

The background of the entire page is a photograph showing the silhouettes of several people walking through a field of tall, dry grass. Each person is carrying a large, light-colored plastic jug balanced on their head. The scene is backlit by a bright, warm light, likely from the sun low on the horizon, creating a hazy, golden atmosphere. The text is overlaid on the upper half of this image.

WaterAid Canada

Walk for Water

Planning Guide

Greetings from WaterAid!

By planning a Walk for Water, you can achieve two goals:

- Raise awareness of the need for safe water, sanitation and hygiene for everyone, everywhere with your family, school and community.
- Contribute to providing access to safe water, sanitation and hygiene to everyone, everywhere by raising funds

It is also an opportunity for you to develop new skills. This planning guide contains step-by-step instructions that will help you organize your event while expressing your leadership and creativity.

We hope that you will benefit from planning your own Walk for Water as much as those whose lives you are transforming as a result of your efforts. Thank you for your initiative!

Sincerely,
The WaterAid Team





Table of Contents

WaterAid Canada	1
About WaterAid	1
WaterAid Materials	2
About Water	3
World Water Day	3
What Do You Know About Water?	4
Walk for Water	6
Create a Walk for Water Committee	6
Goals & Objectives Worksheet	18
Debriefing Worksheet	19
Sample Certificate	20
Sample News Release	21
Pledge Form	23



WaterAid Canada

WaterAid/Ernest Randriamalala

About WaterAid

WaterAid Canada is a member of WaterAid, an international non-governmental organization. Our mission is to transform lives by improving access to safe water, sanitation and hygiene in the world's poorest communities.

WaterAid Canada's history stretches back to 1987, when it was founded by Michael Lubbock and established as a registered Canadian charity under the name WaterCan/EauVive. Over the course of 26 years WaterCan helped to create more than 1.2 million success stories. In 2013, WaterCan brought its 26 years of experience and expertise to the global federation as its Canadian member. By joining forces we can have a bigger impact, ensuring everyone, everywhere has access to safe water and sanitation.

Canadian students play an important role in achieving these goals. The Walk for Water which is planned by motivated and enthusiastic students across Canada each year, is an incredible way to raise money and awareness in Canadian communities.

WaterAid Materials

WaterAid can assist you throughout the preparation of a successful Walk for Water by providing:

- Support, guidance and advice, as needed from the national office. See contact details below
- Resources such as posters, stickers, pamphlets etc. are available free of charge.
- Tax receipts for donations over \$15

Please feel free to contact the national office if you have any questions.

Contact Information:

WaterAid Canada
321 Chapel Street
Ottawa, ON K1N 7Z2

Telephone 613-230-5182 or Toll-Free 1-800-370-5658

Fax 1-613-230-0712

Email: info@wateraidcanada.com

Or visit our website: www.wateraidcanada.com



WaterAid/Ernest Randriamalala



About Water

WaterAid/Tom Greenwood

World Water Day

The United Nations has declared March 22nd as World Water Day.

Water...it is in us, we need it, we drink it, we play and wash in it...Water makes life as we know it possible. Yet worldwide over 663 million people live without access to it.

Thinking about water differently is the first step toward valuing, respecting and fairly distributing our water resources in Canada and around the world.

What Do You Know About Water?

Water is an extremely important part of life for everyone around the world. Daily activities such as cooking, cleaning, doing laundry or taking a shower would be impossible without water.

Even though it is very important, many of us tend to take it for granted because of the vast water resources Canada has access to. Canada is extremely lucky as almost every single Canadian has access to safe, clean drinking water. Simply turning the tap on provides us with a great amount of this precious resource, which gives us the impression that water will never run out. But in fact, less than one per cent of the world's water supply is readily available for human use.

In many developing countries, people do not have the water resources that we have and, therefore, women and girls spend hours walking to collect water each day from rivers, ponds and other sources that are often polluted.

Some of your classmates are probably not aware of this situation. The following fact sheet provides important information that you can use during your Walk for Water to raise awareness of global water issues.





Did you know?

- Over 663 million people worldwide lack access to safe drinking water, that's roughly 1 in 10 of the world's population.
- Each year, diarrhea caused by unsafe water and poor sanitation claims the lives of 315,000 children under the age of 5, that's almost 900 every day.
- Without access to toilets, often called latrines, many girls living in developing countries stop going to school once they reach puberty.
- The average Canadian uses about 350 liters of water each day, while the average person in the developing world only has 10-20 liters for all their drinking, washing, cleaning and cooking needs combined.
- 2.4 billion people worldwide don't have access to basic sanitation like toilets or safe latrines.
- The global water and sanitation crises claims significantly more lives than wars.
- Something as basic as handwashing can reduce the spread of diarrhea-related diseases by 45 per cent.

With the help of students like you we can improve this situation. Plan a Walk for Water and make a difference in the lives of many students just like yourselves. Let's get started!

A pregnant woman is walking through a dry, open landscape with tall grass and scattered trees. She is carrying a yellow bucket on her head and holding her belly. The sky is clear and blue.

Walk for Water

WaterAid/Anna Kari

Create a Walk for Water Committee

Before your event

The first thing you'll need to do is establish a Walk for Water Committee. You will need a group of motivated, enthusiastic students, and at least one eager and supportive teacher.

Tips for recruiting

- Announce your idea at the beginning of class, or over the PA system.
- Talk to your friends and let them know about WaterAid and your Walk for Water.
- Ask your student council for help.

- Spread the word beyond your classroom and group of friends. You could even get your family, youth group, or sports team involved.
- Depending on the size of your Walk for Water, you may want to include other schools in your area. Maybe give presentations or send an invitation letter to your neighboring schools.

The first meeting

Once you have recruited a Walk for Water Committee it's time for your first meeting. At your first Walk for Water meeting you should consider doing the following:

- Give an overview of WaterAid and the Walk for Water
- During your first meeting ask your fellow students to divide up into 4 subcommittees:
 - a. Advertising
 - b. Logistics
 - c. Fundraising
 - d. Sponsorship/ Volunteers
- Make sure that there are at least 2 people on each subcommittee. It's no fun working alone! Although each committee is responsible for their own parts of the planning process it is important that everyone stay informed and share updates regularly.
- Hold an election for Committee Chair. This is the person who will plan meetings and keep the WaterAid office updated on your Walk for Water. The Chair is also responsible for keeping the supervising teacher updated on progress made.
- Develop event goals using the Walk for Water Goals and Objective Worksheet found at the back of this Guide.

Meet with your committee regularly to know what people are up to. You can write the dates of your meetings on your classroom's blackboard the day before or have meetings announced over the PA system.



Tasks & responsibilities of subcommittee members

During the event...

- Each subcommittee will have a different role to play on the day of your Walk for Water. These roles and responsibilities are outlined in the following pages.
- All members of the Walk for Water Committee are responsible for making sure that the Walk is successful. To achieve your goals, plan carefully, work as a team and lead with enthusiasm.

After the event...

- At the end of your event, call everyone who participated together to discuss what happened. Choose a fun location. Have your teacher lead the discussion. Focus on what happened, what were the successes, what could be done better next time, what will happen next, what will be done with the money, what is the impact of these efforts, etc.
- Write WaterAid an email or a letter about the success of your event and attach photos so we can showcase your hard work. WaterAid would love to hear from you and could possibly profile your school in a newsletter or on our website!

Advertising Committee

For your Walk to be successful, you should let as many people as possible know. The Advertising Committee promotes the Walk for Water in your school and community.

Before the event...

Create promotional materials, such as:

- Posters
- Brochures
- Flyers
- Signs
- Printed invitations
- Newsletters
- Public displays
- Events calendar

You can also order posters and other materials from WaterAid at no charge.



Tell other students about the Walk:

- Give presentations in other classrooms or in the auditorium in front of the entire school.
- Have an information booth during lunchtime.
- Depending on how large you want your Walk for Water to be, it might be a fun idea to involve other schools in your neighborhood. You can give a presentation or send an invitation letter to the principal.

Identify media opportunities in your community:

- Research names of local community papers, using the internet or the telephone directory. Find the name of the editor-in-chief and their contact information.
- Write a news release including all of the important information about your Walk for Water, such as who's participating; who will benefit from funds and awareness raised; where and when is the walk taking place; who should the media contact if they want more information? See a sample news release at the back of this Guide.
- Send your news release to the editor-in-chief by email one week before you Walk for Water.
- Follow the news release up with a phone call and ask if your email has been received. Introduce yourself. Tell them about your event and invite them to attend and write a story about it. Be optimistic.

During the event...

- Take photos and/ or notes to include in a post-event news release or summary for your school's newspaper or newsletter, local newspaper or in a letter to the WaterAid national office.

After the event...

- Create a binder of media newspaper clippings and send copies to WaterAid.

What is a news release?

A written document designed to deliver a message to the media and generate publicity about an organization or program.

Logistics Committee

The Logistics Committee organizes the Walk. This includes the Walk route and everything you will find along the way (entertainment, food, safety, etc). One of this committee's most important tasks will be to create an event timeline, which clearly states the times each part of the event will take place.

Before the event...

Map out the Walk route:

- Figure out the best location: Gymnasium, park, running track... Get a neighborhood or school map, if necessary.
- Be sure to walk the entire route before making your final decision to make sure it is a good distance and that it is safe and to ensure that the Walk can be easily completed within the time you have.
- Complete any permits required by your municipality (ask your supervising teacher to help).



WaterAid/James Kiyimba

Book all the equipment that you may need on the event day:

- Registration tables and chairs
- Bullhorn or microphone if there is a large group
- Garbage cans/ recycling bins
- Pylons and barricades, if needed
- Pens, pencils, envelopes, etc.
- Water jugs for a water station (plan when, where, and how refreshments will be distributed).
- Jerry cans or buckets to fill with water and carry. Ask students to bring water containers from their home recycling.



Plan entertainment to create a cheerful atmosphere:

- School band, choir or music
- Guest speaker
- Information booths
- Dance group
- You can make an arrangement with the Advertising Committee if you want the Walk for Water posters to include information about the entertainment.

Find a great place for the event to start and finish e.g. school gym, classroom, soccer field etc.

Make sure everyone will walk safely:

- All Walk routes should avoid major roads and intersections. All efforts should be made to restrict the Walk route to parks, school sports field, pathways, and roads with sidewalks or indoor facilities. Depending on the time of year of the event, consideration must also be given to inclement weather.
- Clearly label the route with signage made by the Advertising Committee. You can also use pylons, barricades, plastic tape, ribbon, etc.

During the event...

- Set up barricades, signage, etc. You can ask other people to help you.
- Give prizes chosen by the Fundraising and Sponsorship committee, if any.
- Make a speech at the beginning or at the end of the Walk with the rest of the Walk for Water Committee to thank people for participating.
- Ensure that everyone knows where to drop off their pledge forms and donations. The registration tables need to be clearly marked and announcements should be made.

After the event...

- Make sure everything is returned and cleaned up.
- Send any thank-you letters that may be appropriate.

Fundraising & Sponsorship Committee

Depending on the size of your Walk, you might need funds to buy supplies. The Fundraising and Sponsorship Committee is in charge of contacting people who can help make your walk a success by providing money for supplies or providing “in-kind” support. These people are called sponsors.

Sponsors can provide two different types of donations:

- Cash support: When an individual, group or company donates money in support of an event.
- In-kind support: When an individual, group or company donates products or services to help reduce event costs, e.g. prizes or supplies etc.

Before the event...

- See sample at the end of this Guide
- Distribute the pledge sheets to everyone who is participating in your Walk for Water.
- Brainstorm and list who you need support from: Parents, principal, student council, janitor, cafeteria staff, etc.
- Ask if they want to sponsor you by writing a nice letter and delivering it in person. Be specific about what you are in need of. For example, you may want to supply food or refreshments. Ask the cafeteria staff or the school principal if the school can provide refreshments. This is an example of in-kind support.
- Consider buying incentive prizes for the people who raised the most money. It could be a gift certificate, a water bottle, a t-shirt, etc. Ask the principal if the school has a special fund to buy a few prizes for students.
- Remember to let sponsors know exactly what you are fundraising for: a world where everyone, everywhere has safe water, sanitation and hygiene.

During the event...

- Staff the registration table where pledges are collected. A teacher should help you with this.
- As you collect the pledge forms, make sure that the information is complete and legible and that all money noted on pledge forms is present in the envelope.

After the event...

- Count all pledges with your teacher.
- Make sure all pledges are forwarded to the WaterAid office.



WaterAid/GMB Akash/Panos

Volunteer Committee

If the whole school participates in your Walk for water, you might need a hand with performing all your tasks. The Volunteer Committee is in charge of getting volunteers to help your team on the event day.

Before the event...

- Ask your Advertising Committee to mention that you need volunteers for the event in their advertising materials.
- Once you have volunteers, have a meeting to explain to them what they will have to do on the day of the Walk. For example, volunteers will be needed to stand at different points along the route to make sure that walkers are safe and stay on the right path.
- To identify the volunteers easily, you can use name tags, matching t-shirts, funny hats, etc.
- Consider asking parents to volunteer.
- Create certificates to thank all the volunteers for their good work.

During the event...

- Supervise the volunteers: make sure that everyone knows what to do and where to go etc.
- Take photos of the event to share with friends, family, WaterAid and your community after the event takes place.

After the event...

- Hand out certificates to the volunteers and thank them for their participation.
- Perhaps hold a raffle where volunteers could win prizes as a token of the appreciation for their help with the walk.

Supervising Teacher

Ask a teacher to help you organize your Walk for Water. He or she can help you understand school policies, perform your tasks, answer any questions you might have, and provide a great link to school staff and administration.

Before taking any major steps in organizing your Walk, you should always talk to your supervising teacher and share with them the responsibilities below. The teacher should participate in most of your committee meetings.

The supervising teacher will work closely with the committee chair to:

- Coordinate between sub-committees to prevent overlap or confusion of roles and responsibilities.
- Ensure that the committee members clearly understand their roles and responsibilities.
- Ensure that the committee members have the resources and tools that they need to complete their tasks.
- Keep the team motivated.
- Help in recruiting other teachers and their classes to participate.
- Ensure safety is given due consideration
- **Help students collect pledge sheets and donations during the event:**
 - a. Count the donations to verify the amount indicated on the pledge sheet.
 - b. Check to ensure all cheques are payable to WaterAid and print the participants name on the back of the cheque. If the cheque is made payable to the participant, have the participant endorse the back of the cheque by indicating “payable to WaterAid for deposit only”.
 - c. Once you have verified the amount on the pledge forms, place the money and cheques in the envelope, seal the envelope, and sign over the envelope seal.
 - d. Organizers must write the name of the participant on the envelope containing their pledges and put the envelope in a container for safekeeping.
 - e. Ensure that all donations are sent to WaterAid in a timely fashion, so that tax receipts can be issued for any donations over \$15.

Goals & Objectives Worksheet

Goals and objectives will help you stay on track when organizing your Walk for Water. While your **goals** represent your broad, general intentions for your event, your **objectives** serve as the steps you need to take to achieve your goals. A useful tool for setting your objectives is to ensure they are ‘SMART’.

- **Specific** – is it clear what has to happen?
- **Measurable** – how will you know it has been achieved?
- **Attainable** – are you being realistic?
- **Results-oriented** – does this progress you towards your goals?
- **Time-limited** – when should you have achieved it?

Goals

Through our WaterAid Walk for Water, we hope to accomplish the following:

1. Involve _____ participants
2. Raise \$ _____ for WaterAid’s projects
3. _____
4. _____
5. _____

Examples of other goals include:

- Raise awareness of water, sanitation, and hygiene issues around the world
- Raise awareness of the work of WaterAid
- Make the event fun and engaging
- Empower students to conserve water at home

Objectives (How will you accomplish your goals)

1. Involve _____ participants
2. Raise \$ _____ for WaterAid’s projects
3. _____
4. _____
5. _____

Examples of possible objectives:

- Provide activities that help participants learn about water, sanitation and hygiene issues
- Provide an information kit to each participant

Debriefing Worksheet

Walk information

Walk name: _____

Walk Chair: _____

Walk date: _____

Number of Walk for Water participants / walkers: _____

Number of Walk for Water Volunteers? _____

Event components

Please describe your Walk for Water event.
(What were the most surprising/ successful elements?)

Media coverage

Did a newspaper, radio show or any other local media talk about your event?

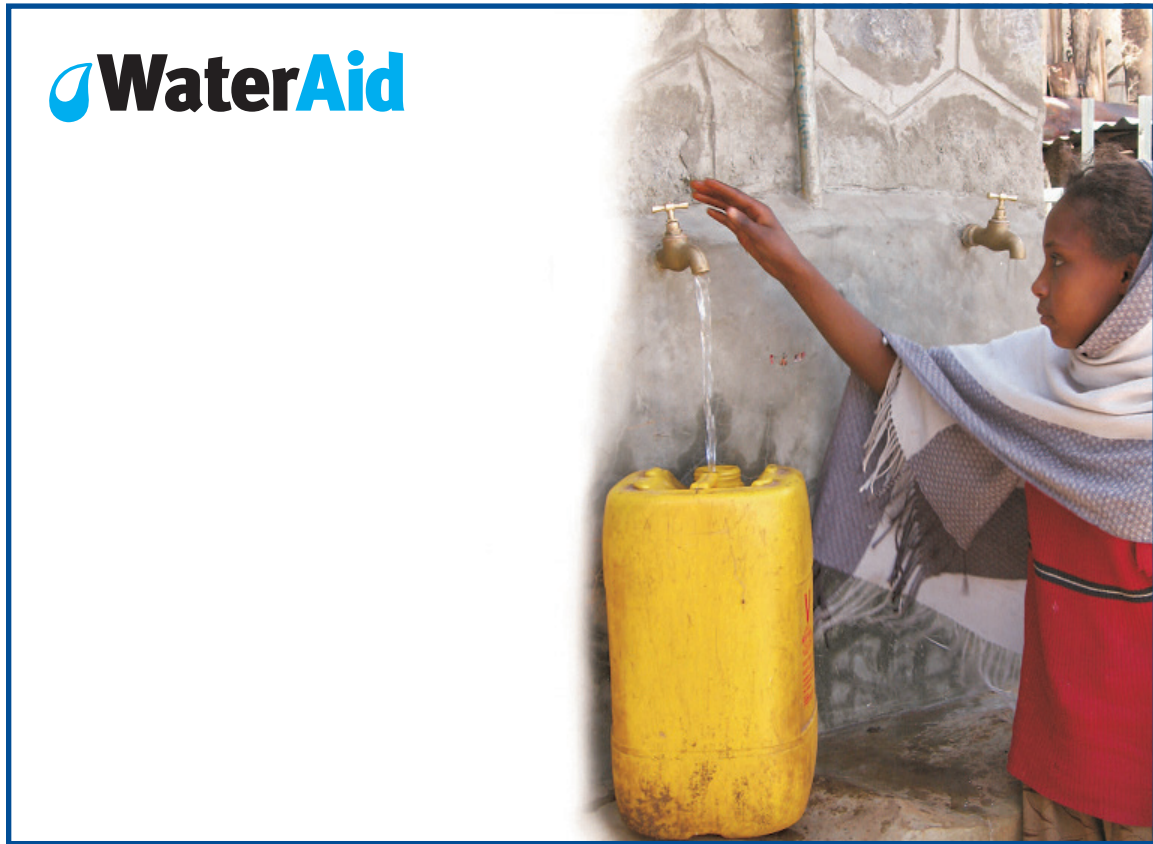
Financial summary

Total of pledges: _____

Reminder:

- Ensure that all pledges are forwarded to the WaterAid office at 321 Chapel Street, Ottawa, ON, K1N 7Z2
- Send a copy of this worksheet to WaterAid and attach photos or news releases, if any.

Sample Certificate



Sample News Release

(Print the news release on your school's letterhead)

NEWS RELEASE

News – Local

(This is where you indicate whether the news release is locally, nationally or globally relevant)

September 10, 2017

(This is the date that you are sending the news release, not the date of the event)

Students Walk for Water because Every Drop Counts

More than 350 students at Maple High are walking to raising awareness and funds to bring safe water, sanitation and hygiene to everyone, everywhere

OTTAWA, ON – On Monday, October 10, 2017 at 3 p.m. students at Maple High will be walking 3 kilometres to bring critically needed attention to one of the most lethal, yet solvable, public health emergencies in the world today: The Global Water and Sanitation Crisis. Organized by students at Maple High, the walk symbolizes the daily trek made by women and children all over the world as they walk to fetch water from lakes, streams and rivers. Funds raised will help Canadian registered charity, WaterAid, bring safe water, basic sanitation and hygiene to the poorest and most marginalized people. *(All of the most important details need to be included in the first paragraph)*

“We’re very proud of our students,” says Principal Andrews. “After learning that over 650 million people worldwide lack access to safe drinking water, students decided to take action and make a difference. This initiative is entirely student-driven” Maple High has a long history of supporting environmental and global causes. This will be the school’s first annual Walk for Water. *(It is common to include a quote from someone associated with the event)*

The world water crisis condemns hundreds of millions to struggle for survival at the subsistence level.

- Around the world, 663 million people—about a tenth of the world’s population—don’t have access to safe drinking water.
- Each year, over 315,000 children under the age of five die from water and sanitation-related diseases. This accounts for a greater loss of life amongst this age group than AIDS, malaria, and measles combined.
- As a result, healthcare costs soar, countless school and working days are lost, and communities around the world sink deeper into poverty. *(It's important to provide some statistics and context)*

The Walk for Water begins on the soccer field at 3 p.m. The event is expected to conclude at 4:30 p.m. For interviews or for photo opportunities, please contact:

Amy Barnes *(Add your contact information here)*

Walk for Water Chair, Student

Maple High

123 Maple Street

Ottawa, ON

Tel: 613-123-4567

Email: abarnes@maplehigh.com

Maple High, attended by 350 students grades 9-12, is defined by its commitment to fostering environmental and global citizenship within its school culture.

(This section is called the boilerplate. It is where you give a brief summary of participating organizations)

WaterAid is dedicated transforming the lives of the poorest and most marginalized people by improving access to safe water, sanitation and hygiene. Their vision is a world where everyone, everywhere has access to these vital resources.

Pledge Form



Please use this form if you are collecting donations from family, friends and colleagues in support of WaterAid Canada. All donors are entitles to a charitable tax receipt. Please print legibly and complete all fields. We will be unable to issue tax receipts for illegible or incomplete addresses.

I wish to help WaterAid bring clean water and sanitation to those who need it most!

Please mail this form along with a cheque to: WaterAid Canada, 321 Chapel Street, Ottawa, ON K1N 7Z2

First Name	Last Name	Street Address	City, Province	Postal Code	Amount Donated	Tax Receipt Requested	Email Address <small>(We may need to contact you to clarify information)</small>



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 just let us know.

Pledge sheets

- Make a pledge by cash or cheque. Please make your cheque payable to WaterAid.
- Tax receipts will be issued for pledges of \$15 or more if the full address has been provided and is legible.
- Privacy policy: WaterAid will not release any donor information to outside sources without explicit written permission.

The Walk for Water Planning Guide for Students by Students was prepared with the generous support of Marie-Claude Alarie, Kathryn Cormier and Tess Roselli.

