

WE walk for water



Walk to give water to developing communities.



**Clean water isn't a luxury.
It's a basic human right.**

WE's Official One-Day Fundraiser

Clean water opens access to education, health, food and opportunity. But millions of people around the world still lack access to it because of unreliable or distant water sources. Children—especially girls—are often given the daily task of walking to collect water for their families, preventing them from attending school and reduces their future economic opportunities.

Walk to raise awareness about clean water and fundraise for WE Villages! To date, WE Villages has provided more than one million people with access to clean water and sanitation, and we're just getting started. There are still over 840 million people without a basic drinking water service, and we can help change that. For every £15 raised, one person is given access to clean water for life!

Walk date: 1 May 2020

Sign up: WE.org/gb/wewalkforwater

**Every £15 = Clean water
for one person for life**



WE Walk For Water 2019

On Friday 3 May, school and youth groups across the UK took to playgrounds, parks, and beaches raising awareness and funds about the issue of water scarcity and the WE Villages Water Pillar.

In London and Leeds, WE staff and students from 12 schools, walked around Hyde Park and Roundhay Park to complete two mile circuits. Students learned about the challenges girls and families around the world face in accessing clean water and listened empathetically to the negative impacts that a lack of access to clean water can have on people's lives.

Fully motivated to raise as much awareness as possible, students displayed their homemade posters and chanted about their cause throughout the walk. At the end of their walk, students completed a reflective activity where they wrote their individual action plan about how they would continue to spread the WE Walk For Water message.

Funds raised during WE Walk For Water 2019 will make an incredible impact, supporting projects such as building latrines in India and community water conservation trainings in Tanzania.

In the Classroom

With our classroom resources, teachers can integrate social action into their curriculum to broaden students' understanding of issues they are passionate about. Download the Clean Water for All lesson packages at WE.org/gb/libraryofresources for ideas about improving access to clean water.

Clean Water for All

Learning Phase	Subject Connections	Learning Goals	Skills Developed
Primary and secondary	<ul style="list-style-type: none"> • Geography • Science • English • Sociology • Maths • Physical Education 	<ul style="list-style-type: none"> • Develop an understanding of water as a human right. • Learn how the water crisis is affecting people and communities around the world. 	<ul style="list-style-type: none"> • Action planning • Research and writing • Argument formation • Organisation • Reflection • Information literacy • Critical thinking • Leadership skills

Get Ready

Why water? Having access to clean water is directly tied to a better quality of life. When communities have access to clean water, girls can attend school instead of fetching water for their households, parents can run sustainable farms and families can avoid contracting waterborne illnesses. Clean water helps improve chances for success and productivity for all.

- ▶ Use the [Water Issue webpage](#), as well as your own research, to learn more about the importance of clean water. Write down a few notes about the things you have learned.

How would your life be different if you did not have access to clean water?



What are the consequences of not having access to clean water?



What do you think needs to be done to make clean water accessible to everyone?



Every £15 raised gives one person clean water for life.

Fundraising for WE Walk For Water will help implement water projects and programmes in WE Villages communities. This takes into account general costs of water projects, the anticipated longevity of the project, average community size, etc. The funds will be put towards a project or programme within the [Water Pillar](#), ensuring a sustainable and holistic impact that takes into consideration the specific needs of the communities we work with.

Set Your Goal

WE Walk For Water is about raising awareness and funds for access to clean water. Remember, every £15 donation will give one person clean water for life!

What is your fundraising goal? _____

How many people are you aiming to give clean water to?

WE Walk For Water is on 1 May 2020. Will you be holding your walk on this date?

If not, when will yours be?

Choose Your Walk

Classic Walk

- 3.7 miles
 - Entire class or school
 - Carry weights to simulate water walk

Relay Walk

- 3.7 miles
 - Determine the distance breakdown
 - Carry light weight in a backpack

Customised Walk

- Symbolic walk (this may be best for younger children or families)
 - Pick your distance
 - Decide the weight you will carry

Use the chart below to help decide who will be responsible for each task to make sure your walk goes smoothly.

Task	Group Member(s) Responsible
E.g. Make posters	
E.g. Set up Virgin Money Giving page	
E.g. Post on social media	

Take Action

1. Create a donation page.

By creating your own **online fundraising page** page, your group will have an easy, accessible way to raise money. Write a short description explaining why you are raising money for clean water, create a team name and set a fundraising goal.

- ▶ Go to **Virgin Money Giving** to start setting up your WE Walk For Water fundraising page.
- ▶ Remember to share your fundraising page link with everyone you know using social media, email or in your school newsletter. Send out regular updates counting down the days to your water walk or share facts about water access around the world to keep your fundraising efforts top of mind. Your fundraising page will keep track of incoming donations automatically.

2. Spread the word.

This is WE's official global fundraising event, and we want everyone to get involved! Make sure to spread the word about your WE Walk For Water event so that anyone who's interested can join and help make a difference.

- Visit **WE.org/gb/wewalkforwater** to download the WE Walk For Water event poster. Place posters around the school and throughout community spaces.
- Share inspiring water stories from **WE.org/stories**.
- Use **#WEwalkForWater** and tag **@WEmovement** in all of your WE Walk For Water social media posts.
- Visit **WE.org/gb/wewalkforwater** for videos to share on social media.

3. Time to walk the walk.

On the day of your event, you will be walking for all of the women and children around the world who spend hours each day walking to collect water for their families. This walk and the money you've raised will create real impact in developing communities around the world.



Reflect and Celebrate

Reflect

At the end of your fundraising initiative take some time to reflect on the impact you have made.

Did you run into any problems? How did you overcome them?

How many people participated in your event?

How much money did you raise towards your goal?

How did taking action on one issue make you aware of other issues?

How will you continue to make an impact after your fundraiser has ended?

Celebrate

It's also important to celebrate and share the success of your fundraising initiative.

- Share photos from your event day with your school, community and WE Schools Programme Manager.
- Record the highlights of your event day and create a video.
- Celebrate impacts through a class party, assembly or **WE DayX**.

Donate

Remember to send in your donations and help make a difference in children's lives around the world. You can submit your funds through **Virgin Money Giving**, at **WE.org/gb/donate** or by post.

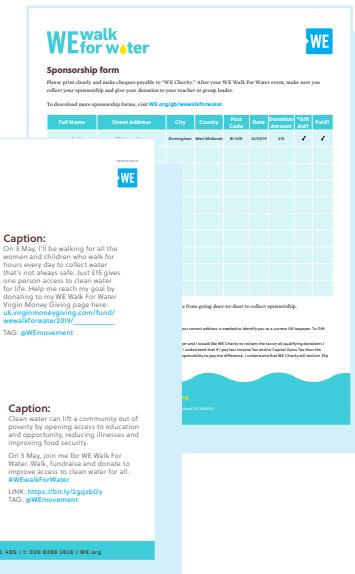
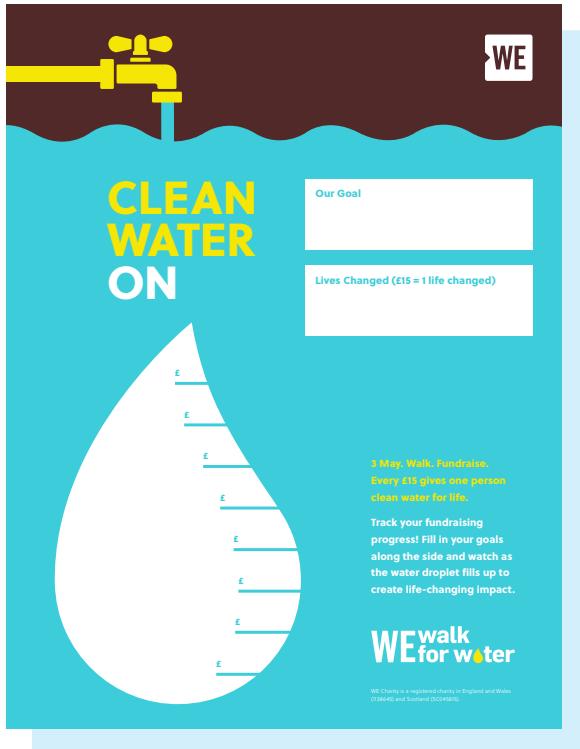
Show Your Thanks

Thanking your friends, family, donors, sponsors, participants and volunteers is just as important as asking for donations. It's because of their support that you are able to help make an impact on your cause—so don't forget to send them a kind thank you!



Additional Resources

Visit WE.org/gb/wewalkforwater for tons of additional resources to take your campaign to the next level and make it the best it can be!



Available online:

Teacher Guide

Student Guide

Social Media Toolkit

Posters

Parent 2 Pager

Sponsorship Form

Donation Form

