

A close-up photograph of a smiling woman with dark skin, wearing a white headscarf and a white long-sleeved shirt. She is carrying a large, bright yellow plastic water container on her head. The background is a warm, hazy landscape under a bright sun, creating a soft, golden glow. The text 'WaterAid Canada' and 'Fundraising Guide' is overlaid in the upper portion of the image.

WaterAid Canada Fundraising Guide

 **WaterAid**

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What Am I Fundraising For?

WaterAid/Andrew McConnell

Your fundraising efforts will go towards supporting our vital water supply, sanitation, and hygiene programming. All funds raised are considered charitable donations to WaterAid Canada and all individual donors are eligible to receive tax receipts. If a business donates towards your fundraising goal, they are eligible to receive a business receipt.

WaterAid Canada's charitable registration number is 119288934 RR0001.

For a complete list of what can be considered a donation for tax purposes please see the Canada Revenue Agencies listing <http://www.cra-arc.gc.ca/chrts-gvng/dnrs/rcpts/dntn2-eng.html>

What is WaterAid Canada's mission?

WaterAid Canada is the Canadian member of the global WaterAid federation. WaterAid transforms lives by improving access to safe water, sanitation and hygiene in the world's poorest communities.

We work with local partners and influence decision-makers to maximize our impact.

Since 1981 WaterAid International's programs have reached over 25 million children, women and men in the world's poorest regions, breaking the cycle of poverty and disease and increasing opportunities for health, education, gender equality, and economic growth.

WaterAid has four aims based on our assessment of how we can best influence change:

Equality

We will tackle and challenge the inequalities that prevent the poorest and most marginalised people from realising their right to safe water, sanitation and hygiene.

Sustainable services

We will support governments and service providers to strengthen the systems and capabilities required to deliver sustainable water, sanitation and hygiene services.

Integration

We will work with others to develop plans and activities that accelerate change by integrating water, sanitation and hygiene into sustainable development.

Hygiene

We will positively influence hygiene behaviour to maximise the benefits of access to safe water and sanitation.



Fundraising in Your Community

WaterAid/Ernest Randriamalala

Support

WaterAid Canada sincerely appreciates your efforts and is always available to assist you with anything you may need.

- **Telephone and email support:** The WaterAid Canada national office is always available to troubleshoot or answer questions. We can be reached by phone at 1-800-370-5658 or locally at 613-230-5182. We can be reached by email at info@wateraidcanada.com.
- **Event support:** Members of WaterAid Canada's staff are willing to travel to your city in order to act as a keynote speaker or special guest for events. As a small staff we ask that you contact us as early as possible with such requests. Please understand that we will not be able to accommodate all requests, however we will do our best.

- **Logo:** WaterAid has developed a standard format for community fundraiser logos which we can provide to you in order to brand your events as people will come to recognize the logo. This logo is used with permission of WaterAid. Please do not alter these logos in any way. Please do not use these logos outside of events and materials that directly support WaterAid Canada. Please do not use parts of these logos in any other context.
- **Materials:** We provide our fundraisers with printed materials. Available materials include our national newsletter, case for support, brochures, factsheets, postcards, stickers and more. To order any of these please contact the national office.
- **Share & Connect with other WaterAid Canada fundraisers:** WaterAid Canada's website and social media pages provide you with an opportunity to connect with other fundraisers. Learn about what other fundraisers have done in the past and find out what works!



Let the Fun Begin!

The easiest, most efficient and most fun way to raise money in a community is to hold an event. Events can range from small gatherings to massive parties, depending on your desired focus, time constraints, and person power. Remember that you can cover many of your costs by asking for items to be donated. For example, a cheese platter from a local supermarket for a wine and cheese event or a room/venue to hold your event. You are working with a charitable organization and many businesses are willing to help out. Some tried and true fundraising ideas are:

- **Walk for Water:** Use old-fashioned sponsorship forms, or contact WaterAid Canada for an organizational guide and tips for how to set up your own Walk for Water fundraising page online.
- **Concert:** This is an excellent way to engage local bands, most of whom will be willing to play for free to get some exposure and practice. Charge cover at the door, organize to have the bar donate a percentage of bar sales or all money from the sale of a certain drink, or pass around a donation can.



- **Coffee house:** This is a more low-key event. You could have people sing and play music or read poetry. The event doesn't necessarily have to be centered around water specifically, but you could extend the theme to "blue" or "nature" or something else that is slightly more general. Charge cover at the door, or sell coffee and cookies that you have had donated.
- **Fashion show:** This is a lot of work but has potential to bring in a great deal of money as people are accustomed to paying higher prices for fashion show tickets. Engage with local designers who use eco-friendly products/ reused materials/ etc. to extend the international development theme, or make it a fashion show of entirely blue. Have gift bags donated.
- **Pub Crawl:** A classic favourite that could be themed in some way. Either everyone wears blue, or each bar represents a different body of water. Be creative.
- **Pub Quiz:** A social trivia game set in a bar, where people divide into groups of 2-5. Give each "round" (10 questions) a different theme, for example, "water facts," "movies with water," "songs with water," etc.
- **Wine and cheese:** This is a great opportunity for mingling and chatting about the water and sanitation crises and our work to alleviate it (as opposed to, say, a Pub Quiz!). A wine and cheese works extremely well right after a Speaker Series. Try to get both items donated.
- **Barbeque:** A classic! You could charge for tickets or just ask for donations.
- **Boat Cruise:** The beauty of a boat cruise is that it requires complete commitment: you must be at the boat by X time or it will leave without you! It's also an interesting twist on a typical event because the ship is a unique element. Charge for tickets. For a less formal version, give out WaterAid Canada t-shirts as a part of the ticket price. For a dressier version, organize the event like a benefit, advertising formal attire and a sort of Titanic / Old-Hollywood theme.
- **Challenges:** Challenge people to a given task for which they receive sponsorship, for example to drink nothing but water for a week.

- **(Event)-a-thon:** Walk, run, skate, toboggan, dance, cycle, swim, teeter-totter, cycle- the sky is the limit.
- **Tournaments:** Hockey, golf, dodge ball, human foosball, ultimate Frisbee- again, the sky is the limit.
- **Raffle:** This can be affiliated with another event (for example, a fashion show). Raffle off donated items.
- **Bake Sale:** This is an easy way to make some money in an informal setting. Set up baked goods along with WaterAid literature so people can find out more about the organization as they buy food.
- **Garage sale:** Offer to organize selling people's old stuff – they will be more than willing to part with it!
- **Film Night:** This is an inexpensive method of entertainment. All you need is one movie to screen it for hundreds of people. Rent (or borrow) a lecture hall or local community building that has audiovisual equipment (DVD player, screen, etc.). Charge a small entry fee (say \$2) and pass around a donation can. Perhaps follow up with a wine and cheese, or a speaker related to the film's content. The trick with choosing a film is to make it informative without being depressing. Suggestions: "Flow", "Dead in the water", "The Water Front", "Blue Gold" and "Thirst".
- **Bingo Night:** Bingo is a fun game that absolutely everyone knows how to play. Have people pay \$2 or so for each Bingo card, and have prizes donated.
- **Online Fundraisers:** "My WaterAid Canada Fundraiser" online tool is a great way to have friends and family donate in lieu of gifts for important days, like your birthday.

Be sure to check your local liquor laws. Please ensure you have the proper insurance, and that all your guests drink responsibly and stay safe. WaterAid Canada strongly urges fundraisers to consider the proximity to public transit or ease of catching a cab when considering locations for events that will serve alcohol.

Awareness

Raising awareness is the act of educating the public and involving them in activities relating to issues surrounding water and sanitation both overseas and in Canada. Often, they can go hand in hand with fundraising activities. Here are a few ideas for awareness activities:

- **Speaker Series:** Invite Professors, PhD students, local experts, or WaterAid Canada staff to speak to a group of people on the importance of safe water, sanitation and hygiene. Or more specifically, the work of WaterAid Canada.
- **Discussion Panel:** This is similar to a Speaker Series but can often be more entertaining, as a panel of specialists from a variety of backgrounds can present different views and opinions on a given issue. You can follow with a wine and cheese reception to have people discuss what they have just heard. Possible topics include “Water as a human right,” “Negative ripple effects of water scarcity,” and “The role of water in poverty”.
- **Casual Discussion Group:** A less formal version of a Discussion Panel is a Discussions Group, where you can choose a different water and sanitation-related issue to discuss. The easiest topic is determined by combining “water and...” with another word, such as health/ poverty/ women/ sustainability/ schools/ conflict/ conservation/ HIV.
- **School Outreach:** Get in touch with a local elementary or high-school to tell them about WaterAid Canada and the people the organization helps. You could give a talk or even lead an activity on water and sanitation issues. Many students, especially younger students, will be amazed that not all children in the world have water in the same way that they do. Contact our office for a school outreach package and information.

Important Dates

There is no definitive right or wrong time for a WaterAid Canada event. However, there are several dates that relate to water and sanitation that can act as excellent markers for fundraising initiatives or awareness activities. Here are some examples:

- **Global Handwashing Day** – October 15th
- **International Day for the Eradication of Poverty** – October 17th
- **International Day for Education on International Development** – October 24th
- **World Toilet Day** – November 19th
- **International Development Week** – first week in February
- **World Water Day** – March 22nd
- **Menstrual Hygiene Day** – May 28th



WaterAid/Guilhem Alandry

Marketing

The trickiest aspect of throwing an event is getting people to come. There are countless groups in every community fighting for the same pool of donor money and time. Here are some ideas for marketing your events and awareness activities:



- Establish a buzz in your community via word of mouth. This is the best possible marketing as it is direct and reliable, person to person.
- Utilize social media, including Twitter, Instagram, Facebook, and Tumblr. Also consider social and print media specific to your community.
- Submit a public service announcement or news release to your local newspaper as well as local media outlining the upcoming event.
- Flyer at a prominent community intersections. Be sure that the flyer is eye-catching and contains all the important information. For parties, use one side of the flyer to describe/ promote the event and the other side to describe where the money is going.
- Posters in busy community hubs. This may include coffee shops, pubs, student lounges, and info boards.
- Send information about the event to the people who send out list serve emails in your community. Many community groups send out weekly update emails that include information on upcoming events. Reply to one you have received and ask about the process of submitting information to be included in the list serve email, and when the information must be submitted.

Sponsorship

Sponsors can provide two different types of donations:

1. **Cash sponsorship:** when an individual, group, or company donates a lump sum of money.
2. **In-kind sponsorship:** When an individual, group or company donates products or services that either add value to your event or decrease your costs (e.g. prizes, supplies, etc.)



A sponsorship package is a neat and professional method of conveying information about WaterAid Canada and asking for donations. The sponsorship package should contain:

- Background information on WaterAid Canada (vision, values, work, etc.) which can be found on our website.
- Background information on your group (when you were founded, how you raise money, what your goals are, why you chose to get involved, etc.)
- Outline of your other activities (outline of your events and awareness activities).
- Sponsorship opportunities (cash and in-kind, amounts and sponsorship levels associated, etc.)
- Sponsorship benefits (a “what is in it for them”; where you can display their company name, etc.)

Feel free to contact WaterAid at info@wateraidcanada.com for samples and templates.

While some sponsors wish to donate anonymously, many will ask that they be acknowledged in some way. Here are some ideas for acknowledging their participation:

- Include the company's name or logo in your event advertising/promotion (e.g. on flyers, posters, tickets, etc.) Please do contact WaterAid Canada first.
- Hang a sponsor banner at your event.
- Allow your sponsor to speak, distribute material, or set up a booth at your event.
- Provide a link to your sponsor's website on your own website/Facebook page.

Seeking sponsorship can be daunting but truly is not as difficult as it seems, and can be achieved through a variety of methods. Here are a few ideas of groups to approach:

- Businesses and banks. Many businesses budget sponsorship and donations into their annual budget. In fact, many have specific funds set up for given initiatives. Some will be more likely to give cash sponsorship (e.g. banks or large corporations). Others will be more likely to give in-kind sponsorship (e.g. a winery may donate all the beverages for an event). You are best to approach these groups with a formal sponsorship package.
- Service clubs. Clubs such as the Rotary Club and Lion's Club have members who meet regularly to perform charitable work. While they may not provide cash sponsorship, they are more likely to provide in-kind sponsorship, for example, by donating space at their Club's headquarters for events.
- Local stores. The easiest way to gain sponsorship is to go door-to-door on a main street. A local restaurant may donate food for an event, or local boutiques may provide prizes to use in a raffle. The sky is the limit with this – take whatever donations you can get, then figure out a way to work them in to your fundraising.
- Friends and colleagues. This is a less obvious source, but your own network can provide countless types of in-kind sponsorship. For example ask local bands to play at concerts, ask graphic design students to design posters and flyers, or ask budding photographers to document your event.

Tax & Business Receipts

A large incentive for donating to an organization like WaterAid Canada is the opportunity for tax and business receipts. Tax receipts (issued to individuals) reduce the total amount of money on which people are taxed each year. For example, someone with an income of \$80,000.00 per year taxed at 30% would pay \$24,000 in taxes. However, if that person were to make a \$1000 donation and submitted a tax receipt from WaterAid Canada, they would receive a tax credit of about \$300 reducing their payable tax to only \$23,700.00, thus saving \$300. Business receipts allow companies to write off sponsorships as business expenses. For both types of receipts, please keep in mind the following:

- Only the WaterAid national office can issue tax receipts; the individual fundraisers do not have the authority.
- Tax and business receipts can only be issued for donations over \$15.
- The WaterAid Canada national office requires some basic information about the donor in order to issue both tax and business receipts. We require:
 - a. The donor's full name.
 - b. Full address.
 - c. Phone number.
 - d. Date of donation.
 - e. Donation amount.
- For business receipts, the same information is required for the company, as well as the information of a contact person within the company.
- If you require information on business tax receipts please contact our office, and WaterAid Canada will make arrangements for you.

- Tax and business receipts can only be issued when the national office has received the donation and it is in the WaterAid Canada bank, and not in advance. For donations given during the calendar year (January 1st to December 31st), tax receipts are issued in February in time for the March tax season. Therefore if donations are made during the previous year (before January) and require a tax receipt, the money must be sent to the national office by December 31st in order to issue the donor a tax or business receipt in time for that fiscal year. Please remind donors who ask for a tax receipt to be patient as they can only be issued by the national office.
- Only business receipts (not tax receipts) can be issued for sponsorship dollars. For example, if a company gives \$1000.00 to an event in exchange for the company logo being placed on the events promotional poster, the company would be issued a \$1000.00 business receipt.
- Business receipts can also be issued for in-kind donations if you can prove the value of the item. For example, if an art gallery gives you a painting that you plan to use in a silent auction fundraiser, they must give you a receipt that states the cash value of that item. You would then submit that receipt along with the standard information mentioned above.





Fundraising Online

WaterAid/Ernest Randriamalala

How to set up your online fundraising page

1. Go to http://give.watercan.com/site/TR/Events/General?fr_id=1041&pg=entry and select the registration button. This will lead you through the registration process.
2. Enter your fundraising goal.
3. Enter in your additional gift if desired. The additional gift will allow you to immediately donate to your own fundraising page.
4. Enter your personal information, choose a username and password, and please upload a short explanation detailing your planned fundraiser and motivation.
5. Review the information you have provided. If correct, click “Complete Registration”.

Once you have completed the registration process you will gain access to your “participant centre” – the control centre for your personal fundraising efforts.

Frequently Asked Questions:

How do I login to my “participant centre”?

Once you’ve completed the registration process, you will receive an email confirming your username and password. The email will also contain a link to your “participant centre”. It is suggested that you save this link as a favorite so that you can gain easy access to it.

Alternatively you can login as follows:

- Visit http://give.watercan.com/site/TR/Events/General?fr_id=1041&pg=entry
- Enter your login credentials in the top right corner and click “Go”
- Then click “Visit Participant Centre”

How do I customize my personal message?

The more compelling your webpage is – the more it tells your friends and family about your initiative and your drive to make a difference – the more inclined they will be to lend their support.

- Click on the “personal page” tab inside your “participant centre”
- There is default text provided. We strongly suggest you edit or delete and write your own personal message

How do I establish a personalized url? (e.g. <http://give.watercan.com/goto/kathy>)

- Click on the “personal page” tab inside your “participant centre”
- On the right you will see a link titled “url settings”, click on it
- In the blank space provided enter in your name and press “save”
- Test out your new personalized url by opening a new window in your browser and typing it into the url address field

How do I upload an appropriately sized image to my personal page?

- Click on the “personal page” tab inside your “participant centre”
- On the right you will see a link titled “images”, click on it
- For an optimal fit and resolution, resize your photo to 226 x 275 pixels using photo editing software
- Click “browse” to find your photo and click “save/upload”
- Beware that the photo may look blurry in the preview but it will appear sharp on your webpage

How do I “preview” my personal page as I’m working on it?

- Click on the “personal page” tab inside your “participant centre”
- At the top of the page you will see a link titled “View Personal Page”, click on it

How do I import my contact list?

To save yourself time, you may consider importing your email contact list directly into your “participant centre”. This will greatly simplify the process of emailing your friends, family and colleagues for support.

- Click on the “email” tab inside your “participant centre”
- On the right you will see a link titled “contacts”, click on it
- On the right you will see buttons giving you the option to “add single contact” or to “import contacts”, click on the latter
- You can upload all or some of your contacts from Yahoo or Google Mail, or upload using a csv file from Apple, Outlook, Hotmail, AOL etc.
- Once your contacts have been emailed, you can monitor who has opened the email, who has responded with a donation etc.

What do I write in my fundraising emails?

We've provided a number of template solicitation and thank you emails for you to personalize.

- Click on the “email” tab inside your “participant centre”
- Click on the “use a template” link below the subject line to view the template options
- Where highlighting exists, be sure to insert your own information



How do I personalize email greetings when sending to a large group? (e.g. Dear Andrew)

- Click on the “email” tab inside your “participant centre”
- Check the “include personal greeting” box
- If you haven't imported the individual's contact information into your address book, the word “friend” will display in the salutation instead
- Note: if you elect to include the personalized greeting in your message, do not manually type in a greeting as well or you will start your message with two lines that say “Dear Andrew”
- To view how the default personalized greeting will look in your message, check the personalized greeting check box and then click “preview”.
- Note that each recipient of this message will see their own name when they open this message only if their email and first name is included in your address book

How do I track my progress?

- Click on the “progress” tab inside your “participant centre”
- This page allows you to see all donors to your campaign, the amounts they have given, and any personal notes that they may have sent you via the donation page. It also allows you to change your fundraising goal, export your personal fundraising list and turn the email notification function on and off

What do I do if I receive a cash or cheque donation?

You can enter cash and cheque donations manually in your “participant centre,” but it is imperative that you send the donation to WaterAid as soon as possible so that a tax receipt can be issued to your donor.

- Click on the “progress” tab inside your “participant centre”
- On the right you will see a link titled “enter gift”, click on it
- Enter the necessary information and “save”
- This action will cause your fundraising webpage thermometer to be bumped up accordingly



Promoting Your Fundraising Page Online:

Through the *Donate Your Special Day* online fundraising tool, you have an opportunity to create a unique fundraising webpage that reflects who you are and what you're trying to accomplish.

Take advantage of the opportunity to customize your page. You can upload your own photo, customize your message and your email content etc. The more compelling your webpage is and tells your friends and family about your initiative and your drive to make a difference, the more inclined they will be to lend their support.

What's great about online fundraising is that it has the potential to "go viral". This means that people pass your fundraising page on through their own networks, thereby leading to many more visits to your page, more support and more discussion about the need for safe water around the world!

Here are a few things you can do to promote your personal fundraising page online:

1. Link to your Facebook profile
2. Create a Facebook Group and update on your fundraising efforts
3. Include YouTube Video Links
4. Link to your Twitter account and tweet about your fundraising efforts
5. Send out email updates to friends and family on progress toward your goal
6. If you have friends or colleagues with websites, ask them if you can post a link or banner
7. Add a signature line to your email account asking for support

Promoting Your Fundraising Page Offline:

Although online communications channels offer excellent opportunities to promote your fundraising effort, often good old face-to-face requests for support work just as well. Here are a few tips to help you promote your personal fundraising page offline:

- Provide your personal fundraising page link in flyers, posters or event invitations related to your fundraising activities
- Contact your local media and tell them. Always provide the media with the address for your webpage so that they can promote it for you
- Make announcements at school, work, place of worship, events etc.
- Accept donations in lieu of presents (birthdays, etc.).
- Combine your training and fundraising efforts by collecting pledges “by the foot” or hours spent training or trekking.
- Ask your employer or local businesses to sponsor you.

Integrating your online and offline fundraising:

If you’re collecting funds offline in support of your personal fundraising goal, you can enter these “new gifts” of cash and cheques (made out to WaterAid) in your “participant centre” online. Please be sure to send us the cash and cheques in a timely fashion so that we can issue tax receipts to your donors.

Send your cheques and cash along with the pledge forms and a covering note to WaterAid at:

WaterAid
321 Chapel Street
Ottawa, Ontario
K1N 7Z2



What Are Some Frequently Asked Questions?

WaterAid/Anna Kari

What is the global water and sanitation crisis?

Today, over 663 million people, or about a tenth of the world's population, live without access to safe drinking water. More than 2.4 billion people, a third of the world, are without a safe place to relieve themselves.

The water and sanitation crisis is the most fundamental crisis affecting people living in developing countries. Lack of safe water and adequate sanitation is the world's single largest cause of sickness.

The fight against global poverty begins here. With access to safe water, basic sanitation, and hygiene education, the cycle of poverty and disease can be broken – making way for dramatic improvements in:

- Health
- Education
- Gender equality
- Child mortality
- Maternal health
- Economic Growth

This is a crisis for which there are cost-effective solutions, and these solutions transform lives and communities.



Where does WaterAid work?

WaterAid operates in 37 countries worldwide, transforming millions of lives every year with safe water, sanitation and hygiene projects. Seven WaterAid member countries coordinate and fund operations across WaterAid's country programs.

Member Countries: Canada, America, Sweden, United Kingdom, India, Japan, Australia

CENTRAL AMERICA

1. Nicaragua

WEST AFRICA

2. Burkina Faso
3. Ghana
4. Mali
5. Nigeria
6. Liberia
7. Niger
8. Sierra Leone
9. Senegal

SOUTHERN AFRICA

10. Madagascar
11. Malawi
12. Mozambique
13. Zambia
14. Lesotho
15. Swaziland
16. South Africa

EAST AFRICA

17. Ethiopia
18. Tanzania
19. Uganda
20. Kenya
21. Rwanda

SOUTH ASIA

22. India
23. Nepal
24. Bangladesh
25. Pakistan

ASIA

26. Myanmar
27. Laos
28. Cambodia
29. Timor-Leste
30. Papua New Guinea
31. Solomon Islands

How does WaterAid ensure that donated funds are properly used overseas?

In order to carry out our mandate, WaterAid needs to ensure that all funds entrusted to our charity are used in the most efficient, effective and transparent manner possible. There is no room for fraud and corruption, which diverts resources from their intended use.

All local partner organizations, service providers, and individuals working with WaterAid must subscribe to WaterAid’s “zero-tolerance” anti-corruption policy. If it has been determined, through an investigation performed by WaterAid personnel or its representatives, that fraudulent, corrupt, collusive or coercive actions have occurred in projects financed through our grants, we shall enforce a range of sanctions in accordance with applicable WaterAid rules, regulations and legal instruments



WaterAid/Andrew McConnell

How much money is spent on WaterAid Canada's administration?

In the fiscal year 2015-2016 WaterAid Canada spent a total of 26% of its total expenditures on administration and fundraising costs and 74% was spent on programming. Programming includes both international project activities and domestic public engagement initiatives.

How much does a well cost?

WaterAid's emphasis on supporting water and sanitation projects that cater to the unique needs of each individual community means that determining an exact cost to be applied in all cases is difficult. Many factors that affect cost fluctuate from one community to the next, including: size and location of the community, type of water and sanitation facilities deemed appropriate, technology used, labor costs, availability of materials and transportation, etc.

While wells are indeed a common feature of WaterAid projects, we focus on selecting locally appropriate water systems that might include other solutions such as protected springs, rainwater catchment tanks or perhaps the expansion of piped systems in slum areas.

It's also important to remember that WaterAid's projects do not focus merely on water systems, but rather incorporate three inter-related elements—water supply, basic sanitation and hygiene promotion—which together have an even further reaching impact.

Rather than focusing on the cost of a project or a particular water system, WaterAid believes that cost per beneficiary is a more useful figure to consider. Based on our extensive experience working overseas, \$25 can provide one person with safe water.



Thank You!

We are so thrilled that you're demonstrating your passion and support for our cause.

Please remember that we're here to support your every step along the way, so never hesitate to give us a shout if there's anything we can do to help you out. We can be reached at 1-800-370-5658 or info@wateraidcanada.com.

Warm wishes,
The WaterAid Team