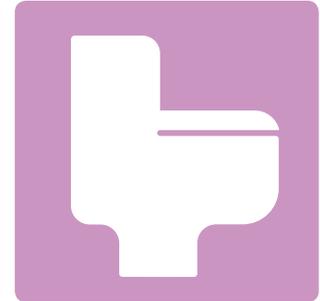


World Toilet Day

Sunday 19 November 2017

Fundraising toolkit



Can you imagine life without the humble loo? Neither can we. But for too many people worldwide it's a normal part of daily life. By organising a fundraising event this World Toilet Day, you'll be changing lives with clean water, decent toilets and good hygiene.

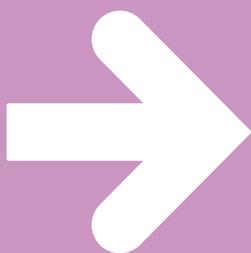


What's it all about?

Right now, almost one in three people are living with their potential untapped because they do not have a decent toilet of their own. This, alongside the fact that one in nine people in the world live without clean water, means that life is destined to be difficult for women like Matu.

Matu lives in Tombohuaun, Sierra Leone, which is one of the many communities that we're bringing taps and toilets to this winter.

Tombohuaun is a remote community that has survived a civil war and outbreak of Ebola. Its 400 residents are just like us; they have buckets of entrepreneurial spirit, talent and resilience. What they don't have is clean water and toilets – but this is all about to change.



By fundraising for WaterAid this World Toilet Day 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 World Toilet Day fundraising. Whether you do them at work, at home, at university or out in the local community, they are sure to make a difference to communities like Tombohuaun.

Cake sale

Bake up a storm and sell your cakes to your friends, family or work colleagues. Why not make it toilet-themed for extra points – poo emoji cookie anyone? Give us a call for some of our WaterAid cake toppers to complete the look.

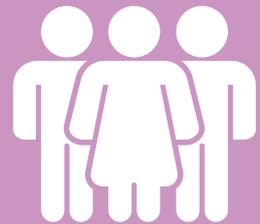


Spend a penny

Did you know that on average people go to the toilet seven times a day? Pop a WaterAid collection pot in your loo and make a donation each time you spend a penny. Get your loved ones to join in too, or introduce it to the office!

Sponsored walk

Organise a sponsored walk to raise funds and draw attention to the fact that every day, millions of women and girls have to walk for miles to collect water. Do it in style and borrow one of our novelty tap costumes to wear for the duration of your challenge!



Comedy quiz

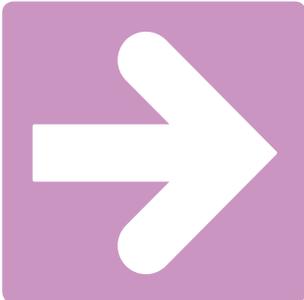
Approach your local pub to ask if they'd dedicate one of their November quizzes to WaterAid. Or if you're feeling confident, organise your own! We can provide you with toilet-themed questions to get the ball rolling.

Film screening

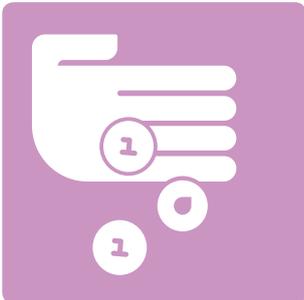
Host a film night and show our film *Across the Tracks*. Ask for a donation from the audience to attend. The film focuses on a group of women in India who made change happen by building toilets. You can find the film at www.cleanindia.wateraid.org



Before you unleash toilet puns in the local pub quiz or get a gang together for a sponsored walk, there are a few things we'd recommend to make sure everything goes smoothly.

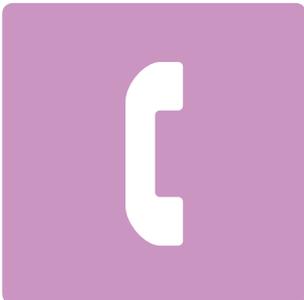


Where is it going to happen? Whether your event is going to take place at home, in the workplace or in your local community, you'll need to make sure your venue is confirmed, safe and accessible. Check out our safe and legal guidelines [here](#).



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 World Toilet Day event 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 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.



Don't forget to let us know what you're doing this **#WorldToiletDay** by using the hashtag and tagging [@WaterAidUK](#) on social media!

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



WaterAid, 47-49 Durham Street, London SE11 5JD
Registered charity numbers 288701 (England and Wales)
and SC039479 (Scotland)

