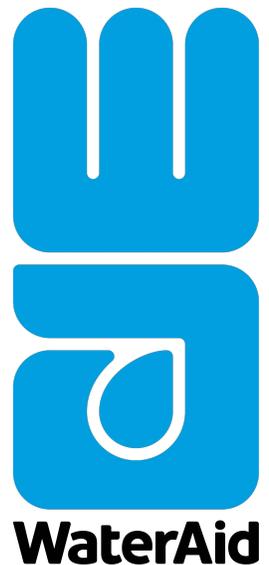




WaterAid Canada Fundraising & Advocacy Guide



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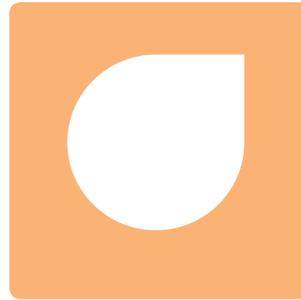
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**Abraham
Fiona
Esther
Dennis
Vivian
Beatrice
Sharon
Uganda**



Welcome! Your journey starts here.



Thank you for choosing to support and advocate for the work of WaterAid.

There are 785 million reasons why we need people like you. Because that daunting figure is the number of men, women and children who have yet to see, taste and enjoy the arrival of clean water close to home. If you're reading this it means that you care about making our world a better place and are already on your way to creating lasting change!

You're joining a network of dedicated and passionate people who want to give their time, energy and expertise to help make clean water, decent toilets and hygiene normal for millions around the world.

You have a vital role to play in determining how the world works towards achieving progress, and we simply couldn't operate without voices like yours raising awareness of the crisis and what needs to be done to end it.

You play a crucial role in helping us to achieve our mission by:

- **Educating your peers, colleagues, friends and wider community** about the importance of clean water, decent toilets and good hygiene to end extreme poverty and inequality.
- **Fundraising to support WaterAid's work and mission.**
- **Campaigning for government action** on the water and sanitation crisis.

But don't worry - you won't be taking action alone. In all the countries where we work, we empower local people to demand their rights to safe, water and sanitation, so that they can put pressure on their decision-makers. By taking action here in Canada, you'll be working right alongside them.

Thank you once again for choosing to make a difference to the lives of people living without clean water and sanitation.

The WaterAid Canada Team

To learn more about how you can get involved visit our website www.wateraid.org/ca/get-involved



About us

Established in 1981, WaterAid is an international not-for-profit organisation, determined to make clean water, decent toilets and good hygiene normal for everyone, everywhere within a generation.

By tackling these three essentials in ways that last, people can change their lives for good. Without clean water, decent toilets and good hygiene, people can't live dignified, healthy lives. With all three, they can unlock their potential, break free from poverty and change their lives for good.

By inspiring people, sparking chain reactions and working closely with partners, we help deliver lasting change in some of the poorest communities in the world.

What am I fundraising for?

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, the Canadian member of the global WaterAid federation. 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.

We've got your back!

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

- **Telephone and email support:** We are always available to troubleshoot or answer questions. We can be reached by phone at 613-230-5182 or Toll-free at 1-800-370-5658, or by email at info@wateraidcanada.com
- **Event support:** Members of WaterAid Canada's staff or a WaterAid Canada celebrity ambassador may be able to attend your event order to act as a keynote speaker or special guest. 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.
- **Materials** to help you take action, including print materials, stickers, posters, and fact sheets. To order materials, please contact our national office.
- **Share & Connect** with other WaterAid Canada fundraisers: WaterAid Canada's website and social media platforms provide you with an opportunity to connect with other fundraisers and to share what you are doing.



Curious to learn more about
WaterAid and our history?
Check out our website
www.wateraid.org/ca/our-history

Iqra Pakistan

Many teenage girls drop out of school when they start their periods, which is often because there are no toilets and a lack of hygiene education. Iqra is using her voice to talk loud and proud about periods, helping to ensure that girls like her can manage their periods hygienically and stay in school.

How will you use your voice?



Educate and engage



You can be a powerful agent of change and are vital in helping us to educate the public about the water and sanitation crisis.

Let's take 15 year old Iqra as an example. She is using the power of education in her community to break down stigma in Pakistan.

Did you know?

Every day, 800 million women have their period, yet in most parts of the world it is still considered embarrassing and taboo. This secrecy makes it much more difficult for women and girls to get the help and support they need to manage their periods hygienically and with dignity – particularly for the one in three women who have no access to a decent toilet.

Iqra is a water, sanitation and hygiene advocate in her school, and is part of a group of students set up to educate other pupils about proper hygiene management. Iqra runs Menstrual Hygiene Management classes, teaching other girls how to manage their periods hygienically and breaking taboos at the same time.

By walking in Iqra's footsteps and educating your school, college or local community about the water and sanitation crisis, you'll be bringing the issue close to home and in turn making a bigger, lasting difference.

What can you do?

- Hold a school **assembly, lunchtime debate, panel discussion or speaker series**: Invite Professors, PhD students, local experts, or WaterAid Canada staff or celebrity ambassadors to speak to a group of people on the importance of clean water, sanitation and hygiene. Or more specifically, the work of WaterAid Canada. Possible debate topics include: water as a commodity vs. water as a human right, or water and climate change.
- Write an **article, poem or short story** focused on WaterAid's work or the world water and sanitation crisis for your school magazine, newsletter or local newspaper.
- Hold a **Walk for Water** to raise awareness of the need for safe water, sanitation and hygiene for everyone, everywhere with your family, school and community. The walk symbolizes the daily trek made by women and children all over the world as they walk to fetch water.



Take a peek on our website for a complete guide to organizing your own Walk for Water
www.wateraid.org/ca/publications/walk-for-water-planning-guide



Kokoyeh
Nancy
Lucy
Sierra
Leone

WaterAid/ Nana Kofi Acquaa

Fundraise and empower



Around the world, almost one in three schools don't have clean water, and even fewer have decent toilets. But with clean water close to home and at school, children like Kokoyeh, Nancy and Lucy have more time to study. They can stay healthy and hydrated, able to concentrate in class.

By organising fundraising events at your school, office or in your local community, you'll be building awareness and raising vital funds at the same time.

Paying in your fundraising is easy, simply donate online at <https://www.wateraid.org/ca/donate>

Or send a cheque or money order, and the appropriate donation form (provided at the end of this guide) by mail to WaterAid Canada at:

WaterAid Canada
321 Chapel Street
Ottawa, ON K1N7Z2

Please don't send cash! Money orders are safer to send in the mail.

For more fundraising ideas and top tips visit:
<https://www.wateraid.org/ca/get-involved/start-fundraising>



Bake Sale

Students won't be able to resist treating their taste buds while donating to a good cause.



Lemonaid stand

When life gives you lemons, make lemonade! Raise awareness and funds for the global water crisis.



Card sale

Design and create cards, t-shirts or any other merchandise to sell. By designing cards, this fundraiser allows students to engage in creative thinking to visually represent what the water and sanitation crisis means to them.



World Water Day Head Shaving

Hold your bare head high in support of a good cause; volunteer to shave your head to raise money for WaterAid!



Coin drive

Put your spare change to good use! Set a goal for your school or office and have your students fill a jerry can with change.



Garage sale

You can feel good about letting go of your treasures when the proceeds are benefitting WaterAid!



Community dinner

Host a fundraising dinner and unite your community over a good meal, for a great cause. Prepare a presentation about the global water and sanitation crisis.



Host a Global Water Crisis Awareness campaign

Host a Global Water Crisis Awareness' campaign at your school or workplace.



Go Blue!

Donate \$1 to dress up in blue, paint your face blue or wear a water-themed costume. Try a pirate or a mermaid!



Candy Grams

Send your friends and classmates a treat! With the money going to a good cause, this fundraiser will certainly leave people with a sweet taste in their mouth.



Benefit concert

Showcase the talent of your peers while raising money for WaterAid.



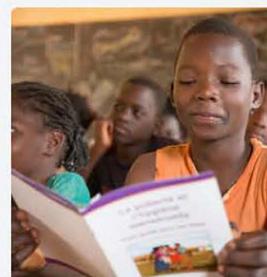
Beverage container collection

Encourage your students or your family to collect empty beverage containers and bring them to a metal recycler for cash. Through this fundraiser you will teach your them about environmental sustainability, recycling, and about the importance of access to safe drinking water.



Hold a sponsored water walk

Organise a sponsored walk (or cycle) for your class, office or community and experience what it's like to walk for water every day, while raising money for WaterAid. This is a great event for World Water Day (March 22) or World Toilet Day (November 19).



Hold a read-a-thon

Children are sponsored for the number of books read.



Hold a drink-a-thon

For a week, choose to drink only water. Any money they would have spent on other beverages, donate to Water Aid.



Quiz

Do more people have a mobile phone or access to water? Find out in our fun quiz, and ask everyone to donate \$1 to take part.

Find our water themed quiz here www.wateraid.org/ca/get-involved/fundraising/fundraising-ideas-for-schools



Host a charity sports event

Are you passionate about hockey? Soccer? Cycling? Host a charity sports event and get your entire school or community cheering for a good cause!

Campaign and inspire



At WaterAid, we need strong campaigners to join our fight, amplifying our message, calling on world leaders to put water and sanitation at the top of the agenda, and working towards key political moments.

Here in the Canada, we work to influence the Government to address the global crisis. And as a world leader in international development, Canada has the opportunity to influence other governments and institutions to do more too. Together, we can move towards a world where families, communities and countries can reach their full potential.

What can you do?

- **Contact your MP.** Whether through letter-writing or social media action, there are plenty of ways to get your MP's attention.
- **Get creative.** Recruit a group of friends and find a creative way to raise awareness in your school or community. You could even hold an exhibition with posters and other multi-media.
- **Take charge!** Create your own local campaign to build demand for change in your school and wider community.



WaterAid/ Eliza Powell

WASH Club members walk through their town to raise awareness of water, sanitation and hygiene practices, Uganda.

Global Days of Action



Any day is a good day to fundraise and raise awareness! But the dates below are global days of action relating to water and sanitation that can act as excellent markers for fundraising initiatives or awareness activities:

- International Development Week – first week in February
- International Women’s Day – March 8
- World Plumbing Day – March 11
- **World Water Day – March 22**
- Earth Day - April 22
- Menstrual Hygiene Day - May 28
- 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



Code of conduct



WaterAid's vision is of a world where everyone has access to safe water and sanitation. Our mission is to transform lives by improving access to safe water, hygiene and sanitation in the world's poorest communities. The achievement of this mission is underpinned by our values – they define who we are and how we do things at WaterAid. Below are the values which we expect our Youth Ambassadors to demonstrate:

- **Respect:** We treat everyone with dignity and respect and champion the rights and contribution of all to achieve a fairer world.
- **Collaboration:** We work with others to maximise our impact, respecting diversity and difference in the pursuit of common goals.
- **Accountability:** We are accountable to those whose lives we hope to see transformed, to those we work with and to those who support us.
- **Innovation:** We are creative and agile, always learning and prepared to take risks to accelerate change.
- **Courage:** We are bold and inspiring in our actions and words, and unpromising in our determination to pursue our mission.
- **Integrity:** We act with honesty and conviction and our actions are consistent with openness, equality and human rights.



Celebrating
World Water Day.





Thank you

Thank you for choosing to be part of our team! Thanks to the extraordinary energy and generosity of people like you, WaterAid has been able to reach over 25 million people with clean water since 1981. But there's still more to do - and that's why your support means so much.

Tel: 613-230-5182 | Toll-free: 1-800-370-5658

Email: info@wateraidcanada.com

Website: www.wateraid.org/ca

Twitter: @WaterAidCanada

Facebook: WaterAidCanada

Instagram: wateraidcanada

WaterAid Canada
321 Chapel Street,
Ottawa, Ontario,
K1N 7Z2, Canada

Charitable
Registration #:
119288934 RR0001

Individual donation form

1. My details

Title: _____ **First name:** _____ **Surname:** _____

Address: _____

City: _____ **Postal code:** _____

Is this a tribute gift? Yes No

IF YES, I would like to make this gift in honour/in memory of:

IF YES, I would like an acknowledgment letter sent to (address or email):

We'd love to keep you updated on how your support is making change happen. If you are happy to hear from us by email and/or phone, please let us know your details.

Email: _____ **Telephone:** _____

If you would rather not hear from us by mail, please tick this box

WaterAid will use your data to communicate with you in the ways you have agreed to, and in accordance with our Privacy Policy.

For full details, please visit www.wateraid.org/privacy.

2. My gift

Here's my **one time gift** of: **OR** here's my **monthly gift** of:

\$35

\$20/month

\$50

\$25/month

\$125

\$35/month

\$ _____

\$ _____ /month

I have enclosed a cheque made payable to **WaterAid Canada**

Please debit my: MasterCard/Visa/American Express

Card no.

Expiry date: / Security code:

Signature Date

Your donations are tax-deductible to the extent allowable by law.

Did you know?

You can also donate online.

Visit www.wateraid.org/ca/donate

3. Send in your gift

Simply mail your gift and this form to:

WaterAid Canada
321 Chapel St.
Ottawa, ON
K1N 7Z2

4. Connect with us

 @WaterAidCanada

 WaterAid Canada

 wateraidcanada

Visit our website: <https://www.wateraid.org/ca/>

If you would like to stop receiving communications from WaterAid Canada, call us at +1 613-230-5182 or email us at info@wateraidcanada.com

Thank you for believing in the transformational power of clean water, decent toilets and good hygiene.



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Tel: 613-230-5182
Toll-free: 1-800-370-5658
Email: info@wateraidcanada.com
Charitable Registration #: 119288934 RR0001



Group donation form

1. Fill in your details

Title:	First name:	Surname:
Group name:		
Group address:		
City:	Postal code:	
We raised this money by/we are giving this gift because:		

We'd love to keep you updated on how your support is making change happen. If you are happy to hear from us by email and/or phone, please let us know your details.

Email:	Telephone:	(home/work/mobile)
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If you would rather not hear from us by mail, please tick this box

WaterAid will use your data to communicate with you in the ways you have agreed to, and in accordance with our Privacy Policy. For full details, please visit www.wateraid.org/privacy.

2. Choose your donation method

Send us a cheque/money order made payable to WaterAid Canada, or fill in your details below to pay by credit card.

Amount:

I have enclosed a cheque / money order made payable to **WaterAid Canada**.

Cheque or Money order

Please charge my MasterCard / Visa / American Express card.

Card no.

Expiry date: / Security Code:

Charitable receipt required? Yes No

IF YES, please indicate the name for the receipt below:

Signature:

Date:

Your donations are tax-deductible to the extent allowable by law.

3. Send in your donation

Simply mail your gift and this form to: **WaterAid Canada**
321 Chapel St.
Ottawa, ON
K1N 7Z2

If you would like to stop receiving communications from WaterAid Canada, call us at +1 613-230-5182 or email us at info@wateraidcanada.com

Did you know?

You can also donate online.

Visit www.wateraid.org/ca/donate

4. Connect with us!

Your support makes the work we do possible. We would love to tell you more about the impact of your donation. Keep in touch!



@WaterAidCanada



WaterAid Canada



wateraidcanada

Visit our website: <https://www.wateraid.org/ca/>

Thank you for believing in the **transformational power of clean water, decent toilets and good hygiene.**



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