



2010 walk for water

Event Basics and General Information

ABOUT WATER MISSIONS INTERNATIONAL

1. Who is Water Missions International (WMI)?

WMI is a Christian non-profit engineering organization founded in 2001. Our mission is to provide sustainable access to safe water and an opportunity to hear the “Living Water” message in developing countries and disaster areas. These safe water solutions bring immediate and lasting benefits in health, dignity, education, productivity, and income generation to some of the world’s most marginalized and forgotten people. For more information, please visit, www.watermissions.org.

2. What is WMI’s role in the Walk for Water?

The Walk for Water is an awareness initiative of Water Missions International. While volunteer committees play an extensive role in the event marketing, planning and logistics, WMI is ultimately responsible for overseeing the finances, cost controls and quality control of the national Walk for Water. Started in 2007, the Walk is being launched nationally in 2010.

ABOUT THE WALK FOR WATER

3. What is the Walk for Water?

Started in 2007, the WMI Walk for Water promotes awareness of the global water crisis while raising funds to provide safe water around the globe. During the 3.5 mile walk, participants carry a bucket of water to symbolize the trek that women and children make each day to collect water in developing countries. We will be launching the Walk for Water as a national series in 2010.

4. How are dates scheduled for the WMI Walk for Water?

Our Event dates are chosen based on a number of factors. We attempt to schedule our events when the weather is most likely to cooperate, when sites are available, and when there are no major holidays or other known previously-



scheduled large events in the same city. The Charleston, SC event is always held in conjunction with World Water Day, [March 21] of each year.

5. How are cities chosen for the WMI Walk for Water?

We strive to create a schedule that allows us to produce enjoyable, safe and successful events within our resources and in areas that can support an event of this magnitude, while giving as many people as possible a chance to participate.

6. How can I contact the event office?

Contact information for the WMI headquarters and the Walk for Water staff is posted on the WMI website and Walk for Water homepage. Feel free to call our main line at 843-769-7395.

EVENT INFORMATION

7. How can I register for the Walk for Water?

There are two ways to register for the Walk for Water: Online at www.watermissions.org or by filling out the registration form/brochure and sending it to WMI. There is a \$10 tax-deductible commitment fee to register. This will go toward your fundraising goal.

8. Do I need to check-in at Walk day registration?

No, if you have already pre-registered, you will not need to check in. Walk day registration is only for people that have not registered. You will need to pick up your bucket from a station when you arrive.

9. Can I register the day of the Walk?

Yes, you may register the morning of the Walk from 9-10am, but we do strongly encourage advanced registration.

10. What time does the Walk start?

The Walk begins at 10am and is expected to last one hour.

11. Where should I park?

Please visit your city walk homepage for parking information on other cities.

In Charleston, SC a City of Charleston parking garage is available on the corner of Calhoun and King Streets, in addition to street parking that might be available. For information on public transportation, visit, www.ridecarta.com.

12. How long is the route?

The Walk for Water is a non-competitive event that is 3.5 miles beginning and ending in the same place. The general route is posted to the website prior to the event.



13. What time is the Walk over?

We estimate that the Walk will take about an hour to complete. Following the Walk we will offer festivities, including live music, food and children's activities until 1pm.

14. Are strollers, wagons, skates and bicycles allowed in the Walk?

Yes, strollers and wagons are allowed. This is a family-friendly event, and everyone is encouraged to attend. However, we ask that you leave your bikes and skates at home.

15. Are Pets allowed at the Walk for Water?

Yes, pets are allowed on the walk route and in Cannon Park before and after the Walk. Pets should always remain on a leash and owners are responsible for cleaning up after their pet.

16. What if it rains?

The Walk for Water will take place rain or shine! However, if there is dangerous weather, we will notify registered participants to make alternate plans.

FUNDRAISING INFORMATION

17. As a Walker, how much money do I have to raise in order to participate in the Walk for Water?

Participants are encouraged to raise funds for their efforts. There is a \$10 tax-deductible commitment fee to register, which will count towards your total fundraising goal. We encourage each person to set a goal of at least \$100.

18. Can I form a team for the Walk?

Yes you can and we hope you will! Forming a team is a great way to participate in the Walk for Water and fundraise. Read more about this in our Team Building Guide on the website.

19. Why are teams important to success?

Teams account for about 80% of the monies raised in walks. They represent companies, organizations, families, churches, schools and clubs. Teams can range from as few as five walkers to hundreds. Forming teams is a great way to build company morale and camaraderie among co-workers. Families and friends can join together to walk for a common cause and increase community spirit.

20. Can you help me with coordinating my team and fundraising?

Yes! Once you register, you'll have access to our comprehensive support system. You will be assigned to a Team Mentor that will offer support, encouragement and unique ideas for team-building. To get started today, refer to the Team Building Guide on the website.



21. What does it mean to be a team captain?

Team Captains serve as the liaison between team members and WMI. They are responsible for recruiting and motivating other team members to participate and raise funds to end the Global Water Crisis. Please see the Team Building Guide on the website for more information.

22. Where will you collect cash that I raise?

All money raised online will go directly to Water Missions International.

For cash, we will host a Bank Day a few days before the Walk. This is an opportunity for Team Captains [or other designated representative to drop in and drop off team money and pick up T-shirt(s). One person may come and represent a team or family.

Everyone is encouraged to bring your money to the Bank Day. If you have additional monies after Bank Day, you may bring them to check-in/registration on the morning of the Walk for Water. Bank Day will be held the Thursday prior to the Walk, from 4-7p.m.

23. Do I get a Walk T-Shirt?

Yes, all Walkers who meet their goal of raising \$100 will get a shirt. Shirts will not be for sale.

24. Can my donors get tax receipts?

Online donors will receive an email confirming their gifts that can be printed. All donors of \$250 or more will receive a hard-copy receipt mailed directly from WMI. Cash donors will be entered as anonymous, unless it is submitted with a donor form and contact information is provided.

25. Will my donors be contacted by WMI or anyone else?

Donor names and contact information will never be sold or shared beyond WMI. Donors will receive information from WMI about how their donations are being used to provide safe water.

26. Can I collect donations in foreign currency?

Yes, credit card and check donations received in foreign currency will be converted at the bank rate at the time they are processed.

27. How can my company match my funds?

Matching gifts are a great way to increase donations. Check to see if your company will match employee contributions and encourage your donors to do the same. To take part in a matching gifts program, request an application from the benefits manager or human resources department. Then send the completed form to WMI. Matching gifts will count towards your fundraising goal, but you



must track them and add them as offline donations, since it will be coming to WMI from a 3rd party.

28. Who do I make checks payable to?

Water Missions International

29. What are the benefits of using online fundraising?

Online fundraising is designed to make your fundraising efforts more successful. Some of the benefits of fundraising online are:

1. Saving time by allowing the system to process all the data so you don't have to deal with paper work.
2. Having fun setting up your Web page. Add photos to personalize your page even more!
3. Keeping track of donors through the use of built-in online fundraising tools.
4. Sending thank-you notes via e-mail after receiving donations.
5. Providing donors the benefit of automatic confirmation e-mail receipts to use for tax purposes.
6. Accepting credit cards so donors don't have to hassle with checks.
7. Saving money on stamps by sending e-mails instead of solicitation letters through the mail.

30. Is my online information secure?

WMI's website and credit card processor delivers the highest level of trust and security. As a donor, you can be certain that the information you provide us with during the registration process stays private.

31. How long does it take for donations to be posted to my Personal Page?

Credit cards donations made via the website are posted immediately. Check, cash or credit card donations submitted via mail to WMI will not automatically be posted to your page. You will need to keep track of your offline donations, and manually add them to your page as an Offline Donation. See these instructions on the website.

32. Can we submit donations in cash?

Yes, you can! In order for it to be added to your Personal Page, you will need to track it and add it as an Offline Donation, [see above question]. We recommend all cash be brought to Bank Day.

33. How are my personal donations and my teams overall donations tracked?

As a fundraiser, it is your responsibility to keep up with your pledges and donations. If you are keeping up with a Personal Page, you must add your offline donations. To ensure that your team receives "credit" for cash and check donations NOT made online, we do recommend turning this all in on Bank Day.



34. What is the Water Missions International tax ID number?

That WMI tax ID number is 57-1116978

VOLUNTEER INFORMATION

35. Are volunteers needed for event day?

Yes, we will need many volunteers to execute a high-quality event. Volunteer job descriptions will be posted prior to the events with an opportunity to sign up. All volunteers that plan to work will need to attend the MANDATORY volunteer meeting, which is held the week of the Walk.

36. What can volunteers do?

On the day of the event, volunteers will work short shifts in designated jobs. These jobs will vary from city to city. This includes set-up, holding signs, carrying flags, working children's activities, clean-up, etc. In addition, there will also be some volunteer needs for the weeks leading up to the walk.

FUNDS RAISED BY THE WALK FOR WATER

37. Exactly where does the money go, and who makes those decisions?

The funds raised from the Walk directly support the following areas:

- 1) Community Development [our established Country Programs]
- 2) Disaster Relief
- 3) Advocacy
- 4) Research and Development
- 5) Administration

Again in 2009, WMI was awarded Charity Navigator's coveted 4-star rating for its ability to efficiently manage and grow its finances. According to Charity Navigator, "only 10% of the charities rated have received at least three consecutive 4-star evaluations, indicating that Water Missions International consistently executes its missions in a fiscally responsible way, and outperforms most charities in America. This "exceptional" designation from Charity Navigator differentiates Water Missions International from its peers and demonstrates to the public it is worthy of their trust."

38. What is your program expense ratio?

In 2008:

- ◆ 88% Program and Services
- ◆ 7% Management and General Activities
- ◆ 5% Fundraising



This means \$0.88 of each dollar went into the mission field to provide safe sustainable water. WMI is very proud of this ratio.

39. Why is the funding announced at the Walk Closing Ceremonies usually less than the total raised?

At the Closing Ceremony of each event, WMI announces only financial gifts that have been verified. Because cash and last minute donations are collected on-site, these donations are not included in the total that is announced. An updated number will be posted on the website following the event. So be sure to check back and communicate this to your teammates.

