

Mission: Water
One industry
One week
One mission



Registered with
**FUNDRAISING
REGULATOR**



WaterAid

Water industry united to support WaterAid



We're so glad you're here. The world has been feeling vulnerable recently, hasn't it? And the more we turn on the news, the more powerless we can feel.

But today, you chose to make a difference.

You realised that you – in your role in the UK water industry – can help someone change the course of their history. Someone you may never meet. Because you believe in the power of water.

Your fundraising will have a lasting impact, it really is incredible. By uniting across the UK water industry to support WaterAid's mission, you will make a world of difference to peoples' lives.

This is one small step towards making clean water normal for everyone, everywhere. And it's the catalyst for change, helping someone open up a new world of possibilities for themselves.

Meet Atalel

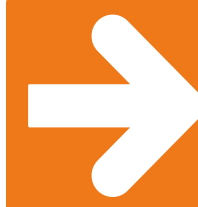
Mission: Water will help people like 16-year-old Atalel and her mother Sewnet in Ethiopia. Like most girls in Ethiopia, Atalel is responsible in supporting her mother with the house chores. Collecting water was one of her daily tasks and would often make her late for school. But now, they're able to turn on a tap and collect clean, fresh water. Water that they use to wash their hands, stop the spread of disease and protect themselves and their community. Water that Atalel can drink and wash herself with before she walks to school every morning, ready to build her future.



"I really feel excited because we have tap water now. I can't express my happiness. I am sure our lives will be changed for good. I get to school on time now as the water is not far and collecting water won't take my time at all. I am focusing on my education and I am looking forward to getting good grades"

Atalel, 16

Are you ready to start your mission?



Set your own fundraising mission today and help bring clean water to millions of people around the world.

One day, every person on this planet will have clean water. You can be part of making that day closer. That's our mission – right now, right here, on earth. Are you with us?

Join your company's team and tackle a fundraising challenge as an individual or as a group. You'll be competing against others across the UK water industry to be crowned the Mission: Water Champion!"

Then complete your chosen challenge during Mission: Water Week which will take place 5-11 June 2023.

To take part, choose from one of the following three categories:

Hometown Hero

Channel your love for where you live by doing something for your community. You could even get your family and friends involved!

Lifestyle Legend

Can you inspire others by giving something up or trying something new?

Dare Devil

Do you have an adventurous streak, or love a challenge? Be bold and do something that really gets your heart pumping!

Sign up

1. Go to wateraid.org/mission-water
2. Register as an individual and join your company's team
3. Personalise your fundraising page and launch your mission!



Did you know?

In 1981, UK water companies came together with a shared mission to find a solution to the global water crisis. Together they founded WaterAid. And have worked tirelessly alongside us ever since.

Let's get closer to achieving our founder's vision of a world where clean water, decent toilets and good hygiene are normal for everyone, everywhere.

Whatever you decide to do, the funds you raise will bring us closer to our shared mission – for clean water to be normal for everyone, everywhere.

Find out more, or come on board as a mission sponsor* missionwater@wateraid.org

*open to water companies, contractors, consultants and suppliers.

Thank you



WaterAid/ Ernest Randriamalala



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

One day, thanks to supporters like you, every person on the planet will have clean water, giving people the power to change lives, for good.

So get out there, start fundraising and have fun!



WaterAid