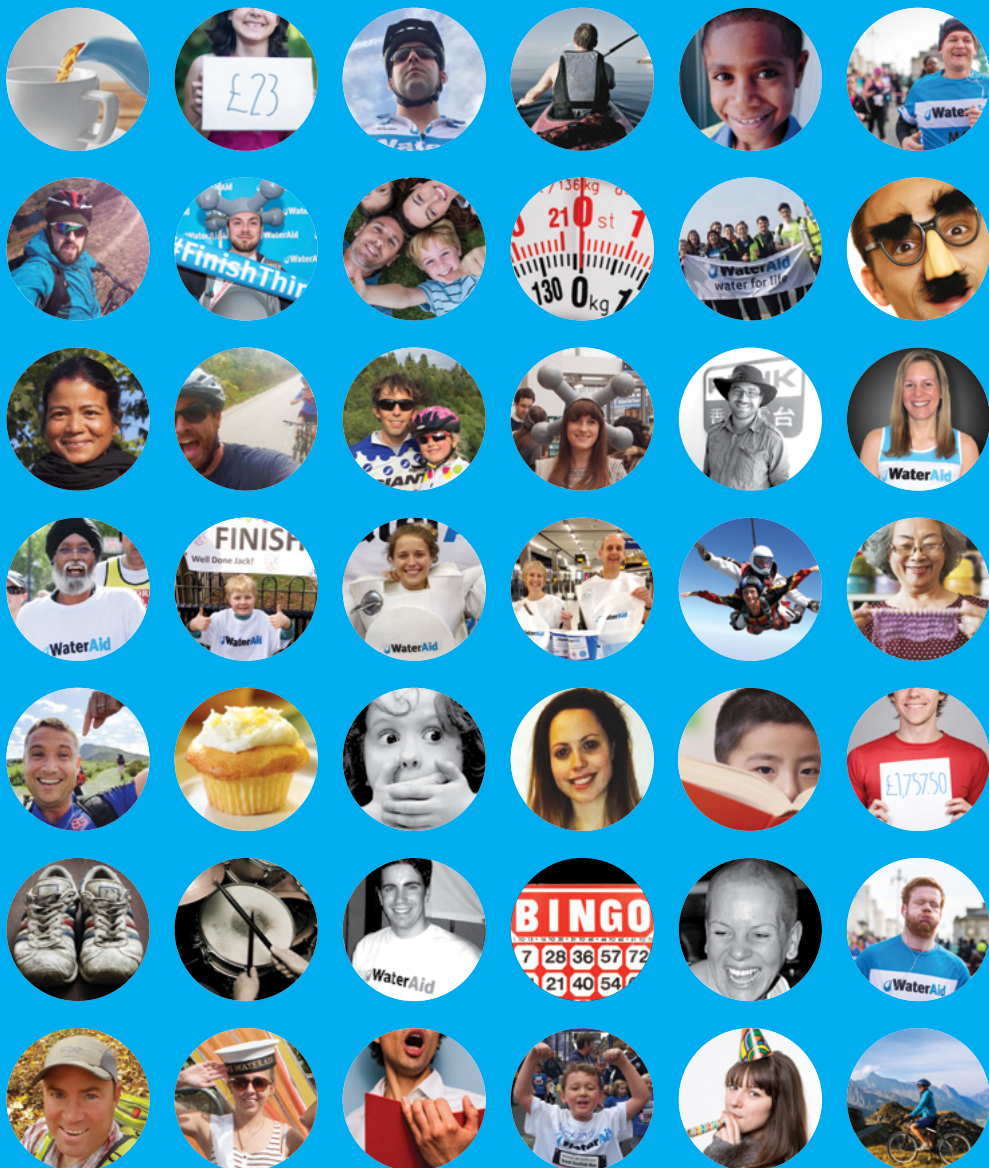


Inspiring people

Fundraising for WaterAid



Your fundraising journey starts here

By the year 2030, we want everyone everywhere to have clean water and a toilet. You can help make it happen.

Fundraising gives you the power to transform lives. By bringing pumps, wells and life-saving sanitation to communities who desperately need it, you're helping people to help themselves.

Whether it's grabbing your trainers, baking up a storm or crossing that finish line dressed as a tap, today is the day to make a change!

Changing lives for good

You really can make a difference. Take Laxmi Bhujel for example. In the mountainous district of Udayapur, Nepal, where landslides and flooding are commonplace, providing safe drinking water is a big challenge.

With the district's taps in need of constant repair, money raised for WaterAid meant Laxmi could receive training to fix and maintain them. In her role as caretaker she has become a key member of her community, where jobs for women are usually scarce. Thanks to Laxmi's plumbing skills, people in Udayapur now have reliable access to clean water and as a result, healthier lives.



"My work brings water but also happiness, joy and comfort."



Laxmi Bhujel,
Caretaker,
Udayapur, Nepal



"What keeps me going? Getting safe, clean water for all."



Sarah Freeman

Sarah's been there and got the T-shirt

We think Sarah's a bit of a star! She set herself an overall fundraising target of £3,200 for WaterAid, spread across six different events.

Sarah jumped, climbed, cycled and chuckled her way through each challenge – maybe you fancy doing something similar?

1. Sky dive	£100
2. 10 mile assault course	£100
3. Wear the same outfit for 5 months	£200
4. 3 peaks challenge	£400
5. Triathlon (Half Iron Man)	£800
6. Donate hair to charity	£1,600
Total	£3,200

Raising £3,200

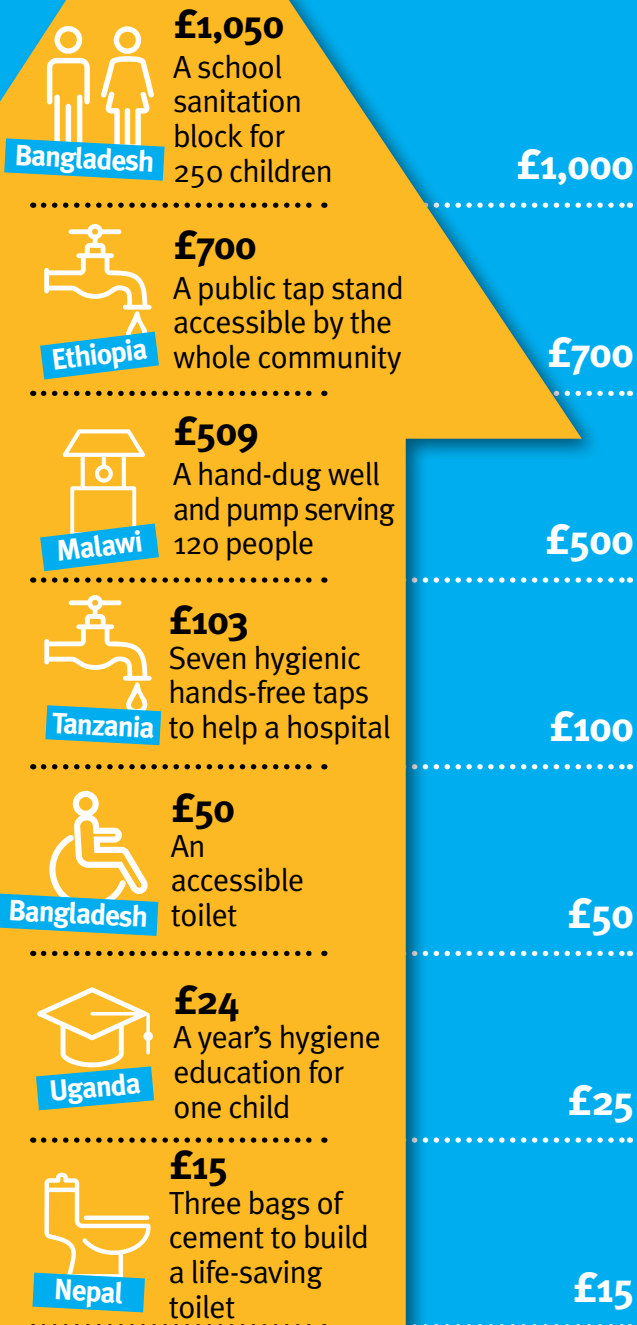
See how far your money could go

For every £1 given

78p is spent helping provide people with safe water, toilets and hygiene essentials.

21p is spent on fundraising.

1p on governance.



Do what you like, from bake to bike

...with friends and family

Have a ball It's party time! Make it a night to remember

Shave your hair If you dare! All off for a worthy cause

Give it up Chocolate, biscuits, a glass or two? Give it up for a month

Film nights Popcorn at the ready, dim the lights. Screen your movie night

Go busking Can you sing? Play an instrument? Show off your talent with friends

"I'm nearly 9 and having a cake sale"



Dylan

...with colleagues and teammates

Cake sale Bake some cakes and make some cash

Dress down day Lose the tie and go casual for a good reason

Donate wages A little, a lot, it all makes a difference

Sweepstakes What are the odds? Organise your office sweepstake

Office workout Get a team together and sign up to one of WaterAid's challenge events

"I've shaved my hair off to help raise £3,156"



Meg Gregory

...with school friends and teachers

Quiz night I'll only accept your first answer

Sponsored silence Shh! Keep someone quiet for a day or a week

X-Factor Got what it takes? Get your judges lined up

Obstacle course Up, over, under, have fun and go, go, go!

Fancy dress day Raid that box. Scarves, hats and wigs, stick it on

"I'm kayaking into work this week"



David Slarks

For more fundraising ideas visit wateraid.org/uk/fundraising

Turn your ideas into action

What we offer you

We're right beside you every step of the way. Whether you're planning an activity of your own or joining an organised event, we're here with ideas, inspiration and support. We also have loads of fundraising goodies like stickers, balloons and posters to help you with your efforts.

What we need from you

Your drive, your enthusiasm... and your plans. As soon as you've decided on your event, let us know, and we will do what we can to support you.

Get in touch:

events@wateraid.org
020 7793 4594

Your guide to fundraising success

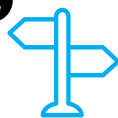
1



Set a target

- How much do you want to raise?
- Thinking about the real impact your donations could have on people and communities will help motivate you to achieve your goal and maybe even exceed your fundraising target.
- So look back at the list on the previous page and aim high!

2



Decide on your event

Now you've set your goal, it's time to choose the best way to reach it. What are your strengths? Are you a planner or a doer? Do you like to go solo or work in a team? If you can bake delicious cupcakes, build on that, or if you're an active type, then a physical challenge could be a good fit. Our advice is to go with an event that's right for you and the rest will follow.

3



Planning and logistics

First on your to-do list, make a plan. Use our 'five Ws' to help organise your event from start to finish:

What are you going to do? There are plenty of ideas to choose from or you can do something completely unique.

Where is your event going to be?

When is it? Give yourself a realistic time frame to train, plan and promote. Check the calendar for public, school and religious holidays.

Who is going to donate? Think about how to reach the right people at the right time. Finally (and again!),

Who is going to help you on the day?

Now you have a plan of action, share tasks among friends, family and volunteers who have the right skills to make your event a success!

Tick off each of the five Ws along the way with our handy checklist overleaf.

4



Have fun and stay safe

If you are organising your own activity or event for WaterAid you must consider:

- First aid
- Security and cash handling
- Food safety and hygiene
- Accessibility for people with disabilities
- Safeguarding of children and vulnerable adults

Find more information on [wateraid.org/uk/fundraising](https://www.wateraid.org/uk/fundraising)

"I wanted to raise £500 for charity, so I did what I do best and baked cakes"



Walter Smith
Baker



5



Get the right permission

Licences If you are collecting on the street, a supermarket or private property, make sure you get the right permission or permit to do so.

Serving alcohol If you want to serve alcohol at your event, just make sure the venue has a licence.

Photos please Do snap away, it will make the day. Remember to get photo permission from anyone who is caught on camera if you wish to share the pics.

Logo and brand We want you to say it loud. Contact us to use our 'In Support of WaterAid' logo.

Stay safe, stay legal: find a full toolkit at wateraid.org/uk/fundraising

6



Have a watertight budget

Keep a record of what you spend and what you raise. Try to spend as little as possible to maximize your donation and ask for freebies whenever you can – every penny counts.

7



Shout about it!

Whether you tweet it, share it on Facebook or hand out leaflets, create a buzz around what you're doing. Get in contact with us for advice on how to get the most out of social media – the quickest and easiest way to spread the word far and wide. The more people who know, the more people will show their support.



facebook.com/wateraid



[@wateraidUK](https://twitter.com/wateraidUK)



[@wateraid](https://www.instagram.com/wateraid)

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At your event

After all the planning, it's time for the big day. The most important thing to remember is to have fun; it's certain to make hitting your target much easier.

The five Ws checklist Keep this to hand to help you plan and stay on track

- ☐ What is your event?
- ☐ Where is it going to be?
- ☐ When is it happening?
- ☐ Who will be donating?
- ☐ Who can help you?

For more fundraising toolkits visit
wateraid.org/uk/fundraising

After your event

Once the money starts rolling in, choose a way to pay from the options below.

The sooner we receive your donations, the sooner you'll be able to make a difference.



By phone

Call our Supporter Care Team on **020 7793 4594**



By post

Please send cheques only, made payable to WaterAid with a paying-in form available from **wateraid.org/uk/fundraising** to:

Freepost RRRZ-YRRB-ELKE,
WaterAid,
Melksham
SN12 6YY

Do include a note on how your event went. If you would like a thank you letter, please don't forget to include your address.



In person

Pay in cash or cheques at any branch of Barclays Bank. We simply need you to fill in a paying in form you'll find on our website:

wateraid.org/uk/fundraising



Online

For a really easy way to pay, set up a fundraising page via **justgiving.com/wateraid**. The money comes straight into our bank account and your sponsors can give us permission to claim Gift Aid (see below).

If you wish to pay via BACS, please contact us for our bank details.

giftaid it

If your supporters are UK taxpayers and allow us to claim Gift Aid on their donation, we can make an extra 25p from each £1 raised, at no cost to them.

Remember: We need any donation envelopes or paper sponsor forms to claim the extra 25%, so don't forget to send them if you are paying your donation over the phone or by post.

Thanks to our inspiring supporters, Jonathan's school stayed open

Here's how the money you raise can change lives. Jonathan's school in Papua New Guinea, serving over 400 students, faced imminent closure due to poor sanitation. Health inspectors laid down the law – if clean, safe toilets weren't installed, they would have to shut down the whole school. But they had no way to afford them.

WaterAid and our partner Anglicare stepped in, providing toilets with shower rooms and establishing a school hygiene team among the students. These changes meant Jonathan, and hundreds of other children, could carry on getting the education they deserved.



"Now I can go to school every day"



Jonathan Nanadai
Age 8, Papua New Guinea

Get going: start today at
wateraid.org/uk/fundraising

**Remember to say
"thank you!"**

Whether it's to the people that helped, or to the people that donated, a personal thank you will mean so much.

You never know, it might inspire them to do their own fundraising for WaterAid.

A big thank you

Thank you for taking the first step to help WaterAid get clean water, sanitation and hygiene education to everyone everywhere by 2030.

We've already achieved so much with help from amazing people like you but there's always more to be done – so get out there and get fundraising.



21m
people reached
with toilets*



23m
people reached
with safe water*



38
Your support is helping
work in 38 countries*

Together, we won't stop until
everyone everywhere has taps and toilets.

wateraid.org/uk/fundraising

*as of 2014/15



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T: 020 7793 4594 E: events@wateraid.org

www.wateraid.org

f facebook.com/wateraid

t [@wateraidUK](https://twitter.com/wateraidUK)

i [@wateraid](https://www.instagram.com/wateraid)

Registered charity numbers: England and Wales 288701, Scotland SC039479

GEN



give with confidence