



Winnovators 2024

Fund Challenge

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Together we can unlock people's potential with clean water, decent toilets and good hygiene. Without all three, people can't live dignified, healthy lives. With all three, they can unlock their potential, break free from poverty, and change their lives for good.

The funds raised by the Innovators 2024 teams will go directly to support WaterAid's programs to achieve this in Papua New Guinea.

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.**
- **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 10th May 2024

Deadline 30th August 2024

What did the 2023 winners do?



Overall Champion - [Watercare](#)

Bake sale, Online auction, Gaming tournament, Quiz night, Company donation



Fund Challenge Winner - [Seqwater](#)

Duck race, Morning teas, Raffles, Marathons, Company matched donation

Fund Challenge Runner up - [Sunwater](#)

State of Origin cupcake sale, Fish for change event, Trivia night, Raffles



What did previous winners do?



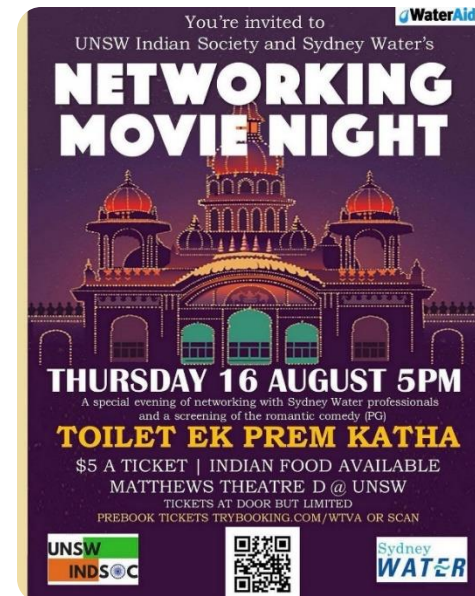
Seqwater Agua Viva – Regional Winners Asia Pacific (2017)

Online donations and cow poo lotto: donors bought a square of land in a field and a cow was released into a grid. The square that the cow decided to do its business on was the winner!



Sydney Water Praan – Global Overall Winners (2018)

BBQ, bake sales, plant sale, movie night, trivia night and online donations.



What will your impact be?



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

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

- **\$57,000 could install a six-stall latrine block for a school in Papua New Guinea**
- **\$17,500 could install a rainwater supply and tap stands in a school**
- **\$360 could train a woman in Papua New Guinea to produce and sell soap in her community**

Your dedicated fundraising page



- All teams can track and submit their fundraising online via their dedicated page provided by WaterAid [here](#).
- The entry code for registering is WINN2024
- 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.



What are next steps?



- Attend the Winnovators 2024 kick off briefing on 11th April 2024.
- 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 2024 website:
 - Letter templates and Winnovators fundraising brand assets
 - Advice for planning and budgeting
 - Information about WaterAid's public liability insurance for teams in Australia
 - Examples of previous winning Fund Challenges
- Contact us at auswinnovators@wateraid.org.au with questions.



Thank You



WaterAid/Tariq Hawari

