



WaterAid Canada
Big Book of Ideas

A young girl with dark skin and hair, wearing a red shirt, is leaning over a blue public water tap. She is drinking water from her hands, which are cupped together. The background is slightly blurred, showing other taps and a public water station setting. The text "Looking for ideas?" is overlaid in white on the left side of the image.

Looking for ideas?

WaterAid's Big Book of Ideas: This document shares examples of past awareness and fundraising activities undertaken by schools across Canada and around the world. Take an idea from the many provided and tweak it to make it your own. Also, don't forget to share your bright ideas with us, so that we can continue adding to this list. Good luck!

“Chapel Donations And A Well Named Fiona”

Ashbury College, Ottawa ON

Students came together and asked that part of their weekly Chapel collection be donated to help those without water in Africa. In 2000, a mass was held in memory of a teacher’s granddaughter, and donations were welcomed.

Bake Sale And Lemonade Stand

Berkeley Hall School, Los Angeles, CA USA

The elementary students of Berkeley Hall School put together a bake sale and lemonade stand to raise money in support of WaterAid and its safe water projects. Baked goods attract people instantly; the sweet smells of icing and fresh cookies draw students in at breaks and lunch time. Try making a few posters about what the cause is and where the proceeds will be donated and students won’t be able to resist treating their taste buds while donating to a good cause. These types of fundraisers are simple to organize while still being very effective!



WaterAid/Chileshe Chanda



T-Shirt Sale

Bonn International School, Bonn Germany

To raise money in support of WaterAid's projects the 9 and 10 year olds at Bonn International School in Germany created and designed t-shirts to sell. The shirts were sold for 8 euros and all money raised was sent to WaterAid. This type of fundraiser allows students to engage in creative thinking while educating themselves on the water and sanitation crises. By designing t-shirts, the children can visualize and make products that represent what water and sanitation means to them. Selling the shirts allows others to display their support of those in need.

World Water Day Head Shaving

Buchanan Elementary School, Winnipeg, MA

Why not shave your head in support of a good cause? The students, staff, and parents at Buchanan Elementary School decided to take their World Water Day to the next level. Three female staff members, one dad, and seventeen students from grades 1-6 (including three girls) volunteered to shave their heads to raise money. With the buzz in the air, fundraising was effortless for this school, and all participants held their bare heads high with the knowledge that they had aided a fundamental and worthwhile cause.

Popcorn And Valentine Cake Raffle

Cedar Creek School, Ayr, ON

Children of all ages love popcorn, so why not incorporate it into your next fundraiser? A popcorn sale is simple to organize, and does not cost too much money to get started. Cake raffles are also lots of fun to participate in. The way this fundraiser works is student organizers bring in cakes and the student body can buy raffle tickets for the cakes of their choice. This event has a dual advantage for students, the excitement of the raffle coupled with the gratification of knowing they are contributing to a good cause means students are engaged whether or not they win the cake!

Jar of Change

Cedarland School, Brantford, ON

For this fundraiser one very inspired student set out an empty jar allowing other students and teachers to deposit whatever spare change they would like. This small effort went a long way in donations and inspired others to learn about what the cause was.



WaterAid/Ernest Randriatimalala

Pasta Lunch

Chelmsford Public School, Chelmsford, ON

Students from the Green Club organized a very successful pasta lunch. As a group, the students made mass amounts of pasta, and sold it for an affordable price during lunch. With minimal startup costs, this fundraiser can be a great success!

“Popcorn Sale, Hat Day, Bake Sale and Pajama Day”

Chinook Center School, Innisfail AB

Loonies and toonies were brought in by the bag full when students at the Chinook Center School organized a popcorn sale, hat day, bake sale and pajama day. Popcorn sales and bake sales are easy to organize and attract people by their sense of smell and their grumbling tummies. Hat days and pajama days give students the excitement of dressing differently at school and provide a great incentive to pay a small amount of money to take part.

“Peace Tree”

Clifton School, Winnipeg MB

Students at the Clifton School focused on the idea of a Peace Tree in the hope that it would educate their community on the importance of having an open mind while celebrating the diversity of the world. The Peace Tree is a symbol of the beauty of diversity, tolerance and unity among people.

“Candy Grams”

Earl Haig Secondary School, North York ON

Grade nine students set up a candy gram fundraiser. With only a little bit of effort, this fundraiser can be very exciting for both teachers and students. First, large amounts of candy must be purchased by the organizers, which is then distributed to individuals around the school, as their classmates and friends buy candy for them. The money goes to a good cause, and leaves people with a sweet taste in their mouth.

“Benefit Concert”

Eastwood Collegiate, Kitchener ON

With a variety of different acts, the students of Eastwood Collegiate put on a fantastic benefit concert that raised money for WaterAid. This type of fundraiser is exciting for both participants and viewers. Students get to showcase their talents, and others get a delightful evening of watching their fellow classmates do something they love and are talented in. With laughs and cheers all around, a benefit concert is a lot of fun.





“WaterAid Campaign”

Ecole Quarterway School, Nanaimo BC

During their annual WaterAid fundraiser Wally the Water Can and Billy the Bucket make daily rounds to the classrooms collecting donations. This simple and creative method of collecting donations goes a long way.

“Beverage Container Collection”

Fort Saskatchewan Elementary, Fort Saskatchewan AB

Grade three students collected beverage containers from the Kindergarten to grade three classrooms (and the staffroom). They tracked the amount of money that was raised and decided to donate the money so that kids in other parts of the world could have access to safe drinking water.

“Simulation Stations Water Awareness Campaign/ Penny Drive”

Glenelm School, Winnipeg MB

Glenelm students participated in a simulation stations event in their gym. Students and teachers organize this event by making posters and booths. The posters and booths were then set up in the gym for students to walk around to various stations and read facts about safe water. They were also given the option of depositing coins into the containers located at each station. This type of event provides a good balance of learning and fun.

“Garage Sale”

John Tuck School, Burlington ON

A very enthusiastic student at John Tuck School applied to receive their ‘Tuck Award’ which is dedicated to a teacher who passed away. This award grants \$100 to support one cause, and this student chose WaterAid. From there her enthusiasm only grew, so she did a follow up garage sale and got an article written for the Burlington Post which influenced many others in the community to donate in her name. A water treatment company also contacted her and made the promise to match her funds raised.



“Coin Drive”

Kohl Elementary School, Broomfield, CO USA

Sometimes all that is needed for a successful fundraiser are empty jars. While educating others about the water and sanitation crisis, they also provided students the opportunity to make an immediate difference by leaving change in a jar as a donation. Every penny counts, and after a very successful coin drive, Kohl Elementary hopes to help change lives

“Inspired Students”

Laurier MacDonald High School, Montreal QB

Approximately fifty grade eleven students worked in groups of four to raise money and provide water to a community in need. Over the course of one term, each group hosted fundraising events such as bake sale, an in school hockey night, Halloween/ Christmas basket raffles, an X Box 360 raffle, a Jelly Bean count, and homemade jewelry sales. In addition, teachers and students collaborated to put together a recipe book of the favourite family desserts, which were sold. The school also held a benefit concert, teachers sold goodies in their classrooms, and worked with a fundraising company which helped them sell SPC student discount cards with the proceeds to going to WaterAid.

“Community Dinner”

Mackenzie High School, Deep River, ON

Hosting a community dinner is a great fundraising idea. Community members are united over a good meal, for a great cause. Students have fun in the preparation for this event as they get to cook together and set tables and decorate a function hall. If each person is charged a fee for their dinner and asked to make donations after presentations this type of event can truly be a fundraising success!

“Week-long ‘Global Water Crises Awareness’ Campaign”

Moscrop Secondary School, Burnaby BC

Counterattack, a club dedicated to raising awareness held a week long ‘Global Water Crisis Awareness’ campaign. Donations were accepted during each lunch period for the week. This form of fundraising is great because other students in the school get a chance to learn more about what is going on around the world, and can see the dedication of clubs in their school that support causes.

“Uniform Exemption”

St. Clements School, Toronto ON

The girls at St. Clement’s held a fundraiser where everyone paid \$2.00 to wear their favourite sports jersey (over their uniforms). This is an exciting idea for fundraising, as students love to dress differently when given the option.

“24 Hour Well Power”

St. Thomas High School, Pointe-Claire QC

The “24 Hour Well Power” event was initiated by four students in an ethics class. The objective of the event was to bring awareness about the lack of water and food in developing countries in Africa and how it impacts people’s health. The 120 student participants were served plain rice, a clear broth and water at both lunch and dinner. Many activities were planned for the overnight stay, one of which was a silent candle light walk at midnight. After spending the night in school the students went home with an empty stomach and a small insight into the conditions of developing countries.

“Construction Paper Well and 21ft Tunnel”

Tom Baines School, Calgary AB

Starting in 2001, grade eight students were inspired to help those in need. They began by purchasing a special water can fountain to draw attention to the cause, they then gave teachers individual water cans made from a yogurt container, for donation collecting. The students also built a large construction paper well which was placed for all students to see. Teachers brought in pop to sell to students, and others brought candy. In 2009, the students from Tom Baines created a 21 foot tunnel display with three 7 x 7 panels to display the life of a child in Africa. This brought a lot of attention and donations from family, friends and the surrounding community. Students even did extra chores at home to earn money.

“Assembly”

Viewpoint Educational Foundation, Calabasas, CA USA

Students who participated in the Challenge 20/20 elective course studied water deficits. They educated the community through an assembly about the international water crisis and raised funds to donate. This is a truly embracing educational fundraiser.



A woman in a rural setting, likely in East Africa, is using a wooden frame to carry a yellow water container. She is wearing a green shirt and a blue patterned skirt. The background shows a thatched-roof hut, trees, and a mountain range under a blue sky with clouds. The text "A few more ideas to inspire you" is overlaid on the image in large white font.

A few more ideas to inspire you

WaterAid/James Kiyimba

Here are a few ideas to get your creative juices flowing:

- Organize a Walk for Water where students are sponsored for their participation
- Hold a read-a-thon or math-a-thon where students are sponsored for the number of books read or math sheets completed
- Suggest that students dress in blue on World Water Day (March 22nd) and donate \$1 for the privilege.
- Hold a coin drive.
- Run a week-long sponsored Drink-A-Thon. The only beverage that students drink that week is water. Students donate money saved from not buying juice and soft drinks.
- Have a sponsored wash, walk or swim-a-thon
- Hold a water bucket relay/ jerry-can competition and charge one or two dollars for teams to enter.

- Hold a dance or coffee house with a water theme and donate the proceeds.
- Hold a bake sale – fish-shaped cookies anyone?
- Have an afternoon volleyball tournament where students pay \$5-\$10 per team to participate. Give certificates for most creative cheer or costume.

The sky is the limit when it comes to organizing fundraisers. You can do extra chores at home to raise money or hold a coin drive in your class; you could even help to organize a school-wide Walk for Water!

No matter what fundraiser you choose to do the result is the same. You are donating your time and effort to help bring the very basic needs of life to those less privileged than yourselves!

