



Winnovators 2025: Fund Challenge



Fund Challenge

We all need clean water. It is the foundation for good health and a life full of opportunity. Along with decent toilets and good hygiene, clean water means people can break free from poverty and build the lives they want, with dignity.

The funds raised by the Winnovators 2025 teams will go directly to support WaterAid's programs to achieve this in Cambodia.

Your team can develop and deliver exciting, big ticket fundraising campaigns that will help make this a reality.



What is involved?

- 💧 Set your team fundraising goal.
- 💧 Prepare, present and execute your creative and profitable fundraising campaign.
- 💧 Your team will receive **\$750 AUD** seed funding after a successful pitch in May to help deliver your ideas.
- 💧 Manage your campaign through your own dedicated fundraising page provided by WaterAid. If your company uses other fundraising platforms or dollar-matching systems, please inform WaterAid in advance.
- 💧 Deliver your campaign and share your fundraising journey and achievements along the way.
- 💧 Engage with colleagues, business partners, friends, and the wider community to ensure events are a success.



What is required?

Fundraising Pitch

- 2-minute max video presentation of fundraising plans
- Complete your preliminary income and expenditure sheet
- Completed seed funding form

Final submission

- Show how the seed fund was turned into success in **one or more** of the following:
 - A3 Poster/Board
 - 5-minute max video
 - 10-slide max PowerPoint
- Final income and expenditure sheet

Deadline: 2 May 2025

Deadline: 15 August 2025



What can you win?



The Best Fund Award

- It recognises the team that delivers the most compelling, engaging and innovative fundraising campaign. It's not just about the total amount raised – it's about the strategy, creativity, and impact behind the campaign. For the judging rubric, refer to the 'Final submission instructions and information'.



Top Fundraiser Award - It recognises the team who raises the highest total amount, regardless of expenses.



WaterAid/ Oliver Dixon

What did the 2024 winners do?

Fund Challenge Winner: BMD Group

The team focused on a single major event – the Dunk Ya Boss Breakfast BBQ. During the event, 12 bosses took the plunge into a 1,700-litre tank of water to raise funds from BMD staff, clients, designers, and subcontractors. BMD also donated the breakfast BBQ which minimised the cost.



Fund Challenge Runner-up: WSP

The team leveraged their national presence to organise a series of fundraising events across different office locations, including Morning Teas, Water Drinking Contest, Office BBQs, Trivia Night, Lawn Bowls, Silent Auctions, Wine Tasting Night Raffles, etc.



What will your impact be?

Your team's fundraising efforts will directly help communities in Cambodia gain access to clean water, decent toilets and good hygiene.

Collectively, here's what we can achieve with the funds you help raise:

- 💧 \$17,500 could install a rainwater supply and tap stands in a school
- 💧 \$9,000 could support one young female student to attend a three-year engineering degree
- 💧 \$3,500 could support a municipality to develop a strategy for reaching every citizen with clean water, handwashing facilities, and improved toilets.



WaterAid/ Tariq Hawari



Your dedicated fundraising page

- 💧 All teams can track and submit their fundraising online via their dedicated page provided by WaterAid [here](#).
- 💧 With your Winnovators registration, each team member has already created their own account and profile. Please use your account to join your team's fundraising page.
- 💧 If you have any questions or issues with your fundraising page, please contact WaterAid Winnovators Project Team via auswinnovators@wateraid.org.au.



The screenshot displays the WaterAid Winnovators website. At the top, the WaterAid logo is on the left, and social media icons (email, Facebook, Instagram, LinkedIn) and a search bar are on the right. Below the logo is the Winnovators logo with the tagline "Developing skills, ideas, futures". To the right of the logo are four icons representing the process: "SOLVE" (three people), "FUND" (hand holding coins), "LEARN" (books), and "WIN" (smiley face). Below these icons are three buttons: "SIGN UP", "PERSONALISE YOUR PAGE", and "START OR JOIN A WINNOVATORS TEAM". The main content area says "Welcome to Winnovators!" and "To get started, please set up a fundraising page under your own name - later in the registration process you can create or join a team page." At the bottom are two buttons: "Create Account" and "Already have an Account".

What are next steps?

- Attend the Winnovators 2025 kick off briefing on 10 April 2025.
- Check with your company to see if there are any restrictions on types of fundraising they can support, and you can plan.
- Check out the other resources provided on the Winnovators 2025 website:
 - Letter templates and Winnovators fundraising brand assets
 - Advice for planning and budgeting
 - Information about WaterAid's liability insurance for teams in Australia
 - Examples of previous winning Fund Challenges
- Contact us at auswinnovators@wateraid.org.au if you have questions.





Thank you

