



# Winnovators 2026: Fund Challenge



**Winnovators**

Developing skills, ideas, futures



# 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 2026 teams will go directly to support WaterAid's programs to achieve our mission.

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: 22 May 2026**

**Deadline: 30 September 2026**



# How WaterAid supports you

- 💧 A Resource Library hosting fundraising advice, marketing and communication assets, fundraising doc templates and examples submitted by previous teams will be available at the Winnovators website.
- 💧 WaterAid will provide feedback and suggestions on each team's fundraising pitch. Teams will receive \$750 in seed funding after a successful pitch.
- 💧 Optional one-one-one fundraising support sessions is available for each team, scheduled at a time that works best for you.
- 💧 In-person support and presentations for teams' fundraising events and campaign development is available throughout the program.



# What can you win?



## Best Fundraising Campaign

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'.



## Most Funds Raised

It recognises the team who raises the highest total amount, regardless of expenses.



WaterAid/ Oliver Dixon

# What did the 2025 winners do?

## Best Fundraising Campaign: Watercare

The team used a layered fundraising strategy combining engaging, accessible events with a major finale to spark interest and participation. The campaign culminated in a community fun run with strong participation and matched corporate donations, generating majority of funds raised.



## Most Funds Raised: Sequana

The team used a creative, community-driven strategy to deliver six engaging fundraising initiatives. From morning teas and colourful canvases to sizzling sausages, and even icy plunges, each moment highlighted the power of community. With strong participation and storytelling, the campaign more than doubled its original target.



# What will your impact be?

Your team's fundraising efforts will directly help communities that WaterAid works with to 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
- 💧 \$3,500 could support a municipality to develop a strategy for reaching every citizen with clean water, handwashing facilities, and improved toilets.
- 💧 \$1,800 could buy 10 families their own sit toilet

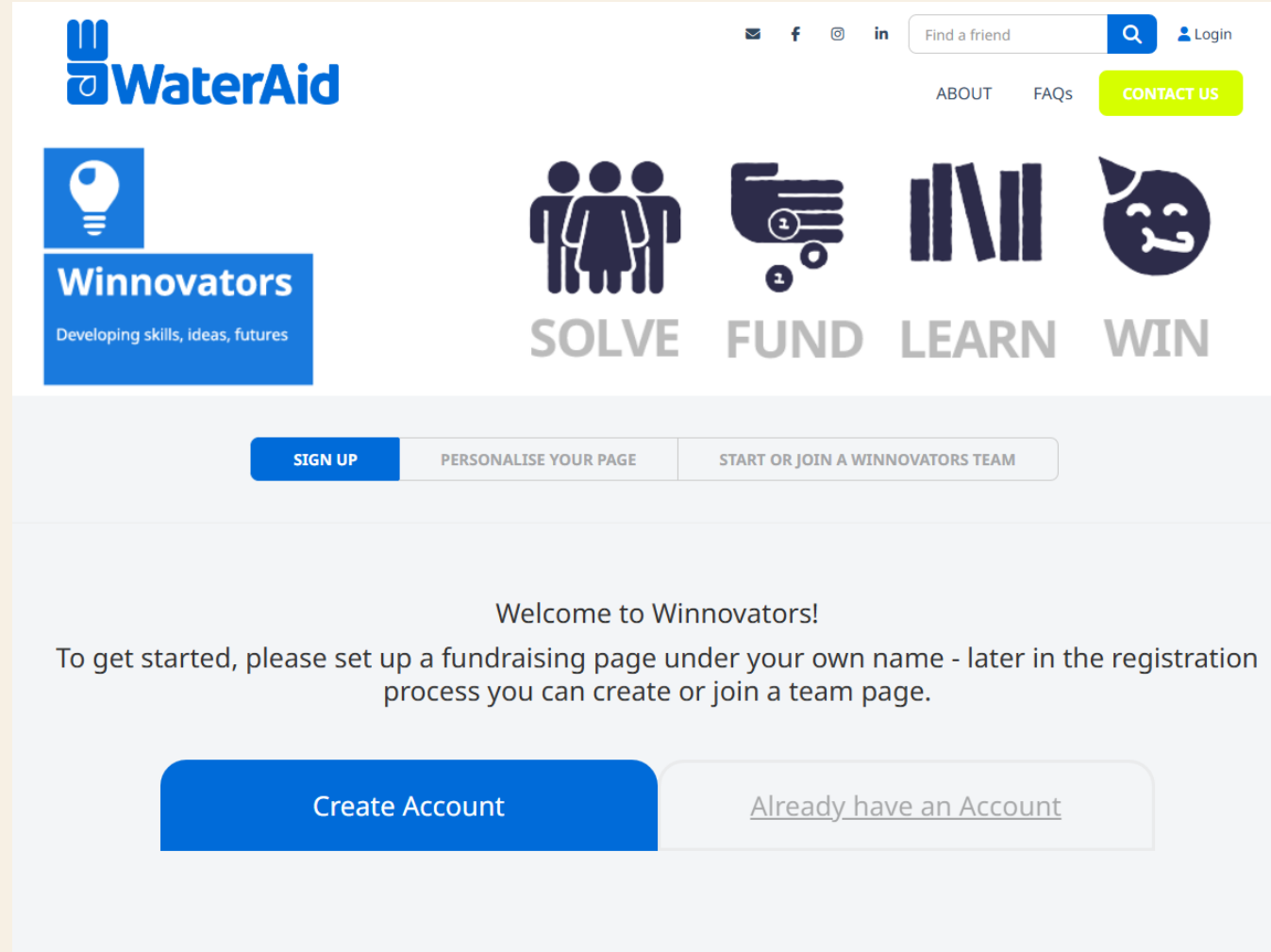


WaterAid/ Mani Karmacharya



# 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](mailto:auswinnovators@wateraid.org.au).



The screenshot shows the WaterAid Winnovators website. At the top left is the WaterAid logo. To the right are social media icons for email, Facebook, Instagram, and LinkedIn, followed by a search bar labeled "Find a friend" and a "Login" button. Below these are navigation links for "ABOUT", "FAQs", and a prominent yellow "CONTACT US" button. The main navigation features four icons: a lightbulb for "Winnovators" (with the tagline "Developing skills, ideas, futures"), a group of people for "SOLVE", a hand holding a coin for "FUND", a bar chart for "LEARN", and a leaf for "WIN". A secondary navigation bar contains three buttons: "SIGN UP" (highlighted in blue), "PERSONALISE YOUR PAGE", and "START OR JOIN A WINNOVATORS TEAM". The main content area displays a welcome message: "Welcome to Winnovators! 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 of this section are two buttons: "Create Account" (highlighted in blue) and "Already have an Account" (with a link underline).



# What are next steps?

- Submit your fundraising pitch – successful pitches will receive \$750 AUD in seed funding to support the delivery of their ideas.
- Complete the seed funding form: [Link](#)
- 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 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](mailto:auswinnovators@wateraid.org.au) if you have questions.





**Thank you**

