Christmas fundraising toolkit

By fundraising for WaterAid, you will help make clean water a normal part of daily life for everyone, everywhere.

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

Rekha – studying for a better future

For 18-year-old Rekha from Kavre in central Nepal, clean water is the route to a better future. When her community was hit by the massive earthquakes in 2015, it caused widespread damage to water sources. Rekha and her family had no choice but to journey nearly 3km down steep hills and past cliff edges to collect water. It meant she was often late for school, or didn't have time to finish her assignments. She would be tired and unproductive for the rest of the day. Her dreams of learning Japanese and becoming a teacher were quickly slipping away.

But fast forward a year and the change in Rekha is visible. Her community has worked together with our teams to construct a reservoir, dig trenches for pipes and install taps so that she and others have clean water close to their homes. It means she has ample time to pursue her studies and develop her hobbies. She can stay healthy and hydrated, and concentrate in class. There is a joy and excitement in her voice that wasn't there before.

Join our Thirst for Knowledge Appeal

This Christmas, help bring clean water, decent toilets and good hygiene to schools worldwide, so that generations of girls get the chance to learn.

Give to our Thirst for Knowledge Appeal before 15 February 2022 and the UK government will match your donations up to £2 million, making double the impact for our work in Nepal.
Fundraising ideas

Here are some of our top ideas for doing some fundraising this Christmas. Whatever you choose to do will help make double the difference this winter.

- **Carol singing**: If you can, why not spread some festive cheer in your local community by singing some seasonal melodies!
  - If you need help organising a collection, get in touch for us and we’d be glad to assist.

- **Dig out your Christmas jumper**: A familiar favourite, why not get friends and colleagues together to show off your Christmas knitwear?
  - Whether this is at your workplace or via a video chat, get everyone involved and donating. Award some prizes for the best effort, most tacky jumper, and anything else that deserves special recognition!

- **Festive 5k**: There are an abundance of festive themed ‘Santa runs’ across the nation where you can join in the festivities.
  - If you fancy doing your own run, pick a date, fundraising target and distance and see if you can encourage others to do the same!

- **Christmas quiz**: Challenge your friends, family and colleagues to take part in a quiz night and ask them to donate a voluntary entry fee.
  - You can ask a venue to provide a space for you, but if you prefer, you can do this from the comfort of your own home!

- **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.
Our festive fundraising tips

Before you get started on 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 Thirst for Knowledge. Remember to tell people that their impact will be doubled up to 15 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. That’s what we’re here for!

Give before 15 February 2022 and the UK government will match your donations up to £2 million, making double the impact.

Thanks so much for supporting WaterAid this Christmas.

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