



FUNDRAISING

HELPING-HAND APPEAL PRESENTATION SCRIPT

Here's a basic script that you could use to form the basis of an appeal during any events that you may be arranging in aid of LIVING WATER. You could also use this text immediately preceding a collection, or to introduce details of how to give by SMS. See the Fundraisers section of the WATERSHED ACTION PACK for more resources to help you.

SLIDE 1

We all take water for granted, don't we? After all, it's pumped right to the very rooms where we need it. Yet we just expect it to be there – in our kitchens and bathrooms, in enough quantity for whatever we need.

SLIDE 2

There are currently 783 million people around the world who don't have this. That's one in eight people who not only don't have water available on tap, but don't even have access to clean water.

SLIDE 3

Water is vital to all of us. Dirty water holds people back, but access to clean water improves health, hygiene, education and productivity. It increases crop yields, it reduces infections and it gives children more time to spend in school.

SLIDE 4

Support LIVING WATER and you can help people live life to the full.

SLIDE 5

It can take just £10 to provide someone with access to clean water for life.

Someone like Kakwesi.

SLIDE 6

Kakwesi is 68 and lives in the rural community of Tawa in eastern Kenya. She makes the four-kilometre trek to the river and back four times a day to collect enough water for her and her grandchildren. But this is water isn't clean enough and sometimes it makes her and her family sick. The Salvation Army is working with the community to introduce a sand-dam to this river. This will help to provide the community with a more reliable source of clean water throughout the year, and it will also raise the water table of the area and enable more crops to be grown.

SLIDE 7

Your money will go a long way towards helping people just like Kakwesi. Please give generously, and help The Salvation Army bring LIVING WATER to those in poverty.

Thank you.

HOW TO DONATE

- ◆ Hand in your donation to your local Adult and Family Ministries group or Salvation Army corps.
- ◆ Donate over the phone by calling 020 7367 4777 (Mon-Fri, 9-5).
- ◆ Donate online at www.salvationarmy.org.uk/livingwater.