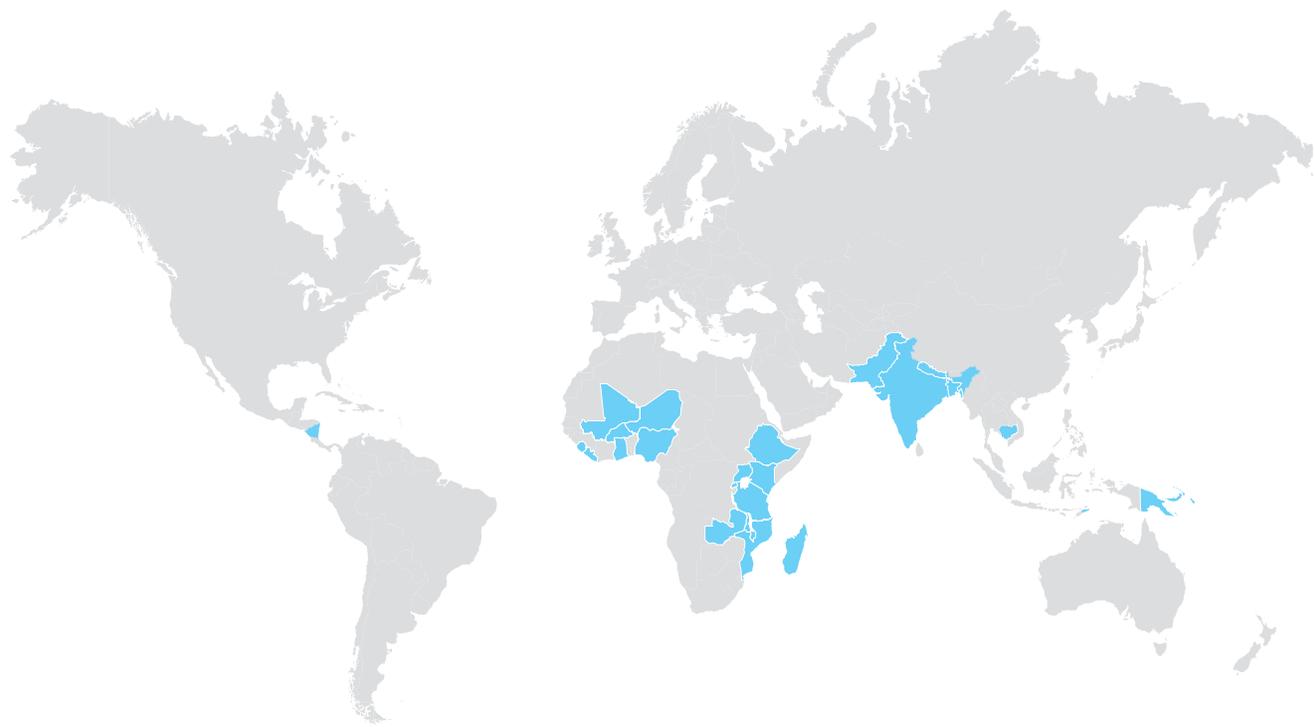
A woman wearing a green and black checkered headscarf and a white patterned shirt is sitting in a wooden boat. She is surrounded by several blue and green plastic water containers and a basket of food. The background shows a body of water and some buildings in the distance.

# Welcome to WaterAid's Workplace Giving Program

Photo credit: Rawpixel

# WaterAid uses practical, sustainable solutions to provide safe water, sanitation and hygiene education to the poorest people across Africa, Asia, Central America and the Pacific Region.



WaterAid works in 26 countries and since 1981 has brought safe water to more than 21 million people globally. One of our areas of focus is on promoting the use of safe and hygienic toilets.

WaterAid implements low-cost, simple technologies that communities can use and maintain themselves. WaterAid Australia funds projects in Papua New Guinea, Timor-Leste and very recently has begun work in Cambodia.

Our workplace giving program is a great way for employees to support this new work in Cambodia. With workplace giving, money comes directly from their pre-tax pay; donations can be for any amount and can be started, stopped or changed at any time.

WaterAid's new workplace giving program aims to raise over **\$75,000** annually for Cambodia...**but in order to achieve this we need your help.**

Thank you for agreeing to be a champion for WaterAid's workplace giving program. Your role as a Workplace Giving Champion will be vital to the success of this initiative and ultimately you will play a key role in bringing WaterAid's work to Cambodia.



The aim is to reach employees directly by setting fundraising goals and participation targets, organising an informative launch event and igniting your colleague's passion throughout the program.

### Champion's role

- Lead and direct the workplace giving program within your organisation
- Educate employees about what WaterAid does and how their contributions will directly improve the lives of people in Cambodia
- Inspire employees to make a monthly pledge
- Facilitate the collection of employee pledge forms for submission to your HR department and WaterAid

### Benefits for you

- Opportunity to develop your leadership skills
- Increase your connection to WaterAid and our vital work
- Experience in managing a fundraising project from start to finish
- Develop your networking and fundraising skills
- Get to know your colleagues better while contributing to WaterAid's great work

### We are here to help!

This brochure is designed to give you the basic information you need to get started, the WaterAid website is a great source of rich information and inspiring images and videos and your contact at WaterAid is always available to offer guidance and assistance.

### Key contact

Mark Thomas  
Corporate Relations Manager

Tel: (03) 9001 8249  
Email: [mark.thomas@wateraid.org.au](mailto:mark.thomas@wateraid.org.au)

# Before the launch

🕒 1 month prior

## Step 1. Set goals & targets

These should be ambitious but realistic. Firstly, set a goal for the percentage of employees you want to inspire to participate. A realistic goal for your workplace is probably about 10%. Secondly, set a financial target.

**For example:**



## Step 2. Order your materials

Prior to your launch event date we will send you your campaign materials. Send your order to WaterAid three weeks prior to launch. We will then send you as many pledge forms and information brochures as you think you will need to reach all potential workplace donors.

🕒 3 weeks prior

🕒 2 weeks prior

## Step 3. Engage leaders & managers

Ask your CEO or a senior manager if they would be willing to send out a letter or email of support to all employees endorsing the launch. You can offer to draft a letter for them to sign.

**Every Dollar Counts!**



## Step 4. Plan your launch event

A launch event will get people's attention. It could be a morning tea or lunch with a short presentation led by you and a short video clip about WaterAid. Reserve a room for the event a few weeks beforehand and make sure it has video and computer facilities. Choose any date that suits you and your organisation.

🕒 2 weeks prior

🕒 2 weeks prior

## Step 5. Promote the launch event

Get your colleagues interested and curious about the campaign by putting up posters and WaterAid bunting in prominent locations around the workplace.

You may like to let employees know about the campaign and launch by sending an all staff email, posting it on the intranet or including it in internal publications such as company newsletters.



**It's important to focus on participation, and encourage people to pledge an amount they are happy to stick with over the long term. Small amounts add up!**

🕒 Event date!

## Step 6. Host your event!

The event should include a short presentation by you about WaterAid's work in Cambodia, and how workplace giving works.

A great idea is to use props. Fill a clear plastic water bottle with dirty water and pass it around the group at the beginning of your presentation. As they pass it around, start by asking everyone whether they would drink the water? Ask the group what situation might force them to reconsider? Explain that this choice is a daily reality for millions of Cambodians.

Follow your presentation with a video about WaterAid's work. You can find a number of useful videos on the WaterAid USB included in your Champion pack.

You can give the pledge forms and brochures to employees at the launch event, however, walking around and placing one on each person's desk after the event is also a good way to make sure no one is left out.

## What's in your kit?

'Would you drink this water?' poster  
WaterAid bunting template  
Employee booklets  
Employee pledge forms

### USB

The WaterAid USB included in your champion pack contains a number of useful videos about our work around the world. It also contains additional bunting templates as a PDF document for you to print out.

# After the launch

🕒 2 weeks after

## Step 1. Follow up

Some people may need more encouragement to make a pledge. Send a reminder email to your colleagues or take a minute to mention it at a team meeting.

Complete the contribution report and return it to WaterAid.

There are two things that you can do to further boost numbers:

1. Ask your CEO or manager to send out a reminder email to all staff.
2. Talk to your communications department about promoting the WaterAid initiative in the staff newsletter.

🕒 3 weeks after

## Step 2. Say thank you!

Send out thank you notes and/or hold a thank you event to announce and celebrate results. Send out an email to those who made a pledge letting your colleagues know how much has been pledged so far.

Publish the results in your company's e-newsletter and on the intranet. These are essential steps in order to create a sense of pride in what you and your colleagues have achieved together. Don't forget to thank anyone who helped you coordinate the campaign. You may also like to report back to the CEO about the success of the campaign.

## Employer matched giving

Matched giving is a great way to double your efforts, and serves as a terrific endorsement of the program. Your company can match any pledges made by employees. Speak with your CEO or senior manager about matching the amount that employees pledge. This is an excellent way to bolster employee support, as it doubles the amount raised and shows your company's commitment to WaterAid and the workplace giving program.

# Key messages

-  WaterAid uses practical, sustainable solutions to provide safe water, effective sanitation and hygiene education to the world's poorest people.
-  WaterAid works in 26 countries and has brought safe water to more than 21 million people.
-  WaterAid works with local partners and influences decision-makers to maximise our impact.
-  For every \$1 invested, there is a \$4 return on investment in economic returns to the community.
-  In Cambodia, a third of the population do not have access to safe water, while over half of Cambodians don't have access to adequate toilets.
-  As a result, over 10,000 Cambodian children die each year from easily prevented diarrhoeal diseases.

By choosing to pledge a monthly gift to WaterAid, you can help provide Cambodians with much needed safe water and sanitation.

## Small amounts go a long way:

**\$10**  
per month

could help one of our local partners improve access to safe drinking water in rural communities in Cambodia

**\$25**  
per month

could help one of our local partners support people with disabilities to build accessible toilets

**\$40**  
per month

could help us to provide training to our local partners on effective and sustainable sanitation and hygiene programs

# Cambodia

WaterAid Australia recently commenced working in Cambodia; one of the poorest nations in Southeast Asia. Over 80% of people live in rural areas, many in extreme poverty. Only 50% of households in rural areas currently have access to a safe water supply and more than half the population lack adequate sanitation.

Cambodia has had a volatile past. Its recent history has been tainted by civil war, governmental corruption and environmental damage.

The Government of Cambodia has set a target of universal access to water sanitation and hygiene by 2025. To meet this ambitious target, an additional 10 million people require access to a safe water supply and an additional 2.3 million households require access to sanitation.

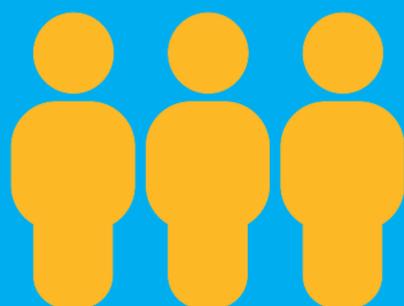
Every monthly pledge will support these goals and help WaterAid to establish and maintain safe water, sanitation and hygiene projects in Cambodia.

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## Facts to remember:

In Cambodia,  
 **1/3** of the population do not have access to safe water.

 **63%** of the population do not have access to toilets.



Over **10,000** children die each year from preventable diarrhoeal diseases.