

W A T E R F I R S T

FUNDRAISING PACKAGES

The Water Walk

Thank you for your interest in fundraising and raising awareness for Water First!
We truly appreciate your support and are looking forward to seeing the success
of your event.

If your school or community is interested in supporting Indigenous communities and access to safe, clean water, a Water Walk fundraising event could be the perfect way to show support.

In support of Water First, an organization that partners with Indigenous communities to support access to safe, clean water, your Water Walk event could raise awareness and funds that will support our programs to continue.



The Water Walk is a fundraising event that engages community members in learning about the water crisis in Indigenous communities, all while raising money through an online fundraising page or collecting cash or cheque donations.

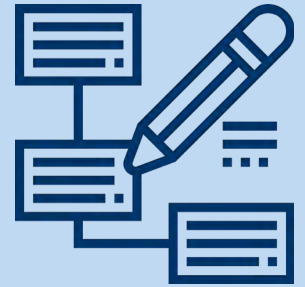
The Water Walk can be done with many participants walking along the same route all at once, or throughout a campaign week on your own time with participants walking the same distance on their own. Whether together or by yourself, we encourage you to create signs and posters to hold while on your walk that can help educate others on the Indigenous water crisis and why you're walking. We also encourage you to document your walk through photos and videos that can be shared on social media.

Learn more about the water crisis [here](#). You can pull information from these resources to use on posters while you're walking to help educate others.

The Water Walk Checklist

1 Plan the details

- Pick a date and time
- Decide on whether there will be a planned route for everyone or if participants can walk around their own neighbourhoods individually
- Plan an opening and closing event (guest speaker, finish line, bbq)
- Confirm your guest(s)



2 Choose how you will fundraise

- Set up an online fundraising through [CanadaHelps](#). (Click [here](#) for a how-to page).
- 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 campaign and silent auction

- Send emails to school staff.
- Send emails to parents and guardians.
- Write up school announcements to promote the event (Examples below).
- Create posters and ads to put up in the school.
- Create posts to be shared on social media.



4 Gather and create materials

- Awareness posters
- Sun screen
- Weather appropriate clothing

5 After the event

- After the event, send any cash or cheque donations to: Water First, 10 Francis St. E., 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 our Water Walk fundraiser happening on [date] at [time] at the [location]. Look for posters around the school for more information.”

“Ever wonder if your drinking water is safe? If you said no, think for a moment longer about how your life would change if the answer was yes... You might think twice about going to get a drink from the fountain right now. [Class name] has been learning about safe drinking water in Canada and we want to share our thoughts with you in the form of a Water Walk. On [date] and [time] we will be walking to [location] to raise awareness about water challenges some Indigenous communities in Canada are facing. We appreciate your support.”

“How much water does the average Canadian use each day? About 10 liters, about 50 litres, about 200 litres or about 300 litres? If you guessed 300 litres you are right! This includes washing our hands, washing our dishes and doing our laundry. Can you imagine living in a community where the water wasn't safe to do these things? Well, there are many communities across Canada that deal with this. Water First is an organization that supports access to clean water in Indigenous communities in Canada, so we are holding a Water Walk to try and raise money to reduce the number of communities that face this issue. For more information about the Water Walk please visit [class name] at lunch time or look for the posters around the school. Thank you for your support.”

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!

Ever wonder if your drinking water is safe? If you said no, think for a moment longer about how your life would change if the answer was yes. On [date] at [time] our school will be participating in a Water Walk to raise awareness about the water crisis in Indigenous communities. All donations collected will be going to Water First, an organization that works to address water challenges in Indigenous communities through education and training programs. We hope to see you there!

Video Creation: Create a 30s-60s video that can be shared on social media platforms featuring students as they prepare for The Water Walk event. This could include footage of students creating posters and signs, putting up posters around the school, doing research about the event and interviews with students. Interview questions could include:

- What made you want to participate in The Water Walk?
- What about The Water Walk are you most excited for?
- What do you hope people will learn from The Water Walk?
- What have you learned in preparing for The Water Walk?

Email Templates

For Staff:

Dear Staff,

We wanted to bring your attention to an upcoming awareness campaign and fundraiser event happening in our school. [Insert class] has been learning about the water challenges some Indigenous communities in Canada are facing, and they would like to organize a Water Walk to raise funds for Water First, an organization that partners with Indigenous communities to support access to safe, clean drinking water.

Awareness materials will be posted around the school for staff and students to learn more about these issues. The students will be working on signs to carry during their Water Walk to display research they have done on a specific community and the struggles they are currently dealing with in relation to not having reliable access to clean water.

The Water Walk will start at [location A] where the opening ceremony will take place at [time]. We will then walk to [location B]. Students will be taking donations before the day of the event and during the event to donate to Water First. To donate online, please visit [insert link to online fundraising page]. For information about the organization, visit <https://waterfirst.ngo/>. Please consider supporting their important work.

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

Thank you,

For Parents and Guardians:

Dear Parents and Guardians,

Our class has been learning about the significance of safe and clean water and we want to share our learning with you! In Canada, 13.5% of Indigenous communities are under a boil water advisory. In response to that, we are going to hold a fundraiser in support of Water First, an organization that collaborates with Indigenous communities to support access to clean drinking water.

To honor and further explore the importance of water, our class is hosting a Water Walk. [Enter details of speakers here, i.e. an elder from XX First Nation will be opening the event] Everyone is invited to join the ceremony and the walk.

Students will be designing poster art to express their learning on the issue. Their signs will be labeled with information about the water crisis. These signs will be carried by students during the walk. The Water Walk will start at [location A] where the opening ceremony will take place at [time]. We will then walk to [location B]. Donations will be collected by the students prior to the event as well as during the event. If you'd like to make an online donation prior to the event, please feel free to do so at [insert link to online fundraising page].

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

[Name]

Thanks again for your interest in The Water Walk. We are so excited you are taking initiative to work towards clean water for all. If you have any questions or concerns please do not hesitate to contact Teresa McDonald-Thuro, Development Manager at Water First, at teresa.mcdonald-thuro@waterfirst.ngo or 1 (800) 970-8467 ext. 118



Water First Education & Training Inc.

10 Francis St. E., Creemore, ON L0M 1G0

1-800-970-8467 | @waterfirstngo | www.waterfirst.ngo

Charitable Registration No: 83852 5269 RR0001

Water Walk Information

(To be a PDF attached to the email)

On the day of The Water Walk, your child will have to be prepared for the weather, and for [distance of walk ___km] of walking throughout the day. Proper footwear is essential for this activity. Below is a list of things your child should come prepared with:

- Hat
- Sunblock
- Water bottle
- Packed Lunch
- Proper Walking Shoes
- Raincoat/umbrella
- Signed permission form
- [insert anything else needed]

Remember this is a fundraising event for Water First, and our guest speaker is [name]. We are going to open with a ceremony, and we aim to be respectful of everyone's knowledge and beliefs. It is a privilege for us to hear this speaker. Water Walks have been held in many locations across North America for more than a decade in recognition of water scarcity and water pollution. We are happy to be hosting our own to remind our community how important water is to life.

Reminder: Signs will be made in class before The Water Walk for students to express their understanding of the importance for all to have access to safe and clean water.

Important: Arrangements can be made for students who wish to participate but will have difficulty completing the whole cycle.

School Field Trip Permission Form

(Please alter the text to adhere to your schools policies and guidelines in regards to field trips)

Field Trip Details:

Departure time:

Ceremony time:

Ceremonial Water Walk: [route being taken]

Lunch and free time: [i.e. 12:00pm - 1:00pm]

Arrival time: [back at the school by appropriate time]

----- cut here and save the upper portion for your information-----

I will / will not accompany my child on The Water Walk field trip.

As parent/legal guardian of _____, I grant him/her/them

(Print Student's Name)

permission to participate in The Water Walk fundraiser activities described above. I understand that the class will be walking to each destination, and that walking is a main part of the activity. I agree to ensure proper walking shoes are worn on the day of The Water Walk.

Parent/Guardian Signature

Date