

Your Frank Water Fundraising Guide



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Welcome to #TeamFrank

Thank you so much for choosing to support Frank Water! Every single pound you raise will help us to provide the world's most vulnerable communities with access to enough safe water, for life.

Currently, 1 in 4 people worldwide don't have a safely managed water supply at home, and 2.4 billion people don't have a toilet. At Frank Water, we don't simply dig wells or install taps, but instead work with experienced local partners to address complex problems and create lasting, systemic change.

Since 2005, Frank Water has reached more than 500,000 people in over 711 communities in India, Nepal, and Kenya

In this guide, you'll find loads of ideas, tips, and tricks to help you kick start your fundraising journey! The fundraising team here at Frank Water is also here to help whenever you need, just get in touch at hello@frankwater.com or 0117 329 4846.



Your impact

We see huge positive impacts when working alongside communities experiencing water scarcity: Women's lives are transformed with access to water close to their homes, children's health drastically improves with properly managed sanitation and hygiene, and farmers can grow more nutritious crops for their families. This is made possible by wonderful supporters like you - thank you!



Sangita's story

In 2018, working with our Indian partner, we transformed Sangita's life by providing access to safe and clean water.

With Frank Water's support, her family and the community in Karlai village could install a borewell, pump, and storage tank powered by solar panels, so that water can be pumped twice a day.

Previously, her mother and sisters spent hours walking every day to fetch water, however it was often contaminated and unsafe to drink.



Recently, Sangita graduated from school and is pursuing a Telangana Tribal Welfare Degree at a college in Janagaon near Hyderabad. Her family is in good health, and we're extremely proud to hear how well she is doing.

£24

£60

£96

Frees a woman and her child from hours of walking every day.

Teaches a community about safe water, sanitation and hygiene.

Provides two families with a lifetime of safe water.

Your fundraising page

When you sign up for a Frank Water event or challenge, we'll email you a specific Just Giving link to get you started! Money donated to your page is kept safe and sent directly to Frank Water, giving you more time to focus on fundraising.



Fundraising success top tips:

Get personal! Tell people why you've chosen Frank Water and why what we're doing matters to you. **Writing a Just Giving page summary could earn you 65% more donations!**

Set a target. An ambitious (but realistic!) fundraising target can keep you motivated, and gives your supporters a goal to contribute to.

Make the first donation. People who donate to their own page first **raise 84% more on average!** You can also ask your more generous supporters to donate first - people tend to follow the lead of previous donors.

Ask your employer to match fund what you raise. It gives them a tax effective way to support a charity, and encourages more people to donate.

Share regular updates, with photos and videos to keep your supporters engaged. The more often you share your page, the more donations you're likely to receive!

Gift Aid it. We can collect 25p for every £1 donated by UK taxpayers. Make sure supporters tick the Gift Aid box on your sponsorship form if collecting in person.

JustGiving will create a QR code for your page. **Add this to posters** to promote your fundraiser - by scanning the code, people can donate directly to your page!

Say thank you! Customise your thank you email, letting your supporters know how much their donation means and asking them to **share your fundraiser page** with their friends and family.

20% of donations typically come in after a sponsored event!Keep your page open, and post a final update with photos of your event, reminding people they can still donate.





Fundraising Inspiration

There are many ways to fundraise, but remember to give yourself enough preparation time, get your friends and family involved, and publicise everywhere! And don't forget to have fun!

Fundraising on your own

- Do silly challenges for sponsorship: brave a leg wax, haircut, or wear fancy dress to work.
- Have a clear-out and sell your unwanted clothes, books, and junk at a car boot sale, on Facebook Marketplace, or Vinted.
- Organise a leaving party before setting off for the challenge.
- Have a skill or specialist subject? Host a series of workshops, lessons, or talks with suggested donation entry fees.

Fundraise as a group or club

- Organise an auction and ask local businesses to donate prizes.
- Arrange a pub quiz and collect donations as entry fees. You could even have a water-themed round!
- Host a charity sports match with other local clubs, businesses, or groups, or a games night (online or in person!).

Fundraise at work

- Organise a casual clothes or fancy dress day with everyone paying £1 (or more) to take part.
- Rally your colleagues and ask them to donate their last hour of wages at the end of each month.
- Organise a good old-fashioned sweepstake! Source a prize, and ask your colleagues to pay to play guessing the outcome of anything from a football match to The Great British Bake Off.
- Hold a tuck shop, selling snacks or drinks at work or at a work event.





Organise an event

There's a whole range of types of events you can organise to bring people together, have some fun, and raise money for Frank Water!

A karaoke night, craft or cooking competition, a raffle or auction, live entertainment, a danceathon, gameathon, treasure hunt...

But first, check out the advice on the next page to make sure any event you organise is legal and safe!

Karma Korma

Get your curry cooking going! Karma Korma is fun and easy to do - serve curry for safe water! Whether at home, school, or work, get a group together and ask them to donate in exchange for an Indian feast! Ask each guest to bring a dish, or cook your own. Or organise a Bhaji Bake Sale or Karma Korma Come Dine with Me!

In previous years, Karma Korma events have raised more than £10,000 thanks to individual and corporate supporters. These have included a curry party for 100 people in the Alps, and a Bollywood-themed night with a Bhangra band!



- Take it steady. Start with achievable, realistic goals to prevent unwanted injury and prepare your body. To help you train for distance challenges, look up online training plans or apps like Runna.
- Record and share your training progress using social media and email!
- Seek medical advice if you have any medical conditions or family health history that might affect your ability to take part in an event. You may need to adjust your training plan to protect your health.
- Consider your safety and have a support team if you're taking part in a solo endurance challenge.

Event Planning Advice



The Legal Stuff

- Make sure your event is safe and legal. Frank Water can't be held responsible if you don't, and we don't want you getting into trouble!
- Get permission from your local authority before collecting money on the street or in a public place.
- To collect money in a public place, you must be over 16.
- To collect money on private property (e.g. a shop), get the owner's permission.

Raffles and Lotteries

- To run a public raffle or lottery, you'll need a licence from your local authority.
- A licence isn't needed for a private raffle or lottery, as long as you only sell tickets to workplace staff or club members.
- A licence isn't needed for a raffle as part of a social event, as long as it isn't the only reason for the event, tickets are sold at the event, and you announce winners at the event.
- You can't sell raffle or lottery tickets to anyone under 16.

Health & Safety

- You should complete a risk assessment for any event, thinking about how to keep everyone safe and what to do in an emergency.
- Consider whether you need a trained first-aider at your event.
- If your event involves food, check with the FSA on food standards guidelines that should be met.

Licenses and Insurance

- If your event has entertainment (e.g. live music, indoor sports, or a film screening), you may need a licence. Check with your local authority or on the gov.uk website about the different types of event licences available.
- You need an alcohol licence from your local authority to sell alcohol.
- Make sure you are covered by the appropriate insurance for the event. Venues
 may have their own insurance, but make sure to check that this covers the
 public. Frank Water can't accept liability for any event you organise.



Spread the word



The more you talk about your fundraiser, the more donations you'll receive - this advice will maximise your fundraiser!

- Share your fundraising page link whenever you do a social post, and include it in your email signature.
- Email, text or message everyone in your contacts!
- Share your motivation people are more likely to support a cause after reading personal stories.
- **Write your story** for your local newspaper, radio stations, (try tagging media outlets on social), work intranet, or community website.
- **Use posters** to promote your fundraising. Include a QR code to your Just Giving page. Display them at work, your local library, shops, or cafes. Contact the Frank Water fundraising team if you need help designing a poster!
- **Keep us in the loop!** Share your progress and share photos and videos so we can amplify your story on Frank Water's communication channels.

Social Media Tips

- Use **photos and videos** with a direct link to your Just Giving page to share. updates across all your social media accounts people want to see your face!
- Share and celebrate your progress. Show supporters how much their contribution matters, and watch them rally to push you to that next goal. Post regularly to keep the fundraiser fresh in people's minds.
- Join forces with **local influencers** to help share your story.
- Enlist your friends to help with **interacting**, **liking**, **and sharing your posts**. Algorithms tend to show posts with more engagement to more people.

Tag us so we can spread the word and celebrate your progress!



@frankwatercharity



@frankwater



@frank_water_charity



@Frank Water

Your fundraising stories

Karoline runs the Bath Half

"I am on a journey to become the first DeafBlind individual to summit Everest in 2026. As part of my training, I dedicated my 2023 Bath Half race to fundraising for Frank Water.



My passion for this cause was ignited when I was granted the opportunity to volunteer at a deaf school in Nepal with another charity. Witnessing the pressing need for safe water first-hand, I was inspired to take action.

Completing my first half marathon in 2.27 hours was a great achievement, made possible with the invaluable assistance of my sighted guide, Sammar Gurung, who also happens to be from Nepal!".

Stride for Change

Activewear shop Spoke & Stringer hosted a month-long 'Stride for Change' challenge encouraging people to run, walk or jog with a suggested donation of £1 per mile.

They used Eventbrite for sign-ups and partnered with Ciele Athletics to give the first 20 participants a running cap. They also encouraged local Bristol running clubs to get involved and take part.

This innovative and easy challenge engaged keen running enthusiasts and raised over £1.000!



Your fundraising stories

Rachel and Simon's Wedding Gift

Rachel and Simon raised over £1,000 by asking guests at their wedding to donate in lieu of wedding gifts. This generous idea can also be used as inspiration for other special occasions such as Birthdays!

"We chose to support Frank Water as we've been "Frank fans" for several years, becoming aware of them through their Festival Refill service at End of the Road. We were customers first, and later became volunteers at Beautiful Days and Greenman, joining the "Frank family"! We value small, important charities like Frank Water, as we know our money will be going directly to their cause and having a meaningful impact."

Arup vs Stantec Football Fundraiser

Two engineering consultancy giants brought their teams to the pitch for a friendly (but competitive) game of football with the aim of raising money for Frank Water and coming together to support a joint cause!

Giorgia from Stantec said: "As a company, they're our competitors, but we also have a lot in common. I thought it would be fun to make the most of that and create something in aid of Frank Water - the idea took off from then on!"

The event raised £232 through entry and drinks sales, further engaging employees at both companies with the charity's mission and impact in a fun and social way!



Sponsorship and Gift Aid Declaration Form

Thank you for sponsoring me

and helping me raise money for Frank Water Projects!

Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations, it is my tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax and/or I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Frank Water to reclaim By ticking the box headed 'Gift Aid? $\sqrt{\ }$ ', you are agreeing to the following: responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given



You must provide your full name, home address, and tick the Gift Aid box for Frank Water to claim tax back on your donation

Sponsor First Name & Surname	Sponsor Home Address (only needed for Gift Aid)	Postcode	Donation Amount (£)	Date Paid	Gift Aid√

									Sponsor First Name & Surname
Date donations given to Frank Water Projects	Total Gift Aid donations	Total donations recieved							Sponsor Home Address (only needed for Gift Aid)
Water Projects	চ	£							Postcode
									Donation Amount (£)
									Date Paid
									Gift Aid√



Gift Aid Declaration

If you are a UK taxpayer, Frank Water can claim an extra 25p for every £1 donated at no extra cost to you. Just complete the Gift Aid declaration below, and we'll do the rest.



Donor Information

Title		Fo	renar	ne(s)			Surname	
Full F	lome /	Add	lress					
							Postcode	
Date		/		/		Signature		
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(please tick) I am UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference

Please tick the appropriate box

Please treat the enclosed donation of £ as a Gift Aid donation.											
Please treat the donation of £ as a Gift Aid donation.	W	hich I m	ade on		/	/					
Please treat all donations I make from the date of this Declaration until I notify you otherwise as Gift Aid donations.											
Please treat all donations I have make from the date of this Dec			•								

Please notify us if you:

Want to cancel this declaration.

donations.

- Change your name or home address.
- No longer pay sufficient tax on your income and/or capital gains.

Please make cheques payable to 'Frank Water Projects'.



hello@frankwater.com frankwater.org 0117 329 4846



