

WaterCan  **EauVive**
Give Water. Give Life.

BIG BOOK OF IDEAS



Looking for awareness and fundraising ideas?

WaterCan’s Big Book of Ideas: This document shares some of the past awareness and fundraising activities undertaken by schools across Canada and around the world. Take an idea from the many provided and tweak it to make it your own. Also, don’t forget to share your bright ideas with us, so that we can continue adding to this list. Good luck!

“Chapel Donations And A Well Named Fiona”

Ashbury College, Ottawa ON: Fundraising 1990/2000

Students came together and asked that part of their weekly Chapel collection be donated to help those without water in Africa. In 2000, a mass was held in memory of a teacher’s grand-daughter, and donations were welcomed.

“Bake Sale And Lemonade Stand”

Berkeley Hall School, Los Angeles, CA USA: Fundraising 2009

The elementary students of Berkeley Hall School put together a bake sale and lemonade stand to raise money in support of WaterCan and its clean water projects. Baked goods attract people instantly; the sweet smells of icing and fresh cookies draw students in at breaks and lunch time. Try making a few posters about what the cause is and where the proceeds will be donated and students won’t be able to resist treating their taste buds while donating to a good cause. These types of fundraisers are simple to organize while still being very effective!

“T-shirt Sale”

Bonn International School, Bonn Germany: Fundraising 2008

To raise money in support of WaterCan’s projects, the 9 and 10 year olds at Bonn International School in Germany created and designed t-shirts to sell. The shirts were sold for 8 Euros and all money raised was sent to WaterCan. This type of fundraiser allows students to engage in creative thinking while educating themselves in the water and sanitation crisis. By designing t-shirts, the children can visualize and make products that represent what water and sanitation means to them. Selling the shirts allows others to display their support for those in need.

“World Water Day Head Shaving”

Buchanan Elementary School, Winnipeg MA: Fundraising 2007

Why not shave your head in support of a good cause? The students, staff, and parents at Buchanan Elementary School decided to take their World Water Day to the next level. Three women staff members, one dad, and seventeen students from grades 1-6 (including three girls) volunteered to shave their heads in order to raise money. With the buzz in the air, fundraising was effortless for this school, and all participants held their bare hands high with the knowledge that they had aided a fundamental and worthwhile cause.

“Popcorn And Valentine Cake Raffle”

Cedar Creek School, Ayr ON: Fundraising 2006

Children of all ages love popcorn, so why not incorporate it into your next fundraiser? A popcorn sale is simple to organize, and does not cost too much money to get started. Cake raffles are also lots of fun to participate in. The way this fundraiser works is student organizers bring in cakes and the student body can buy raffle tickets for the cakes of their choice. This event has a dual advantage for students, the excitement of the raffle coupled with the gratification of knowing they are contributing to a good cause makes students engaged whether or not they win the cake!



“Jar Of Change”

Cedarland School, Brantford ON: Fundraising 2009

For this fundraiser, one very inspired student set out an empty jar allowing other students and teachers to deposit whatever spare change they would like. This small effort went a long way in donations and inspired others to learn about what the cause was.

“Pasta Lunch”

Chelmsford Public School, Chelmsford ON: Fundraising 2009

Students from the Green Club organized a very successful pasta lunch. As group the students made mass amounts of pasta, and sold it for an affordable price during lunch. With minimal start up costs, and post clean up worries, this fundraiser can be great success!

“Popcorn Sale, Hat Day, Bake Sale And Pyjama Day”

Chinook Center School, Innisfail AB: Fundraising 2009/10

Loonies and toonies were brought in by the bag full when students at the Chinook Center School organized a popcorn sale, hat day, bake sale and pyjama day. Popcorn sales and bake sales are easy to organize and attract people by their sense of smell and their grumbling tummies. Hat days and pyjama days give students the excitement of dressing differently at school and provide a great incentive to pay a small amount of money to take part.



“Peace Tree”

Clifton School, Winnipeg MB: Fundraising 2010

Students at the Clifton School focused on the idea of a Peace Tree in the hope that it would educate their community of the importance of having an open mind while celebrating the diversity of the world. The Peace Tree is a symbol of the beauty of diversity, tolerance and unity among people.

“Candy Grams”

Earl Haig Secondary School, North York ON: Fundraising 2009/10

Grade nine students set up a candy gram fundraiser. With only a little bit of effort, this fundraiser can be very exciting for both teachers and students. First, large amounts of candy must be purchased by the organizers, which is then distributed to individuals around the school, as their classmates and friends buy candy for them. The money goes to a good cause, and leaves people with a sweet taste in their mouth.

“Benefit Concert”

Eastwood Collegiate, Kitchener ON: Fundraising 2004

With an array of acts, the students of Eastwood Collegiate put on a fantastic benefit concert that raised money put towards WaterCan’s vision of Clean Water for All! This type of fundraiser is exciting for both participants and viewers. Students get to showcase their talents, and others get a delightful evening of watching their fellow class mates do something they love to do and are talented in. With laughs and cheers all around, a benefit concert is a lot of fun.



“Watercan Campaign”

Ecole Quarterway School, Nanaimo BC: Fundraising 2008/09/10

During their annual WaterCan fundraisers Wally the Water Can and Billy the Bucket make daily rounds to the classrooms collecting donations. This simple and creative method of collecting donations goes a long way.

“WaterCan Penny Drive”

EW Norman Public School, North Bay ON: Fundraising 2009

The EW Norman Public School held a WaterCAN penny drive, which involved placing water cans in each classroom. At lunchtime the students held a water canteen which sold water, juice and healthy snacks. Grade six volunteers even showcased their band called ‘Cold Spider’ in a Rock Concert for the rest of the school! These are all great ways of providing different forms of fundraising .

“Beverage Container Collection”

Fort Saskatchewan Elementary, Fort Saskatchewan AB: Fundraising 2008/09

Grade three students collected beverage containers from the Kindergarten to grade 3 classrooms (and the staffroom) at our school. They tracked the amount of money that was raised and decided to donate the money so that kids in other parts of the world could have access to safe drinking water.

“Simulation Stations Water Awareness Campaign/ Penny Drive”

Glenelm School, Winnipeg MB: Fundraising 2010

Glenelm students participated in a simulation stations event in their gym. Students and teachers organize this event by making posters and booths. The posters and booths were then set up in the gym where the rest of the student body was able to walk around to various stations and read facts about clean water. They were also given the option of depositing coins into the containers located at each station. This type of event provides a good balance of learning and fun.

“Book Sale”

F.A. Hamilton P.S., Guelph ON: Fundraising 2009

Students at the Hamilton Primary School held a book sale to raise funds for WaterCan. Students participated in this fundraiser by finding old books in their homes that they no longer read, and donated them to the sale. The proceeds are then raised to help other students in Africa without water and sanitation.

“Bake Sale, Chores and Collections”

Halifax Independent School, Halifax NS: Fundraising 2010

After studying water issues, both domestic and global for a few months, the students were inspired to raise and donate their collections. Grade 5 and 6 classes raised money through bakes sales, completing extra chores for extra money, and collecting donations from their parents. These methods of fundraising are simple and accessible. Parents are always grateful for more help around the house, and if they are informed about the goals of the fundraiser many will be more than willing to help, and children donating their allowances shows their true passion for the cause they are supporting.

“Walk For Water”

John Paul I High School, St. Leonard QC: Fundraising 2009/10

Walk for Water is an easily planned fundraiser. As a school activity on Earth Day, John Paul I High School students raised money to support water and sanitation development in Africa. The experience is often found to be bonding for students and teachers, as doing such a large event instils a sense of unity and empowerment among students. This makes their fundraising efforts that much more satisfying.



“Garage Sale”

John Tuck School, Burlington ON: Fundraising 2004

A very enthusiastic student at John Tuck School applied to receive their ‘Tuck Award’ which is dedicated to a teacher who passed away. This award grants \$100 to support one cause, and this student chose WaterCan. From there her enthusiasm only grew, so she did a follow up garage sale and got an article written for the Burlington Post which influenced many others in the community to donate in her name. A water treatment company also contacted her and made the promise to match her funds raised.

“Coin Drive”

Kohl Elementary School, Broomfield, CO USA: Fundraising 2008

All is sometimes needed for a successful fundraiser are empty jars. While educating others about the water and sanitation crisis, they also provided students the opportunity to make an immediate difference by leaving change in a jar as a donation. Every penny counts, and after a very successful coin drive, Kohl Elementary in the United States hopes to help change lives.

“Coffee House, Bake/craft Sales, Bbq, And Quiz Night”

Lord Selkirk Regional Comprehensive Secondary School, Selkirk MA: Fundraising 2009/10

Students from the Lord Selkirk Human Rights Group decided to support WaterCan by holding various events, the great success of each of these events, as well as donations from local businesses, allowed students and community members to share and learn more about the water and sanitation crisis occurring around the world. Coffee houses are great fun for all as participants can showcase their vocal talents, and others get spend a little money to have a nice evening with their friends. Bake sales and craft sales are great because they do not take too much preparation time, and BBQs are always tempting as students love hamburgers. Quiz nights are a neat way to educate and have fun. Teams can be created and questions can be designed to reflect water and sanitation.

“Inspired Students”

Laurier Macdonald High School, Montreal QB: Fundraising 2010

Approximately fifty grade eleven students worked in groups of four in order to raise money and provide the necessity of life, water, to a community in need. Over the course of one term, each group hosted fundraising events such as bake sale, an in school hockey night, Halloween/Christmas basket raffles, an X Box 360 raffle, a Jelly Bean count, and homemade jewellery sales. In addition, teachers and students collaborated to put together a recipe book comprising of the favourite family desserts, which were sold. The school also held a benefit concert, teachers sold goodies in their classrooms, and worked with a fundraising

company which helped them sell SPC student discount cards for the proceeds to go to WaterCan, helping provide clean water for those less fortunate in Eastern Africa.



“Community Dinner”

Mackenzie High School, Deep River ON: Fundraising 2009

Hosting a community dinner is a great fundraising idea. Community members are united over a good meal, for a great cause. Students have fun in the preparation for this event as they get to cook together and set tables and decorate a function hall. If each person is charged

a fee for their dinner and asked to make donations after presentations this type of event can truly be fundraising success!

“Rummage Sale”

Miss Edgar’s and Miss Cramp’s School, Montreal QC: Fundraising 2004

Fundraising with young students can sometimes be hard, but a rummage sale is a fantastic way to get young students involved. All that is necessary is for the students to go home and find old toys and items that they no longer need or want. They can also make posters about what their cause is, and teach those who come to their rummage sale about the water and sanitation crisis.

“Week-long ‘Global Water Crisis Awareness’ Campaign”

Moscrop Secondary School, Burnaby BC: Fundraising 2009

Counterattack, a club dedicated to raising awareness held a week long ‘Global Water Crisis Awareness’ campaign. Donations were accepted during each lunch period for the week. This form of fundraising is great because other students in the school get a chance to learn more about what is going on around the world, and can see the dedication of clubs in their school that support causes.

“Penny Drive”

Northumberland Regional High School, Westville NS: Fundraising 2009

Students from the pilot course “Physical Education Yoga 11” came together to provide clean drinking water by hosting a penny drive. This type of fundraising can be very successful if jars and cans are placed in the right place; for example, in classrooms, in the front office, or at an information booth during lunch. This type of fundraiser does not apply pressure to students to donate a ton of money, the can simply dig through their pockets and find whatever spare change they have on them.

“Juice Box And Pop Can Collection”

Provost Public School, Provost AB: Fundraising 2009

After having participated in “I Walk for Water” the grade four class at Provost Public School collected, sorted and counted juice boxes as well as pop cans. Fundraising in this way inspires recycling and is also easy to do. After watching their elder peers, a grade three class decided to join in the efforts with their own donation.

“Coin Drive And Jerry Can Walk”

Pelham Centre (School), Niagara ON: Fundraising 2006/08

Students from the Pelham Centre joined together to have a very successful change drive. Coin drives are easy to run, and do not impose significant burdens on those donating. Students can donate as much money as they want at their own discretion. After the coin drive finished, students walked 6km (about 100 laps in their gym) with a jerry can full of water to get a glimpse into the life of an average school boy/girl in Africa.



“Global Outreach: Taking Action In Africa’ And Donations”

Pierre Elliot Trudeau High School, Markham ON: Fundraising 2008/10

After raising awareness through an event titled “H2O @ Trudeau”, donations were collected and the campaign closed with a celebration inspired by South Asian month which incorporated raffle prizes, Henna designs, and samosa sales. Fun events like raffle prizes and henna tattoos get students excited and make them more inclined to participate in fundraising. In 2010 students collected donations after a vivid presentation which allowed the student body to learn more about the water and sanitation crisis that is ongoing in countries like Africa.

“1km Jerry Can Walk”

R.C. Macdonald Elementary, Coquitlam BC: Fundraising, 2010

After filling out pledge forms, Students from R.C. Macdonald Elementary walked 1km with 4L jugs of water. This fundraiser is great because community members donate to the cause after hearing about what is going on from students who will participate in the walk. The walk is made even more of a success by incorporating the carrying of water jugs. This gives students an insight into the lives of students in Africa and the distances they must travel to bring water back to their families.

“Cake Auction”

Sacred Heart High School, Ottawa ON: Fundraising 2008/09

For the past 10 years, Sacred Heart has held annual cake auctions to raise funds for a number of social service organizations. Cake auctions are fun for all participants, the fundraisers as well as the rest of the student body. The idea of bidding for a cake excites students and promotes participation, but it also incorporates raising awareness.

“Walk for Water”

Sam Sherratt Public School, Milton ON: Fundraising 2010

The Global Issue Club at Sam Sherratt Public School wanted to raise awareness and appreciation of water. The club ran a school-wide Walk for Water and encouraged participants to carry one or two small water bottles in their hands, and were also invited to bring in a small donation in support of the initiative. Walk for Waters are a great method of uniting a school and community over a good cause. By carrying water bottles during the walk participants get a small glimpse into what students all over Africa must do to have water.

“Flea Market”

South Branch Elementary School, Kemptville ON: Fundraising 2008

Seven classes from grades 1-3 at South Branch Elementary held a flea market for WaterCan. Children brought items they no longer needed or wanted, to school and made posters to advertise them. On the big day, they took turns buying and selling, with prices ranging from 5 cents to 1 dollar. Everyone had fun and knew at the same time that they would be helping children in Africa.

“Can Drive”

St. Charles Elementary School, Montreal QB: Fundraising 2010

One very inspired student at St. Charles Elementary School held a can drive to raise money after hearing about the water situation in Africa. Can drives are great for students of all ages, as they can bring in as little or as much spare change as they want, all the while knowing that every penny counts.

“Uniform Exemption”

St. Clements School, Toronto ON: Fundraising 2011

The girls at St. Clement’s held a fundraiser where everyone paid \$2.00 to wear their favourite sports jersey (over their uniforms). This is an exciting idea for fundraising, as students love to dress differently when given the option. Especially for schools with uniforms, this type of exemption gives students a guideline to what they can wear, and gives them incentive to participate as many students would love the chance to not wear their uniform.

“Earth Day Shop”

St. Mildred’s Lightbourn School, Oakville ON: Fundraising 2009/10

The girls at St. Mildre’s Lightbourn School raised money after bringing in food, their old toys, DVD’s and books as donations. For an easy fundraiser these students don’t have to work hard to find things to sell. They donate what they find and other students can find treasure in what others discard.

“\$50 Draw, Bake Sale And Raffle, “Best Seat In The House”, Teacher/student Basketball Game, And Sundae Making Fundraiser”

St. Theresa’s High School, Midland ON: Fundraising 2005/08

In 2005, students kick-started their fundraising by each donating a toony to \$50 draw, that other students had to pay a dollar for chance of winning. The idea of possible winning \$50 after donating \$1 gives students a lot of incentive to participate. Even if they don’t win the grand prize the students can walk away knowing that they money is going to a good cause. The students also hosted a bake sale as well as raffle which students always find fun, and finally a teacher/student basketball game drew in a lot of attention. By combining teachers and students in an engaging game of basketball, the entire school’s population gets to enjoy the game. A lunchtime fundraiser is also fun way to change up the pace of lunch at schools.

“24 Hour Well Power”

St. Thomas High School, Pointe-Claire QB: Fundraising 2006

The “24 Hour Well Power” event was initiated by four students in an ethics class. The objective of the event was to bring awareness about the lack of water and food in developing countries in Africa and how it impacts people’s health. The 120 student participants were served plain rice, a clear broth and water at both lunch and dinner. Many activities were planned for the overnight stay, one of which was a silent candle light walk at midnight. After spending the night in school the students went home with an empty stomach and a small insight into the conditions into developing countries.



“Contests And Candy Grams”

Symmes Jr. High School, Ottawa ON: Fundraising 2009

Throughout the 2008-2009 school year the students completed contests and delivered over 1000 candy grams. Contests are always fun, especially if students have to work together. Games can be educational as well as fun through the incorporation of water and sanitation facts. These contests can be held between classes, or during lunch time. Candy grams are a lot of fun and have low start up costs.

“Construction Paper Well And 21ft Tunnel”

Tom Baines School, Calgary AB: Fundraising 2001/02/03/04/08/09

Starting in 2001, grade eight students were inspired to help those in need. They began by purchasing a special water can fountain to draw attention to the cause, they then gave teachers individual water cans made from yogurt container, for donation collecting. The students also built a large construction paper well which was placed for all students to see. Teachers brought in pop to sell to students, and others brought candy. In 2009, the students from Tom Baines created a 21 foot tunnel, display three 7 by 7 panels to display the life of a child in Africa. This brought a lot of attention and donations from the family, friends and the surrounding community. Students even did extra chores at home to earn money.

“Can Drive And Reading”

West Carleton Secondary School, Ottawa ON: Fundraising 2010

Students at West Carleton Secondary collected cans to bring into a scrap metal utility for money. This activity does not consume too much time, and also promotes recycling! West Carleton has created a partnership with another local elementary school, First Ave Elementary. Students from West Carleton will go and do some readings to the students from environmental stories that they wrote themselves.

“Penny Parade, Bake Sale, Pocket Change, And Recycling”

Weymouth Consolidated School, Weymouth NS: Fundraising 2000/09/10

Students and teachers from Weymouth collected money in a number of ways. Their most frequent fundraising event is through the recycling of bottles throughout the school year. This year long fundraiser promotes recycling, and does not need too much maintenance. Weekly collection of bottles from classes can be accumulated and taken for refunds. Bake sales are fun to host during break and lunch periods, and bringing in pocket change truly embraces the motto that ‘every penny counts’.

“Assembly”

Viewpoint Educational Foundation, Calabasas, CA USA: Fundraising 2010

Students who participated in the Challenge 20/20 elective course studied water deficits. They educated the community through an assembly about the international water crisis and raised funds to donate. This is a truly embracing educational fundraiser.

“Walk-A-Thon”

York House School, Vancouver BC: Fundraising 2010

Students completed pledge forms and then attended their annual Walk-A-Thon. On the course of the walk, water stations were set up for learning and fun, and also to highlight the connection to WaterCan. Students can enjoy this type of fundraiser as it binds them for one cause, and they can learn along the way.

Extra Fundraising Ideas For Elementary And Secondary Schools

Here are a few ideas to get your creative juices flowing:

- Organize a Walk for Water where students are sponsored for their participation.
- Hold a read-a-thon or math-a-thon where students are sponsored for the number of books read or math sheets completed.
- Suggest that students dress in blue on World Water Day (March 22nd) and donate \$1 for the privilege.
- Hold a penny-drive.
- Run a week-long sponsored Drink-Water-A-Thon: the only beverage that students drink that week is water. Students may wish to donate money saved from not buying juice and soft drinks to WaterCan.
- Have a sponsored wash- walk- or swim-a-thon.
- Hold a water bucket relay/jerry-can competition and charge one or two dollars for teams to enter.
- Hold a dance or coffee house with a water theme and donate the proceeds to WaterCan.
- Hold a bake sale - fish-shaped cookies anyone?
- Have an afternoon volleyball tournament where students pay \$5-\$10 per team to participate. Give certificates for most creative cheer or costume.

The sky is the limit when it comes to organizing fundraisers. You can do extra chores at home to raise money or hold a penny drive in your class; you could even help to organize a school-wide Walk for Water!

No matter what fundraiser you choose to do the result is the same. You are donating your time and effort to help bring the very basic needs of life to those less privileged than yourselves!

