

# Christmas fundraising toolkit

By organising a fundraising event for WaterAid this December, you will be helping us make access to clean water a normal part of life for everyone, everywhere.

**So dust off your baubles and get out the tinsel – it's time to make a difference this Christmas.**



## Yenus' story

Yenus, who lives in Frat, Ethiopia is one of 785 million people worldwide who don't have clean water. As our climate changes, communities like Frat shouldn't be left behind. Like everyone, they want a more secure future, and we can help them achieve it – with a tap.

We met Yenus on the walk to the river, while he was fetching water for his family. Still in his school uniform, he was in a rush to collect water. Fetching water is his role within the family (his older siblings help with farm work). Yenus had scribbled words on the back of his school shirt. He said they spelled 'love' and his name in Amharic. If there is enough time after fetching water and studying, he plays with his friends. He loves to learn – he said he likes environmental science because it's easy to learn. He wants to be a policeman when he is older because he wants to provide security for other communities.

Yenus is just 12. Clean water on tap at such an important point in his life will play a huge part in providing a brighter future for him and his family.

**By fundraising for WaterAid, you are helping to bring the gift of clean water to Yenus and everyone in Frat.**

**From 5 November 2020 to 4 February 2021, the UK government will match all public donations to Future on Tap, up to £2 million, making double the difference in climate-vulnerable communities like Frat.**

**Together, we will help to bring clean water to people in need.**

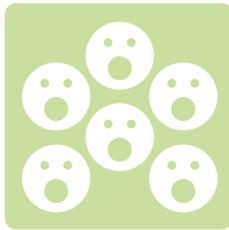




# Fundraising ideas

Here are our top ideas for doing some virtual christmas fundraising and help to make a difference in communities like Frat.

**Virtual carol singing**



Though outdoor fundraising is restricted at the moment, you can still sing festive cheer by organising an online carol concert! With your choir, friends or family, or anyone who likes to sing, perform some seasonal melodies while raising some money along the way!

**It's the time of the year for...**



**...Christmas jumpers!**  
A familiar favourite, why not get friends and colleagues together to show off your christmas knitwear?  
  
To get people involved with this one day fundraiser, set up a video chat and put the best jumper to a vote. Award a special prize to the winner!

**Festive 5k**



The Christmas fun runs we are missing can be re-created virtually and close to home. Pick a day, distance and fundraising target. You and your fellow fundraisers can even wear your best festive fancy dress.  
  
Remember to tell everyone you are running for clean water.

**Christmas quiz**



Challenge your friends, family and colleagues to a quiz and ask people to donate to be a part of the action. You can create your own or request our winter quiz by getting in touch with us!

**Give it up for Christmas**



Give up some of those little pleasures this Christmas, and donate the money you save to WaterAid. Whether it's sending Christmas cards, that extra tin of sweets or luxury mince pies, your self-sacrifice could help deliver the gift of clean water this winter.



**FUTURE ON TAP**

**EVERY DONATION DOUBLED**

# Our festive fundraising tips



Before you sew a poo emoji onto your Christmas jumper or get a gang together for a Santa run, there are a few things we'd recommend to make sure everything goes smoothly.



## Pick an idea

Decide what you are going to do and spread the word! If you need any further inspiration, do get in touch.



## Decide on a fundraising platform

We recommend setting up a [JustGiving](#) page for your fundraising and sharing the link. However, you can also set up a fundraiser on Facebook, or pay in money collected via our [online form](#).



## Get your resources

Check out our [website](#) which contains plenty of fundraising resources and information about Future on Tap. Remember to tell people that their impact will be doubled up to 4 February!

## Say hello

We love hearing from our wonderful fundraisers so do let us know what you decide to get up to. If there is anything that you need help with, drop an e-mail to [events@wateraid.org](mailto:events@wateraid.org). That's what we're here for!



Don't forget to let us know what you're doing this Christmas for our **#futureontap** appeal by using the hashtag and tagging **@WaterAidUK** on social media!



**The UK Government will match every £1 donation during our Winter Appeal.**

**Thank so much for supporting WaterAid this Christmas and helping communities like Frat.**



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