

# Christmas fundraising toolkit

Every donation doubled

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.

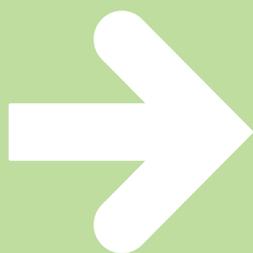
So dust off your baubles and get out the tinsel – it's time to make a difference this Christmas.



## What's the story?

Clean water, decent toilets and good hygiene should be a normal part of everyone's daily lives. But all over the world, communities are living without these essential human rights. For best friends Nancy and Lucy, living without water means they lose precious time doing what young girls do best – playing and causing mischief.

Nancy and Lucy live in Tombohuaun, a village in Sierra Leone that has survived a civil war and outbreak of Ebola. The village has no source of clean water, and they are forced to drink dirty water from a stream instead. This water makes Nancy and Lucy sick, and they have to spend hours walking every day to collect it. Together, we can change what is normal for girls like Nancy and Lucy.



By fundraising for WaterAid this Christmas you'll be contributing to our Untapped appeal. As part of this campaign, the UK Government will match up to £5 million of donations between 1 November 2017 and 31 January 2018. So your fundraising will make double the difference!





## Fundraising ideas

Here are our top ideas for your Christmas fundraising. Whether your festivities take place at work, in your home, at university or out in the local community, they are sure to make a difference to communities like Tombohuaun in Sierra Leone.

### Carol singing

Transform lives through song this Christmas by organising a carolling session. Approach your local supermarket to ask if they'd be happy for you to sing there, or ask your local council if you'd like to do it on public property.

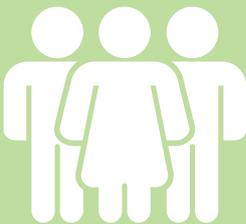


### Christmas Jumper Day

Organise for everyone to wear their festive jumpers to work or university, and ask them to donate to take part. If you want to put a spin on an old classic, why not do a Christmas jumper secret santa, where everyone has to decorate someone else's jumper!

### Santa fun run

Have you always wanted to don a white beard and run for your life? Now is your chance! There are loads of runs throughout the country in December, like this one in Battersea park [www.londonsantarun.co.uk](http://www.londonsantarun.co.uk). Just choose WaterAid from the charity dropdown list.



### Office party

Dedicate your Christmas party to taps and toilets. Provide festive cocktails and treats for a small donation. You could host a festive raffle, get everyone in to the holiday mood with some Christmas karaoke or have a decoration competition.

### Give it up for Christmas

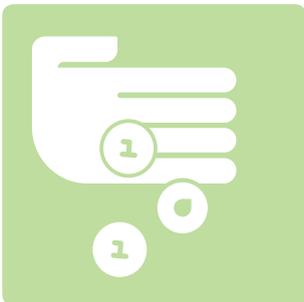
Give up some of those little pleasures this Christmas, and donate the money you save to WaterAid. Whether it's sending Christmas cards, that extra tin of sweets or luxury mince pies. Your self-sacrifice could help deliver the gift of water this winter.



Before you sew a poo emoji on to 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.



**Where is it going to happen?** Whether your event is going to take place at home, in the workplace or in your local community, you'll need to make sure your venue is confirmed, safe and accessible. Check out our safe and legal guidelines [here](#).



**Assemble your crew!** Fundraising is so much easier when you've got support, so recruit some friends to help you with promotion, logistics and to give a helping hand on the day.



**How are you going to raise the money?** If you're feeling digital, set up your Christmas fundraising page on **JustGiving** and ask friends and family to donate. If you're collecting cash, you can pay it in using our paying in form found [here](#).

**Get your resources!** Download your fundraising resources [here](#) and use these to tell everyone about your fundraising, and that every £1 will be doubled! You can also email [events@wateraid.org](mailto:events@wateraid.org) to order t-shirts, toilet costumes, balloons and more.

**Keep in touch.** Need a hand planning your event, or want to order some resources? We can help! Get in touch on **020 77793 4594** or email [events@wateraid.org](mailto:events@wateraid.org).



Don't forget to let us know what you're doing this Christmas for our **#Untapped** appeal by using the hashtag and tagging [@WaterAidUK](https://www.instagram.com/WaterAidUK) on social media!

Thank you so much for joining the WaterAid team this Christmas. Together we will help make clean water, decent toilets and good hygiene normal for everyone, everywhere!



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Registered charity numbers 288701 (England and Wales)  
and SC039479 (Scotland)

