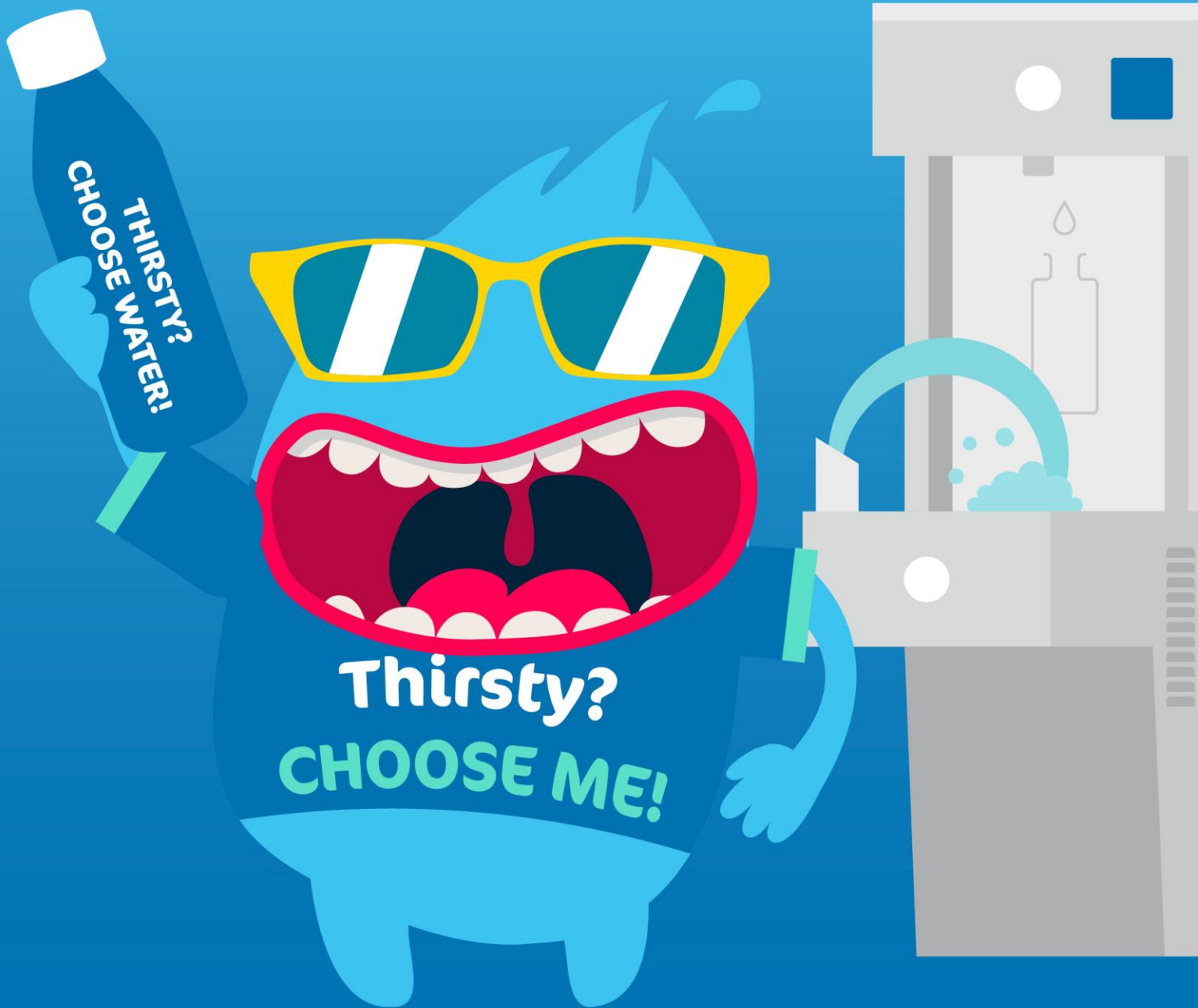


FUNDRAISING PACK





THIRSTY? CHOOSE WATER!

HI THERE!

We're so excited that you want to raise money for a chilled water station at your school.

Research tells us that if students have access to chilled water, they are more likely to choose water over sugary drinks.

With your help, we can work together to encourage all schools across NSW to prioritise chilled water stations in schools, making it easier for students to choose water as their main drink.

This Fundraising Pack will provide all the ideas and tools to get you started and to make your school fundraiser a success. Every dollar you, your friends, colleagues, and family members raise will make a difference in promoting better health outcomes for kids.

Good luck with your fundraising initiative! Please share outcomes and images with the *Thirsty? Choose Water!* team via the website, by email (CCLHD-choosewater@health.nsw.gov.au) or on our Instagram (@thirstychoosewater1). We would love to profile your fantastic initiative via our social media channels.

For more information, resources and educational tools, visit www.choosewater.com.au.

INSIDE THIS PACK, YOU WILL FIND:

- ◆ Information about the *Thirsty? Choose Water!* program
- ◆ Tips for getting started
- ◆ Fundraising ideas
- ◆ Steps to hit your target
- ◆ FAQs
- ◆ Promotional content



THIRSTY? CHOOSE WATER!

ABOUT THIRSTY? CHOOSE WATER!

The *Thirsty? Choose Water!* research program is the first of its kind in Australia and was developed and led by the Central Coast Local Health District (CCLHD) from NSW Health. The research looked at the consumption habits, attitudes, and knowledge of secondary school students regarding water and sugary drinks.

The research saw the CCLHD work in partnership with other local health districts and schools by adopting a whole-school approach to promote the intake of water.

This involved activities in the classroom, installation of chilled water stations on site and promotions both within the school and to the wider community, including parents/carers and local health services.

These strategies were found to increase water consumption amongst students and encourage replacement of sugary beverages. Find out more about the *Thirsty? Choose Water!* research program via the website: www.choosewater.com.au.

WHAT'S NEXT?

We hope to build on this research by sharing the *Thirsty? Choose Water!* resources with NSW schools, teachers, students, parents and carers to highlight the benefits of choosing water over sugary drinks.

This campaign is also designed to assist schools, parents and students to fundraise for the installation of chilled water stations in their school.

Our research tells us that putting chilled water stations in schools works when it comes to encouraging adolescents to choose water over sugary beverages.

This is vital given nearly a quarter (24.9%) of children in Australia aged 5–17 years old are above a healthy weight range, with consumption of sugar-sweetened beverages being a contributing factor towards this.

Further, in 2017 the NSW Chief Health Officer published a report stating:

- ◆ Nearly half (45.4%) of children aged 5–15 years regularly drink sweetened drinks.
- ◆ Children aged 12–15 years are more likely to drink sweetened drinks regularly (60.3%) compared with children aged 5–11 years (36.4%).
- ◆ Boys (53.2%) are more likely than girls (36.9%) to drink sweetened drinks regularly.

To create positive change for our kids, the *Thirsty? Choose Water!* program is determined to spread the message of the benefits of drinking water far and wide – and with your help, we can do it.

For more information, resources and educational tools, visit: www.choosewater.com.au.



GETTING STARTED

It is time to get started – follow these steps and get fundraising!

1. Talk to your school

If you are fundraising on behalf of a school, before getting started you should speak to the school's principal to confirm they are happy for you to do so.

2. Set up your fundraising page online

The easiest way to raise funds for a chilled water station in your school is to set up a fundraising campaign online. There are lots of platforms at your disposal to make this easy. You can create a Facebook fundraising page, choose a school-based fundraising website, or create a central hub for donations on your school website.

3. Choose your fundraising idea

We have created a helpful list of fundraising ideas within this pack to get you started. Just pick one, or two, or come up with your own. There are plenty of ideas out there, so time to get creative.

4. Set a fundraising goal

It costs about \$6,000 to fund a chilled water station, including installation, at your school. It might seem like a lot, but when broken down into chunks, we know you can do it! For example, see if you can achieve 120 x \$50 donations.

5. Plan ahead

Ask yourself the following questions to get your plan in place:

- ◆ Have you chosen your event 'style'? Will it be hosting an event or setting a personal challenge?
- ◆ Where will you hold the event? Will it be virtual or do you need to book a venue? Have you checked the 'legal stuff?' (see page 6).

- ◆ Set a date and time and make sure your event does not clash with other dates (public holidays/school events etc.).
- ◆ How will you generate money? Will you sell goods or services? Hold a raffle?
- ◆ Have you asked local businesses to donate prizes?
- ◆ Put together a schedule and always give yourself more time than you think you will need.

6. Get others involved

Call on your friends and family to get involved. Setting your goal and hitting your target is easier when you have a big network of support.

7. Spread the word

There are several ways you can spread the word about your fundraising event. Use social media, send emails, promote through your school newsletter. You can even contact your local paper to see if a journalist can cover your event. There are promotional templates you can use within this pack.

8. Say 'thank you'

Saying thank you is especially important when fundraising. Make sure you set up a register and thank everybody who has kindly contributed to your campaign.



THIRSTY? CHOOSE WATER!

FUNDRAISING IDEAS

Here are some ideas on events you could host to help raise the funds for your chilled water station.

Sporting challenge

Do you have a sporting talent? Perhaps it's walking, running or riding your bike a certain distance? Set yourself a sponsored challenge and make your fundraising achievement a personal one too!

Give it up

Test yourself by giving something up. We might be biased, but we think the best place to start is giving up sugary drinks! Ask for sponsorship or donate the amount you would have spent on the items you choose to give up.

Trivia or games night

Host a trivia or games night for your friends and family. You can charge an entry fee and include an auction or raffle to add to your fundraising goal. This could even be held over teleconference.

Movie night

Bring Hollywood to your school by hosting a movie night with a small ticket fee for entry. You could even sell homemade plain popcorn (with no added sugar, salt or fats, of course) or other healthy snacks on the night.

Healthy BBQ

See if your local DIY or grocery store has a spot free for you and your school one weekend to hold a healthy BBQ fundraiser – complete with lean meats, veggie burgers and barbequed vegetables. You could even hold one at school or at a weekend sporting event. Don't forget to have plenty of water for sale!

Performing arts night

Hold a performing arts or talent show and raise money while showing off your abilities!

Fresh food drive

Partner with a local fresh food market to do a drive of fresh fruit and veg boxes. Speak with your local fresh produce provider to see how they can help.

Free dress or blue hair day

Where blue or something water-themed and raise funds via a gold coin donation. Alternatively, have a 'blue hair day' and come to school donning your best blue wig, head scarf, ribbons or hat.

Car wash

Do the teachers' cars look like they could use a clean? Hold a carwash at school and make them sparkle in exchange for a donation.

Parent-teacher nights

There will be a number of parents who may wish to support the cause, so parent-teacher nights present a fantastic opportunity to promote your initiative and raise some money!

EXTRA TIP: Team with others

It's a good idea to speak with your school's Parents and Citizens' Association to see how you can work together; they might be willing to match any fundraising totals, or make a contribution. You should also try to involve Student Council and any environmental education groups to see if they can support your fundraising initiative too.



THIRSTY? CHOOSE WATER!

TIPS TO HIT YOUR TARGET

The cost for purchase and installation for one chilled water station is approximately \$6,000. To help you reach your goal quickly, here are some tips on how you can get on your way with fundraising.

Make the first \$50 donation to show your commitment to the cause.	\$50!
Ask family and friends to support your initiative by donating \$50 each.	\$500!
Ask 15 people in your network to donate the cost of a bottle of a soft drink.	\$100!
Host a gold coin donation day at school for students, staff and visiting parents who may wish to support fundraising efforts.	\$300!
Hold guessing competitions like guess the name of the cuddly toy, the number of blueberries in a punnet or marbles in a jar to win the item, with a gold coin charge per guess.	\$100!
Get some prizes together and hold a raffle – \$2 a ticket or \$5 for a strip. You could even have online ticket sales.	\$200!
Ask local businesses to ‘sponsor’ the water station at your school via donation towards the cost in return for promotion via the school newsletter, website and social media channels.	\$500!
A social media ‘pass it on’ competition. “Drink nothing but water for a day and donate \$2, \$20, or \$200” to show you’ve completed the challenge.	\$1000!
Host a healthy BBQ and sell plenty of water to go with the food.	\$750!

These tips could help you get well over halfway to your goal. Keep up the good work and keep going!

EXTRA TIP:

You may wish to consider creating a fundraising water bottle (instead of a thermometer) that fills up as you add more to the total. It will act as a visual gauge of money raised so far and could be displayed on a screen in the office.





THE LEGAL STUFF

When hosting a fundraising event, there's a few things you need to know:

INSURANCE

If you are hosting a public event, you may need to consider public liability insurance. Check with your chosen venue if they are already covered.

RISK ASSESSMENT

It is a good idea to conduct a risk assessment of any venue you select to hold a fundraising event. You can do this by accessing a checklist that outlines health and safety considerations for people attending the event. In case of an emergency, it is also a good idea to have first aid assistance onsite.

PUBLIC COLLECTIONS

You must seek permission from your local council before collecting for charity in a public space. Always check with your school first prior to collecting in your school's name.

FINANCIALS

Speak to the school principal to find out which bank account any money you raise should be deposited into.



FREQUENTLY ASKED QUESTIONS

Can I use the *Thirsty? Choose Water!* logo?

Absolutely! The more you use it, the more we raise awareness of the benefits of choosing water over sugary drinks, and therefore the greater focus you are likely to get on your fundraising initiatives.

Can you help me promote my fundraising activity?

We will assist where possible but cannot always guarantee we will be able to promote your activity. However, please share your initiative and images with us by emailing CCLHD at choosewater@health.nsw.gov.au, and don't forget to tag us on Instagram (@thirstychoosewater1).

Within this pack you will find resources to help you promote your event including a suggested email to potential supporters.

How do I sign up to become a fundraiser?

You don't need to! Simply set up a fundraising page and get fundraising!

But I've not set up a fundraising page before?

Don't worry, there are plenty of online platforms available that make it easy to raise money in just a few simple steps. Just search for fundraising platforms and use the one you like best.

Do I need to seek permission from my school before I start fundraising?

It is best to speak with your principal about the benefits of installing chilled water stations in schools and get their consent prior to fundraising.

How do I promote the benefits of drinking water?

The *Thirsty? Choose Water!* website has a range of fact sheets, social media tiles, a video and other resources you can access and download to share and promote your campaign. We've also included some content for an email campaign and some materials you can send to media to promote your fundraiser. This should help you get the word as far and wide as possible!

Where should I locate our chilled water station?

The best place to locate your chilled water station in the school is in a high-traffic area. For example, near the canteen or in close proximity to the school hall are great choices – but remember, you will need access to drainage, power and water.

What if I'm unable to raise the amount needed for a chilled water station?

That's fine! Why not fundraise for a bottle re-filler instead? They cost a little less and will still provide your students with easy access to water at school.



THIRSTY? CHOOSE WATER!

PROMOTIONAL CONTENT

EMAIL CONTENT:

Dear [insert name],

Help us raise funds!

[Insert school name] is raising funds for a new chilled water station, and we need your help!

Nearly a quarter (24.9%) of children in Australia aged 5–17 years old are above a healthy weight range and a contributing factor to this is consumption of sugary drinks, which increases as children move into adolescence.

Research shows that putting chilled water stations in schools works when it comes to encouraging adolescents to choose water over sugary beverages.

We are now holding a fundraiser to work towards our goal of \$6,000 to purchase and install a new chilled water station at [insert school name], and we need your help.

YOU ARE INVITED...

We will be hosting a fundraising event...

Insert event details, location, date, time, cost etc.

JUST WANT TO DONATE?

If you can't make the event, or prefer to make a donation, please log on to [insert link to fundraising page] and donate there. Every dollar counts!

ABOUT THE THIRSTY? CHOOSE WATER! PROGRAM

The *Thirsty? Choose Water!* research program is the first of its kind in Australia and was developed and led by the Central Coast Local Health District from NSW Health. The research looked at the consumption habits, attitudes, and knowledge of secondary school students regarding water and sugary drinks.

One of the research findings was that installing chilled water stations in schools increases water consumption amongst students, and encourages replacement of sugary beverages.

Find out more about the *Thirsty? Choose Water!* research program via the website: www.choosewater.com.au.

WANT TO DO YOUR OWN FUNDRAISING?

You can check out the School Fundraising Pack via the website. The pack has everything you need to plan a fundraising campaign to purchase and install a chilled water station at your school.

For more information, resources and a fun game to play, visit www.choosewater.com.au.

Thank you for helping us reach our fundraising goal!

From [insert name]



THIRSTY? CHOOSE WATER!

SOCIAL MEDIA CONTENT:

Here are some template posts you can use on social media to raise awareness of your fundraising campaign. You can also choose from our selection of social media tiles (below) to accompany your posts – feel free to download and use them across your social channels!

- Calling all donations! Research shows installing chilled water stations in our schools reduces the consumption of sugary drinks. Please help us fundraise for a new chilled water station to help our kids make better choices.
- Research shows it is easier for kids to choose water at school if there is chilled water available. Help us raise funds for a new chilled water station at [X school].
- Let's get our kids drinking more water and less sugary drinks. Support our *Thirsty? Choose Water!* fundraising campaign today! We're working towards a new chilled water station and need your help!
- Together we can help kids reduce their consumption of sugary drinks, but we must make it easy for them to choose water instead! Get involved in the #thirstychoosewater campaign & help us fundraise for chilled water stations in [X school].

Downloadable social media tiles

- 💧 [Fundraising for a chilled water station](#)
- 💧 [Installing a chilled water station](#)
- 💧 [Water contains no sugar or kilojoules](#)
- 💧 [Benefits of water for students](#)
- 💧 [Teaspoons of sugar in a can of soft drink](#)
- 💧 Thirsty water drop character – [static image](#) and [gif version](#)

EXTRA TIP: As well as posting on your own social media channels, post and share content on community social media pages. It's a great way to promote your fundraising event to a local audience who will be keen to help you out.