



**Fundraising Pack**

# Dear Fundraiser

Thank you for choosing to fundraise and support Frank Water. I hope this pack gives you the inspiration you need in order to make the most of your fundraising experience. Inside you'll find tips and tricks plus more about what we do here at Frank Water.

Frank Water is a small Bristol based charity with a big vision: to ensure clean, safe drinking water and sanitation for those who are most in need. We are both a social enterprise and a registered charity. The social enterprise sells water related products in the UK, with 100% of profits donated to the charity. We improve the health and quality of life of the most marginalised communities in India and Nepal through integrated WASH programmes. Established in 2007 by the current CEO Katie Alcott, we work with experienced grassroot partners across India and Nepal and to date have supported over 386,500 people in 442 communities to improve their lives through greater access to Water, Sanitation and Hygiene. Our social enterprise donates 100% profit to the charity.

With your support we can continue the life-saving work we do and help make a difference to people and the planet. Please visit [www.frankwater.com](http://www.frankwater.com) to find out more. Remember, whatever size your donation, every pound can make a difference.



There are 663 million people in the world without access to safe water and 2.5 billion with no access to adequate sanitation.

India has the most people in the world (77 million) without access to safe water (Water Aid, 2016). In addition, 770 million people in India have no access to sanitation and 564 million people practice open defecation. In Nepal, 1 in 10 people have no access to safe water and more than half the population live without proper toilets and regularly defecate in the open.

How your money can help

£10

Could keep 10 children safe from dental and skeletal fluorosis with early detection tests.

+ £5 +

Could train a health worker to work with women and young girls from a community to help them manage their periods safely so that they stay healthy and go to school. A health worker can also test water quality and support communities to access resources and funding from local government.

+



£30



Could install a tap in a family home, giving them direct access to safe, clean water for

£132

Could pay for a small group of actors and musicians to deliver a street play in a village of more than 200 men, women and children and educate people about safe water, open defecation, hygiene and

## Frank Water's Impact



### Ratna's Story

Ratna is 40. She lives in the village of Gopalapuram Patha Gumpu in Telangana, India. Until last year, the village had no safe supply of drinking water and villagers would spend many hours each day collecting water from the nearest source. Walking to and from the borewell took up all of her spare time and more. In fact, every other day, she'd skip work - losing that day's wage as a result - and spend the whole day collecting water, filling 20 or 30 containers at a time.

It was the only way she could manage to do everything but her family's income suffered. To make matters worse, when the rains came, the water was often contaminated. She'd notice how her children were more often sick.

Last year, FRANK Water installed a borewell and handpump in Ratna's village and Ratna's life changed. Today, she can manage all of her chores quickly and easily.

"Before I would walk to canals, wells, far away from the village, now I can do everything at home." She's quick to smile. "It's more convenient, I have more privacy and more time."



## Fundraising Inspiration

There are hundreds of things you can do to raise money for Frank Water - the sky is the limit! The important thing to remember is to give yourself plenty of time to prepare, get your friends and family involved wherever possible and make sure you publicise your event well. Oh and don't forget to have fun! Below are just a few suggestions to help you on your way...

**F**ASHION SHOW, FANCY DRESS DAYS, FIVE A SIDE TOURNAMENT, FLOWER AND PLANT SALE, FILM NIGHT

**R**AFFLE, RACE NIGHT

**A**BSEIL, AUCTION

**N**AME THE TEDDY, NEARLY NEW SALE

**K**ARAOKE NIGHT, KNITTING COMPETITION

**W**ALK FOR FRANK, WASH A CAR DAY COMPETITION,

**A**EROBICS-ATHON, A BAKE-ATHON

**T**OMBOLA, TREASURE HUNT, TEA AND CAKE SALE, TOY SALE

**E**NTERTAINMENT NIGHT, EASTER EGG HUNT, EASTING MARATHON

**R**AFT RACE, RUNNING EVEN

# Different Ways to Fundraise



## Fundraise at Work

- 🕒 Organise a casual clothes day at work and ask people to make a small contribution.
- 🕒 Do something wacky in return for sponsorship. Gents - brave a leg wax for charity or wear the silliest fancy dress you can find to work for the day
- 🕒 Give your last hour. Rally your colleagues and ask them to donate their wages for the last hour of work at the end of every month.
- 🕒 Organise a coffee morning for your customers/colleagues and

## Fundraise at School

- 🕒 Timetable a non-school uniform day, or a blue themed day where everyone has to wear blue jeans, etc.,
- 🕒 Arrange a tuck shop/cake sale and donate the proceeds to FRANK Water.
- 🕒 Organise a sports day or a school fete and donate any profits to Frank Water.
- 🕒 Take part in a School Enterprise challenge. Each team of students is given £10 to start a business. They then race each other to see who can raise the most money over a fixed time period.

## Fundraise with Friends and Family

- 🕒 Get rid of anything you don't have use for or want by having a tabletop sale.
- 🕒 Organise an auction for your friends and family at a local venue and ask local businesses to donate prizes.
- 🕒 Take part in one of our sporting events and ask your friends and family to sponsor you.
- 🕒 Organise a pub quiz in your local and donate the entry fees to Frank Water.





# Hints and Tips

There are lots of things to consider when fundraising so here is our guide to a few of the most important things

## Promotion and Publicity Tips

- 📢 Use social media such as facebook and twitter to keep your supporters updated about your event and your fundraising.
- 📢 If you are training for some kind of sporting event, consider doing a blog so people can read it and see your photos.
- 📢 Make sure to include a link to your event or fundraising page whenever you publicise your fundraising.
- 📢 Try and put together a story for your local newspaper or perhaps your local church, school or employers newsletter - the more people that read about your fundraising, the more you will raise!
- 📢 Use posters to promote your event or challenge - contact us and we can post one to you!
- 📢 Keep in touch with the fundraising team at Frank Water and tell us what you are up to so we can share your story with other supporters.

## Preparing for a Sporting Event

If you're considering taking part in a sporting event to raise money for Frank Water then here are a few tips to help you:

- 📢 Take it steady. Set achievable, realistic goals to start with to prevent unwanted injury and help your body prepare for the event.
- 📢 Seek medical advice - If you have any medical conditions or you're not as fit as you could be, make sure you speak to a GP before signing up to the event. You might need to alter your training plan or make the necessary adjustments to protect your health.
- 📢 Record and share your training progress with your sponsors using social media and email. Not only will this help personalise your journey but it will also attract more people to donate.

## Legality and Health & Safety Tips

- 📢 Ask your local authority for permission before fundraising and collecting in a public place.
- 📢 Make sure you are covered by the appropriate insurance if your event requires it - consider whether you need a trained first-aider on site.
- 📢 If you are serving alcohol or having public entertainment you might need a licence. Check with your local authorities first.
- 📢 If the fundraising event involves food, check with the FSA on food standards guidelines that should be met.
- 📢 Contact the FRANK Water fundraising team if you need any help with the legality and health & safety at big events.

## Sponsorship Tips

- 📢 Try fundraising online and face-to-face. Both are effective.
- 📢 Ask a friend to start you off with a generous donation - people tend to follow the lead of the first donor.
- 📢 Ask for donations near a payday when people are likely to have a bit of spare cash.
- 📢 You could eBay unwanted items and get your friends and family to do the same!
- 📢 Set yourself a realistic target. This is a simple and effective way of maximising your fundraising.
- 📢 Set up a text system with a reference code so it's easy for people to donate.
- 📢 Personalise your fundraising page - people are more likely to sponsor you if they can personally connect with you and your story.
- 📢 Ask your employer if they will match your fundraising or alternatively make a company donation towards your fundraising target.

# Fundraisers Stories

## Ben's Marathon Adventure

The London marathon is something we all sit in awe of every year. Thousands of runners challenge themselves to run twenty-six miles, often raising huge sums for charity. Ben Hitchcock is one of those heroes. At the age of fifty-three he decided to run his second marathon – and this time, he'd do it to raise money for FRANK Water. His passion for our life changing projects inspired Ben to not only run for the second time, but to aim for a new personal best race time of under three and a half hours. To attract as much attention as possible Ben set up a JustGiving page and contacted everyone he knew to ask them to sponsor him. And it worked! In total Ben raised over £2000! Thank you Ben for your hard work.



## Anoo's Watery Challenge

Anoo took part in the Dart 10k, an epic swim down the River Dart among some of Devon's most beautiful scenery. Here he tells us why he chose to swim for safe water.

"I entered the Dart 10k as a personal challenge and it turned into a great adventure. The swim is in a beautiful part of the country close to my home where I go with my family. I came across FRANK Water in the 'stuff' for the Dart 10k. A local Bristol based charity that impacts in an international arena. All of that resonated clearly with me as a Indian born person living in England for most of their life and as a professional who understands the value of clean water. I was truly inspired to do my absolute best. In completing a challenging but wonderful swim the Dart 10k allowed me to make many swimming buddies along the way, swim in places I have never experienced before and raise a good sum of money for an exceptionally deserving cause. This was my inner victory for the year.

Go on, do it you'll love it!"

**Good Luck!**





### Katie's Extra'ordinary' Talks

Wales- based Katie Morgan came up with the idea for her series of interesting speaker events when she met FRANK Water's CEO Katie Alcott at a campsite in Devon! Labelled 'Ordinary Lives?', Katie has signed up big names such as Paralympian Ellie Simmonds, as well as lesser known but no less inspirational people such as 97 year old John Hazzelwood, who spoke about his wartime years in India and Sue Watt who runs the 500 Elephant Project. We asked Katie how easy it is to set up these talks, her response:

"The evenings are easy to set up and run. We organise two speakers and ask them to speak for just twenty minutes each. We have a raffle and interview in the middle of the evening. People love getting together over the winter. We run it when the clocks change, autumn through to the spring. It seems to have become a bit of a social event for the community AND we've raised nearly £5000 for FRANK Water".



# Get Social for Frank Water

## Facebook



Use Facebook to keep your friends and family up to date and ask them to donate (provide a link to your fundraising page if you have one). Include a picture if you can as well - perhaps one of you in training! Once you've asked them to donate let them know they can help by just sharing your status. And don't be afraid to remind people to sponsor you more than once!

## Twitter



Tweet. Sleep. Repeat If you can, tweet right through your event. If that's not possible then let people know what's happening before and after. Include pictures, your fundraising page link and don't forget to tweet us

## INSTAGRAM



Instagram is a quick and easy way to reach your contacts and you can even upload a 60 second video, or an IGTV for longer videos, telling people why you are doing it! We can provide you with additional photos if you need them to help people understand what the money you raise will support!

## LinkedIn

Liven up your LinkedIn, bolster your CV and share your fundraising with your LinkedIn contacts. That guy from your last job always liked you - Ken from accounts, I think - he's bound to donate.

## Whatsapp

Fundraising pages like JustGiving and Virgin Giving can work well on mobiles so use this to tell your different WhatsApp groups about your fundraising plans with the link of how they can support you.

## FRANK SOCIAL MEDIA

We love being social, don't forget to tag us!

**Facebook:** @frankwatercharity

**Twitter:** frankwater

**Instagram:** @frank\_water\_charity

**LinkedIn:** Frank Water

# Collecting Your Sponsorship

## Setting up your own fundraising page

You can raise money online by setting up your very own fundraising page at [www.justgiving.com/frankwaterprojects](http://www.justgiving.com/frankwaterprojects) or [www.virginmoneygiving.com/charities/frankwater](http://www.virginmoneygiving.com/charities/frankwater). By fundraising this way, it will save you time chasing up family and friends. It also means the money is secure and all in one place!

**JustGiving™**



The money you raise is transferred and sent directly to FRANK Water once everything has been processed. Remember, 20% of all donations typically come in after the sponsored event so make sure you keep your page open, updated and ask one last time for donations after you've completed your event!

[www.justgiving.com/frankwaterprojects](http://www.justgiving.com/frankwaterprojects)



### Face to face fundraising

If you would prefer not to do all of your fundraising online then you can either use a good old fashioned sponsorship form or simply collect donations at your event. You can find a sponsorship form at the end of this pack or you can download it from our website. There will still be an option for your supporters to claim Gift Aid as long as they sign and date the form.

You could even think about asking your employer to match fund whatever you raise. It provides them with a tax effective way to support charity and will help you raise even more money.

[www.virginmoneygiving.com](http://www.virginmoneygiving.com)

### Gift Aid

Gift aid is a scheme that allows us to claim an extra 25p for every £1 donated providing that the person donating is a UK taxpayer. Complete the Gift Aid form in this pack and return to us with your donation. If you're fundraising on JustGiving or Virgin Money Giving, your Gift Aid claim will be processed automatically.



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**Thank you and good luck with  
your fundraising!**

Remember to keep in touch. Whether you send us pictures in the post or put them on Facebook, we love to hear your stories. Plus, it's always great to share your fundraising success with us and our other supporters.

Your support and donations mean that marginalised families in India and Nepal can access safe, clean drinking water and sanitation.

If you would like any further support or information then please get in touch:

Email – [hello@frankwater.com](mailto:hello@frankwater.com)

Address – FRANK Water, 11 Elmdale Road, Bristol, BS8 1SL

Phone – Tel 0117 3294846

[www.frankwater.com](http://www.frankwater.com)

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