



## **FUNDRAISING PACKAGES**

### **The Big Clean Up**

We are so excited that you're interested in running The Big Clean Up with your school. This organized clean up event will give you the opportunity to clean up your school yard or community while bringing awareness to an important issue: land and water quality.

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## **Did you know, the way we treat our land is connected to our water quality?**

At Water First, we understand this to be true and emphasize this in all of the work and programming that we do! The Big Clean Up is just one way you can help raise awareness about Water First and get involved with solving water issues. Thank you for your interest in supporting Water First's programs and in learning more about how you can help support access to clean water in Indigenous communities in Canada.

The length of the event and who is involved is all up to you! It can include anyone from one class to the entire school. Leading up to the big day, students will fundraise and collect donations for their participation in the clean up, and promote the event in creative ways like making posters and sharing about it on social media. The funds raised through the event will be used to support Water First's training and education programs.

Donations can be collected by signing up for a CanadaHelps fundraising page or your school can choose to collect any cash or cheque donations and mail them to the Water First offices.

We are so grateful for your support and already look forward to hearing about the success of your event!

# The Big Clean Up Checklist

## 1 Plan the details

- Pick a date
- Pick a time
- Pick a location that may need a clean up

## 2 Choose how you will fundraise

- Set up an online fundraising through [CanadaHelps](https://waterfirst.ngo/wp-content/uploads/2021/02/CanadaHelps.pdf). (<https://waterfirst.ngo/wp-content/uploads/2021/02/CanadaHelps.pdf>)
- Use [pledge sheets](#) to collect the information of those that donate cash or cheques and would like a tax receipt.

## 3 Create awareness for the event

- Check out our [Fundraising Toolkit](#) for lots of great resources.
- Send emails to all school staff, parents and guardians of students.
- Write up school announcements. (Examples below)
- Create posters and ads to put up in the school.
- Create posts to be shared on social media.

## 4 Gather materials for the day

- Garbage bags
- Gloves
- Pickers
- Weather appropriate clothing

## 5 After the event

- After the event, send any cash or cheque donations 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? That means there are people who have to boil their water before it’s safe to use for eating, drinking and other things. You can help change this by participating in The Big Clean Up where we will be collecting donations for Water First. They are an organization who works to address this water crisis in Indigenous communities through education and training. The clean up will be happening on [date] at [time]. We hope to see you there!”

“Good morning [insert school name], did you know that there are many complex steps in the water filtration process before we can turn on our taps? Usually the first step is debris removal, sometimes called screening and straining. This is the process of taking out large pieces of debris in the water. Yes, removing trash is step one in the water treatment process! We can help make this step easier by making sure our trash does not make it to major bodies of water. Join us at The Big Clean Up on [date] at [time] where we will be cleaning up garbage that could otherwise end up in our water bodies. We hope to see you there!”

Even the youngest students in our school know that pollution is bad. It is bad for plants and animals and yes, humans too! Help us stop pollution in our community and keep our water clean on [date] at [time] at The Big Clean Up.”

## 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 partnering with Indigenous communities to help address the water crisis through education and training. We are supporting their work through our Big Clean Up fundraiser happening on [date]! You can support students as they collect pledges for their participation in The Big Clean Up. Information can be found at the link in our bio.

Did you know removing trash is step one in the water treatment process? Our students are helping make this step easier by participating in The Big Clean Up. You can support students as they collect funds and raise awareness about this issue! All donations will go towards Water First, an organization that is working to address water challenges in Indigenous communities. Thanks for the support!

Video Creation: Create a video (or a series of videos depending on how many students want to be involved) that features students preparing for the Big Clean Up. Students can discuss why they are participating and why it’s important to them. This video should be anywhere between 30s-60s and can be shared across all platforms. Questions you can ask students:

- Why is this cause important to you?
- Why do you want to participate in this event?
- What does clean water mean to you?
- How do boil water advisories make you feel?
- What do you think will be most rewarding about this event?

# Email Templates

## For Staff:

Dear Staff,

We wanted to bring your attention to an upcoming clean up and fundraiser happening in our school. The [grade, club name, etc.] has decided to organize a school yard clean up event taking place on [date] at [time] in support of Water First. Leading up to the event, students will collect funds for their participation in the clean up and raise awareness about access to clean drinking water. The donations collected for the clean up will be donated to Water First, an organization that works to address water challenges in Indigenous communities through education and training. To donate online, please go to our fundraising page at [insert link to online fundraising page]. 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.

Thank you for your support in this important event!

[Name]

## For Parents and Guardians:

Dear Parents and Guardians,

Our class has been learning about the connection between the way we treat our land and our water quality and we want to share our learning with you! In Canada, 13.5% of Indigenous communities are under a boil water advisory. We are doing a fundraiser to help Water First, an organization that works to support access to clean drinking water in partnership with Indigenous communities.

Our class has decided to organize a schoolyard/community clean up event taking place on [date] at [time]. Through this project, we are collecting donations to help Water First in their work partnering with First Nations communities to address drinking water challenges. If you'd like to donate online, please visit our fundraising page at [insert link to online fundraising page]. More information about the organization can be found at <https://waterfirst.ngo/>. We encourage you and your family to speak with friends, family, and neighbours about water challenges in Indigenous communities and how their support can help make a difference.

On the day of the clean up please ensure your child comes with comfortable walking shoes, a water bottle and a weather-appropriate clothing.

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

[Name]

Thanks again for your interest in The Big Clean Up. 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](mailto:sam.murray@waterfirst.ngo) or 1 (800)970-8467 ext. 118.



**Water First Education & Training Inc.**

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