



Water for South Sudan, Inc.

Walk for Water Fundraising Kit



Water for South Sudan, Inc. • PO Box 25551 • Rochester, NY 14625
585.383.0410 • www.waterforsouthsudan.org



Table of Contents

Whether you're a small group of individuals wanting to make a difference, or you're a part of a larger organization on your campus looking for a service project, you will learn how a group of students in Rochester, NY raised over \$15,000 to make a difference for thousands of people in South Sudan. The following pages include everything you need to host a Walk for Water on your campus. As each campus is different, you may choose to use all or part of the following packet.

Project Background— This document gives background information about Monroe Community College's Holocaust, Genocide, and Human Rights Project.

Walk for Water Timeline Checklist—Use this as a rough guide to plan your event, add to it or delete as necessary.

Sample Invitation Letter—Send to your target audience to solicit walkers. Add or change it and put your own college letterhead on top.

Sample Event Release— Use this as a model press release for your school's Walk for Water.

Sample Media Advisory—Use this as a reminder for press right before your walk.

Registration form—Give to walkers to fill out so you have walker contact information before the race.

Walk for Water Sponsor Sheet—Give to individuals committed to walking and gaining sponsorship for the walk. This form will be turned in along with money by each walker on the day of the walk.

Walk for Water Advertising Poster—Use this poster before the event to advertise the walk and gain walkers.

"Why Walk for Water" Flyer—Set up education tables at your college before the event to advertise the walk, the Water for South Sudan, Inc. mission, and water issues.

Walk for Water Check-in Sheet—Use this on the day of the walk as the walkers sign-in and turn in their sponsor sheets and money.

Sample Post Event Press Release—Tell the community how you did. Send out your own post event press release.

Walk for Water Remittance Form—Mail this form in with your check to Water for South Sudan, Inc. PO Box 25551, Rochester, NY 14625 once your walk is completed.



Project Background

The Holocaust, Genocide, and Human Rights Project Raises Money for Water for South Sudan, Inc.

In 2011 The Holocaust, Genocide, and Human Rights Project, a student led organization of Monroe Community College, will celebrate its 20th anniversary.

It is not surprising that students who study Holocaust, genocide, and human rights issues feel a necessity to engage in humanitarian concerns. Indeed, one of the tenets of “The Project”—that historical lessons have contemporary obligations—stems directly from students. The Project began 20 years ago because individual students felt the need to extend their in-class learning into the community. This effort has evolved into a student driven program actively engaging in local and global issues through fundraising efforts for Water for South Sudan, Inc.

Between 2005 and 2008, students from the project raised over \$9,000 for Water for South Sudan, Inc. Because of their years of fundraising for Water for South Sudan, Inc. at the beginning of the 2008/2009 school year, two anonymous donors challenged the students by offering matching donations up to \$5,000. If the students could raise \$5,000 in a year, they would give Water for South Sudan, Inc. a check for \$15,000 at the end of the year.

Through a variety of fundraising activities, including setting up education/donation tables at the college, selling t-shirts and bracelets (designed by the students), and showing the *Just Add Water* movie on campus all culminating in the Walk for Water, the students met their goal and surpassed fundraising efforts of previous years.

The Walk for Water rose close to \$3,000 and the first year had over 50 walkers. The event was student led with faculty advisors, and it was such a success that the walk will become an annual event. Our next walk will include stations along the way with posters of South Sudan taken from the Water for South Sudan, Inc. website. There will be signs with questions along the way that ask walkers “how far would you go for water?” or “would you drink water that looked like this?” This event will no doubt grow with each new year, but one thing is for sure, planning an event like this is a great way to unite a community for a very important cause.

We hope that you find this kit useful in hosting a Walk for Water on your campus. You may choose to use all or parts of the following pages to develop your walk. You may add or change the event, or you might choose to make a theme for your walk, like “Get your feet wet” by walking for water. Whatever you decide, have fun with the walk and good luck!



Walk for Water Timeline

Six Months before the Walk

- Determine date and time of walk (Be sure to check your college and local community events/walk/run calendars to make sure no other major events are already planned).
- Determine walk distance and course venue (A good distance for a walk is 5k or about 3 miles. Check with your college's campus center to see if the college has a running/walking route already mapped out on campus). In nicer weather, try to do the walk outside.
- Seek approval from college. Connect with your campus center and public relations department to plan the walk.
- Set up three committees: budget, marketing, and program committees.
- The budget committee should prepare a preliminary budget and begin looking for funders and sponsors for the walk (you may be able to apply to your campus center for student life funds through grants or proposals).

Two to Three Months Before the Walk

Marketing Committee

- Decide who your audience will be (eg., college students, the local community, local walkers/runners, a specific audience targeted to your student organization, eg. UN or Human Rights groups).
- Develop a **poster** for distribution to your audience.
- Draft an **invitation letter** or email letter inviting community members to walk and begin raising money.
- Create a Facebook group or event.
- If your college has an active radio station contact them and forward them information on your walk for water.

Budget Committee

- Continue to refine the specifics of monetary needs.
- Continue soliciting funds from various departments in your college.
- Continue trying to solicit sponsors for food and refreshments, advertising, etc.
- Solicit in-kind gifts for prizes to most funds raised.

Program Committee

- Decide the pre-walk ceremony, who will speak, etc. (you might for example have your college president or key person to say a few words about Water for South Sudan, Inc. before the walk begins).
- Decide the registration process check in.
- Solicit volunteers to work at the walk.
- Plan/order needed supplies, papers, pens, tables, table cloths.
- Decide whether you will have an education/donation table with information about Southern Sudan and Water for South Sudan, Inc.

Two to Three Weeks before the Walk

Marketing Committee

- Call your local radio or college radio station to see if someone can talk about the walk on the morning show.
- Write an **event release** and **media advisory** (to go out the day before) and send to local press.
- Send email reminders to the college community.
- Post the walk in college calendars/news and bulletins.
- Show the 4 minute video from the WFSS webpage www.waterforsouthsudan.org in ten minute presentations to targeted classes such as human rights, political science, history, biology, etc.
- Order the *Just Add Water* video by sending a \$25 check made out to “Water for South Sudan, Inc.” and send to Water for South Sudan, Inc.; PO Box 25551; Rochester, NY 14625. Write “DVD Order” on the check’s memo line. Show the video on your campus. Invite a professor or a Lost Boy from your community to speak afterward.

Budget Committee

- Follow-up on sponsor funding or gifting with correct time and place information.
- Collect funds/gifts from committed sponsors.
- Finalize the budget.
- Write necessary checks.

Program committee

- Prepare any needed print materials.
- Meet with key people on campus-public safety, health, etc.
- Map out areas for food/refreshments, registration, education table.
- Order needed microphones, audio equipment, etc.
- Organize volunteers to manage flow of people, staff tables, collect money, etc.
- Email walkers with final motivation and thanks and walk date/time reminder.

Post Walk

- Prepare a press release to news organizations sharing the amount your college raised.
- Celebrate with your school by publishing pictures and stories in your college’s newspaper.
- Post information about your event on the Official Water for South Sudan, Inc. Facebook group.



Sample Invitation Letter

Anaya wakes up each morning and walks two hours carrying an old jerry can on her head to get water. When she arrives back home and puts the water in a larger container, she turns around and makes the four-hour trip a second time. By the time she gets home for the day, she has to help her mother prepare dinner and then get ready for bed to start the same routine again the next day.

Anaya is nine years old. She cannot go to school because she spends her days walking to get brown water that is often filled with parasites. She lives in Southern Sudan where the average temperature is 125 degrees and there are no roads, hospitals, or schools. Her existence is based on how far she must walk to get water. But her life doesn't have to be this hard. There is a simple solution and an easier way of life for Anaya.

Water for Sudan, Inc. has been drilling wells in South Sudan since 2005, profoundly affecting life for over 129,000 people. Each water well provides so much more than fresh safe water. Once there is well in a village, children can spend their days in school, mothers can spend more time planting and harvesting more nutritious food for their families, villagers can make bricks to build permanent structures like schools and clinics, and whole villages start to set up a market to increase the economy. The effects of water are truly life giving.

By walking three miles with us on March 14th you can make a profound difference in the lives of people like Anaya who walk up to 8 hours each day for water. It's simple. Email your registration information to emailname@emailaddress.edu, get people to sponsor you using the sponsor sheet, and show up on the day of the walk.

Walk for Water

Monroe Community College

PAC Center

Saturday, March 14th

Registration begins at 9:30 AM Walk starts promptly at 10:00 AM

Your help will go a long way toward making a lifelong difference for thousands of people in South Sudan.

Sincerely,
The Walk for Water Team



Sample Event Release

Walk for Water to Benefit the People of South Sudan

MCC students helping to promote human rights, need for clean water

ROCHESTER, N.Y. –FEB. 18- Student leaders of the Holocaust, Genocide, and Human Rights Project at Monroe Community College will host a Walk for Water fundraiser to support the drilling of a fresh-water well in South Sudan. The Walk for Water will be held at 10:00 Saturday, March 14, at the PAC Center on MCC's Brighton Campus, 1000 East Henrietta Road. The walk will encompass three miles through MCC's scenic grounds. A \$35 per person donation is suggested.

The student initiative to foster this event has been passionate. "We are hoping to attract at least 200 people to the walk and raise \$7,000 to help build a new well," Jenny Blum, HGHRP vice president said. "It's an opportunity for students and others to get involved and promote human rights in our world through something as simple as providing clean drinking water."

All proceeds will be donated directly to Water for South Sudan, Inc. a nonprofit organization led by MCC alumnus Salva Dut. Since 2005, student leaders have raised \$9,000 for Water for Sudan, Inc. (www.waterforsouthsudan.org).

The Holocaust, Genocide, and Human Rights Project is MCC's unique organization for telling the stories of the Holocaust and other genocides while transforming individuals to become advocates for human rights.

The mission of Water for South Sudan, Inc. is to drill wells in South Sudanese villages so that people have access to clean water, free from any parasite infestations.

Participants are encouraged to pre-register by March 13 by contacting Blum at 585.555.5555 or email@emailaddress.com. Check in for the Walk for Water begins at noon. Walk-ins are welcome.

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Press Contact:

ROSANNA CONDELLO
Monroe Community College
585.292.3024; FAX: 585.292.3060
rcondello@monroecc.edu

MCC NEWS RELEASE



Sample Media Advisory

Noon, Saturday, March 14
MEDIA ADVISORY

Walk for Water at MCC Helps Build a Well in South Sudan

WHAT: Student leaders of the Holocaust, Genocide, and Human Rights Project at Monroe Community College will host a three-mile, Walk for Water to raise \$7,000 in support of Water For South Sudan, Inc. (www.waterforsouthsudan.org) and help build a clean water well in South Sudan.

WHERE: Monroe Community College's PAC Center, 1000 East Henrietta Rd., Rochester. Parking is available in Lot G.

WHEN: Saturday, March 14. Check-in begins at 9:30.

DETAILS: All proceeds will be donated to Water for South Sudan, Inc., a non-for profit organization founded by Salva Dut, an MCC alumnus and Penfield, N.Y. resident. Contributions will support Water for South Sudan's efforts to drill wells, and provide clean drinking water for a Sudanese village. Walk-ins are welcome to register at the event.

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ROCHESTER, N.Y. –March 13

Press Contact:

Jenny Blum, Vice President Student Organization
Holocaust, Genocide, Human Rights Project at MCC
email@emailaddress.com

Rosanna Condello
Monroe Community College
585.249.0789; FAX: 585.292.3060
rcondello@monroecc.edu



Walk for Water Registration Form

Your participation in the Walk for Water is truly appreciated by those people served by Water for South Sudan, Inc. wells. In agreeing to walk, you also agree to solicit sponsorship. There is \$25 minimum suggested donation for individuals and \$50 for groups; however, we will accept any amount you can raise. Please collect the funds before the walk and turn over the money at the time of registration on the day of the walk. A prize will be awarded to the individual and group who raise the most money. You may also email your registration information to:

Individual Name or Group Name _____

Address: _____

Email: _____

Phone: _____ Mobile: _____



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Individual Name or Group Name _____

Walkers, please turn in this form and your collected money on the day of the walk

Walk for Water



Water for South Sudan, Inc. is a non-profit organization founded by Salva Dut, one of thousands of Lost Boys who, at age 11, survived Sudan's civil war by walking across Africa's harsh wilderness dodging militia to reach safety in refugee camps. Nineteen years after leaving his family, he went back to Sudan to search for his father. His father had made it through the war only to be gravely ill from drinking contaminated water. Salva decided then he would find a way to make sure his father never had to drink contaminated water again. He spent the next few years building his not-for-profit Water for South Sudan, Inc. which has been drilling wells in South Sudan since 2005, profoundly affecting the culture and quality of life for over 129,000 people.

Month __, 20__

Monroe Community College
PAC Center

Registration Begins at 9:30

Walk starts promptly at 10:00

Email, name@email.edu to register

And receive your sponsor sheet



Prizes for the individual and group who raise the most money



Why Walk for Water?

Water is a fundamental necessity in our everyday lives. Imagine how much water an average American uses each day. We use water to drink, to shower, to flush the toilet, to wash clothes and dishes, and to water our gardens. It is a basic life giving necessity. Yet, not everyone in the world has access to it.

In South Sudan, women and children walk up to 8 hours a day for water that they must carry home on their backs in jerry cans or in large gourds. Some families have to walk twice daily for water. Once they reach a watering hole, the water is often stagnant and contaminated with disease causing parasites. The United Nations reported that 36% of all hospitalizations are caused by water borne diseases. But life doesn't have to be this hard for the people of South Sudan.

“All this time, people have been dying and we have been sitting right on top of the water?”

Village elder after the first well was drilled

The Solution is Simple

There is plenty of water in aquifers underneath the dusty ground of South Sudan. It only needs to be accessed by an organization like Water for South Sudan, Inc. that has drilled wells in South Sudan since 2005 bringing the life-giving water to over 129,000 villagers. After the first Water for South Sudan, Inc. well was drilled, one elder villager said, “All this time, people have been dying and we have been sitting right on top of the water?”

What One Well Can Do

When a Water for South Sudan, Inc. well is drilled, the well becomes the center of life and the world changes:

- Women no longer have to travel up to eight hours a day for water leaving time for planting, harvesting, and preparing crops for more nutritious meals.
- More stable structures for schools and clinics can be built with handmade bricks.
- Children can spend their days in school learning instead of walking for hours to carry water home for their families.
- With water available, health clinics are possible, and simple sicknesses can be tended to.
- Markets will spring up around the well.
- Infant mortality and disease will be dramatically reduced.
- Life becomes much more community centered.

Water for South Sudan, Inc.

Water for South Sudan, Inc. is a non-profit organization founded by Salva Dut, one of thousands of Lost Boys who, at age 11, survived Sudan's civil war by walking across Africa's harsh wilderness dodging militia to reach safety in refugee camps. Nineteen years after leaving his family, he went back to South Sudan to search for his father. His father had made it through the war only to be gravely ill from drinking contaminated water. Salva decided then he would find a way to make sure his father never had to drink contaminated water again. He spent the next few years building his not-for-profit Water for South Sudan, Inc.



Sample Post Event Press Release

MCC Students Raise \$15k for Water for South Sudan, Inc. (06/23)

ROCHESTER, N.Y. – After a year of fundraising, Monroe Community College student leaders of the Holocaust, Genocide, and Human Rights Project (HGHRP) were proud and emotional as they presented a \$15,000 check to Salva Dut, founder and president of Water for South Sudan, Inc. on June 18 at MCC. The money will enable Water for South Sudan, Inc. to build a new well in South Sudan next year.



According to Water for South Sudan, Inc.

(www.waterforsouthsudan.org), each day hundreds of thousands of people in East Africa and South Sudan walk for hours through the desert to collect water. Water for South Sudan, Inc. is a 501(c)(3) non-profit organization, based in Rochester, N.Y. Its mission is to bring fresh, clean water to the people of South Sudan. To date, Water for South Sudan, Inc. has provided over 129,000 people with uncontaminated drinking water. The organization's wells transform the lives of South Sudanese villagers who, instead of walking for hours, will now have the time and means to establish marketplaces, health clinics and schools.

This marked the third year HGHRP members raised funds for Water for South Sudan, Inc. MCC student and HGHRP President Heather Naugle said "What touched me most about Water for South Sudan, Inc. was that it enabled villages to build better schools. As an education major, I know how important having a classroom is."

Jenny Blum, who led the HGHRP's Water for South Sudan, Inc. committee, described the students' efforts and the successful launch of the Walk for Water in March that raised \$2,700. She invited project members to join her in presenting the check to Dut, a former Sudanese Lost Boy who is also an MCC alumnus.

Prior to the check presentation, the audience watched the documentary film "Just Add Water," produced by Rochester director Jeff Mead, that told the history of Water for South Sudan, Inc. and the building of a well in Abilnyang, Sudan. The documentary (<http://www.waterforsouthsudan.org/just-add-water>) also captured the impact Water for South Sudan, Inc. has had on residents of other villages in the region.

Dut thanked the student by describing how their efforts touched his heart. As a result of the students' commitment and dedication, a new well will be built in South Sudan next year -- enabling more children to go to school and transforming a village into a more prosperous place for its people.

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Media Contact:



Walk for Water Remittance Form

Host Organization Information

Organization Name: _____

Address: _____

Contact Name: _____ Email Address: _____

Total Amount Raised: _____ Date of Walk: _____

Tell us how you did

How many walkers did you have?

What was your biggest success?

What was your opening ceremony like?

Will your organization host another walk?

What would make the Walk for Water a better program?

Please share with us participant quotes, pictures, or news stories about the walk. We want to know and share with others how well you did.

Report your story on the Official Water for South Sudan Supporters group on Facebook.