

The Water Challenge Fundraiser Kit



Hello!

I am writing you today to ask that you consider **a simple, two week effort** called "The Water Challenge". This Challenge provides you with a unique opportunity to save a life, to **make a big impact through a small sacrifice**.

Here is what you need to know:

1. **Every 15 seconds, a child dies because of a lack of clean drinking water.** That's over 5,000 children per day, or nearly 2 million per year.
2. In most cases, clean and safe water could be made available with a new or repaired well or another water project. But today, disease-infested pools of stagnant surface water miles away are all some people have.



Here is what you can do to help:

1. For two weeks, drink no beverages other than water. (we suggest tap or filtered water as bottled water is too expensive and wasteful)
2. Set aside all the money which you would normally have spent consuming soda, juice, milk, or bottled water, etc.
3. Use the money to help build a well with The Water Project in villages where there is no clean or safe water.



Here's how The Water Challenge is different from traditional fundraisers:

1. You are not being asked to contribute money which comes from personal savings or funds which you would have given to other causes. (but you can if you want!)
2. Money should come from the small sacrifice of giving something up. In essence, we want you to *DIVERT* money that was headed toward the soda machine, coffee shop or elsewhere - so you can help others.

3. This project allows you to move money that would have gone to CONSUMPTION over to a valuable CONTRIBUTION. As you sacrifice the pleasure of "stuff", like beverages — for just two weeks—you will be making a choice that saves lives.

On the next few pages you will find more information outlining The Water Challenge. May God bless you as you consider this project. Should you have any questions at all, please call me at 800-460-TWPI or e-mail at info@thewaterproject.org

In Service to Others,



Founder & President

I'd like to ask you a couple of questions.

Have you been really thirsty in the last 24 hours? Did you have a hard time getting something to drink? Did you wonder if what you drank to quench your thirst was going to make you sick, or maybe even kill you? Probably not. But there are places in this world where people no different from you and me have to walk for miles just to bring home a bucket of water so dirty that some who drink it will become sick or even die.



This is not a little problem. Nearly one-billion people lack access to clean water. **Every 15 seconds a child dies somewhere because he or she didn't have enough clean, safe water.** They die because they drink untreated water from puddles, pits, and streams polluted by livestock and human waste. This water is often filled with microbes that cause acute diarrhea and other illnesses that lead to death.

Now let me ask you another question: **Have you ever actually saved a life?** Not many people have. But if you will join me in this adventure of a little bit of self-sacrifice for just two weeks, you will be able to literally rescue a child from death.

Most of the time, clean water is *available*, but it is not *accessible*. **All that's needed is a well or other water project.** Now YOU can help provide one by taking part in The Water Challenge.

Here's how:

I want to challenge you to **make water your only beverage for 2 weeks.** Just for 2 weeks!

During that time, take the money you would have spent on soda, juice, sports drinks, bottled water etc., and put it aside for these needy people. If you are heading toward the soda machine, head



for the water fountain instead. If your family goes out to dinner and you usually order iced tea, ask for water. It's free. **Wear your wristband** to help you remember to choose water.

Collect your savings in a cup wrapped with a "The Water Challenge" label. Continue your sacrifice for 2 weeks. You'll be amazed at how the savings add up. Encourage your whole family to participate.

After 2 weeks, calculate the amount of money saved by your sacrifice.

Make out a check for that amount, payable to The Water Project, Inc. It will be used to drill wells in Sudan, Kenya, Sierra Leone, or India where the need for water is desperate.

The Water Challenge

Checklist – What to do and when to do it

1. Before: Be Prepared!

- Copy and distribute the *Letter to Parents* if youth are participating.

2. Week one: Start strong!

- Introduce the project. See *Introduction Comments* page. Share facts from the website.
- Play Week 1 Video*
- Distribute *cup labels and wristbands* (if applicable)
- Ask for questions. Use the *FAQ's sheet*.

3. Week two: Follow through! (This is a key to saving more lives through a successful project.)

- Use the week two comments from *Introduction Comments* page.
- Play Week 2 Video*
- Give newcomers: a cup, a lid, and a wristband.
- Remind them to bring in their cups and money next week.

4. Week three: Collect and celebrate!

- Have everyone empty their cups into a *bag* or *bucket*. Let them keep their cups.
- Give each participant an "I Gave Water" sticker or choose another reward idea from the *Celebrations* page

5. Wrapping it up: Remit and report!

- Count your funds. (Often group members help count and roll the coins.)
- Fill out the *Remittance Form* and mail it with your check to The Water Project, Inc.
- Let your group know how much they raised through The Water Challenge, and how many lives they have impacted. Simply divide the amount raised by \$10, e.g. \$500 raised divided by \$10 = 50 people will be provided water through a new well or water system thanks to your group's efforts!

The Water Challenge
Introduction Comments
(for Secular Organizations)

Week 1

Imagine what your life would be like if you woke up tomorrow morning and found that there was no water coming into your home. What would you do? Probably you'd get a few gallons of bottled water, and feel a bit grungy and inconvenienced until the water came back on. Other than that, things would really be OK. But what if the water never came back on? And what if the stores ran out of bottled water? What if the nearest drainage ditch became the only place we could get any water at all? Would you begin to worry about your health? There are people living with exactly that problem all over the world. And we can help. Take a look at this video. It only lasts about 5 minutes, but it's going to challenge us to make a difference.

Play Week 1 Video

Week 2

Last week we started The Water Project. Here's all you need to know in case you weren't here. We have been challenged to give up all beverages except water for 2 weeks, and to take the money we would have spent on ourselves, for beverages, and give it instead, to The Water Project, an organization that will use it to save lives by building water projects in places where people drink from polluted streams and disease filled pits. The video you are about to see tells a little more about the people that are out there drilling the wells. It's one way The Water Project is bringing clean water to those who desperately need it.

Play Week 2 Video

The Water Challenge - Introduction Comments (for Christian Organizations)

Week 1

Matthew 25:31-40 says: "But when the son of Man comes in his glory, and all the angels with him, then he will sit upon his glorious throne. All the nations will be gathered in his presence, and he will separate them as a shepherd separates the sheep from the goats. He will place the sheep at his right hand and the goats at his left. Then the King will say to those on the right, "Come, you who are blessed by my Father, inherit the Kingdom prepared for you from the foundation of the world. For I was hungry and you fed me. ***I was thirsty, and you gave me a drink.*** I was a stranger, and you invited me into your home. I was naked, and you gave me clothing. I was sick, and you cared for me. I was in prison, and you visited me. Then these righteous ones will reply, "Lord, when did we ever see you hungry and feed you, *or thirsty and give you something to drink?* Or a stranger and show you hospitality? Or naked and give you clothing? When did we ever see you sick or in prison and visit you?" And the King will tell them, "I assure you, when you did it to one of the least of these my brothers and sisters, you were doing it to me!"

Have you ever thought about how you can "do unto the least of these"?

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I John 3:17-18 says, "If anyone has material possessions and sees his brother in need, but has no pity on him, how can the love of God be in him? Dear children, let us love not with words or tongue, but with actions and in truth." This project is giving us a chance to love with actions, so keep on going just a little longer, and remember to bring your money back next week.

The video you are about to see tells a little more about the people that are out there drilling the wells. It's one way The Water Project is bringing clean water to those who desperately need it.

Play Week 2 Video

Dear Parents,

It is my pleasure to introduce you to The Water Project, Inc. We're a U.S.-based 501(c)(3) non-profit organization working to provide clean, safe drinking water to the nearly 1 billion people who suffer needlessly without it in the developing world.

I'd also like to tell you about "The Water Challenge." Through this project, you will be helping us to bring safe drinking water to needy communities across Africa and India.

For 2 weeks, your students will be hearing about the impact a simple water project, like a clean water well or small sand dam, can have on a community where water shortages have brought poverty, disease, and death.



They have been presented with this challenge:

- Make water your only beverage for 2 weeks.
- Place the money which would have gone toward other beverages into your cup bank.
- Return your bank on Collection Day

As parents, you will be of tremendous help if you:

- Encourage your sons and daughters as they deny themselves for the sake of others.
- Add any savings you see in your grocery bill to their cup banks before Collection Day. *Better still, join them in this time of sacrifice, and add your own savings to theirs.* (Checks can be made payable The Water Project, Inc.)

In Service to Others,

A handwritten signature in black ink that reads "R. Peter Chassi".

Founder & President
The Water Project, Inc.

GREAT WAYS TO CELEBRATE!

When you have completed The Water Challenge, it's time to celebrate! Here are some great ways to do just that.

- ▶ Count your funds as a group. When you have the total, divide by 10. That's the number of **lives you have changed!**
- ▶ Distribute " **I gave water**" stickers. Display them on your shirt or on a favorite book cover.
- ▶ Ask a local restaurant to donate coupons for a free beverage or sandwich to each participant.
- ▶ Serve ice cream floats as a project wrap-up. (Your local grocer might even donate the supplies.)



OR

- ▶ Develop your own celebration plans and send them to info@thewaterproject.org so that we can post them on this page!

The Water Challenge Remittance Form

Your Contact Name or Organization:	
Address:	
City, State, ZIP:	
Phone:	Email address:

SPEAK UP!

We'd love to know how it went, what insights you gained, would you do it again, etc.

How many **attended** the presentations? _____

How many **participated** in the project? _____

How much money was raised? \$ _____

Did the project benefit your group spiritually? If so, how?

Would you consider participating in The Water Challenge again in 1-2 years?
Yes / No - Why or why not?

What would make The Water Challenge a better program?

What more can you tell us? Send us photos, comments, questions, and quotes. We want to know (and to be able to share with others) what The Water Challenge was like for you!

SO HOW
DID
GO.
SO HOW
DID IT
GO?

The Water Challenge Frequently Asked Questions – FAQ's

How much does a Water Project cost?

The cost varies depending on the system needed and how deep and through what sort of rock or soil any well must be dug. Typically projects cost about \$6,000 dollars. When you take the cost of a well or water system and divide it by the number of people who use it, the average cost is about \$10 per person.

Where are the projects?

They are being constructed throughout Kenya, Sudan, Sierra Leone and India.

What if I have to drink milk?

Then by all means, do so. There are plenty of other beverages to give up for this project. But if you can give up milk for 2 weeks that might be another several dollars toward the saving of another life.

What if I usually buy bottled water?

Try tap or filtering tap water instead. For 2 weeks, inconvenience yourself by refilling a water bottle and carry it around with you.

How about if I keep drinking my usual stuff, but just put money in my water cup bank.

That's OK. It will still help the needy, but you will miss out on the experience of sacrificing for others, and that's a big part of The Water Challenge.

What if I forget and drink a soda? No problem. Just start again.

What about milk on cereal?

That's entirely up to you. I would probably count that and soup as food, not beverage. However, some of us have put water on our cereal, which isn't too bad (given the good we are doing) for just 2 or 3 weeks.

How do I send in the money?

Just fill out the Remittance Form and mail it with your check to the address above. Please make checks payable to The Water Project, Inc.

Or, better still, go online at fill out the "Give by Check" form or use the online donation form and give using a credit/debit card. It's up to you.

The Water Challenge Savings Scorecard

Beverage	Cost Per Serving	X	Number skipped in 2 weeks	=	Savings
Milk-home, 8oz.	\$1.40				\$
Milk-restaurant	\$1.50				\$
Soda-home, can	\$1.25				\$
Soda-restaurant	\$1.50				\$
Soda-machine	\$1.25				\$
Juice-home, 8oz.	\$1.35				\$
Juice-restaurant	\$2.50				\$
Juice-conv. store	\$1.75				\$
Sports Drink-conv.store	\$1.30				\$
Coffee					\$
other					\$

MY contribution \$ _____

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