2020 Participant Toolkit
In-person event at Scissortail Park

Water4.org/walk
The Walk

For millions around the world, today began with a long walk to collect water. Mile after mile… hour after hour… 40 pounds at a time… to and from watering holes, lakes, and streams riddled with disease. Every day, they fill their buckets over and over again with unsafe water that brings sickness and pain. Every hour they spend walking for water is one less hour for school, work, or time with loved ones.

Join Water4 at the annual Walk4Water to experience the walk and help end it once and for all.

When: Saturday, September 19, 2020
Where: Scissortail Park in Oklahoma City (300 SW 7th St., OKC 73109)

Water4 and the Global Water Crisis

2.1 billion people worldwide lack access to safe water at home, and the global water crisis claims 3.4 million lives each year -- more than all forms of violence, including war, combined. These numbers aren’t just statistics. They represent real people with names, families, hopes and dreams.

Water4 is an Oklahoma City-based international nonprofit using faith, innovation and empowerment to reimagine a world where all people have access to safe water. Water4 equips local entrepreneurs in developing countries to provide sustainable safe water access to every home, school and clinic in their communities. This approach puts the solution to local water problems in the hands of local people ensuring safe water access is sustained by local resources.

Since 2008, Water4 and our partners have impacted the lives of over 1.4 million people in more than 30 countries through the power of safe and living water.

3.7 miles
Women and children in the developing world walk an average of 3.7 miles (6 km) per day to collect water. (USAID)

40 pounds
Water is often carried in five gallon buckets which weigh over 40 pounds when full.

570 million
Nearly 570 million children lack access to basic drinking water at school. (UNICEF)
Raise to Walk & Get Rewards

Don’t forget to check out all the Walk4Water resources at water4.org/walk!

Walk4Water is a free event, but all participants are encouraged to fundraise to help provide access to safe water. Every dollar you raise makes a lasting difference in the lives of people around the world by providing access to safe water to those who need it most.

In addition to the impact you’ll make in the lives of those who receive safe water, you’ll also earn limited edition Water4 gear as you hit the following fundraising milestones:

- **Raise $50:** Receive a commemorative Walk4Water t-shirt
- **Raise $100:** Receive a Water4 water bottle
- **Raise $250:** Receive a special edition Water4 Simple Modern insulated coffee mug

Don’t forget to check out all the Walk4Water resources at water4.org/walkreg!
Email Templates

Spread the news
Use the sample templates below as a guide to create your own emails to send to close friends and family!

Template #1
Dear friend,

Did you know that 2.1 billion people woke up this morning without access to safe water? We have a role to play so no one has to go without this basic need.

I’m walking three miles in the Walk4Water with Water4 on October 5 to bring awareness to the 2.1 billion people who have to make the long journey each day to collect water. My goal is to raise $____/mile which will provide more people access to safe water, meaning more time to play, more time to go to school, more time to laugh.

Join me in ending the water crisis by donating to my Walk4Water campaign today. {Link to your personal fundraising page}

Thank you for your support!

Your Name

PS. Learn more about Water4’s mission to empower people and local businesses to end their own crisis at water4.org.

Template #2
In sub-Saharan Africa, women and girls spend an estimated 40 billion hours a year collecting water.

What if that could change? What if YOU could change that?

This September, I’m participating in Water4’s Walk4Water to bring attention to the water crisis. I believe no one should be without access to safe water or have to walk over three miles to collect it. I am asking you to sponsor one mile for $____ to help me meet my fundraising goal of $____, bringing us one step closer to the ultimate goal of sustainable water access for all.

To follow the progress of my campaign or to make a donation, click here: {Link to your personal fundraising page}.

You can learn more about the water crisis and mission of Water4 at water4.org.

Thank you!

Your Name

Extra Communication Tips
• Download Water4 logo, photos and event posters on our website at Water4.org/WalkReg.
• Share WHY you are raising funds for Walk4Water.
• When talking with supporters, ask them to donate a certain amount of money for every mile you walk. (The Walk4Water course is approximately 3 miles. If someone was willing to donate $27 per mile, you’d be helping provide 3 people with access to water.)
• Thank your donors by sending them thank you emails, cards, or texts.
• Give shoutouts to donors on social media.
• Share your progress and use #Walk4Water on your social media posts!
• Update your friends and family as you get closer to reaching your goal!

Have questions or need more information? Contact Ashlee Adams at AshleeAdams@Water4.org or (405) 551-8214.

water4.org/walk
WHO WE ARE
Water4 is an international nonprofit using faith, innovation and empowerment to reimagine a world where all people have access to safe water. Water4 equips missional entrepreneurs in developing countries to create lasting physical, economic and spiritual change through market-based safe water solutions. This approach puts the solutions to local problems in the hands of local people and ensures safe water access is sustained by local resources.

IMPACT
1,486,035
People Impacted by Safe Water
All Time

243,933
People Educated in WaSH & The Gospel
Since 2017

5,901
Water Projects
All Time

THE PROBLEM
2.1 billion people worldwide lack access to safe water at home. (WHO)

THE SOLUTION
SAFE WATER - Affordable access to safe water saves lives, improves health and provides economic benefits through cost and time savings and increased school attendance, allowing communities to thrive.

HYGIENE - Hygiene and sanitation education is critical for fighting waterborne disease and ensures communities maximize the full benefits of safe water.

LOCAL HEROES - Water4 empowers local entrepreneurs to start, operate, and grow sustainable water service businesses that provide safe water to communities at an affordable cost.

WHERE WE WORK
Burkina Faso
Burundi
DRC
Ethiopia
Ghana
Kenya
Liberia
Malawi
Rwanda
Sierra Leone
Tanzania
Togo
Uganda
Zambia
& Peru

LET’S MAKE HISTORY
Victory is possible, and everyone has a role to play. Here are 3 ways you can join the fight:

1. Know - Knowledge is power! Learn more about the global water crisis and how Water4 empowers local people to end it once and for all at water4.org.

2. Give - $27 empowers a Water4 trained hero to provide safe water access to one person. All gifts from new donors are matched, and 100% of every gift goes directly to Water4 programs.

3. Share - Visit water4.org/take-action for more ways you can spread the word and help make the water crisis history.
Multiplying Your Impact

One of our most generous supporters is covering all non-program costs through 2021. They’re also matching all gifts from new donors up to $1 million.

What does that mean for you?

100% of your donation goes directly to empowering our field partners as we work together to crush the water crisis.

All gifts from new donors or anyone who hasn’t given in the last three years are also MATCHED up to $1 million!