

FUNDRAISING SUBMISSION

WINNOVATORS 2025

THIRST RESPONDERS

MEET THE TEAM: THIRST RESPONDERS

We're the Thirst Responders – a team of five dedicated innovators backed by three incredible mentors.

Inspired by our challenge to improve wastewater systems in healthcare settings, our name is a play on “First Responders” – highlighting both our healthcare focus and our commitment to water solutions.



JESS MCGROUTHER
Team Captain



JESSIE XUE
Fundraising Lead –
Ancillary Events



SUHAIB MALKAWI
Fundraising Lead –
Hero Event



ERIC GARCIN
Technical Lead



ANSHIKA GUPTA
Documentation Lead



DANI BRUNTON
Advisor/Mentor



PAUL MALCOLM
Advisor/Mentor



GARY CRISP
Advisor/Mentor

OUR FUNDRAISING STRATEGY

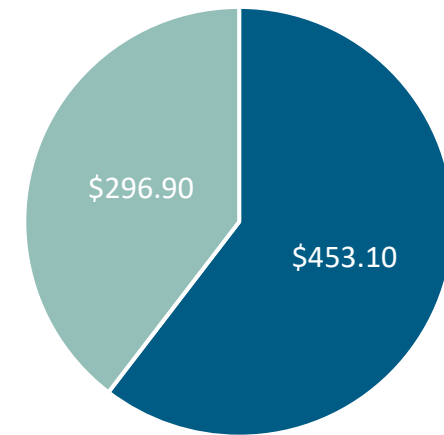
As a growing and relatively young business, we knew we couldn't compete with the resources or reach of large, established water authorities and engineering firms by relying solely on internal fundraising.

Instead, we leaned into what sets us apart – creativity, agility, and community connection.

With \$750 in seed funding, we built a campaign that prioritised strategy, storytelling, and shared experiences. We rolled out six unique fundraising initiatives over four months, each designed to reach a different audience, spark engagement, and create momentum.



Seed Funding Allocation*



■ Paint & Pastries Morning Teas ■ Sausage Sizzle

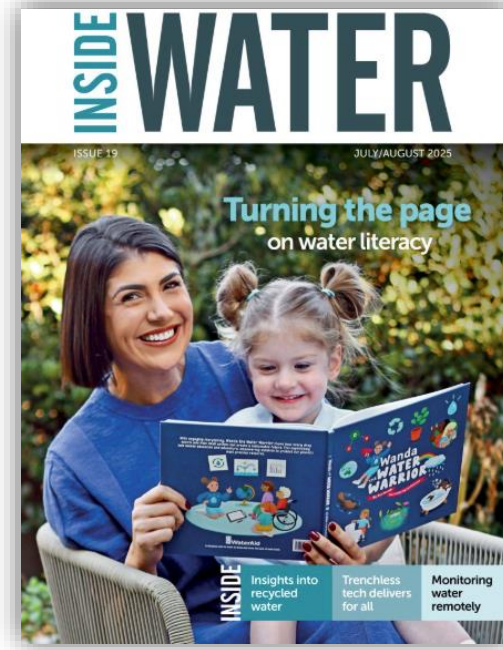
*An additional \$389.00 was used to purchase the Paint by Numbers canvasses. This was funded by Sequana's Social Impact & Belonging Committee.

WANDA THE WATER WARRIOR

Rather than simply asking for support, we told stories – bringing water literacy to life in ways that inspired action. Our most creative example?



Wanda the Water Warrior – a vibrant children’s book written by Sequana’s Director of Marketing and Communications, Zoe Walsh. Launched at Ozwater 2025, 100% of proceeds were very kindly donated to WaterAid through our Winnovators campaign.



*** Every one of us can be a Water Warrior ***

OCEAN FESTIVAL

We proudly took part in the Ocean Festival, a local community event celebrating marine conservation.

Our vibrant stall attracted families, ocean lovers, and environmental advocates, combining education, storytelling, and action. Our presence turned a local festival into a global conversation – showing how a creative, community-led approach can deliver powerful fundraising impact.



DINING SET AUCTION

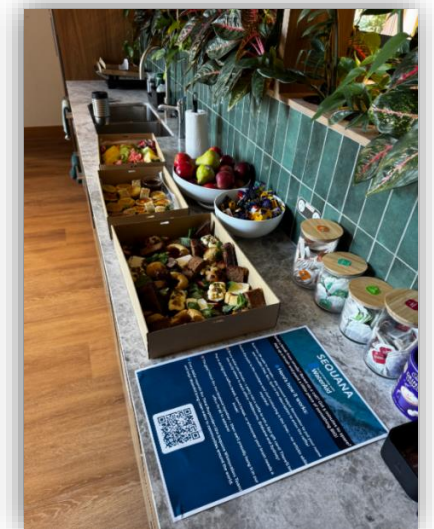
When our old meeting room furniture didn't fit the new office, we turned a problem into purpose – auctioning it off and donating every dollar.

One table, eight chairs, and a whole lot of impact.

PAINT & PASTRIES

Paint & Pastries was one of our most meaningful and creative fundraising moments. We turned team photos from our 2024 EOFY celebration into custom paint-by-numbers canvases for each office and invited colleagues to donate to paint, take a break from work, enjoy a coffee, and connect with a cause.

More than just a fundraiser, it created space for reflection, conversation, and creativity – giving people the chance to learn about WaterAid’s impact while contributing to a collaborative artwork that now hangs proudly in our office. It was a moment to pause, paint, and make a difference – together.



COLD WATER CHALLENGE

In the heart of winter, we took fundraising to freezing new heights.

Our team hit Brighton Beach (Melbourne) and Shelley Beach (Sydney) to launch the Cold Water Challenge – a bold, bone-chilling campaign that invited people from outside our organisation to take the plunge or donate.

Whether it was diving into the ocean or dunking their face into a bowl of ice water, participants were challenged to feel the shock and understand the crisis.

It was fun, fearless, and built for social sharing, spreading awareness and raising funds far beyond our office walls.

Big splash. Bigger impact.



SAUSAGE SIZZLE



With just weeks to go and sitting second on the fundraising leaderboard, we knew we had to turn up the heat – literally. So, we pivoted and launched our final push: a building-wide sausage sizzle. We hosted the event at the on-site BBQ area in the Melbourne office and secured promo space in the building’s elevators and app. With 31 floors of potential supporters, this was our chance to reach a whole new audience – and we made it count.

The result? A sizzling success.

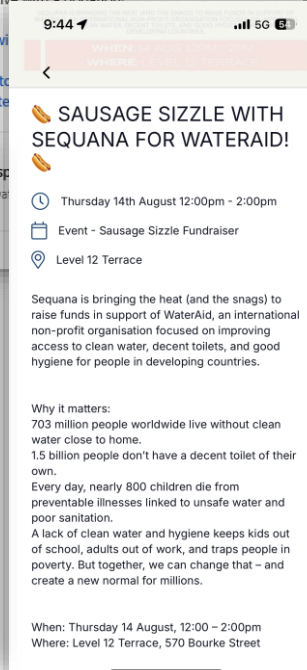
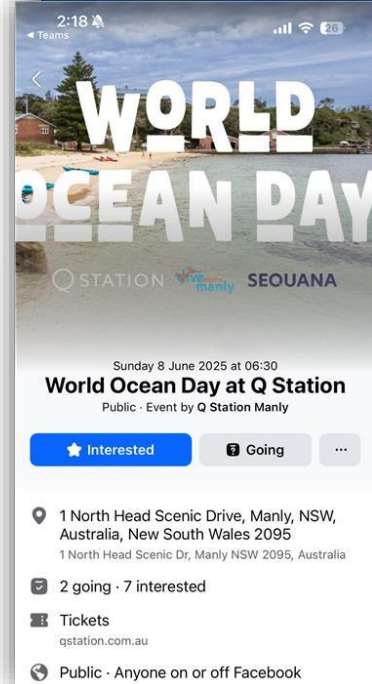
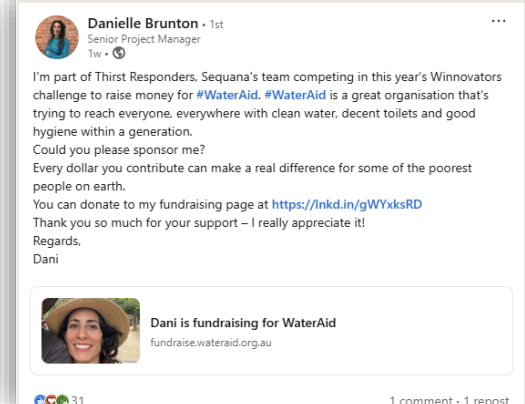
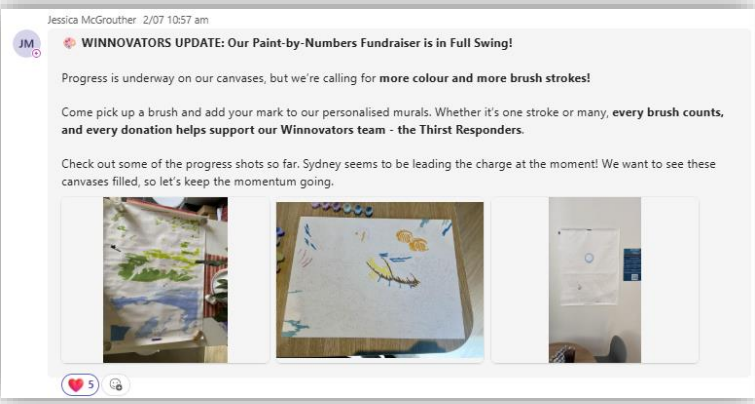
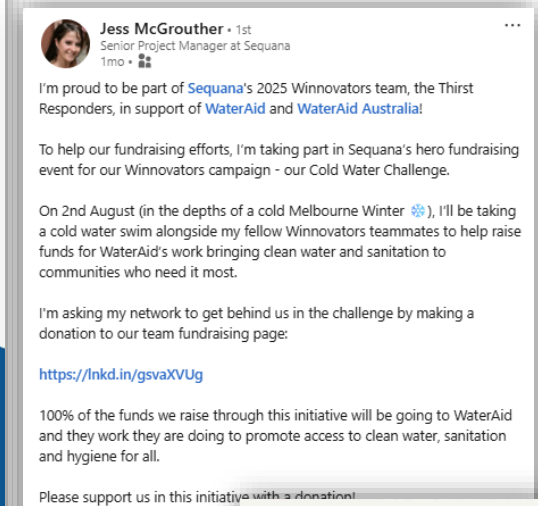
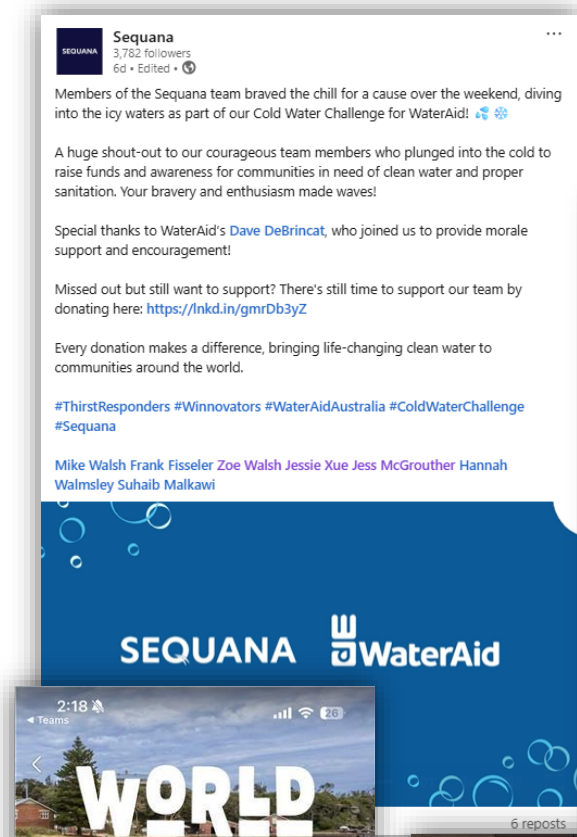
We served up a delicious feed, sparked conversations about WaterAid, and turned lunch into impact.



COMMUNICATIONS STRATEGY

To maximise our reach, we activated a multi-channel communications strategy that extended far beyond internal emails. We shared updates, event invites, and impact stories across LinkedIn, Microsoft Teams, and Facebook, ensuring both professional and personal networks were engaged. We also put up physical posters in our office lobby, posted on the building app, and secured visibility in elevator screens to connect with other businesses in our building.

Every touchpoint was an opportunity to spread awareness, drive participation, and bring more people into the cause.



FUNDRAISING SUMMARY

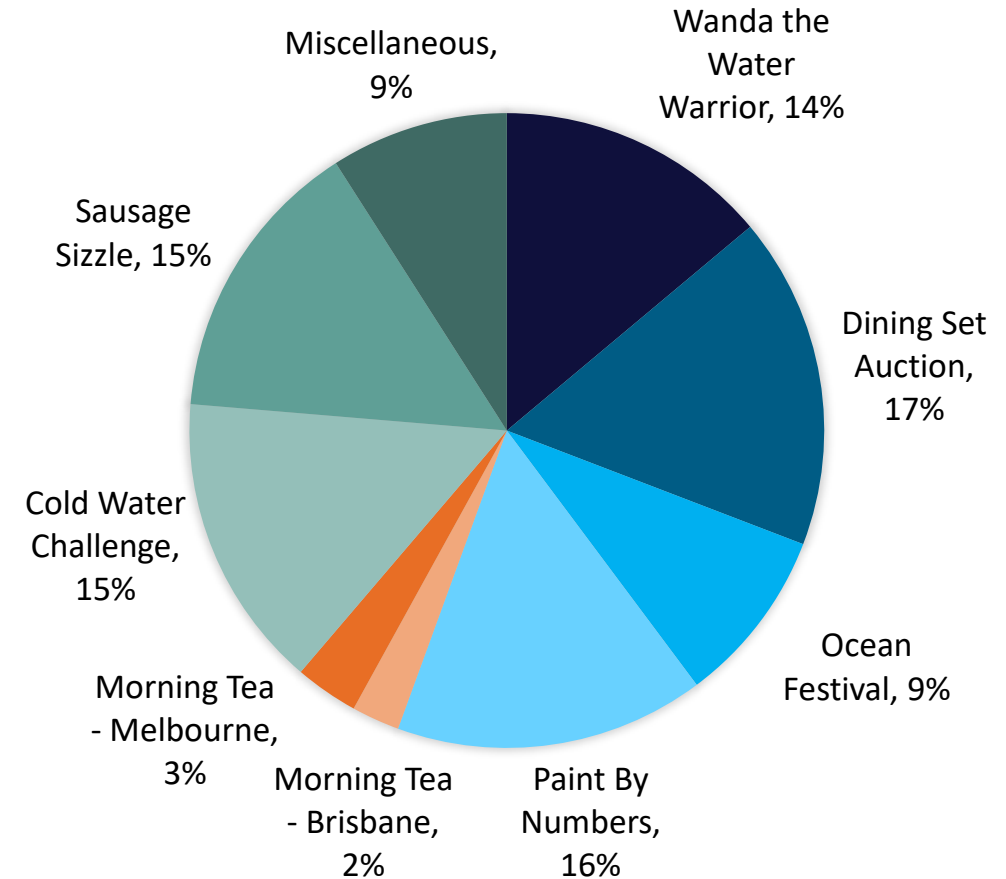
When we stepped into this Winnovators challenge for the first time, we set ourselves a target of \$5,000. It felt bold, but achievable.

Then something bigger happened. From morning teas and colourful canvases, to sizzling sausages, icy plunges, and even the fun of Wanda the Water Warrior – each moment reminded us of the power of community.

The results went beyond fundraising. Our sausage sizzle was such a success that Charter Hall are considering running regular sausage sizzles in the future to support different charities, leaving a legacy of ongoing impact.

Most importantly, people didn't just donate. They showed up, joined in, and spread the message further than we ever imagined.

In the end, we didn't just meet our goal – we more than doubled it, raising **\$10,640!**



But we didn't just raise funds — we raised awareness, built community, and created lasting momentum for change. Our campaign left a ripple effect far beyond the balance sheet.



THANK YOU!

A heartfelt thank you to everyone who made our first Winnovators journey possible:

- To our incredible Winnovators team members – your energy, creativity, and commitment turned ideas into impact.
- To everyone at Sequana – thank you for supporting us (and for your patience while we filled inboxes, kitchens, and corridors with fundraising madness).
- To all who helped run events – from flipping sausages to braving icy waters – you brought people together in unforgettable ways.
- To Charter Hall – for your generosity in opening up your spaces and amplifying our efforts across the building.
- To WaterAid – for your guidance and for leading the way in the fight for safe water.
- And to the communities in Cambodia – for being the heart of our Solve Challenge, and for reminding us why awareness matters.