

TURN
ON THE
TAP

CHALLENGE

YOUR FUND-RAISING GUIDE
TO CHANGING LIVES IN THE DEVELOPING WORLD



Samaritan's Purse®
INTERNATIONAL RELIEF

TURN ON THE TAP.CA 1.800.663.6500

WHAT IS THE CHALLENGE?

- THROUGHOUT THE WORLD, 884 MILLION PEOPLE—APPROXIMATELY 13 PER CENT OF THE WORLD'S POPULATION—ARE TRYING TO SURVIVE WITHOUT SAFE DRINKING WATER.
- EACH YEAR, AN ESTIMATED 1.4 MILLION CHILDREN DIE FROM DIARRHEAL DISEASES CAUSED BY DIRTY, POLLUTED WATER, INADEQUATE SANITATION AND POOR HYGIENE. THAT'S ONE DEATH EVERY 20 SECONDS.

TURN ON THE TAP is a campaign designed to provide safe water to people in the developing world. Through building and installing BioSand Water Filters, and improving hygiene, we are providing safe water, restoring health, and helping to break the grip of poverty on local communities.

Families are getting safe water to drink. Communities are experiencing the benefits of improved health and sanitation. Children who would otherwise be sick with water-related illnesses are spending more time in school. Healthier parents are working more. Lives are being saved, parents are spending less money on medical treatment, and the cycle of poverty is being broken.

Turn on the Tap is a long-term initiative of Samaritan's Purse Canada, a non-profit Christian relief and development organization working in some 60 countries to provide aid to victims of war, disease, natural disaster, poverty, famine, and persecution. We aim to help communities in desperate need and, through this, to show God's love and compassion in real and practical ways.



CHALLENGE YOURSELF AND OTHERS TO HELP CHANGE THE WORLD

Organizing a Turn on the Tap challenge is not just a good way to raise money, it's also an excellent opportunity to help people understand the water issues people in the developing world are facing and what Samaritan's Purse is doing to help make a difference.

A Turn on the Tap challenge can take many forms—a challenge to raise funds, a challenge to learn more about Turn on the Tap, a competitive challenge with your family and friends, and/or a physical challenge to test endurance and abilities.

THERE ARE ALL KINDS OF CHALLENGES YOU CAN DO. HERE ARE A FEW TO CONSIDER:

▶ WALKATHON

The average person in Africa walks nearly 6.5 kilometres each day to collect water for their family. Your challenge is to invite others to walk a similar distance and encourage each participant to raise funds in support for Turn on the Tap.

▶ SPORTS TOURNAMENT

Organize a challenge that brings people together to play their favourite sport: Slo-pitch, volleyball, golf, etc. The proceeds from the tournament will support Turn on the Tap.

▶ OTHER

Garage or Arts & Crafts sale
Concert, Fashion or Talent show
Car Wash

Donate the proceeds from product sales, tickets and/or donations to support Turn on the Tap.

5 EASY STEPS TO ORGANIZE A CHALLENGE

REGARDLESS OF THE TYPE OF TURN ON THE TAP CHALLENGE YOU ORGANIZE, HERE ARE 5 SIMPLE STEPS TO FOLLOW:



STEP 1

REGISTER

REGISTER YOUR CHALLENGE at TURNONTHETAP.CA. Complete the registration form with the details, date, location, and contact information. Your event will then be listed on our website, which will help publicize it and give participants a starting point for information.



STEP 2

PLANNING THE CHALLENGE

- ▶ **THE TEAM:** Assemble dependable, committed people and assign roles and tasks.
- ▶ **THE AUDIENCE:** Decide who your challenge will be aimed to attract and be realistic about how many people you can expect to attend.
- ▶ **THE TIME:** Consider the date and time of your challenge carefully. Make sure it doesn't clash with holidays (when people may be away) and other local events.
- ▶ **THE PLACE:** Do you need permission to use an outdoor facility, book a sports complex or venue to hold your challenge event? If yes, consider factors such as capacity, location, accessibility, parking, disabled access, washroom availability, and cost. Some venues may be free (or available at a reduced cost) for charitable events, so discuss this with owners/managers. If you want to use a public park, contact your local municipality and seek permission.
- ▶ **THE FUNDRAISING TARGET:** How much do you want to raise? A goal is always important and it will help you establish a realistic budget.
- ▶ **THE BUDGET:** Make a detailed list of expenses and find out what's available for free or at a reduced cost (using the fact your challenge is a charity fund-raiser).
- ▶ **THE PLAN:** Draw up a rough timetable for what has to happen and when. Include who is responsible for each task.
- ▶ **THE CONTINGENCY PLAN:** Nothing ever goes exactly as planned, so plot alternatives in case something goes wrong.
- ▶ **THE RULES & REGULATIONS:** As event organizer, you must consider health, safety, and legal obligations. You are responsible for ensuring your challenge is legal and safe (Samaritan's Purse Canada cannot take responsibility for injury, losses, or damage during privately organized fund-raising events).

THINGS TO CONSIDER:

- HAVE ENOUGH VOLUNTEERS
- CONSIDER DOING A RISK ASSESSMENT OF YOUR SITE
- DECIDE IF FIRST AID EQUIPMENT OR PERSONNEL ARE NEEDED (IT'S HELPFUL TO HAVE SOME VOLUNTEERS WITH FIRST AID TRAINING). YOU MAY NEED TO CONSULT WITH ST. JOHN'S AMBULANCE (LOCAL OFFICES CAN BE FOUND AT WWW.SJA.CA).
- CONSIDER WHETHER LIABILITY INSURANCE IS NEEDED. IF THE EVENT IS SMALL OR INVOLVES A GROUP OF FAMILY MEMBERS OR FRIENDS, THIS MAY NOT BE NECESSARY. IF THE EVENT IS BEING STAGED BY A CHURCH OR COMMUNITY/SPORTS ASSOCIATION, YOU MAY ALREADY BE COVERED. ASK THE TREASURER OR SECRETARY.
- DECIDE IF YOU NEED A WAIVER FOR PARTICIPANTS. LOTS OF EXAMPLES CAN BE FOUND ONLINE.

STEP 3 DOWNLOAD RESOURCES TO PROMOTE YOUR CHALLENGE

To attract as many participants to your challenge as possible, give people lots of opportunities to hear about your event. Here are a list of resources you can download from TURNONTHETAP.CA, to help inform, involve, and encourage participation:

- ▶ **DONATION FORM:** Participants can use this form to collect donor information. Encourage participants to collect at least \$100— which is enough money to provide one family with access to safe water.
- ▶ **POSTER:** Promote your challenge all over the community. Print as many copies as you need.
- ▶ **BULLETIN INSERT:** Promote your challenge event in churches and/or with community groups. Print as many copies as you need and fill in the white space with information for your event.
- ▶ **NEWS RELEASE:** Send details and contact information about your challenge event to local newspapers, radio stations, and TV stations, by filling out the sample news release.
- ▶ **FAQS:** A list of common questions and answers, which are useful for challenge organizers and participants.
- ▶ **FREE LESSON PLANS:** Our lesson plans on water stewardship are designed to challenge and educate children in classrooms, Sunday Schools, or Vacation Bible Schools while easing the workload on teachers. Download them by going to TURNONTHETAP.CA and clicking on the Teaching Resources link.

ADDITIONAL TURN ON THE TAP RESOURCES:

You can educate participants about Samaritan's Purse and the difference Turn on the Tap is making in developing nations by ordering brochures, DVDs, and fridge magnets.
Email: info@samaritan.ca or call 1.800.663.6500.

STEP 4 HAVE FUN!

Make your challenge as fun and educational as possible by:

- Handing out a quiz about water. You can find all sorts of water facts by going to turnonthetap.ca and clicking on the Teaching Resources/Schools link
- Having surprise guests at your challenge—possibly local celebrities or historical figures
- If it makes sense for your challenge, offering beverages and/or snacks afterwards
- Taking photographs and sending the best ones to us (info@samaritan.ca) so we can share your success with other supporters

STEP 5 SUBMITTING EVENT PROCEEDS

Collect all proceeds and, if relevant, donation forms. It's wise to have two people collecting donations and counting the money at the end of the event so they can be accountable to each other.

- If you are receiving donations, confirm the amount of money collected equals the amount listed on each page of the donation forms.
- Confirm that all necessary information is included on the donation forms for each donation requiring a charitable receipt.
- Convert all cash to a cheque or money order.
- Send all donation forms, cheques, and money orders by registered mail to:

Samaritan's Purse Canada
20 Hopewell Way NE
Calgary, AB T3J 5H5

YOUR CHECKLIST:

- 1 Have you registered your challenge?
- 2 Have you assembled a team?
- 3 Have you downloaded your resources and promoted your challenge?
- 4 Have you organized volunteers?
- 5 Are all the legal and safety requirements looked after?
- 6 Do you have a clear understanding of how to submit donations after the challenge?