



Your
Fundraising
Guide

At WaterAid we know that access to safe, clean water is a basic human right. But Mary, like many people, had never known it.



Mary lives in Kaniche, Malawi and has two daughters, Noira and Faith. Because clean water was not available in her village, Mary had to walk for five hours to fetch water from the nearby river. In the dry season she had to dig deep and dangerous scoopholes to reach water.

She knew that because it was not clean it could make her and her children ill, but she had no choice.

“There are many deaths in this village which are because of diseases from the water. If we got clean water here I would be happy. Having clean water means no diseases and there would be fewer deaths.”

For people like Mary, Noira and Faith, access to clean water changes everything. You can make this a reality, and with the help of our fundraising heroes, we’re going to show you how.

Just £15 can enable one person to access safe water, improved hygiene and sanitation.

Welcome to your fundraising guide.
Inside you’ll find everything you need to
organise a fantastic fundraising activity.

WaterAid



A close-up portrait of a young woman with long, wavy blonde hair and blue eyes. She is smiling and looking directly at the camera. The photo is framed by a thick blue border.

A photograph of three young women standing behind a table, smiling and looking at papers. The woman on the left is wearing a black top and jeans. The woman in the middle is wearing a white t-shirt with 'WaterAid' printed on it. The woman on the right is wearing a patterned vest over a black top. They appear to be engaged in a community service activity.

wateraid.org/uk/fundraising



Get active!

"It can be hard getting up early in the morning to fit in a training run before work, but when I think about walking for miles every day, just to find water, I feel happy knowing that I can help change that."

Lauren

Sign up to take part in one of our events online wateraid.org/uk/events or organise your own!



Miriam and her daughter Hemi organised their own cycling event which raised over £1,000! Hemi learnt how building toilet blocks in schools gives children a better chance of an education, and she wanted to do something to support this.

"There was a lot of planning but it was lots of fun. It's given the whole family a real sense of achievement."

Miriam from London

Staff and partners at bottled water company Belu held a sponsored watermelon carry for the five days of World Water Week. Together they raised £3,206.

"We carried our watermelon everywhere to highlight the fact that millions of people are forced to walk for hours every day, carrying water for their homes and families."

Elle from Belu



Paul rowed from Dover to Calais without leaving dry land.

"Being based in the Midlands, we are fairly land locked so we had the idea for a virtual indoor row from Dover to Calais and back. The organisation was quite simple and we managed to raise £335!"

Paul from Warwickshire



Top tips from our fundraisers

- Miriam invited her local MP to give out certificates to the cyclists on the day as a way of thanking those who took part
- Belu took to Twitter with photos and updates about their walk to get the message about safe, clean water out to more people
- Paul showed a WaterAid film during his virtual row, to get supporters talking about water and how their fundraising could change people's lives

A portrait of a man with a beard and glasses, smiling. The photo is tilted and has a blue border.

Get started
right away with
one of our simple
fundraising
ideas!

how animated and competitive people become growing chillies in an office!"

Pauline from the Environment Agency



For her 11th birthday, Jessica decided that instead of asking for presents, she would have a party to raise money for children who don't have the same opportunities as her. She raised a fantastic £509!

- Mick set up an online fundraising page to ask people to make it easy for people to support him
- Our water company fundraisers used the online auction site www.auctionofpromises.com
- Pauline got her compost, seeds and pots donated by a local garden centre
- Jessica organised games at the party with prizes including family days out, meal vouchers, cricket tickets and beauty products, all donated by local companies





Think your fundraising through and stay safe, especially if it involves alcohol, preparing food, or a physical challenge. Your safety and that of your supporters is hugely important to all of us at WaterAid. You can find some safety guidelines on our website.



Give Maddy a call!

020 7793 4594

events@wateraid.org

From sponsor forms to posters, and ideas to inspiration, we're here to help you with your fundraising, every step of the way!

Checklist

- ☐ Get in touch to let us know you're fundraising
- ☐ Set up a fundraising page online
- ☐ Promote your activity – tell your friends, write to the local paper, add it to your social media pages
- ☐ Ask about matched giving at work
- ☐ On the day - ask for help at the event from your friends and colleagues
- ☐ After the event – remember to pay in your money promptly
- ☐ Share our thank you letter with your supporters, so they know what a difference they've made too

£150

With £150 we could transform
the lives of ten people
through safe, clean water.

Keep it legal

Keep cash secure and make sure it is counted and checked by two people. Visit the website for tips on staying on the right side of the law. If in doubt, get in touch.

Paying in your money

Remember to send your money in to us promptly and let us know how you raised it.

WaterAid resources

From t-shirts to collection tins, get in touch if you need any WaterAid resources.





Thank you

With the money you raise, we can transform the lives of people like Mary.

With clean water now available in her community, Mary can look forward to a healthier future for her family, has time to earn money selling maize and has an important role looking after the water source in her community.

Best of all, she has time to spend with Noira and Faith.

Thank you for transforming lives.



"I foresee a brighter future for everyone in Kaniche"



www.wateraid.org/uk/fundraising

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