



Everything you need to know about The Walk for Water

The Walk...

Each school should define the type of walk most suited to their needs. We suggest organizers have their elementary students walk 1 km and high schools students walk 3 km. If wanted, students can carry a symbolic weight of 3 to 5 kg throughout the walk, recreating the weight of the water a child in India would have to carry.

Photos and videos...

Though there is no obligation on your side, we would greatly appreciate a short video or some photos of your walk, showing your students walking and stating:

1. The name of your school or group
2. Your city, province and country
3. The slogan: "Canada & India unite for water!"



How to send us your video?

Send your video by **email** to the following address: martin@sopar.ca, **upload** the video and send us the link, or **mail** the video on DVD to 1, chemin des Érables, Gatineau QC J8V 1C1.

We will share your photos and videos on SOPAR Facebook page so all can see your commitment to the Walk for Water cause and the poor people of India.

The Media...

Promote the "Walk for Water" in your local media and highlight the great work your school and students are doing by taking part in this global event.

Download the **Sample Press Release** from our website, adapt it with your details and send it to your local media at the beginning of March. If you need help and support with this, let us know!

Invite the public to visit the media section on our website for further information.

Please send us all media coverage of your event!

The Fundraising...

Friends and family can sponsor students for their Walk for Water. Charity receipts will be issued for tax purposes for amounts above \$15.

You can also encourage local companies and organizations to become sponsors of your walk. We offer to put their logos on the SOPAR website and poster for the campaign. They receive positive publicity in addition to helping you fundraise! Companies that contribute more than \$800 will receive their own commemorative plaque for the construction of a bore well.

This campaign can be implemented in 3 easy steps:

1. Select companies in your neighbourhood that might be interested in sponsoring your walk. Get the name of the president, the company name and address.
2. Download the following package from our website:
 - a. **Sample Solicitation Letter for Sponsor**
 - b. **Walk for water Sponsor Form**
 - c. **Sample of the Commemorative Plaque**
3. Send the donation with the completed Sponsor Form to:
SOPAR, 1 chemin des Érables, Gatineau, Quebec, J8V 1C1.

More than fundraising...

The Walk for Water is not only a fundraiser! You DO NOT have to fundraise in order to participate. **Your participation by walking on this day is a strong demonstration that access to water is a universal right!**

In India...

For each Canadian school that walks, a school in India will walk with you in solidarity.

***Thanks and have a wonderful
Walk for Water!***

