water.org®

Raise money.
Give water.

Tools and resources
to make it easy

Let's change lives with safe water

Thank you for your interest in raising money to change lives with safe water and sanitation.

There are many ways to help, from a classroom bake sale to donating your birthday to friends sponsoring you in a 5K run. Every dollar you raise makes an impact to empower families around the world with access to safe water. Get creative and put your passion into action.

Here are tips and resources to help you reach your goal:

• Information about Water.org and the water crisis

• Steps for a successful fundraiser

• Fundraising ideas

• Photos, videos, graphics and more

• Answers to frequently asked questions

About Water.org

Access to safe water can protect and save lives, just because it is there. It has the power to turn time spent into time saved, when it is close and not hours away. It can turn problems into potential: unlocking education, economic potential, and improved health.

For more than 30 years, Water.org has made it our mission to bring water and sanitation to the world. We do this by helping people access small, affordable loans that enable them to install household water connections and toilets. When given an opportunity to pay for water and sanitation improvements with loans, families opt to finance long-term solutions versus struggle day-to-day to find the next liter of water.

We've transformed millions of lives across four continents — giving women hope, children health and families an opportunity to break the cycle of poverty.

You can help change these facts:

2.2 billion

2.2 billion people — 1 in 4 — lack access to safe water

3.5 billion

3.5 billion people — 2 in 5 — lack access to a safe toilet

2 minutes

Every 2 minutes, a child dies from a water or sanitation-related disease

200 million

Women and girls spend 200 million hours each day collecting water

5 steps for success

1

Decide what and how much

- Get creative and come up with a fundraising idea that will work best for you or your group. Here are some ideas.
- Set a fundraising goal knowing every dollar matters. It costs $5 to help provide one person with access to safe water or sanitation. How many lives will you impact?

2

Create your online fundraiser

- It's easy to set-up a personal online fundraising page at Give.water.org.
- Customize it with a photo and share how you're raising money for safe water.

3

Spread the word

- Send an email to friends and family and share your fundraiser on social media to invite others to donate. Here are a few tips for sharing.

- If you're having an event, check out our photos and posters to print and share.

4

Submit your donations

- If you collected cash or check donations in addition to online donations, see ways to donate.

5

Share your success

- Thank everyone that donated to your fundraiser.

- Share photos and the story of your fundraiser with us. We love the creative ways you raise money, and may feature you on our social media. Email us at info@water.org.
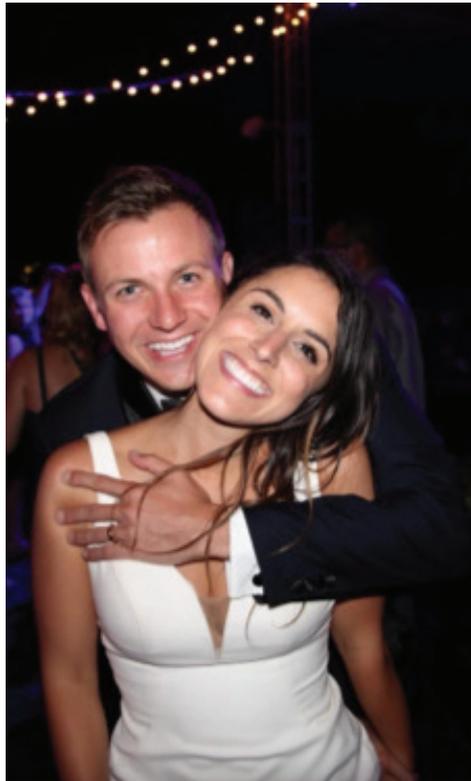
Fundraising ideas

For anyone and everyone

There are many ways to raise money. Whatever works for you, works for us!

- **Donate your day** – Celebrate your birthday, wedding, anniversary or other special occasion by asking for donations instead of gifts.

- **Turn sweat into safe water** – Run, bike, climb, or swim for safe water. Ask friends and family to support you or donate for every mile you conquer.

- **Bake sale or lemonade stand** – Put your culinary skills to work and sell some goodies for safe water.

- **Benefit concert** – Host a concert featuring a local band and donate proceeds from tickets and concessions.

- **Dance-a-thon, bowl-a-thon, jump rope-a-thon, you name it** – Promote fitness and fun while changing lives.

- **Movie night** – Host a movie night at school or in your neighborhood and donate proceeds from tickets and concessions.

- **Tournament time** – Challenge your family and friends to a free-throw contest, cornhole tournament, or any other friendly competition you can think of.

Fundraising ideas

For schools and community groups

Rally your classmates or friends together for a fun activity and raise money so kids around the world have access to safe water and the time and health to go to school.

- **Loose change** – Encourage kids to gather loose change and make it a competition between classrooms. This is a great option for younger students.

- **Donate a daily habit** – Ask fellow students and teachers to go without a daily luxury, like coffee or soda, and donate the amount they would have spent.

- **Crafts or student art** – Be creative and sell your crafts, artwork or other creations.

- **Candy grams** – Sell bags of candy with a short note written by the buyer and deliver it to their selected recipient. Great for holidays like Halloween and Valentine's Day.

- **Walk for water** – Plan a run or walk, raising awareness of women and children around the world who walk each day to collect water.

- **Talent show** – Show off your magic tricks or best jokes and raise money for a great cause.

- **Car wash** – Set up a car wash for your community and celebrate the life-changing power of water.

Fundraising ideas

For businesses

Engage your colleagues to raise funds and help give people in need the opportunity to earn income and provide for their families instead of collecting water.

- **Cook-off** – Challenge your co-workers to a chili, bbq, dessert, you name it cook-off, and ask taste testers for a donation.

- **Donate a daily habit** – Ask your colleagues to go without a daily luxury, like coffee or soda, and donate the amount they would have spent.

- **Company match** – Be sure to ask if your company will match the amount raised by your fundraiser.

- **Get moving** - Challenge team members to tally their steps for a certain amount of time and donate on behalf of those that reached the goal. Your steps mean a person in need will no longer have to walk for water.

- **Walk for water** - Plan a run or walk, raising awareness of women and children around the world who walk each day to collect water.

Sign up

Sign in
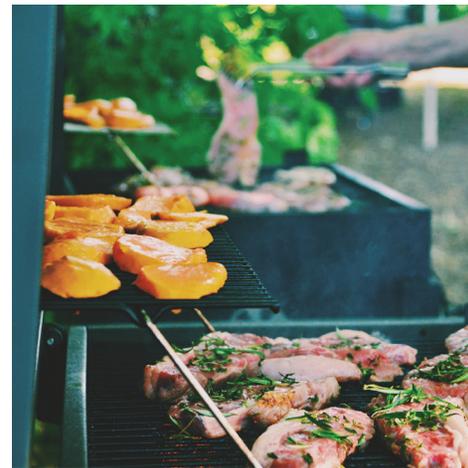
Laura's Birthday Fundraiser
Laura Smith

Donate

70%

$350 Raised	$500 Goal	76 Days

Share on facebook

Share on twitter

Promote this fundraiser

Fundraiser overview

Water connects every aspect of life. Access to safe water and sanitation can quickly turn problems into potential – unlocking education, work opportunities, and improved health for women, children and families across the world. Every $25 donated will help provide one family in need with life-changing access to safe water or sanitation.

2.2 billion people — about 1 in 4 — lack access to safe water ; 3.5 billion — about 2 in 5 — lack access to a safe toilet. Water.org is dedicated to changing this and you can help. Together, we can empower families around the world with access to small, affordable loans to make household water and sanitation solutions a reality.

Water.org is an international nonprofit organization that has positively transformed millions of lives around the world through access to safe water and sanitation. Founded by Gary White and Matt Damon, Water.org pioneers market-driven financial solutions to ensure everyone has access to safe water and sanitation – giving women hope, children health and communities a future.

7 supporters

Sarah Pearlman — $25.00
Best wishes!

Jessica Canavan — $30.00

Margaret Schmidt — $100.00

Al and Emily Leopold — $25.00

And 3 more donors...

Donate

How to set up an online fundraiser

Visit give.water.org

- Enter a username and password to create an online fundraising page.

- Customize your page with a photo and your story.

- Share the link on social and send an email inviting your friends, family and community to donate.

- Thank people as they donate.

Keep asking and sharing until you reach your goal! Tips here.

Tips for sharing

Email tips

- Send out emails to friends and family inviting them to join your efforts and contribute.

- Don't be afraid to send multiple emails. Often times people want to give but forget, so a reminder email is a great thing!

- Remember to share your story and why you are passionate about raising funds for Water.org.

Show what the power of water can do by **sharing a story** of someone whose life has been changed with access to safe water.

Sample email

Dear (insert name here),

2.2 billion people — about 1 in 4 — lack access to safe water ; 3.5 billion — about 2 in 5 — lack access to a safe toilet. It's time to change this. I am fundraising for Water.org, an organization dedicated to bringing safe water and sanitation to the world. With each donation to my fundraiser for Water.org, there's a story of renewed hope, health and opportunity for people in need.

Together, we can empower families around the world with access to small, affordable loans to make household water and sanitation solutions a reality. Please join me today and help change lives around the world through safe water. Any amount helps. (Insert link to your fundraising page).

Thank you for your support!

Social media tips

- Share a link to your personal fundraising page and include one of our photos or graphics.

- Post updates about your fundraising progress — ask people to help you reach your goal.

- If you're organizing a fundraising event, such as a car wash, create a Facebook event and invite people to attend. This is a great way to share details and photos of the event.

- Tag Water.org so we can see what you're up to and cheer you on!

Sample posts

- Water.org empowers people around the world with access to safe water and sanitation, giving women hope, children health and families a bright future. Please donate to my fundraiser to help change lives with safe water.

- 1 in 4 people around the world lack access to safe water. That's the 1 I'm fighting for. Fight with me and donate to my fundraiser for Water.org.

- Women and girls around the world spend 200 million hours each day collecting water. We can help change this. Join us and donate to our fundraiser for Water.org.

- I'm halfway there! Thanks to your support, I've raised $XX to help change lives with safe water. Donate today and help me reach my goal.

- We're excited to host an event to support Water.org and we need your help! Check out the event page and donate today to change lives with safe water.
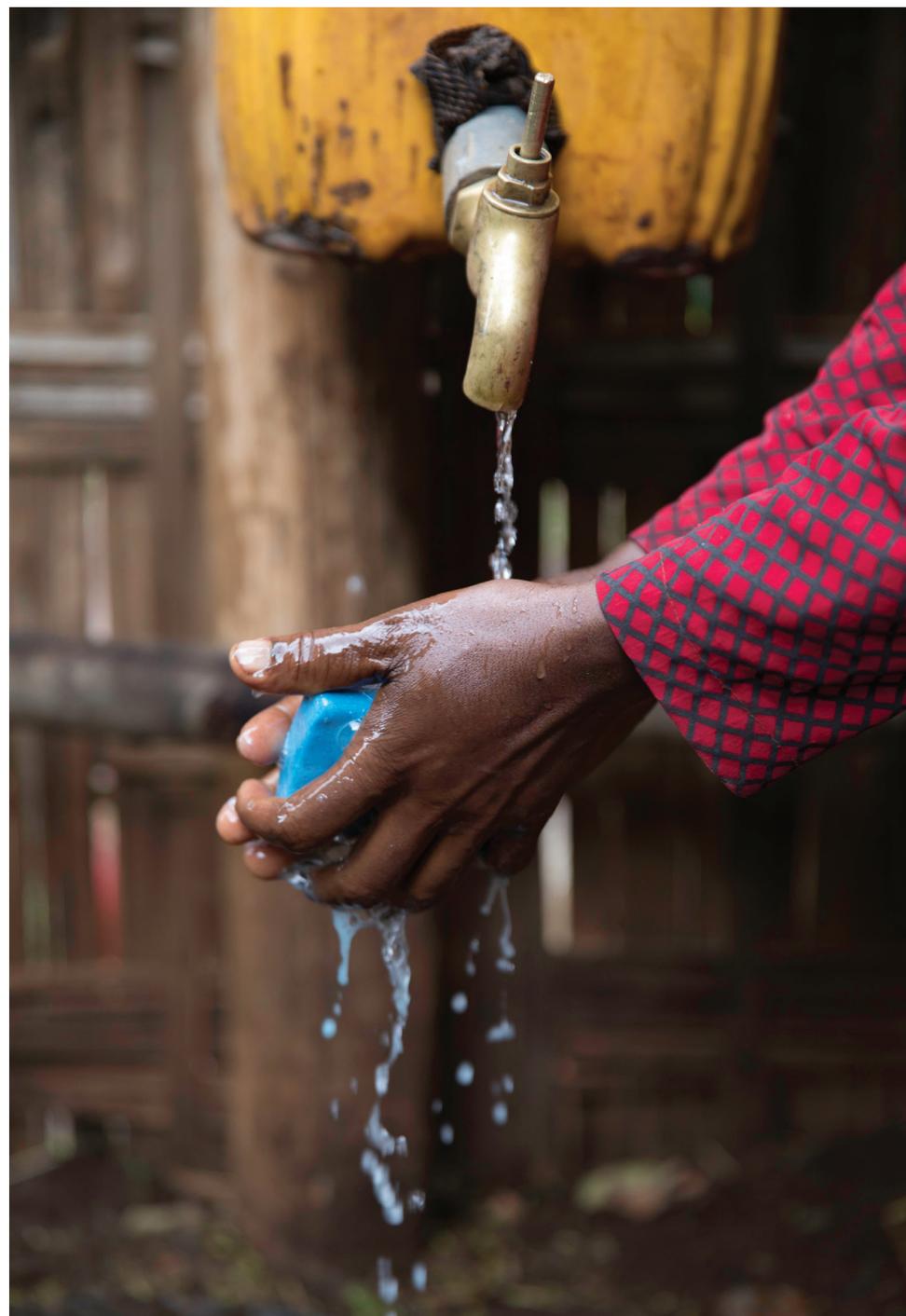
Resources

Photos

Here are photos you can use to share a glimpse into the lives that have been changed by access to safe water. These photos can be used with proper attribution — "photo credit to Water.org."

[Photos to download](#)

Videos

Create a connection with videos — see children who now spend their time playing and going to school because their family has access to water. Videos can be used with proper attribution — "video credit to Water.org."

[Videos to view + share](#)

Posters and graphics

Print and distribute posters around your school, neighborhood or at your fundraising event. You're welcome to use the ones we provide, or get creative and make your own!

[Posters + graphics to download](#)

Our logo

Please review and follow our guidelines when using our logo.

[Logo to download](#)
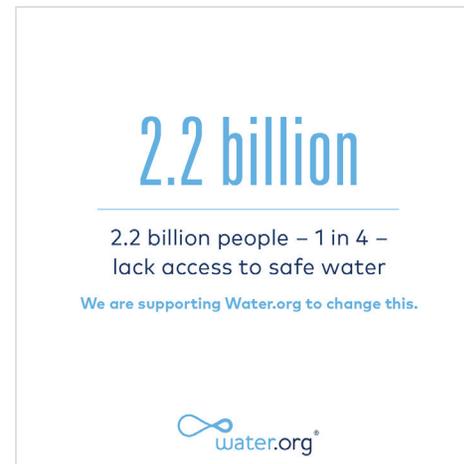
Stories

A great way to inspire donations is to share stories of people whose lives have changed with access to water.

Here are some stories you can share:

School — With safe water and private restroom facilities in place, Abusha Day School offers children a healthy learning environment where they are learning mathematics, reading, writing and African history.

Health — Alemtsenay and her husband knew a toilet and water tap in their Ethiopian home would protect their kids from illnesses like typhoid and malaria.

Work — A rainwater catchment system gave Sabina a water source for her family and for her crops on her rural Kenyan farm.

Play — When you empower kids with safe water at home, they no longer have to spend their time collecting water. Instead, they can play.

See all stories of impact.

Ways to donate and frequently asked questions

Where do I mail my donations?

• Use your Water.org fundraising page to collect online donations.

• Mail your cash and check donations to the address below. Make checks payable to Water.org.

  If you'd like cash or check donations to be added to an online fundraiser to contribute toward your goal, please include a note with the fundraiser number.
  Example — give.water.org/fundraiser/1234

Water.org
P.O. Box 7410928
Chicago, IL 60674-0928 USA

What is Water.org's Tax ID number?

Our Tax-ID number is 58-2060131.

Can donations from my fundraiser be directed to a specific project?

The most efficient and effective way to make an impact is to make a general donation to Water.org, and your gift will be leveraged for the most urgent needs. Our 30 years of experience gives us the insights and learnings needed to maximize our impact together and we are recognized for our financial effectiveness.

Can Water.org provide any brochures or giveaways for my fundraiser?

See the resources pages for posters and flyers you can print and share.

Can someone from Water.org come speak at our event?

We would love to participate in the great work you're doing to support us. However, due to the volume of requests for representatives and speakers, we are unable to send a Water.org team member to your event.

Can Water.org provide insurance for my event?

The organizer of the event is responsible for all sales tax requirements and obtaining all necessary permits, licenses or insurance.

I have more questions. How can I contact you?

We're here to help! Please reach out to us at info@water.org.

On behalf of all of us at Water.org and the people we serve, thank you for your support!

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water.org®