

WEwalk for water

10-Step Student Guide

**HELP TURN
CLEAN WATER ON
FOR PEOPLE
AROUND THE WORLD**

Thanks for participating in our third annual WE Walk For Water fundraiser!

We're so excited to have you join us on May 8 as we walk and raise money to improve access to clean water for developing communities around the world.

Clean water isn't a luxury, it's a basic human right—and it's the fastest way to lift a community out of poverty. Girls can attend school instead of collecting water, parents can run sustainable farms that will provide healthy food and income-generating opportunities, and families can avoid water-related diseases. Clean water helps improve everyone's quality of life.

Last year, we helped impact

50,000

lives in developing communities with access to clean water

Thank you to all those who participated:

2,000+

schools and groups

600,000+

youth impacted globally



"We journeyed three times a day but we never had enough water. We couldn't waste even a drop. The new water system brought water right to us! [...] Water washes away so many problems. There are no words for that feeling of happiness."

— Mercedes Naula, Ecuador

Watch her story at [WE.org/storymercedes](https://www.wefund.org/storymercedes).



This year, with your help, we can impact even more lives and create even more incredible change. By sharing stories, raising awareness on the issue of clean water and fundraising for those in need, you're helping us empower people with clean water to break the cycle of poverty. When you take action with WE, you're joining a global community of dreamers, doers and difference-makers who know that when we work together, we can create even more change than we ever could alone. Let's turn clean water on for all.

Thanks for your passion and dedication to helping make the world a better place for all—we couldn't do it without you!

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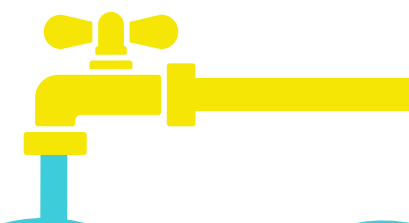
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10 Steps to WE Walk For Water

Now that you've signed up, what's next? Follow these steps that will guide you and your class on your way to a successful WE Walk For Water fundraiser! Brainstorm ideas for your fundraising event, plan your walk and come up with fun ways to raise funds toward your goal.

Step 1: Investigate and learn more about water

Why water?

Improving access to clean water is one of the most crucial, quickest and easiest ways to lift a community out of poverty. It reduces illness, allows girls to go to school, leads to better agriculture and access to food, and opens the door to income-generating opportunities for families. But there are still millions of people around the world who lack access to it.

That's why we created our Water Pillar of Impact. Our WE Villages model started with our first Pillar of Impact, Education, to build schools and provide quality education. However, we realized that children—especially girls—could only attend if they had access to clean water, freeing them from walking for hours to collect water and protecting them from waterborne illnesses.

\$25 gives access to clean water! By walking, fundraising or donating, you have the power to help—you have the power to turn clean water on for all.

UN Sustainable Development Goals (SDG)

In 2015, countries from around the world came together to create a set of 17 goals to reach by 2030 to end poverty, protect the planet and ensure prosperity for all. Of those goals, SDG 6 focuses on the right to clean water and sanitation.

SDG 6: Clean water and sanitation

This goal aims to ensure everyone's right to access clean water and sanitation, and the sustainable management of it. This aligns with the WE Villages Water Pillar, where we help to improve access to clean water for all and work toward a more sustainable Earth.

WE Villages Water Pillar of Impact

WE Villages is an ecosystem of sustainable development that empowers communities to lift themselves out of poverty. It addresses the five primary causes of poverty through its five Pillars of Impact—Education, Water, Health, Food and Opportunity—that work together to create sustainable change.

Without access to clean water, girls walk for hours every day to collect dirty water. Parents miss out on opportunities to earn a living and can't grow healthy food. And communities are constantly sick because of waterborne illnesses from contaminated water.

But as soon as a community has access to clean water, it opens up access to education, food, opportunity and better health—affecting and tackling all five causes of poverty.



Know the facts

It's important to learn more about how clean water impacts communities around the world so you can help spread awareness on your cause.

- By 2050, at least one in four people will live where a lack of freshwater will be either chronic or recurrent.
- In countries dealing with conflict, children are four times less likely to have access to basic water services.
- Of the 144 million people who collect water directly from rivers, lakes and ponds, half live in Sub-Saharan Africa.

Discuss with your classmates

Explore the issue further by asking your classmates questions like:

- How would your daily routine change if you did not have access to clean water?
- Why do you think millions of people still don't have clean drinking water?
- What do you think needs to be done to make clean water accessible to everyone?
- Why are you raising money for clean water? Why is it important?

Water Facts

How does lacking access to clean water affect the world? Learn more about the water crisis so you can gain a better understanding of your cause.

2 billion

people worldwide do not have access to basic sanitation services like toilets or latrines.

785 million

people are living without access to basic drinking water service.

2 billion+

people live in water-stressed regions.

297,000

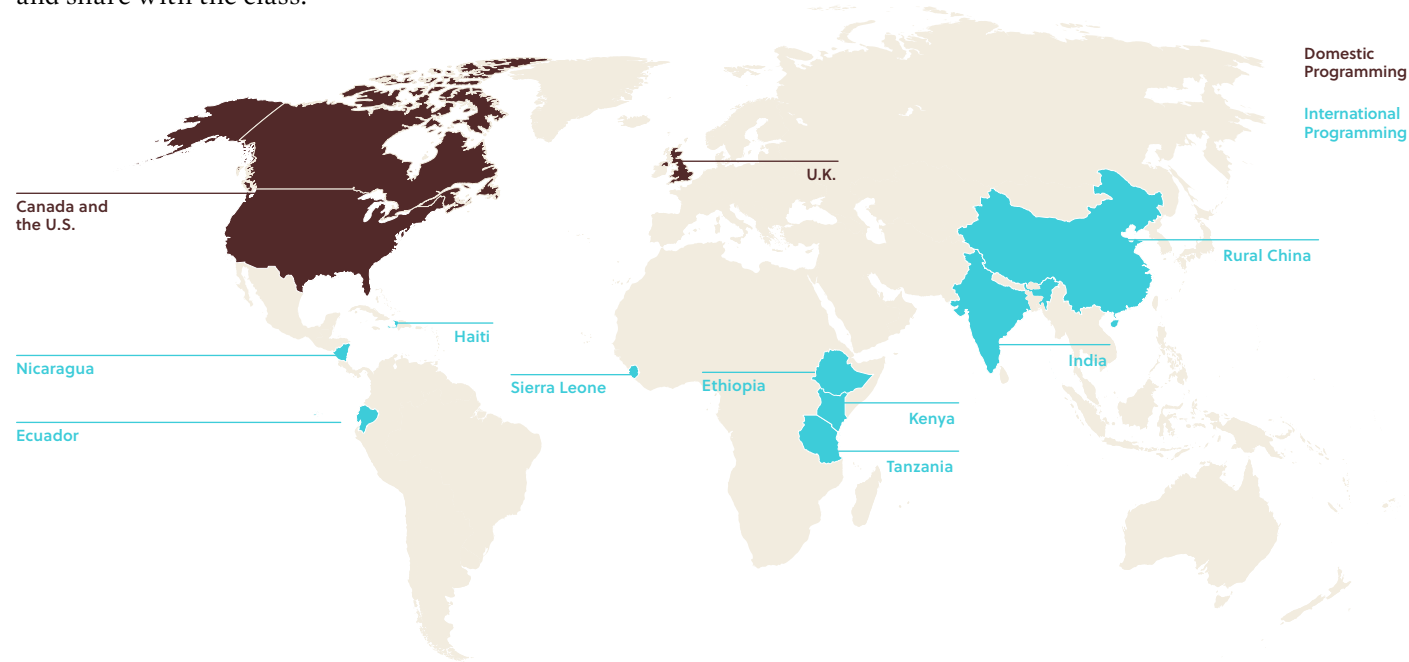
children under 5 die every year due to preventable water and sanitation-related diseases.

2/3

of the world's population will live in water-stressed areas by 2025.

Water facts: Where we work

See where WE Charity implements their WE Villages sustainable development model around the world. Divide your class into groups and choose a country to research. Each group will become the water expert for their chosen country and share with the class.



Kenya

Just over 40 percent of Kenyans lack access to safe water, and one third of the population lacks access to adequate sanitation.

Tanzania

Around 43 percent of people in Tanzania lack access to safe water and 30 percent of the population have access to basic sanitation.

India

An estimated 37 million people in India do not have access to any handwashing facility.

If you want to learn more about human rights and the WE Villages sustainable development model, check out our online WE Villages Classroom Resource: online.flippingbook.com/view/837759/

Sierra Leone

Only 10 percent of Sierra Leone residents draw their water from sources that are free from contamination and classed as low risk.

Haiti

Just 22 percent of the poorest residents of Haiti have direct access to potable water.

Ecuador

Twenty percent of the rural population in Ecuador drink contaminated water.

Ethiopia

In Ethiopia, 89 percent of the population lack access to safely managed water, while 93 percent lack access to improved sanitation.

Nicaragua

Between 63 and 80 percent of people lack access to safe drinking water and sanitation.

Rural China

A quarter of rural China lacks access to clean drinking water.

Step 2: Set a goal

Setting goals as an individual and as a team will help you organize your time and resources for a successful fundraiser. Ask your group members the following questions to help you set your goals:

- How many people are you aiming to give clean water to?
- How will you know when you've reached your goal? Do you have a target number of lives you want to impact or are you raising a certain amount of money?
- When do you want to have your goal reached by? Example: We want to collect \$1,000 in donations by May 8 for our WE Walk For Water event date.

The funds you raise will go toward a project or program under the WE Villages Water Pillar, making a sustainable, holistic impact that will support the communities we work with.

Fundraising on your own?

Consider setting a smaller, achievable goal, like \$25 gives access to clean water.

Fundraising as a group or a class?

Consider setting a larger goal.

And if everyone commits to raising \$25 each, you can watch all your smaller goals add up to one big impact!



\$25
Clean water for life

Provide one person with clean water for life.

\$250
Clean water for a class of students

Provide a class of students with access to clean water.

\$500
Clean water for 15 families

Provide 15 families with access to clean water.

\$1,000
Clean water for 30 families

Provide 30 families with access to clean water.

Step 3: Plan your fundraising event

Brainstorm

There are so many other great ways you can fundraise for your cause before your big walk. Use this space to brainstorm ideas with your class. Here are some questions to ask each other to help you get started:


What do you like to do in your spare time? For example, do you like to dance, act, create art, play sports or build things?





What are your special talents? For example, do you sing or play a musical instrument? Use your gifts and passions to spread awareness on your cause!


On March 22, the United Nations celebrates World Water Day, a day to advocate for the sustainable management of freshwater resources and raise awareness on the importance of freshwater. Before your walk, host fundraising events to raise money for the WE Villages Water Pillar. Think of your fundraisers as steps toward your final, huge WE Walk For Water celebration!


Here are some ideas:

 **Water musical.** Put on a show for your school and community that showcases global water challenges and include some of your own solutions. Charge a fee for people to attend!

 **Water documentary.** Create a documentary on the issue of water scarcity. Share your documentary on social media channels and host a viewing party. Charge a fee per ticket that can go toward your fundraising goal!

 **Water challenge.** Challenge others to only drink water for two weeks. For every non-water drink, participants make a donation. For fun, pass the challenge along on social media!

 **Art night.** Host an art exhibition that focuses on water. Collect art created by students at your school and invite friends and family to attend. Collect an entry fee for your exhibit and even sell the art to attendees!

 **Water trivia.** Invite friends and family to a party that focuses on water-related trivia and charge an admission fee at the door. You can have loads of fun while raising awareness on your cause!

Fundraising schedule

It's important to stay organized and plan your fundraising event. Using the chart below, create a timeline of events to learn about water, raise awareness, fundraise and execute your WE Walk For Water event.

Kick-off your fundraiser	Date:
Investigate and learn	Date:
Create fundraising event checklist	Date:
Fundraising events	Date:
WE Walk For Water event day	Date:

Fundraising tips

Tip #1: Share

Make sure to share the details of your event with everyone you know! Spread the word to create the biggest impact. For example, share on Twitter, Instagram, Facebook or by email and word of mouth.

Tip #2: Ask

Simply ask others for help and share your goal, whether to volunteer or for donations—you never know what response you may get! Check out page 15 for templates you can use to ask for donations!

Tip #3: Record

Remember to document the highlights and challenges of your fundraiser along the way and share with everyone. It'll help others understand your cause and raise awareness.

Tip #4: Stay organized

Stick to your plan and keep track of your responsibilities to ensure a successful fundraiser from beginning to end.

Tip #5: Give thanks

It's important to thank everyone who participated and donated—it's thanks to them that you were able to make an impact.

Fundraising event checklist

Use this checklist to help you plan everything you need for your fundraiser and main event. Make sure to add in anything else you think you may need for a successful event!

Brainstorm ideas and decide on a fundraiser and walk event:

- Assign roles and responsibilities
- Set a fundraising goal

Fundraising event:

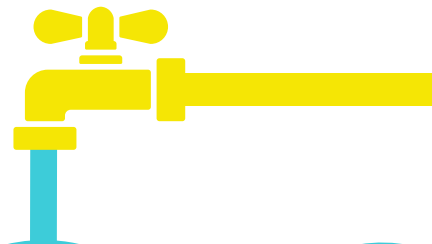
- Select a date
- Plan your idea/activity
- Estimate costs and create a budget
- Select and book your venue
- Send out invites
- Recruit volunteers
- Create a program schedule
- Confirm any resources, tools or supplies you may need (i.e., speakers, microphone, chairs, food, cash box, supplies, etc.)
- Track donations
- Share your event on social media
- Send a note of gratitude to all event attendees, sharing donations and highlights from the event

Water walk event:

- Select a date for your walk
- Choose your location and map out your walk
- Share your event with your school and community (i.e., posters, announcements, social media posts)
- Create posters and signs for your walk
- Confirm any resources you may need on event day (i.e., speakers, microphone, chairs, food, sunscreen, water)
- Create a program schedule: Identify speakers who will share your fundraising journey successes and why this water walk is important

Share your water walk on social media

Thank volunteers, participants and donors!



Step 4: Set a budget

Now that you have completed your fundraising checklist, it's time to create a budget. A budget will help you set and reach your goal by keeping track of all the money you will raise and spend on supplies, event space and other expenses. Use the template below to help you!

Step 1: Identify your fundraising goal.

Step 2: Write down all the things you'll need for your fundraiser and how much you'll need to spend on these items or services. To keep costs low, see if you can have them donated by local businesses.

Step 3: On the day of your event, keep track of all the money you collect.

Step 4: Finally, after your event, subtract all your expenses from the money you raised. The money left over will go toward your fundraising goal.

Congrats—you just held a successful fundraiser!

Fundraiser budget	
Expenses (i.e., supplies, guest speaker, decorations, tables, posters, music)	
	\$
	\$
	\$
Total	\$
Donations (i.e., money raised from all sources)	
	\$
	\$
	\$
Total	\$
Fundraising total	
Total donations	\$
Total expenses	-\$
Total money donated to WE Walk For Water:	\$

Key terms

Expenses

The cost incurred in or required for something.

Donations

Something that is given to a charity, especially a sum of money.

Accounting

The process or work of keeping financial accounts.

Source:

www.oxforddictionaries.com

Step 5: Action plan

Now it's time to plan out the details of your fundraising event. In the following pages, think about what tasks need to be completed and by whom, what items you'll need and how you'll raise awareness.

Assign roles

Help keep everyone and your fundraiser on track by assigning roles and tasks to group members by using the chart below. You can also have group members choose a role based on their unique talents and passions so that everyone can succeed!

Task	Group member(s) responsible	Due date
• E.g., Posters around school		

What materials will you need? Write them down here. I.e., posters, art supplies, tables and chairs, donation forms, camera, collection jars, etc.



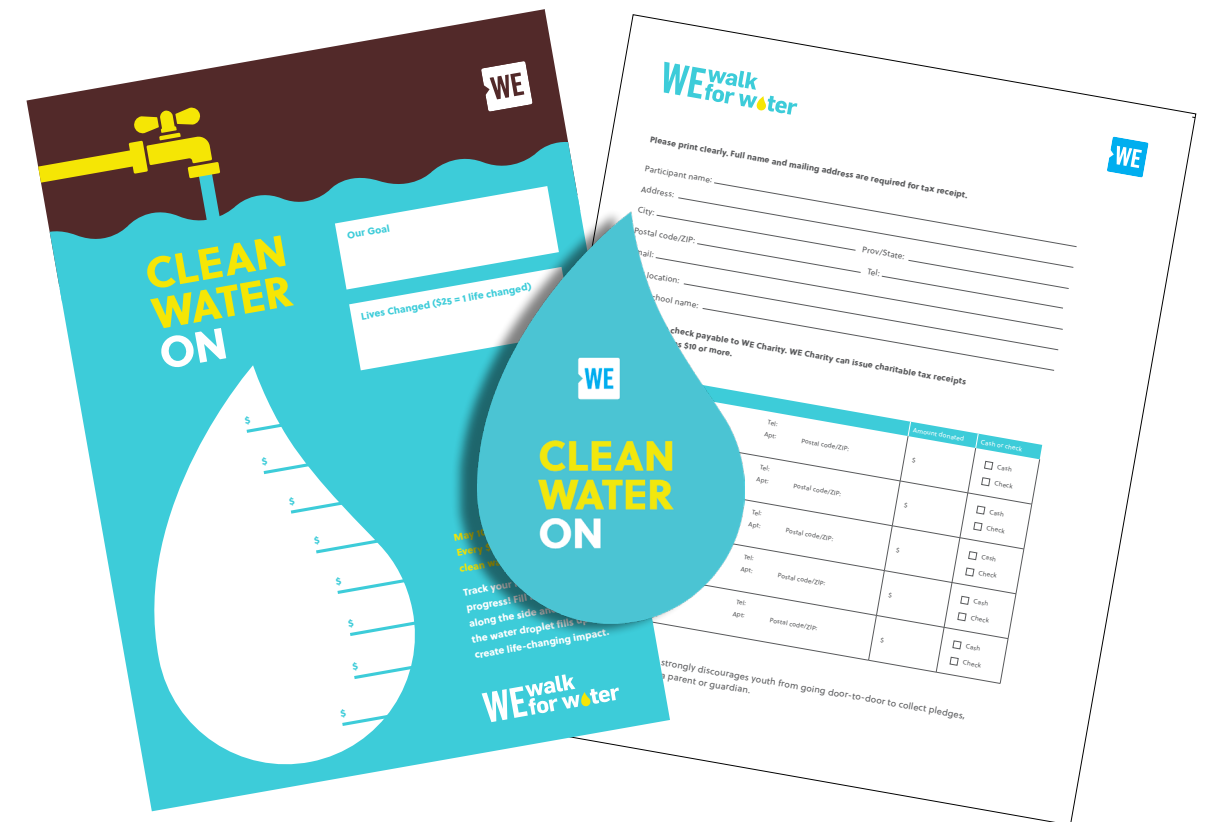
Spread the word

Let everyone know about your fundraising event in the lead up to your main WE Walk For Water event on May 8. Throughout your campaign, let everyone know why you're fundraising, who you're fundraising for and the impact you're making, and why it matters.

With each fundraising event, you're one step closer to reaching your goal. Use the resources below to help spread the word and get everyone involved!

Helpful resources to raise awareness

- Check out WE.org/wewalkforwater for all our downloadable resources to support you during your fundraiser!
- Find fun stickers inside to promote your event and educate others on water facts.
- Get social and remember to use the Social Media Toolkit to start your posts, along with [#WEwalkForWater](https://twitter.com/WEwalkForWater) and tag [@WEmovement](https://twitter.com/WEmovement) in all of your own WE Walk For Water social media posts.
- Raise awareness and get others to support your cause by sharing inspiring real-life stories at WE.org/stories.
- Educate and inform others with facts on water and info about your event.
- Spread the word with your GoFundMe link and collect donations while you're at it!

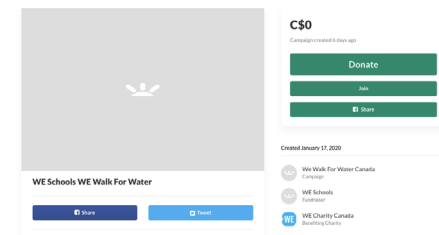
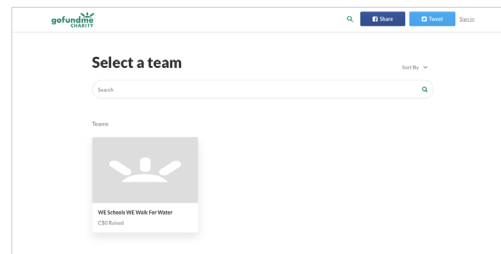
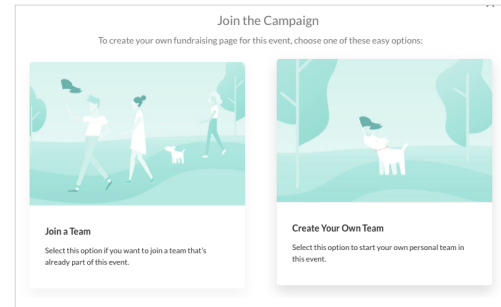


Step 6: Fundraise

Go digital for donations with GoFundMe, the WE Walk For Water online fundraising platform

GoFundMe is one of the world's largest online platforms dedicated to charitable giving. By creating your own GoFundMe page, your class will have an easy, accessible way to raise money for WE Walk For Water.

- 1 If you're located in Canada, head to charity.gofundme.com/wewalkforwater-can
- 2 Click "Join campaign" to join the WE Walk For Water campaign. You'll then be able to join an existing team or create your own team.
- 3 If you choose to join an existing team, you can search for the team name, charity name, team captain name or other keywords. Once you find the team you want to join, head to their team page and click "Join the team." And that's it—you'll have set up your own fundraising page as part of that team!
- 4 If you choose to create your own team, just fill out the form with your team name, fundraising goal and contact information.
- 5 After setting up your team page for your school or group, students can create their own individual fundraising page under your team's page.
- 6 Track all your donations through each page and watch as all individual donations add up to your team's goal!
- 7 Share your fundraising page with friends, family and community members. Donors will be able to see who's participating in your event, what your goal is and why raising money for clean water is important.



To friends, family and neighbors

Hi (insert name),

On May 8, I'm participating in a WE Walk For Water event, where I'll be walking and fundraising to improve access to clean water for families around the world. I have set a goal of (insert fundraising goal) and know that with your help, I can reach this! Through WE Walk For Water, the money raised will go toward WE Villages water projects that provide clean water solutions, such as building latrines and wells, and providing education on clean water and sanitation. With clean water, children can go to school, parents can run farms to earn an income and provide food for their families, and communities can stay healthy.

Today, I'd like to ask you to kindly donate to our cause. Every donation counts and I greatly appreciate your contribution! I'll also be participating in a ton of fun fundraising events and I'd like to invite you to join in on the fun to learn more and donate!

Thank you for your help in providing access to water in developing countries.

Sincerely,

(insert name)

To local businesses

Hello (insert name),

My name is (insert your name) and on May 8, I'm participating in a WE Walk For Water event, where I'll be walking and fundraising to improve access to clean water for families around the world. The money raised will go toward WE Villages water projects that provide clean water solutions, such as building latrines and wells, and providing education on clean water and sanitation.

Today, I'd like to ask you to kindly donate to our cause. Our fundraising goal is (insert fundraising goal) and I'd greatly appreciate your help in reaching it. Every donation counts in helping make an impact.

I'll also be participating in fundraising events leading up to May 8, and I'd like to invite you to come and donate. If you can, we're looking for (insert fundraising resources needed from business). In return for your support, my team members and I will gladly give you and your business recognition for your donation at the event. And as one of our donors, I will personally let you know how we do.

Please let me know if you'd like to donate to our cause and help us make an impact in the lives of others. Thank you for your time and help in providing access to water to people living in developing countries around the globe.

Regards,

(insert name)

Having trouble? No worries—contact your Program Manager and they will be happy to help! If you have any questions, you can also check out the FAQs at charitysupport.gofundme.com/hc/en-us.

What's another fun way to raise money for clean water? Shopping for ME to WE gifts that support the Water Pillar! Find socially responsible gifts that give water at shop.metowe.com.

Step 7: Take action

What type of walk you will do?



Classic walk (Five kilometers)

Gather your school for a walk around the track, in the gym or in your local community.



Relay walk (Five to 10 kilometers)

Get everyone involved and active for a relay walk where you determine the distance breakdown.



Customized walk (Symbolic walk where you choose your distance)

Get creative and customize your walk. Switch it up and have everyone dance for a portion of the route to keep things fresh and fun!

Tip: Make sure the route you've chosen is accessible for all participants!

Choose the weight you will carry:

Women and children in developing communities carry 40-pound jerry cans filled with water a few times a day from their home to a local water source and back. Simulate this experience during your event by choosing a symbolic weight to walk with. I.e., light weights, backpacks filled with books, etc.

Assign roles:

Based on the type of walk you're hosting on May 8, assign roles to group members to help it go off without a hitch. Write them down here!

Task	Group Member(s) Responsible
E.g., Make posters	
E.g., Create a schedule for your event	
E.g., Post on social media	

Map it out

Remember to research and plan a route for your walk that's safe and accessible for all participants. Walk your route first to make sure it's the right distance and terrain for everyone. Get creative and draw a map of the route to share with everyone! Draw it out here:

Remember your list

Don't forget to bring sunscreen, water and other things you may need for a successful walk! Refer back to your list you made on page 12.

Spread the word

Let everyone know about your WE Walk For Water event on May 8. From local politicians to news outlets, get everyone involved and help raise awareness on your cause. Remember to use [#WEwalkForWater](#) on social media and spread the word! Refer to some of our resources on page 13.

Tip: To reach your goal faster, invite those who would like to participate in your walk and collect an entry fee. It's a great way to involve others and open up the event to your community!

Step 8: Event day

On May 8, get ready to walk the walk! Here are some helpful reminders to guide you through your fundraiser from start to finish.

Pre-event reminders

- Choose a fact that stands out to you from your research on water. What about this fact inspires you to walk and support WE Walk For Water?
- Make a school announcement to remind everyone of your event day.
- Share inspiring facts about water.
- Visit each classroom to make sure they are prepared for the walk day.

During the event

- Follow your schedule and walk route!
- Depending on the region or area where you are planning your walk, remember to acknowledge the traditional territory of the Indigenous peoples of the land.
- Let everyone know about your walk by posting pictures on social media using [#WEwalkForWater](#).
- Pass out flyers or info cards to the people you meet on your walk to let them know how they can donate and get involved.



Post-event celebrations

It's important to celebrate and share the success and impact of your campaign, and to reward your group for all their hard work.

- Share pictures of your actions with your friends, family, school and community.
- Record your event day and create a video to share.
- Reflect on the highlights and challenges of your event individually and as a fundraising/events team.
- Celebrate the impacts you helped make by throwing a class party, assembly or participating in a WE DayX!

Make sure everyone knows when your campaign is coming to an end so that they can submit their donations on GoFundMe!

Gratitude Card

Use the Gratitude Card template below to help spread those do-good, feel-good vibes! Let your friends and teachers know how they helped make your WE Walk For Water event a success. Photocopy these cards and pass them around for everyone to write down what or who they're grateful for. You can even make a Gratitude Quilt by piecing all the cards together and showcasing it in the classroom.

WEwalk
for water

I'm grateful for:

Because:

WEwalk
for water

I'm grateful for:

Because:

Step 9: Reflect and share

At the end of your event, take some time to reflect on the event and the impact you have made with your group.

Share impacts

Share your favorite moments with the class or have everyone write down one word that describes their feelings on the impact they've made to share with the class. Here are some additional questions to ask each other:

- What was the highlight of the campaign or event?
- Did you run into any problems? How did you solve them?
- How did taking action on one issue make you aware of other issues?
- How will you continue to make an impact?
- How much money did you raise toward your goal?
- Why are you grateful for access to clean water? How would your life be different if you didn't have access?
- How will your actions create an impact in developing communities worldwide?
- How did it feel taking action as a group of youth? How did it feel taking action as an individual, school or community to support a global community? What did you learn?
- How will you continue your WE Walk For Water efforts?

Use this space to further reflect on your WE Walk For Water fundraiser:



If you want to take your learning further, check out our **WE Villages Classroom Resources** to find out how water supports our **WE Villages Sustainable Development Model**. This resource will help you understand how WE supports the UN's Sustainable Development Goals and how we work to uphold the human rights of people around the world.

To access the WE Villages Classroom Flipbook, visit online.flippingbook.com/view/837759/.

Step 10: Celebrate and show gratitude

Thanking your friends, family, donors, sponsors, participants and volunteers is as important as asking for donations. It's thanks to their support that you're able to help others.

Show your gratitude by:

- Making thank-you cards for volunteers and donors.
- Writing a letter of thanks to people who supported you along the way.
- Creating a gratitude jar. Place the names of everyone who donated and supported your fundraiser into the jar. Keep it in your classroom to honor your event and impact, and take turns sharing names and why you're thankful over the next few weeks.

What are some other ways you can show your gratitude? Use this space to brainstorm some more ideas!



Additional resource

Pledge form

Please print clearly. Full name and mailing address are required for tax receipt.

Participant name: _____

Address: _____

City: _____ Prov/State: _____

Postal code/ZIP: _____ Tel: _____

Email: _____

Walk location: _____

Team/School name: _____

Please make check payable to WE Charity. WE Charity can issue charitable tax receipts for all donations \$10 or more.

Donor information			Amount donated	Cash or check
Donor name:	Tel:		\$	<input type="checkbox"/> Cash
Address:	Apt:	Postal code/ZIP:		<input type="checkbox"/> Check
Email address:				
Donor name:	Tel:		\$	<input type="checkbox"/> Cash
Address:	Apt:	Postal code/ZIP:		<input type="checkbox"/> Check
Email address:				
Donor name:	Tel:		\$	<input type="checkbox"/> Cash
Address:	Apt:	Postal code/ZIP:		<input type="checkbox"/> Check
Email address:				
Donor name:	Tel:		\$	<input type="checkbox"/> Cash
Address:	Apt:	Postal code/ZIP:		<input type="checkbox"/> Check
Email address:				
Donor name:	Tel:		\$	<input type="checkbox"/> Cash
Address:	Apt:	Postal code/ZIP:		<input type="checkbox"/> Check
Email address:				

Remember: WE Charity strongly discourages youth from going door-to-door to collect pledges, unless accompanied by a parent or guardian.





WEwalk
for w^{ater}

@WEmovement | #WEwalkForWater | #WESchools