

# **WaterAid toolkit for fundraisers**

# **Wine into 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)

## Contents



## Turn wine into water with WaterAid!

Why turn wine into water?	2
Planning your event	3
Wine tasting	6
Recipe suggestions	7
Event planning checklist	9
Wine tasting sheet	10

## Why turn wine into water?

A wine tasting evening is a great way of spending time with friends, family and work colleagues while raising money to support WaterAid's vital work.

Globally one in eight people live without access to safe water. Every day millions of people, particularly 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 safe and private 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 turning wine into water with a wine tasting evening.

### Your wine into water event will make a big difference!

**£110** could pay for a city water kiosk in Burkina Faso.

**£240** could pay for hygiene promotion training to 120 people in rural Nigeria.

**£450** could pay for a deep 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 for 200 children in Madagascar.

**£4,328** could pay for a gravity-flow water scheme providing water for 300 people in Uganda.

WaterAid will use your money where the need is greatest.

## **Wine into water – planning your event**

### **The event**

A wine into water evening can involve as many people as you like. All you need is enthusiasm and some planning.

Your event could be wine tasting evening, a cheese and wine party, a wine auction or even a wine-themed quiz. You can be as creative as you like – just remember to involve wine!

### **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 to welcome, thank people and 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.

### **Venue**

Take time to research suitable venues in your local area.

#### **Things you may want to consider are:**

- Transport links and car parking
- Maximum capacity
- Cost
- Disabled access
- Amount of space – is there a separate room for storing and preparing wine?
- Lighting
- Chairs and tables – are there enough for your guests or can you bring your own?
- Is there a place to prepare refreshments or can the venue provide catering?
- Opening hours

## 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 tickets 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 'Guess the wine' and provide a prize for the winner(s)

If the cost of the tickets 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.

## Sponsorship

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

## 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
- **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 wine into 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 stories and photos from your event!

## Wine into water - tasting

### What you will need

- Tables
- A spittoon (optional)
- Tasting sheets and pens
- One glass per person
- A sink for rinsing glasses between wines

### Types of wine tasting:

#### Comparative tasting

This involves tasting three or more examples of a particular grape or style of wine.

#### Tasting by variety

This is a mix of grape varieties, vintages and styles – starting with white and ending in red, testing the least powerful grape to the more full bodied, and going from the youngest to the oldest vintage. Visit [www.decanter.com/tastingkit](http://www.decanter.com/tastingkit) for a list of grape varieties and styles.

It may also be a good idea to appoint an ‘expert’ for the event who can explain each of the wines.

### The right temperature

Refrigerate your wines as necessary:

- Sparkling and white wines are best served at around 10-14° C
- Red wines should be stored cool and served just below room temperature at 18° C

### Blind tasting

It’s always more interesting to serve wine blind. Either cover bottles or pre-pour the wine. This removes any prejudice attached to certain wines. You could also run a ‘Guess the wine’ competition where guests have to guess the wines by name, region or age.

### Food

Cheese and crackers are often served with wine. Why not get a selection of cheeses for your guests to enjoy while savouring a glass of their favourite wine at the end of the evening?

### Judging the wine

The wines you taste should be judged on three categories:

- Appearance
- Smell
- Taste

Use the tasting sheet in this pack for your guests to record their judgement on each wine.

### Expert taster

This guide has provided you with the basics of wine tasting, for a full comprehensive guide for more experienced wine tasters please visit [www.decanter.com/tastingkit](http://www.decanter.com/tastingkit).

## Wine into water – recipe suggestions

Use these recipes to add some homemade treats to a cheese and wine party!

### Damson and apple wine

#### Ingredients

Four lbs damsons  
Four lbs apples  
Juice of a lemon  
Two tins white grape juice concentrate  
Two gallons water  
Sugar – amount needed below  
All purpose wine yeast  
Two teaspoons yeast nutrient  
Crushed Camden Tablets  
Pectolic enzyme (Pectolase – optional)

#### Method

1. Wash and cut the apples into rough slices – do not core or peel.
2. Wash damsons and put into the fermenting bucket with the apples. Pour over the boiling water and stir.
3. Add crushed Camden Tablets.
4. Leave covered with a lid for four days, stirring daily.
5. Strain through a jelly bag and measure the juice.
6. To each gallon of juice add two and a half lbs sugar dissolved in a pint of hot water.
7. Add the two tins of grape concentrate, lemon juice and Pectolase (if used).
8. Add the yeast activated with yeast nutrient.
9. Mix well and pour into demijohns allowing a good gap for the fermentation froth. Fit fermentation locks and store in a warm place.
10. Rack into clean demijohns as necessary.
11. Test at intervals for specific gravity – a top up of sugar will give you a sweeter wine.

This quantity makes approximately 24 bottles.  
Contains 15% alcohol with an all purpose wine yeast.

## Plum and apple divine

This fruity drink is ideal to serve as a non-alcoholic alternative to wine.

### Ingredients

Two apples, cored and roughly chopped but not peeled

Eight red plums, (six stoned and roughly chopped but not peeled, two stoned and finely sliced)

100mls water

Four tablespoons caster sugar

One cinnamon stick

Ice cubes (tip – the amount that fills one glass is required for blending one drink)

One tablespoon of honey

One tablespoon of ground cinnamon

### Method

1. Place the apples and six chopped plums, caster sugar, cinnamon stick and water in a saucepan.
2. Heat and poach for 30 minutes.
3. Allow to completely cool.
4. Remove the cinnamon stick and place the mixture into a blender. Blend well and remove from goblet.
5. Using a pastry brush, brush the glass rims of four martini glasses with honey.
6. Pour the ground cinnamon onto a flat plate and roll the honey brushed rims in the cinnamon.
7. Finely slice the remaining plums.
8. Place the ice into the blender goblet and add the apple and plum mixture.
9. Blitz/blend until well blended (for perfect results you may need to stop and shake up the contents of the goblet and blend again).
10. Pour into the prepared glasses and serve garnished with the finely sliced plums.

## 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		
Find and book a venue		
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		
Buy/make wine		
Purchase all supplies required		
Decorate the venue		
Print tasting sheets		
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.		

**Wine into water  
Tasting sheet**

<b>Marking for Overall Score</b>	10 – Outstanding	6 – Good+	2 – Mediocre
	9 – Excellent	5 – Good	1 – Poor
	8 – Very Good+	4 – Fair	0 – Bad
	7 – Very Good	3 – Adequate	

<b>Wine</b>	<b>Appearance</b>	<b>Smell</b>	<b>Taste</b>	<b>Overall Score (0 – 10)</b>



# 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.

.....  
**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!**

.....  
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.