

Making a difference.

A School's Initiative
to provide
Clean Water to Schools
in Madagascar

from



Water for Life



A FRESH20 WATER WEEK.

To provide clean water to
schools in Madagascar.

After a successful pilot programme, we are now looking to roll out this initiative to schools across the country to raise £100,000 to help 400 schools in Madagascar.

Our objectives are to achieve a greater awareness and comprehension amongst students of the global water crisis.

Participating schools are provided with a campaign briefing kit including key messages and facts, ideas for interactive lessons and internal communications, supporting literature to publicise the week, a PR plan with template press release, fundraising initiatives and event themes and appropriate messages from our sponsor partner.

In return we ask participating schools to raise funds to help as many schools as they can.

To register your interest and sign up to the programme please email:

team@fresh20.org



A PILOT PROGRAMME.

Wildern Water Week - JUNE 2015



- A Partnership with Wildern Secondary School, Hedge End, Hampshire supported by Peter Cooper Volkswagen Group.
- A themed Water Week to act as a focus for educational, recreational and fund raising activities attracting important media coverage and a wider engagement of the project.
- Key messaging integrated into lessons and internal school communications.
- A launch event to attract media coverage, engage students and act as a platform for a commercial partner.
- Communications to reach and involve families and other stakeholders.
- A dedicated secure web page to collect donations.
- Events, projects and fund raising activities.

Wildern Water Week raised awareness and comprehension levels of the global water crisis amongst students and over £4,000 to fund water filters to make a difference.



Wildern Water Week: Wildern School pupils, local teacher Marie Ullian, Candice Gooding and Steven Cooper (Group Managing Director of Peter Cooper Volkswagen Group).

A FRESH2O WATER WEEK.

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