



FUNDRAISING PACKAGES

Awareness Campaign and Silent Art Auction

Thank you for your interest in learning more about how you can support Water First and access to safe, clean drinking water. We truly appreciate your support and are excited to see the success of your event!

Education is an important first step when trying to understand the water crisis being faced by Indigenous communities in Canada.

The **Awareness Campaign** is an opportunity to open an important conversation about water inequality and bring awareness to students, the school and community.

If people have a better understanding of the water crisis and ways they can help, they will be more likely to want to participate in the culminating silent auction event in support of Water First.

The Awareness Campaign involves students creating art inspired by water and/or what they've learned about water challenges in Indigenous communities. Each art piece should be captioned by the student with the reason why they created the piece. Copies of the artwork and captions can be made into posters that can be shared around the school and permitted places in the community. It is encouraged to share them in places in relation to water such as drinking fountains.

The campaign can last as long as you would like, and then concludes with a silent auction featuring the student's original artwork. All proceeds from the art will be donated to Water First to support our education and training programs.

The Awareness Campaign and Student Art Silent Auction Checklist

1 Plan the details

- Pick a duration for the Awareness Campaign
- Pick a date for the Silent Auction
- Pick a time
- Pick a location
- Find a guest speaker to open and close the event

2 Prepare for the silent auction

- Create materials for the silent auction, such as auction sheets to record bids.
- Sign up for an online fundraising page via [CanadaHelps](https://waterfirst.ngo/wp-content/uploads/2021/02/CanadaHelps.pdf) for anyone who would like to make an additional donation to Water First. (<https://waterfirst.ngo/wp-content/uploads/2021/02/CanadaHelps.pdf>)

3 Gather and create materials

- Paper
- Pencil crayons/paint
- Posters
- Awareness signs

4 Create awareness for the campaign and silent auction

- Create the art and captions to accompany.
- Send emails to all school staff.
- Send emails to parents and guardians.
- Put up posters around school and community.
- Create social media posts about the campaign and silent auction.
- Use our [Fundraising Toolkit](#) for resources to promote your partnership with Water First.

5 After the event

- After the event, collect all of the funds from the winners of the silent auction and send any cash or cheques to:
Water First, 178 Mill Street, Unit D, Creemore, ON L0M 1G0.
- Thank your supporters by creating announcements and sending emails to let them know how much you raised and how appreciative you are for their generosity and support.

Announcements

“Did you know that 13.5% of Indigenous communities in Canada are under a boil water advisory? Water First is an organization that is working to address this water crisis in Indigenous communities through education and training programs. We are supporting their work through a silent auction of our artwork happening on [date] at [time] at [location]. We can’t wait to share with you what we’ve learned and what we’ve created!”

Auctioneering voice: “Can I hear \$10, can I hear \$15, yup \$15 here, can I hear \$20! Oh wait, we are having a silent auction not a live auction... Well, now that I have your attention, did you know in some Indigenous communities people can’t drink their tap water like we can? That’s why we are having a silent auction to raise money for Water First, an organization that is supporting these communities to have access to safe drinking water. Come out and support clean water for all on [date] at [time] at the [location].”

“You know that famous saying: a picture paints a thousand words? Well, turns out it’s true when looking at all of the artwork we’ve made that was inspired by what we’ve learned about water challenges in Canada; there certainly aren’t enough words to describe how we feel! If you’re interested in seeing what we’re talking about, you’ll have to come to our silent auction and see for yourself! All proceeds will be donated to Water First, an organization working to help Indigenous communities facing water challenges. We hope to see you on [date] for our silent auction.”

Social Media Posts

Did you know that 13.5% of Indigenous communities in Canada are under a boil water advisory? Water First is an organization that is working to address the water crisis in Indigenous communities through education and training programs. We are supporting their work through our Silent Art Auction fundraiser happening on [date] at [time] in [location]. We can’t wait to share our work and what we’ve learned with you!

Walls looking a little bare? Looking to redecorate while also supporting a good cause? Well, you are in luck! We are holding a Silent Art Auction fundraiser on [date] at [time] in [location]. All proceeds will be donated to Water First, an organization working to address the water crisis in Indigenous communities. For information about their work visit: <https://www.waterfirst.ngo/>

Video Creation: Interview a student with their art piece for a video series. Questions such as:

- What was the inspiration behind your artwork?
- What do you feel when you see your piece?
- What do you want people to feel when they see it?
- What was something that you learned before or after creating your piece about water challenges in Canada?

Email Templates

For Staff:

Dear Staff,

We wanted to bring your attention to an upcoming awareness campaign and fundraiser happening in our school. During the month of [month], the [grade, club name, etc.] is organizing an awareness campaign followed by a silent auction to raise funds in support of Water First. The campaign will focus on bringing attention to water challenges being faced by Indigenous communities in Canada.

Awareness material will be posted around the school for staff and students to learn more about these issues. During the awareness campaign, students will be invited to create a piece of art that reflects an aspect of what they have learned through the campaign. Their art pieces will then be entered into a silent auction. The proceeds made from the art sales will be donated to Water First, an organization who works to address water challenges in Indigenous communities through education and training. For information about the organization, visit <https://waterfirst.ngo/>.

If you wish for your class to participate in this event, please contact [name] at [email] for the details.

[Name]

For Parents and Guardians:

Dear Parents and Guardians,

Our class has been learning about the significance of safe water and we want to share our learning with you! Did you know that 13.5% of Indigenous communities in Canada are under a boil water advisory?

Since learning about this, our class has been inspired to organize an awareness campaign about water issues in Indigenous communities across Canada that will culminate in a Silent Art Auction. Students will be invited to create a piece of art inspired by what they have learned. Their art pieces will then be entered into a silent auction. We invite you to attend the silent auction taking place on [date] at [time] in [location]. All proceeds made from the art sales will be donated to Water First, an organization who works to help Indigenous communities living with water challenges. For information about the organization, visit <https://waterfirst.ngo/>.

We encourage your family to speak with friends and neighbours about Indigenous water challenges and invite them to attend the silent auction.

Thank you for your continued support in your child's learning.

[Name]

Thanks again for your interest in the Awareness Campaign and Silent Art Auction. We are so excited you are taking initiative to work towards cleaner water for all.

If you have any questions or concerns please do not hesitate to contact Sam Murray, Development Manager at Water First, at sam.murray@waterfirst.ngo or 1 (800) 970-8467 ext. 118



Water First Education & Training Inc.

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1-800-970-8467 | [@waterfirstngo](https://www.waterfirst.ngo) | www.waterfirst.ngo

Charitable Registration No: 83852 5269 RR0001