



WaterAid corporate partnerships: working together for change

Publication sponsored by **ERNST & YOUNG**

WaterAid

Join us in helping to overcome poverty



“Our corporate partners are vital for raising essential funds to enable more of the world’s poorest communities to gain access to safe water, sanitation and hygiene education. These basic human rights form the first

steps in overcoming poverty and underpin health, education and livelihoods.

“We are extremely grateful for all the support which we have already received from a wide range of companies. Much of WaterAid’s work just wouldn’t be possible without this generosity. However, with over 1.1 billion people still living without access to safe water and 2.6 billion people lacking effective sanitation WaterAid’s work has never been more important. A partnership with WaterAid is highly valuable for all those involved, bringing your company a wide variety of benefits and crucially helping us with our work to transform the lives of some of the world’s poorest people.

“We very much look forward to working with you in the future to develop a worthwhile and rewarding partnership.”

A handwritten signature in white ink on a dark blue background. The signature reads "Barbara Frost" in a cursive, flowing script.

Barbara Frost
Chief Executive

Delivering corporate social responsibility

Working with WaterAid can help your company deliver its corporate social responsibility agenda.

Corporate social responsibility (CSR) is described by the World Business Council For Sustainable Development as, “The continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and society at large”.

Having a robust CSR programme in place is now expected by customers, employees and other stakeholders. WaterAid is excellently placed to help businesses deliver their CSR commitments on:

- Environmental impact
- Issues of climate change
- Employee wellbeing and increased job satisfaction
- Good global citizenship

Case study: Cadbury Schweppes in Ghana

In 2003 Cadbury Schweppes launched *Ghana: for the source* as part of its UK community programme. Ghana is the main source of the cocoa used by Cadbury Schweppes for its UK production and the company aims to help cocoa farmers, their families and local villagers by providing funding to build wells. Cadbury Schweppes has supported WaterAid projects through staff fundraising activities and corporate donations.

To date, over 375 wells have been built, each serving a community of 150 people. The wells supply over 50,000 cocoa farmers and their families with safe water for drinking, household and farming practices.

“Cadbury Schweppes has been sourcing cocoa from Ghana since 1908. Today the company still buys its quality cocoa beans from Ghanaian farmers, and therefore has a keen interest in promoting healthy and sustainable communities in the country. With our specialist knowledge of Ghana, WaterAid has proved a natural, and successful, partner for the company.”

David Preece, Group Cocoa, Technical Manager



WaterAid/Duncan Wilber

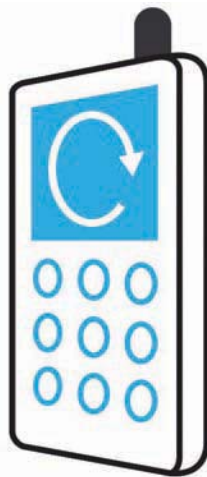
Construction of a tubewell in a Cadbury Schweppes supported project in Ghana.

WaterAid

Email: corporate@wateraid.org Tel: 020 7793 4949

Mobile phone recycling

Recycling mobile phones for WaterAid is an easy and environmentally-friendly way of supporting us. On average, for every three phones recycled we can provide one person in the developing world with a lasting supply of safe water, sanitation and hygiene education.



Supporting us through mobile phone recycling can be as simple as promoting our recycling envelopes to employees or having a mobile phone recycling champion who organises office collections. Your company can also donate company phones to us when upgrade time comes around. Either way, it's a no-cost way of complementing your CSR programme and supporting WaterAid. For more details visit www.wateraid.org/mobile

“We are happy contributing to the scheme as it helps our employees discard all old mobile phones in an easy and environmentally friendly way. We are also delighted to match the money raised by our employees through the scheme, knowing the donations go directly towards WaterAid’s projects.”

Cathy Jones, Clifford Chance, who have supported WaterAid through mobile phone recycling.

Drink More Water

Drink More Water is a campaign for the workplace designed to remind employees to drink more water for better health, concentration and effective working. The initiative is ideal to form part of your company CSR programme, taking care of the wellbeing of your employees and helping to promote a positive working atmosphere to boost staff morale.



The initiative is perfect for internal promotion as the benefits for employees are simple to promote. Our aim is to raise awareness of the health benefits of drinking water and to make the link with health problems caused by a lack of access to safe drinking water in some of the world's poorest countries.

We can help you to organise your own events or water weeks themed around Drink More Water. Our dedicated website www.wateraid.org/drinkmorewater is full of excellent information and resources.

Helping engage your customers

A cause-related marketing partnership with WaterAid can help deliver commercial benefit to your organisation as well as raise vital funds and awareness for WaterAid. We can work with you to create an innovative campaign to ensure that you stand out from competitors and your customers engage with your brand in a new way.

According to the *Business in the Community Brand Benefit Report* (October 2004), 48% of consumers said that cause-related marketing motivated them to switch brand, increase usage or try a new product.

Case study: Hennes & Mauritz

Hennes & Mauritz has raised over £800,000 for WaterAid since the launch of a partnership in 2002. Each year H&M designs an exclusive WaterAid bikini sold throughout H&M stores, 10% from the sale of each bikini comes directly to us. Summer 2007 saw the launch of the 'H&M loves Kylie' swimwear range which raised almost £500,000 for WaterAid and attracted extensive media attention.



“Our collaboration with WaterAid is a true win-win. Not only are we raising funds, but our customers feel good about their contribution. We are able to involve our customers in a way that would not have been possible without our partnership with WaterAid.”

Katarina Kempe, H&M Communications and Press Department

Case study: Mira Showers



Mira Showers

Mira Showers is delighted to be working with WaterAid on a cause-related marketing campaign based on the Mira Eco Showerhead range. This relationship gives consumers the chance to support WaterAid while making a positive change to their personal water consumption.

£1 from every Mira Eco Showerhead purchased goes towards supporting WaterAid projects in Madagascar, providing consumers with the opportunity to both save water and give water.

Case study: Ecover

Ecover and WaterAid have an innovative three year partnership aimed at raising awareness of water issues and funds for WaterAid. Through a corporate donation and a customer appeal Ecover have committed £90,000 each year to support the work of one of our partner organisations in Ethiopia.

“This partnership with WaterAid is a fantastic way to strengthen Ecover’s commitment to the environment and highlight the importance of water resources. We are delighted to work with our customers to support such vital work in Ethiopia.”
Clare Allman, Ecover Marketing Manager, UK

Case study: Yeo Valley Organic

Yeo Valley Organic supported WaterAid through a ‘text to win’ Glastonbury Festival competition featured on pots of yoghurt.



Yeo Valley Organic gave the thousands of people who missed out on 2007 Glastonbury Festival tickets another chance to get hold of them by giving ten pairs away through an instant ‘text to win’ competition. The four week promotion was phenomenally successful. With 30p from every text being donated to WaterAid, it raised over £30,000 for water and sanitation projects in some of the world’s poorest countries.

“It was a very successful promotion that was appreciated by our stockists, our consumers and ourselves. To enter, people had to text in and one of the most gratifying things was that the company handling the calls for us agreed to make no charge for their services, so everything raised through the calls went to WaterAid.”
Ben Cull, Marketing Director, Yeo Valley

Developing your employees

Involvement in charitable activities increasingly forms part of training and development programmes, including graduate schemes. Companies of all sizes and business sectors have encouraged their employees to support WaterAid's vital work.

Employee involvement can:

- enhance your business brand
- demonstrate corporate social responsibility
- develop employee skills and satisfaction
- connect you with your customers and suppliers

Around 40 billion working hours are wasted carrying water each year in Africa. By encouraging employees to give a few hours to organising or taking part in a fundraising activity for WaterAid you will be helping some of the world's poorest people gain access to safe water close to their homes, giving them the time they need to work their way out of poverty.

Employee fundraising

Fundraising is a great opportunity to motivate staff and increase morale, satisfaction and retention. Employees often become advocates for our work and will be supported by us with advice on organising high profile events, best practice guidance and training for employee champions.

Company charity events

Challenging a group to manage a high profile fundraising event is an effective way of enhancing skills including project management and negotiation. Fundraising events are a useful tool for bringing people together both from within your company and externally, benefiting your company as a whole.

“As a graduate trainee, I was part of a project team that coordinated a fundraising ball for WaterAid. This experience helped me to develop a range of really useful skills, and develop good networks within the organisation which have definitely had a positive impact on my career. Being involved also made me really proud to work for Yorkshire Water.”
Nikki Hart, Customer Service Manager, Yorkshire Water

Matched giving

Matched giving is a meaningful way for companies to engage and encourage their staff by matching the donations that they raise. Your company can match any funds raised from sponsored events run by staff to mobile phones collected for recycling.

Speak out and connect with your community!

Employees who feel passionately about WaterAid can spread their knowledge of our work, and increase your company's involvement in the local community, by applying to become a WaterAid volunteer speaker. Speakers will receive training from WaterAid, advice and a range of support materials.

Case study: MWH



MWH is one of the world's largest providers of water, environmental infrastructure and energy services. They have supported WaterAid both through employee and corporate involvement for more than seven years. Employee fundraising is facilitated by a steering group chaired by Regional Managing Director Jon Pike. Their varied calendar of activities brings people from across the business together.

“As a premier consultant to the UK water industry, we are passionate about improving public health and the environment by enhancing our clients’ water and wastewater assets. We attract staff with the same passion and we realise that for many this means supporting the challenge of overcoming problems caused by a lack of access to safe water and sanitation for millions around the globe.”

Jon Pike, MWH Regional Managing Director

Case study: Arup

Arup is a global engineering firm, with more than 7,000 employees. As part of a strategic partnership with WaterAid, Arup employees have raised money to support projects in Nepal and India. Activities have ranged from a Burns Night ball and swimathons, to a global Mexican wave – with offices around the world marking United Nations World Water Day (March 22) in style!

“From Hong Kong to Harare, the creativity and generosity of our staff allowed us to more than exceed our expectations for the day. Not only did we raise global awareness and enthusiasm, but through local and global initiatives and activities, we raised a significant amount of money for WaterAid to be able to help those who so desperately need it.”

David Singleton, Arup Group Board Member



Arup employees raising funds and awareness for WaterAid in Leeds town centre.

Supporting WaterAid

WaterAid strives for sustainability in all areas of our work in order to ensure that the world's poorest communities benefit from the impact of water and sanitation projects long into the future. Sustainability is also vital in our relationships with companies. We aim to form long-term, engaging and effective partnerships.

There are many ways you can support WaterAid's work but the simplest and most effective is through a company donation. We are always eager for companies to support us in this traditional way as it means that we are able to fund work where the need is the greatest, or where a particular area is under-funded. There is also the opportunity for your company to benefit by off-setting your charitable giving against your company's corporation tax.

Case study: The Mitsubishi Corporation Fund for Europe and Africa

Since 2003 the MCFEA has supported WaterAid's work in Mozambique. To date, they have donated more than £200,000. This ongoing substantial support enables vital water and sanitation projects to take place in Mozambique's capital city, Maputo.



MCFEA Trustees meet Adasbu – one of WaterAid's partners in Maputo, Mozambique.

Case study: UBS

As part of UBS's global response to the 2004 South Asian tsunami, which made thousands homeless and severely damaged life-saving water supplies, WaterAid was chosen for a grant to support long-term rehabilitation efforts in the southern Indian state of Tamil Nadu.

“As a global financial services firm, UBS appreciates the professionalism and timeliness of WaterAid's project and financial reports. We have found the open dialogue with WaterAid's committed staff on the progress (setbacks and successes) of the projects refreshing.”

David Boyd-Thomas, Head of Community Affairs Asia Pacific UBS AG



Gifts in kind

Gifts in kind transform your expertise and facilities into support for WaterAid, enabling us to spend more of our money on our life-saving water and sanitation projects across the globe.

Gifts we would welcome include:

- Venues for events
- Expertise or training from your company
- Items or services that can be used as auction prizes

WaterAid already receives strong support from companies including Allen & Overy and Clifford Chance, who provide services such as meeting room space or pro bono legal support on a regular basis. This kind of support is invaluable to our organisation.

If you are considering supporting us in this way please bear in mind that our work overseas uses simple, low-cost technology which communities maintain themselves. Therefore, we are unlikely to be able to make use of any high-tech water and sanitation equipment.

Case study: Allen & Overy LLP

“Over the years, Allen & Overy LLP has helped WaterAid by providing pro bono legal advice, marketing, mentoring and in-kind services, and we look forward to building on this relationship. We are always pleased to support the vital work of WaterAid in the developing world – the organisation has proved itself a powerful advocate for and instrument of change.”
*Sue Wisbey Pro Bono & Community Affairs
Allen & Overy*



WaterAid/Suzanne Porter

Sa'a Ali is 13 years old and lives in Fikaji, Nigeria. It is her responsibility to collect water for her family from this pond which is their only water source. She says, “I always try to collect water from with my friends or my sisters, Toure or Hajara. It is a long way to come and I am afraid on my own.” For over one billion people across the world collecting water from unsafe sources is a daily reality. Support WaterAid and help people like Sa'a Ali gain access to a lasting supply of safe water.

Working in partnership

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 have a rich history of working with businesses to develop beneficial relationships. Our experienced, professional and creative Corporate Team is dedicated to building innovative, sustainable corporate partnerships.

Supporting WaterAid is a sound financial investment. Every **£1** invested in water and sanitation leads to approximately another **£8** in costs averted and productivity gained in the world's poorest communities. It costs, on average, just **£15** to enable one person in a developing country to gain access to safe water, sanitation and hygiene education. The money your company raises will make a real difference.

We work with local partners in 17 countries across the world to help communities set up and manage long-lasting projects that meet their needs and change lives.

WaterAid is a passionate champion for safe water, sanitation and hygiene education – and their role in improving health and education and reducing poverty. We aim to inspire, share and spread this passion and encourage everyone to join us in helping to meet the need for water and sanitation to overcome poverty.

We endeavour to carry the ethos of our successful, sustainable, relevant and effective approach to water and sanitation projects through to our relationships with companies.



Moti Kumari lives in Tangmang, Nepal, before WaterAid's intervention in the area her family were frequently ill from diarrhoeal diseases and two of her children died. She says, "Now it is easier to fetch water and to go to the toilet. Our hygiene has improved and it is cleaner with the drying rack and rubbish pit and there isn't diarrhoea and dysentery like before. There have been many changes here."

Case study: Glastonbury Festival

We are delighted to have worked with Glastonbury Festival of Contemporary Performing Arts since 1994. The festival offers WaterAid a unique and innovative opportunity to publicise its overseas work – particularly sanitation.

The thousands of festival-goers who gather to enjoy first class music and entertainment also experience, if only for a few days, what it is like to have to think about where they can access clean water or go to the loo. The basic, yet practical, toilet facilities provided by the festival provoke a mixture of reactions but, for over two billion people in the developing world, lack of effective sanitation is more than a temporary inconvenience.

We work with the festival to hand out clean water and provide African-style pit latrines and run the female 'She Pee' urinals. We also play a role in key environmental sanitation messaging across the site. By providing these services we are able to promote WaterAid's key messages in an innovative and exciting way.



WaterAid/Matt Simpson



WaterAid/Matt Simpson

Payroll giving

Across the world 1.1 billion people live without safe water and 2.6 billion lack basic sanitation. As a result, 5,000 children die every day from diarrhoeal diseases. Your company can help WaterAid make a real difference to millions of lives by setting up a payroll giving scheme.



*“Now I can look to a brighter future.”
Erika Makalli, Mbalawala village, Tanzania*

For employers

Payroll giving is a simple, efficient and flexible scheme which allows your employees to donate to any UK registered charity of their choice directly from their salary.

Research shows that offering payroll giving to employees improves company image and increases staff morale, retention and recruitment. It also enables you to increase your company's charitable giving with little cost or effort, and allows you to monitor the funds raised by your company. There are no costs associated with setting up a payroll giving scheme, the administration is minimal and any administration costs are tax deductible.

Adopting a charity and encouraging employees to sign up for payroll giving is an excellent way to get your organisation behind a cause. It also improves company image, demonstrates social responsibility and shows commitment to staff.

“Our payroll giving scheme is an integral part of our social responsibility programme. Charities are potentially missing out on millions of pounds because still too few people give through payroll giving. We are striving hard to make sure that all BT employees are aware of the many benefits to be gained by giving to charity in this way. As a result of monthly contributions from employees, and donations receiving matching from BT we know this really makes a difference to thousands of voluntary organisations each year.”
Beth Courtier, BT's Head of Charity programmes

For more information about how to make the most of payroll giving, please visit www.wateraid.org/payroll

For employees

Payroll giving is a great way for employees to donate to WaterAid because the money comes straight out of their gross pay. This makes supporting WaterAid easy and cost effective.

A monthly gift of £20 could cost as little as £12 (based on a higher rate tax payer). This means that enabling more people to gain access to safe water, sanitation and hygiene education costs employees less. The donation can be started, stopped or changed at any time.

Your company may want to match the donation given by employees through payroll giving allowing employees to feel that they are helping to make even more of a difference to the lives of the world's poorest people.

Our website has all the information employees need to set up a payroll gift, including a payroll giving calculator which will help them work out how much their donation will cost, as well as showing how their gift may be spent.

Direct your employees to www.wateraid.org/payroll for full details.



“It’s great to be able to donate to charity via payroll giving – it really is hassle free. In addition, the fact that it is tax effective means that I can afford to give that little bit more.”
Alistair Baker, Communications and PR Manager, Northumbrian Water

Sponsorship opportunities

Sponsoring a WaterAid event, publication or resource can bring the benefit of increased brand awareness and high visibility for your company among different business sectors, high profile organisations and individuals.

Through sponsorship of a WaterAid activity you will help us to carry out our work and achieve our mission to overcome poverty by enabling the world's poorest people to gain access to safe water, sanitation and hygiene education.

The sponsorship package can be tailored to ensure a mutually beneficial partnership and to ensure that advantages are felt by both your company and WaterAid.

Sponsoring a WaterAid publication **Case study: Ernst & Young**

Ernst & Young, a global leader in assurance, tax, transaction and advisory services, sponsored the production of this brochure. Their sponsorship ensures that WaterAid is able to increase its income by developing new and existing corporate relationships – vital for ensuring our work can continue. There are also clear benefits for Ernst & Young as the opportunity allows them to increase their visibility to specific companies and business sectors.

“Ernst & Young is proud to be involved with WaterAid. We work closely with the UK water sector and want to give something back through WaterAid, just as our clients do. The values of our firm revolve around integrity and respect, courage to lead and doing the right thing. The work that WaterAid does to provide water and sanitation to those most in need of it around the world is inspirational and actively demonstrates all the values that we hold dear. We encourage you to become involved too.”

Jon Hughes, Partner at Ernst & Young

Sponsoring a WaterAid event

Case study: May Gurney

Sponsoring a WaterAid event or activity is a fantastic way of increasing your visibility among the general public. We have a large presence at events such as the London Marathon, the Great North Run and the London Triathlon each year. Sponsoring WaterAid at one of these events is a great way to get your brand seen.

May Gurney, an integrated support and construction services company, was the principle sponsor of WaterAid's Coast Along event in 2007. Coast Along aims to have a team walking on each of the 70 sections of the South West Coastal Path.

May Gurney found taking part in the event a positive team building experience for employees, they also discovered that by sponsoring it they were able to raise their profile among one of their target audiences. Media and press releases promoted their sponsorship of the event and branded t-shirts on the day helped to maximise their involvement.

Sponsoring a WaterAid campaign

Case study: PHS Waterlogic

PHS Waterlogic sponsored the production of specially created promotion materials and resources for WaterAid's Drink More Water initiative. The materials were sent to hundreds of large companies across the UK and support was also provided to several large organisations that expressed an interest in holding Drink More Water staff awareness days.

“We are happy to commit our support once again to WaterAid and all the good work it undertakes in developing communities. The Drink More Water campaign is an exciting mechanism for fundraising – which can engage and involve UK workplaces and assist in raising awareness of the severe issues faced in the developing world and at the same time provide an education to people in the UK of the benefits of drinking water regularly.”

David Matthews, Managing Director of PHS Waterlogic



Building team spirit

WaterAid's water, sanitation and hygiene education projects are led by the community in the countries where we work. We work to build sustainable projects that help people look forward to a brighter future.

Getting involved in or organising an event to raise money for WaterAid is a great way of building your employee's team spirit as staff from across the company work together towards a common goal.

Taking on events for WaterAid can:

- create excellent team building opportunities
- build a sense of pride and achievement
- draw staff together from different areas of your business
- offer opportunities for company publicity
- enhance your company's corporate image
- increase staff loyalty

Many companies, with whom we regularly work, set up employee committees, which develop a remarkably creative range of fundraising events. Our Corporate and Events Team are available to speak to your staff about their ideas as well as being on hand to offer support, motivation and training for their events.

Please contact us for details of upcoming events or visit www.wateraid.org/events

Run for WaterAid



Supporter, and Arup employee, Matt Simpson taking on the London Marathon for WaterAid.

WaterAid has places available in some of the most popular running events across the country. We also have company teams taking part in their own local runs. We offer a high level of support including fundraising ideas, training tips and running vests. For some of WaterAid's events, we will even be there to cheer you on and congratulate you at the finish line with a post-race celebration including sports massage and refreshments.

“Support throughout was magnificent and the finishing party (especially the massage) was superb. It was also great to meet other runners and to talk through the run.”

Jeremy King, London Marathon runner and Mckinsey and Company employee

Mountain challenges

Mountaineering challenges represent a unique opportunity for getting to know your colleagues outside the office, as well as being useful for team building and staff development.

The Six Peaks Challenge is Britain's premier mountaineering challenge, involving 50 miles of walking, 20,000 feet of ascent, 1,000 miles of driving and two sea crossings... all within 72 hours! Other mountaineering events include Trail 100 and the Munro Challenge.

Case study: The Six Peaks Challenge



“The challenge was an almighty experience, I have never done anything like this before and the camaraderie between all competitors was amazing. We represented Black & Veatch but were based all over England and Scotland, so had never met until the challenge. The event bonded us so much I now consider my team members good friends and we all look to meet up on a regular basis in the future.”
Martin Stewart, Black & Veatch

London Triathlon



Team up and take on the Triathlon challenge for WaterAid

The London Triathlon is the largest event of its kind with over 11,000 competitors taking part and attracting around 30,000 spectators. Your employees could be part of it by running, swimming and cycling for WaterAid either as individuals or by forming a relay team. Representatives from your company could be competing against staff from other businesses in your industry for the chance of winning coveted industry trophies.

Case study: BlackBerry

“On the day it was extremely warm and very busy at the Excel Centre but Team BlackBerry was keen and raring to go. A deserved refreshment at the end went down very well with us all saying we have set the benchmark for next year's entry. So watch this space for an even speedier Team BlackBerry next year supporting WaterAid!”
Adrian Saunders, Team BlackBerry



WaterAid/Suzanne Porter



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Email: corporate@wateraid.org

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 **WaterAid**

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)