



# University Chapter Program Handbook



WaterAid/Ernest Randriarimalala

## Welcome!

First and foremost, thank you for your interest in WaterAid! Working with WaterAid is an exciting opportunity to learn new skills and expand your horizons while spreading awareness and raising funds for an extremely important cause – helping the world’s most vulnerable people gain access to clean water, decent toilets and good hygiene.

We hope you find the following information useful in starting up and managing your WaterAid chapter! Please never hesitate to reach out to us with ideas, questions or concerns. We’re here to help however we can.

Sincerely,

The WaterAid Canada Team



WaterAid/Ernest Randriarimalala

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## About WaterAid Canada

WaterAid Canada, is a registered Canadian charity dedicated to providing access to clean water, decent toilets and good hygiene to communities in need. Working with local partner organizations in Africa, and other WaterAid offices, we support community-driven projects that dramatically improve the lives of impoverished families living in rural areas and urban slums. Since WaterAid was founded in 1981, we have helped to reach over 26.4 million people with clean water and over 26.3 million people with decent toilets.

We believe in the power of water. A better quality of life and the opportunity for families to escape from poverty is not possible without it. In order to maximize health benefits, all WaterAid projects include three important and interrelated components: appropriate water systems, sanitation facilities, and hygiene education. All of our projects are long-term development initiatives which use low-cost, locally appropriate technologies. They also emphasize the importance of community ownership of planning and management as well as the involvement of women.

## Where we work

WaterAid works in 35 different countries around the world. We partner with local organizations to ensure local expertise, and ownership of the projects we support.

## Why WaterAid?

Working with us is a fun, new, exciting opportunity to help an excellent cause by engaging fellow students and raising funds. Such involvement will allow you to:

- Be a part of a global movement that aims to achieve global access to clean water, sanitation, and hygiene.
- Improve leadership and communication skills
- Strengthen your resume and receive reference letters from the national office
- Gain experience working with an international NGO
- Develop career networking contacts
- Meet new people and develop new friendships, whether it be with fellow volunteers at your university or volunteers with other chapters.



## Let's Get Started

Below is a basic step-by-step guide to beginning a WaterAid Canada university chapter:

- Take a look at WaterAid Canada's website to learn about its vision, methods and projects at [www.wateraidcanada.com](http://www.wateraidcanada.com).
- Contact the WaterAid Canada office to discuss starting a chapter. Your point of contact is WaterAid Canada's Manager, Communications, Aneesha Hampton. She can be reached at [ahampton@wateraidcanada.com](mailto:ahampton@wateraidcanada.com). She can provide you with literature on WaterAid (brochures, reports, etc.) to use when recruiting volunteers as well as during fundraising activities, and lend any other support required.
- Check out our online materials. <https://www.wateraid.org/ca/get-involved/start-fundraising>
- Apply for club status at your university. This is often organized through your university's student's council, student life office, or student's union.
- Set up an email account for your chapter.
- Recruit volunteers. Set up a booth at club days/activity fairs, send out emails, post flyers in applicable departments, etc. Use WaterAid literature (brochures, reports, etc.) to help describe our work. Collect names and emails, and send out a mass message about an introductory meeting.
- Hold an introductory meeting. Find out who wants to be involved at what level, and further discuss WaterAid's vision and development model. Brainstorm ideas for the year.
- Develop an executive from the volunteers you have recruited.
- Set up a bank account to manage finances. Signing privileges should be extended to the Chair and Finance Coordinator/ Treasurer only. Order cheques if needed.
- Organize an executive meeting and brainstorm a plan for the year. Decide on activities and dates.

## WaterAid University Chapter

A WaterAid Canada university chapter is a group of university students who care about water, sanitation, and hygiene issues, want to make a difference, want to be a part of a student network, and who raise awareness, and funds on behalf of our organization. The purpose of the WaterAid Canada university chapters is to engage university students in discussion and activities related to clean water and sanitation issues, and to provide opportunities for students to develop professional skills in a charitable context. The structure of each chapter will vary based on number of volunteers and the amount of time each volunteer is willing to commit to WaterAid Canada. Below are a list of suggested roles and their subsequent responsibilities.

### Chapter Roles

#### President/ Chair:

- ✓ Contact with the WaterAid Canada office and official chapter representative
- ✓ Presides over meetings
- ✓ Serves as Project Manager, delegating specific responsibilities to specific individuals, then following up on the completion of these tasks
- ✓ Possesses great knowledge of WaterAid Canada and its development model, comfortable fielding questions, represents WaterAid Canada appropriately

#### Finance Coordinator/Treasurer/VP

- ✓ Possesses signing authority
- ✓ Keeps records of chapter's fundraising, spending, costs
- ✓ Ensures chapter's financial records are 100% transparent and reports to national office
- ✓ Works with President and Event Coordinator to develop and approve budgets for each event
- ✓ Understands and executes the charitable tax receipt process in collaboration with the national office
- ✓ Ensures that all funds are sent to the national office by March 1st, the end of WaterAid Canada's fiscal year

### Event Coordinator:

- ✓ Spearheads events by organizing details (e.g. tickets, space rentals, etc.)
- ✓ Acts as point of contact for events
- ✓ Keeps close records of spending and fundraising and communicates these figures to the Finance Coordinator

### Communications Coordinator:

- ✓ Manages email, other communication tools (social media etc.)
- ✓ Responsible for sending reminders about upcoming events/ activities, and thank you notes when activities are complete.
- ✓ Develops promotional materials for events and activities
- ✓ Writes press releases, interacts with the media
- ✓ Engages with WaterAid social media content

### Sponsorship Coordinator:

- ✓ Seeks other donations that are separate from events and activities.
- ✓ Prepares sponsorship package asking for donations from businesses/individuals
- ✓ Organizes having items donated that would otherwise cost the chapter money (thank-you gifts for speakers, flyers for events, giveaways for events,,etc.) well in advance

### Year Representatives:

- ✓ Recruits volunteers in that year
- ✓ Promotes events and activities to people in their given year (e.g. sell tickets for events, put up posters in residence, etc.)

### Recruiting volunteers:

- ✓ Take part in your university's Activity Night/ Activity Fair/ Club Day.
- ✓ Add a call for volunteers to weekly university list serves (emails that are sent to large numbers of students, targeting a certain group (e.g. Arts students, etc.).
- ✓ Ask existing volunteers to recruit friends.
- ✓ Make announcements in classes that address water and sanitation related issues (International Development, Engineering, Environmental Science or Geography etc.

## How we can support you!

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

- Our national office is always available to support you:

1-800-370- 5658

(613) 230-5182 ext.225

\*for lengthy discussions, it is best to schedule a phone meeting over email

- Materials. Available materials include: our national newsletter, Case for Support, brochures, posters, postcards, stickers, temporary tattoos and more. To order any of these, free of charge, simply email us.

- We are happy to promote your chapter's event and successes on our social media platforms.

## Expectations:

We expect all WaterAid Canada university chapters to respect the following guidelines:

- To represent the WaterAid positively by behaving responsibly.
- To follow through with their commitments. This does not mean that a chapter must meet their fundraising or awareness goal. It does mean that the chapter is committed to maintaining contact with WaterAid Canada's national office, to hosting any events the chapter publicly advertises, and following through with sending in donated funds, and financial records to the head office annually.
- Be committed to hosting an end of the year AGM and transfer the chapter's governance from the current executive to the next year's executive in the spring of this year.
- Commit to being ethical and transparent in their fundraising, financial reporting to the national office, including clearly stating when funds are being held back for operating costs.
- Use specific language when advertising a fundraising event (ex. proceeds from this event will be donated to WaterAid Canada)
- Use only positive images of our projects and other developing countries in your communications and marketing. We can provide you with such photos.

## First Meeting:

The first chapter meeting will vary depending on which stage you are at when you gather together all your interested volunteers. Some groups may have already developed an executive and can run the meeting as a group, while in some cases you may be looking for particularly interested volunteers to become a part of your executive.

- Explain the work of WaterAid Canada and our vision, and our development model.
- Explain the project that you will be supporting
- Discuss possible events and activities that you want to put on throughout the year in order to give people an idea of what involvement in your chapter entails.
- Brainstorm ideas for other activities and gather input from volunteers
- Highlight what's in it for them, including learning opportunities and resume building

Remember to keep the first meeting light and fun. This is the beginning of an exciting new project that is enjoyable and rewarding. Enter the meeting with an open mind, willing to accept new ideas from your new volunteers. At the end of the meeting, ask people to decide whether they absolutely want to participate, and gather more information from them, including their phone number, email, and what they feel they can contribute or where they would like to focus their time. Always follow up your first meeting with an email to everyone who attended. It is valuable to include the minutes from the meeting.



## Fundraising Idea

- **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. Aveda host walks for Water across Canada on April 22 – for more information check out [www.iwalkforwater.ca](http://www.iwalkforwater.ca) for ideas.
- **Coffee house:** Have people sing and play music or read poetry. Charge cover at the door, or sell coffee and cookies that you have had 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.
- **BBQ/Bake Sale:** Try and get all the items donated
- **Tournaments:** Hockey, golf, dodge ball, human foosball, ultimate Frisbee – again, the sky's the limit.
- **Film Night:** Rent (or borrow) a lecture hall with audiovisual equipment. Charge a small entry fee and pass around a donation can.
- **Raffle:** This can be affiliated with another event. Raffle off donated items.
- **Online Fundraisers:** Have friends and family donate online in lieu of gifts for important days, like your birthday
- **Concert:** This is an excellent way to engage student bands. 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.
- **Fashion show:** 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 Quiz:** A social trivia game set in a bar. Give each “round” a different theme, for example, “water facts,” “movies with water,” “songs with water,” etc.
- **Wine and cheese:** Opportunity for chatting about the water and sanitation crisis and our work to alleviate it. Or how about a wine and cheese right after a Speaker Series? Try to get both items donated, and check your university’s liquor regulations before bringing wine on campus!
- **Challenges:** Challenge people to a given task for which they receive sponsorship.
- **(Event)-a-thon:** Walk, run, skate, toboggan, dance, swim...

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

## Raising 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, raising awareness can go hand in hand with fundraising activities.

Here are a few ideas for awareness activities:

- **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.
- **Speaker Series:** Invite Professors, PhD students, or WaterAid Canada staff to speak to a group of people on the importance of clean 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 and will then debate that issue. You can follow these events with another small complementary one like 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 Discussion Group, where you can choose a different water and sanitation-related issue to discuss. For example, what does water mean to you?

## Important Dates – Mark you Fundraising Calendar!

Below are some dates that relate to water and sanitation that can act as excellent markers for fundraising initiatives or awareness activities:

- International Day of the Girl – October 11
- Global Hand-Washing Day – October 15
- International Day for the Eradication of Poverty – October 17
- World Toilet Day – November 19
- International Day for Persons with Disabilities – December 3
- International Human Rights Day – December 10
- International Development Week – first week in February
- International Women’s Day – March 8
- World Plumbing Day – March 11
- World Water Day and close of Tap In Challenge – March 22

Visit <https://en.unesco.org/celebrations/international-days> for more relevant international days.



## Marketing

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

- Establish a buzz on campus via word of mouth. This is the best possible marketing as it is direct and reliable, student to student.
- Utilize social media. Also consider social and print media specific to your school.
- Submit a public service announcement or news release to on-campus newspapers as well as local media outlining the upcoming event.
- Hand out flyers at a prominent campus intersection. Be sure that the flyer is eye-catching and contains all the important information.
- Put up poster busy campus and community hubs. This may include coffee shops, pubs, student lounges, and info boards.
- Make announcements in classes, large first-year classes are a great start.
- Send information about the event to the people who send out list serve emails at your university. Most faculties and societies (e.g. the Faculty of Arts, the Geography Students Society, etc.) send out weekly update emails that include information on upcoming events.

## 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 it in for them;” where you can display their company name, etc.)

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

Who to approach for sponsorship?

- **Businesses and banks.** Many businesses budget sponsorship and donations into their annual budget. In fact, many have specific funds set up for given initiatives, and issues regarding water have become extremely popular. 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.
- **Student’s Societies.** Most universities have a Student’s Society that operates in their favour, and these groups often have budgets (money that comes from your university tuition) for supporting campus activities. While they will not likely give you a large sum of money, this may be a good place to turn for your original start-up costs when you first develop your chapter. They may also provide you with space at the university free of charge for events or activities.
- **Local stores.** A local restaurant may donate food for an event, or local boutiques may provide prizes to use in a raffle, etc. 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.
- **Fellow students.** This is a less obvious source, but fellow students can provide countless types of in-kind sponsorship. For example, ask student 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

Tax and business receipts provide an incentive for donating to an organization like WaterAid Canada. Tax receipts (issued to individuals) reduce the total amount of money on which people are taxed each year. Business receipts allow companies to write off sponsorships as business expenses. Please keep in mind the following:

- Only the WaterAid Canada national office can issue tax receipts; the individual chapters do not have the capability.
- 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. For tax receipts, we require:
  - a) The donor's full name,
  - b) Full address,
  - c) Phone number,
  - d) Date of donation,
  - e) Donation amount.
  - f) 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 WaterAid Canada and 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 1 to December 31), tax receipts are issued in February in time for the March tax season. Therefore, if donations are made during first semester (before January) and require a tax receipt, the money must be sent to the national office by December 31 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 \$1,000 to an event in exchange for the company logo being placed on the event's promotional poster, that company would be issued a \$1000 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.

## 6 Keys to Running a Successful Chapter

### Consistency

Figure out a time when the entire executive is free, and meet at that same time in regular intervals, in the same place, to avoid any added difficulty or confusion. Contact volunteers at regular intervals as well, to keep them in the loop.

### Accountability

Determining roles within the executive ensures that people are held accountable for tasks within their own area of expertise (e.g. events, finance, etc.). If you are a smaller group, simply ensure that people are held accountable for tasks which they agree to complete. The best way of accomplishing this is to take minutes at every meeting recording who has agreed to accomplish what. You can then follow up with each individual person the following week to ensure the completion of each task.

### Development

Keep the future in mind at all times. After each event, de-brief what worked and what didn't, and apply this knowledge at the next event. Also keep in mind that the existing executive will soon be replaced and take note of particularly involved volunteers, then work to groom these people for the following year's executive.

### Infrastructure

Establish a volunteer email list that is easy to contact. Have a database of phone numbers of all volunteers so you can easily contact them at any time. Create schedules for events so everyone knows who is arriving when. Establish a Facebook group so you can easily contact a large number of people quickly.

### Diversity

Dedicated volunteers with strong connections to various networks such as athletic or other student committees on campus can help you to improve the quality and size of your educational and fundraising events.

### Enjoyment

This work should be rewarding and enjoyable. Try to cover all bases for events ahead of time so that you yourself can enjoy them. Take the opportunity to get to know your fellow executive members. Hold volunteer appreciation events. This is not a job, it's a student volunteer position and you have the control to make it fun!