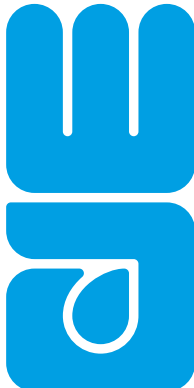
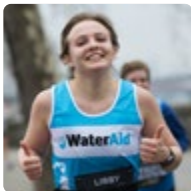




# Your Fundraising Guide



**WaterAid**

We are the world's leading charity dedicated to making clean water, decent toilets and good hygiene normal for everyone, everywhere. By fundraising for us, you will help people get three essentials they need to change their lives for good.

You're making lasting change

### Thank you for choosing to fundraise for us!

Clean water, decent toilets, good hygiene. They sound normal, and they should be.

But around the world, 1 in 10 people still don't have clean water close to home, and 1 in 4 people don't have a decent toilet of their own. And despite being one of the most effective ways to protect health, billions of people have no way to wash their hands.

Everyone needs these fundamental human rights. Especially now, as our changing climate makes life harder for those who still don't have them.

But supporters like you can make this change happen. The funds you raise will help us get vital services to people who need them most. And your fundraising won't stop there either – you'll be helping us amplify community voices, influencing governments and global decision makers to do the right thing.

Together, with your dedication and commitment as part of our community of supporters, we make a bigger difference. So read on and find out how to fundraise for a world where everyone, everywhere has the clean water, decent toilets and good hygiene they deserve.

◀ Beberamanana is around 85 years old and lives in Anjoma village, Madagascar. She told us: "Things got complicated for me when I started to get older. I used to spend hours a day fetching water for my own use. But now, things are different. One of the fountains is just outside behind my house and it makes life so easy."



One WaterAid.  
Three goals.

## Change lives (including yours)



Ben Smythe

**By taking on a challenge with us, you will make a world of difference to peoples' lives, as well as your own. Here's an example of one of our most extreme fundraisers!**

### Ben's fundraising story

"I took on big, once-in-a-lifetime challenges by skydiving and hiking through the Himalayan mountains for clean water.

**When the opportunity to raise money for a charity came up, WaterAid was the first charity I thought of.**

I decided to do these events as they naturally put me outside my comfort zone and encouraged people to donate for the fundraiser.

I found that the best fundraising events are ones where you get people involved. I hosted a curry night at a fixed price agreed with the restaurant: half of the price covered their costs and the other half went towards the charity. I raised over £300 in one night just by hosting two time slots."

## Make a lasting difference

By fundraising for us, you are helping us tackle injustice. Thank you for being part of our journey!

In 2019/20, we:

Supported **5,226 communities** to reach the following numbers of people in or near their homes:

- **315,027** people with clean water and installed 1,315 water points
- **693,722** people with decent toilets
- **236,320** people with good hygiene through better facilities



Supported **1,162 schools** to reach the following numbers of children and staff:

- **135,707** with clean water
- **180,573** with decent toilets
- **110,959** with good hygiene through better facilities



And supported **185 healthcare facilities** to reach the following numbers of patient visits and staff:

- **1,009,302** with good hygiene
- **1,012,932** with decent toilets
- **941,265** with good hygiene through better facilities



## What your funds become



Your fundraising will have a lasting impact, providing clean water, decent toilets and good hygiene to people who need them most. Here are some examples of what your fundraising can achieve:

### For every £1 given:

● 74p is spent helping provide people with safe water, toilets & hygiene essentials/ 26p is spent on fundraising

74p

26p

£6

A bag of cement

£12

A squat toilet slab



£36

A school handwashing station

£60

A school class on period hygiene by a specialist



£120

Install a new well

▶ The new well under construction at the women's market garden in the village of Zabendela, Burkina Faso, May 2019.



WaterAid/Tom Greenwood

**"For me, there's one thing essential to keep in mind on the toughest training days and when I feel like giving up: the communities I'm helping get clean water."**

Ellisa, Peak District 50km Ultra Challenger

£500

Renovate a school toilet



£1,000

A rainwater harvesting system for a family

WaterAid/Ernest Randriamalala



▲ Tantely, 8, and her schoolfriends outside the toilet and shower block at her school, Tsarafangitra village, Madagascar, August 2019.

WaterAid/Prashanth Vishwanathan



£3,000

Three workshops on health-protecting hygiene practices for a whole community



▲ Girls read a book on menstrual hygiene during a session on menstrual hygiene management in the Aanganwadi Centre in Purnirakshi village, Gaya district, Bihar, India, June, 2018.



## Home and neighbours

- Film night
- Cocktail night
- Dinner party
- Give up something you love
- Donate instead of your birthday or wedding gifts
- Street party
- Games evening – board games, video games, sports
- Talent night



## Fundraising ideas

Whether you're after an active or social fundraiser, we have plenty of ideas to suit your needs. Get in touch for more information.



## Extreme

- Skydiving, bungee jumping
- Marathons and ultramarathons
- Endurance challenges



WaterAid/  
Victoria Kirby

## School

- Sports day
- Talent night
- Concert
- Fancy dress
- Student Hero for the Day
- Raffle
- Bake sale

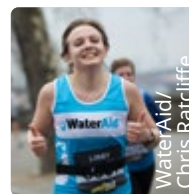
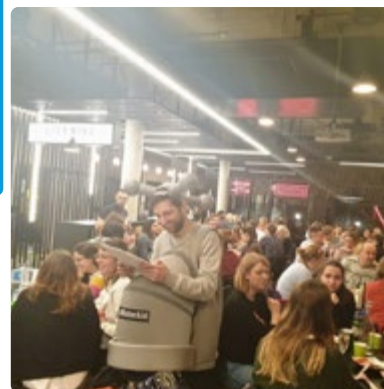


## Work

- Bake sale
- Sweepstake
- Fancy dress
- Sports day
- Sports tournament
- Nomination challenges
- Matched funding
- Pub quiz
- Raffle
- Give up something you love
- Donate instead of your birthday or wedding gifts



WaterAid/  
Georgie Lord



WaterAid/  
Chris Ratcliffe



## Other venues

- Charity gig
- Talent night
- Open mic
- Pub quiz
- Raffle



## Outdoors

- Walking, hiking, running
- Swimming, rowing, boating, surfing
- Sports tournament
- Or do it at your gym!



WaterAid/  
Ben Roberts

WaterAid

## Your start-to-finish steps



Meg and her brother Adam raised thousands for us through a particularly weird and wonderful idea – scaling the three highest peaks in England, Wales and Scotland three-legged! Here's Megan's step by step advice on how to smash your fundraising goals.



# 1

**“Set a target** How much do you want to raise? Thinking about the real impact your donations will have on people will help motivate you to achieve your goal – and maybe even exceed it. So look back over the list on the previous page and aim high! I aimed for £5,000 but raised £6,109.51!

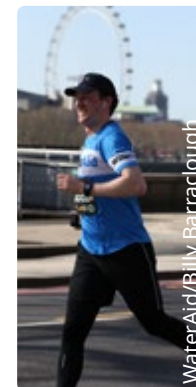
But don't stress if you don't reach your target. Never forget, even £15 is enough to change one person's life with clean water.”



WaterAid/Brendan Foster

# 2

**“Decide on your event** Now you've set your goal, it's time to choose the best way to reach it. What are your strengths? Are you a planner or a doer? Do you like to go solo or work in a team? If you can bake delicious cupcakes, use that, but if you're an active type a physical challenge may be the best fit. My brother and I love walking, biking and having adventures, but doing it three legged was an extra giggle. Our challenge had to be cheap, hard but doable in a week off work. You can do a lot in a day, even with no money! Go with an event that's right for you – the rest will follow.”



WaterAid/Billy Barracough

# 3

**“Planning & logistics** The most important thing is to **start early!** First on your to-do list, make a plan. Use our **‘Five Ws’** to help organise your event from start to finish:

- **What** do you need for donations? Will you use fundraising buckets or set up an online fundraising page?
- **Where** is your event going to be?
- **When is it?** Give yourself a realistic timeframe to train, plan and promote. Check the calendar for public, school and religious holidays.
- **Who** is going to donate? Think about how to reach the right people at the right time.
- **Who** is going to help you on the day?”

**“Try to make it a fairly easy concept to explain what you are doing. Or have a lot of patience to explain your plan!”**



**"Now you have your plan of action, share tasks among friends, family and volunteers who have the right skills to make your event a success.**

**We even got our kids involved drawing messy, heartfelt, happy posters for it. I'm sure it helped!"**



WaterAid/Brendan Foster



4

#### **"Have fun and stay safe**

If you are organising your own activity or event for us, you must consider:

- First aid
- Security and cash handling
- Food safety and hygiene
- Accessibility for people with disabilities
- Safeguarding of children and vulnerable adults "

**[wateraid.org/uk/fundraising](http://wateraid.org/uk/fundraising)**

5

#### **"Get the right permissions**

- **Licenses** If you are collecting on the street, a supermarket or private property, make sure you get the right permission or permit to do so.
- **Serving alcohol** If you want to serve alcohol at your event, just make sure the venue has a license.
- **Photo consent** Do snap away, it will make the day! But remember to get permission from anyone caught on camera if you wish to share the pics.
- **Logo and brand** We want you to say it loud! Contact us to use our 'In support of WaterAid' logo.
- **Stay safe, stay legal** Find a full toolkit at **[wateraid.org/uk/fundraising](http://wateraid.org/uk/fundraising)**"



**"We spoke to church groups, nurseries, schools and more. Spread the word!"**

6

**"Have a watertight budget** Keep a record of what you spend and what you raise. Try to spend as little as possible to maximise your donation and ask for freebies whenever you can – for clean water, every penny counts!"

7

**"Shout about it** Whether you tweet it, share it on Facebook or hand out leaflets, create a buzz around what you're doing. Get in contact with the Events Team for advice on how to get the most out of social media – the quickest and easiest way to spread the word far and wide. The more people who know, the more people will show their support."

[facebook.com/wateraid](https://facebook.com/wateraid)

@wateraidUK

@wateraid

8

**"Have fun!** After all your planning, it's time for the big day. The most important thing to remember is to have fun – it's certain to make hitting your target much easier!"

**What we offer you:** We're right beside you every step of the way. Whether you're planning an activity of your own or joining an organised event, we're ready to give you ideas, motivation and support. We also have loads of goodies like stickers, balloons and posters to help you with your efforts.





## The Five Ws checklist

Keep this to hand to help your plan and stay on track!



1  
2  
3  
4  
5

■ **WHAT**  
is your event?

■ **WHERE**  
is it going to be?

■ **WHEN**  
is it happening?

■ **WHO**  
will be donating?

■ **WHO**  
can help you?



For more fundraising toolkits, visit [wateraid.org/uk/fundraising](https://wateraid.org/uk/fundraising)



## One of our favourite fundraisers



**The White Horse Challenge is truly inspiring – a 90-mile route taking cyclists past 3,000-year-old chalk horses in Wiltshire, Berkshire and Oxfordshire’s hills. Can you create your own iconic event?**

### Fergal’s fundraising story

“We went to Africa and climbed Kilimanjaro back in 2004. While there, we saw firsthand how people were in dire need of clean water and sanitation. We came back and organised our first cycling event, Ride the Ridgeway, later that year.

By 2007 it had evolved into the White Horse Challenge. Our 14th event will be in 2021.”

## Online fundraising tips



**Susan and Anne found JustGiving and sending updates via WhatsApp very useful.**

**Being a savvy online fundraiser is more important than ever before – so here are a few tips to help you feel confident!**

Susan and Anne (pictured left) have cycled thousands of miles across Europe for us. They tell us the benefits of fundraising online:

“It’s the easiest way to collect sponsorship. Simply do the following and you’ll hit your target in no time.

- **Personalise it** – with a photo of you, your motivations for doing your fundraising and your all-important fundraising target.
- **Share it** – post the link on social media, write it on posters in the office, share it in emails with friends. You get the idea!
- **Update it** – add personal stories, updates and photos throughout the month so your nearest and dearest can see how you’re progressing.
- **Thank** – when you set up your page, follow the steps to write a great thank you message. This will be sent to everyone who donates.
- **Don’t stop too soon** – once your event is done, update your Just Giving page and post about your achievements on social media. It’s a handy prompt for anyone who hasn’t yet got around to donating!”

## After your event

### Huge congratulations for making it this far through your fundraising!

So your donations are flowing, but how do you pay it in to us? Choose an option below.



#### ● By phone

Call our Supporter Care Team on **020 779 4594**



#### ● By post

Please send cheques only, made payable to WaterAid, with a paying-in form available from **[wateraid.org/uk/fundraising](https://wateraid.org/uk/fundraising)** to:

Mosaic Fulfilment Solutions Ltd, York House,  
Wetherby Road, Long Marston, York YO26 7NH

Do include a note on how your event went! If you would like a thank you letter, please don't forget to include your address.



#### ● Online

For a really easy way to pay, set up a fundraising page via **[justgiving.com/wateraid](https://justgiving.com/wateraid)**. The money comes straight into our bank account and your sponsors can give us permission to claim Gift Aid (see below).

If you wish to pay via BACS, please contact us for our bank details.



#### ● In person

Pay in cash or cheques at any branch of Barclays Bank. We simply need you to fill in a paying in form you'll find on our website: **[wateraid.org/uk/fundraising](https://wateraid.org/uk/fundraising)**



#### ● *giftaid it*

If your supporters are UK taxpayers and allow us to claim Gift Aid on their donation, we can make an extra 25p from each £1 raised, at no cost to them.

**Remember:** We need any donation envelopes or paper sponsor forms to be able to claim the extra 25%, so don't forget to send them if you are paying your donation over the phone or by post.

**And remember to say thank you** – whether it is to the people that helped, or to the people who donated, a personal thank you will mean so much. You never know, it might inspire them to do their own fundraising.



WaterAid/Richard Blaxall



## Three reasons why it's worth it

Supporters like you play a pivotal role changing lives around the world with essential human rights.

If you need a reminder, here are three amazing reasons why it's all worth the effort: clean water, decent toilets and good hygiene.



WaterAid/Ernest Randriamalala

▲ Neny goes to Tsarafangitra Primary School in Madagascar. Not long ago, her school didn't have any taps or toilets. Instead, she would go thirsty or miss lessons walking to collect dirty water from a rice field far away that would make her sick.

But now, everything has changed. Thanks to supporters like you, we installed taps and a toilet block for all the students and teachers at her school. Now, Neny can get a drink of piped clean water whenever she likes.



WaterAid/Mani Karmacharya

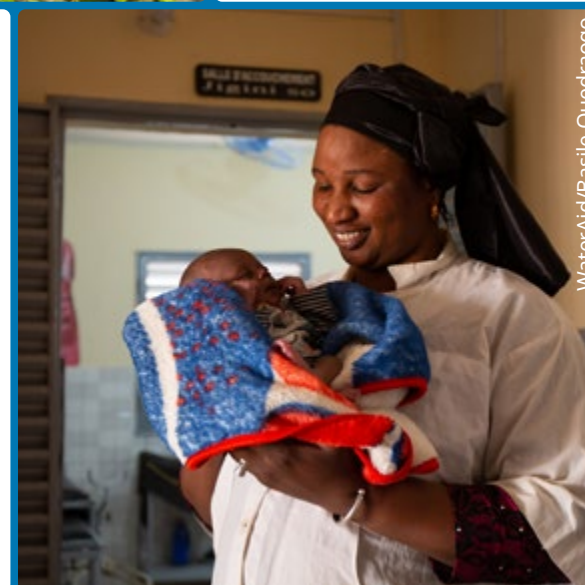
◀ Anita cleans her toilet in Nepal. She told us what life was like before we helped her village get decent toilets:

"We didn't have a toilet at home. I had to find an open area to relieve myself. I felt very bad. It was especially difficult during nights, and worse in a rainy season.

"Now, this place has completely changed. Every household has toilets. The surroundings are clean. Having a decent toilet and clean drinking water has changed my life."

▶ Salimata is matron of Talo Health Centre in Mali. Before we reached the centre, it was difficult for Salimata to wash her hands or clean the wards to safely deliver babies.

"I really feel a lot better now," Salimata says. "When I work, I do not fear infections, because we have clean water and soap to wash our hands properly and clean our equipment and spaces."



WaterAid/Basile Ouedraogo



Thank you!



Getting clean water, decent toilets and good hygiene to people around the world starts with supporters like you. We are so excited you are joining our community.

Your fundraising will provide three essential things that unlock people's potential, help them break free from poverty, and change their lives for good.

Together we make a bigger difference. So get out there, start fundraising and have fun!

### We're here for you

Got any questions? Our friendly team are here to help, whether it's advice about fundraising or tips for chasing last minute sponsors. Call us on **020 7793 4594** or email us at **events@wateraid.org**

And make sure to share your activities with us on social media, so we can tell our followers!



WaterAid/Billy Barraclough



WaterAid/Chris Ratcliffe



WaterAid/Chris Ratcliffe

WaterAid, 6th floor, 20 Canada Square,  
London E14 5NN

Registered charity numbers 288701 (England and Wales)  
and SCO39479 (Scotland) Company number: 1787329

