely to be your main method of raising money for WaterAid. Entrants would rarely find an entry fee for a charity walk unreasonable but remember to explain it clearly in all your event communications.

WaterAid can provide resources to help with your fundraising including information leaflets, sponsor forms, 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 name/company 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 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 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 to support 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)

Information for participants

Design an entry form to send out to those interested in taking part in your walk for water event. When participants have registered it is a good idea to send them an information pack.

An information pack should include:

- Copies of the entry form – send out two or three to each participant. They can then pass these on to friends and family, helping to generate more interest in your event.
- Sponsorship forms (WaterAid can provide these)
- A map of the route with marked checkpoints
- Details of where and when to meet on the day
- Transport links/parking facilities in the area

You could try approaching a local printing company to see if they can design or print your entry form and pack professionally for free!

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

Each marshal should be provided with a first aid box and given some first aid training before the event takes place. It is also essential that there is good communication between all marshals in case of an emergency.

Depending on the size of your walk, you may also want St John's Ambulance volunteers present.

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.

Insurance

Any event involving the public requires public liability insurance. If you are unsure about how to go about arranging this or if your event may be covered by a local team or club, 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.

Sponsor forms

WaterAid's sponsor forms are available for your participants to use. Please contact us in order to obtain copies. Sponsorship can also be collected easily online – direct participants to www.justgiving.com/wateraid.

Handling cash

If you are collecting donations at the beginning or end of your walk please make sure you have a secure container or cash box. Donations 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. Any 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

Action	Notes	Done?
Set up an organising committee		
Agreement from landowner/local authority to hold event		
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 walk		
Plan the route		
Confirm insurance		
Set a fundraising target		
Decide on an entry fee		
Confirm who your marshals are		
Approach local businesses etc about use of toilet facilities		
Produce entry forms, map of route and all other information for entrants		
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.		
Distribute entry forms		
Send out information packs to participants on receiving completed entry forms		
Set a deadline for entry forms		
Buy supplies (cash box, refreshments, first aid boxes)		
Brief and train all marshals in basic first aid		
Produce signs for the event		
Put up signs along route		
After the event send out a press release and photos for follow-up stories in your local media		
Feedback to WaterAid on how the walk 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.