Fund challenge information
Fund – how it works

All development work needs funding. Can you make change happen?

Pitch exciting, big ticket fundraising campaigns to WaterAid to secure a £350 seed fund to make your events a reality.

- **Bronze** £3,500
- **Silver** £7,000
- **Gold** £10,000

Reaching your minimum fundraising target

Think you can raise more? Keep going!

Congratulations! You've gone above and beyond.
What will you do?

• Prepare, present and execute an exciting and profitable fundraising campaign.

• Your team will receive £350 seed funding after a successful business pitch in April to help deliver big ticket events.

• Raise a minimum of £3,500 for our work.
  • Engage with colleagues, friends, family, and the wider community to ensure events are a success.
What will your impact be?

Your team’s galas, karaoke nights, pub quizzes, sports days and more can help people gain access to clean water, decent toilets and good hygiene.

You will see how your fundraising efforts directly translate to taps, toilets and more in your focus country of choice.
What do we have to submit?

<table>
<thead>
<tr>
<th>Business pitch</th>
<th>Final submission</th>
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<tbody>
<tr>
<td>• 2-minute max video presentation of fundraising plans</td>
<td>• Show how the seed fund was turned into a profit for WaterAid in <strong>one or more</strong> of the following:</td>
</tr>
<tr>
<td>• Preliminary income and expenditure sheet.</td>
<td>• A3 Poster/Board</td>
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<tr>
<td>• Completed seed funding form.</td>
<td>• 5-minute max video</td>
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<td>• 10-slide max PowerPoint</td>
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<tr>
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<td>• Final income and expenditure sheet.</td>
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What can you win?

• Best Solve (by challenge)
• Best Fund
• Best Learn

If your team excels in all three aspects of **Solve, Fund** and **Learn**:  
• Global Overall Winner and virtually visit our work!
What did the 2017 winners do?

Scottish Water Team Albagua – Global Overall Winners

• Golf day, sponsored shark dive, raffles, online donations.

Seqwater Agua Viva – Regional Winners Asia Pacific

• Online donations and cow poo lotto: donors bought a square of land in a field and a cow was released into a grid. The square that the cow decided to do its business on was the winner!
What did the 2018 winners do?

Sydney Water Praan – Global Overall Winners

- BBQ, bake sales, plant sale, movie night, trivia night, online donations.

Portsmouth Water Tigers – Regional Winners Europe and Americas

- Office dress down days, curry and movie night, quiz night, World Cup sweepstakes, 1920s murder mystery gala dinner, skydive, online donations.
What did the 2019 winners do?

Hunter Water Team Mareiwa – Global Overall Winners

- Raffle, bake sales, chocolate sales, bingo, dress down days, tours of the Hunter Water Reservoirs.

Thames Water H2Wow – Regional Winners Europe and Americas

- Thames Water Raft Race, raffle, netball tournament, bucket collections, donations from suppliers.
How to create your fundraising page and track your income

All UK teams will track and submit their fundraising online through JustGiving

To create your Winnovators fundraising page on JustGiving please visit this page, click ‘start fundraising’ and follow the instructions

- All UK team pages will be linked through this campaign so you can see how the competition is doing!
- This will also ensure all your funds are correctly marked for Winnovators and your focus country of choice.

Please do not create separate online fundraising pages as this makes it difficult to track your work and ensure our country programmes receive the funds you have raised.
What’s next?

• Check with your company to see if there are any restrictions on types of fundraising you can plan.
• Check out the other resources on Asset Bank:
  • Bucket and tin labels for printing
  • Tips for planning and budgeting
  • Information about WaterAid’s public liability insurance for teams in the UK and Australia
  • Social Media Tips
  • Example final submissions
• Contact us at winnovators@wateraid.org with questions.