



Dutch school children walking for water and a schoolgirl in Kenya (Amref)

## Walking for Water Campaign – Kids help their peers get safe water & toilets

**Country:**

Netherlands, across Europe, USA

**Duration:**

Annual event timed around UN World Water Day

**Theme:**

Education & Fundraising for multiple projects

**Investors:**

DGIS, Aqua for All

**Program partners:**

Wilde Ganzen, Rotaryclubs, multiple WASH-related NGOs

**An opportunity for:**

Elementary schools, Community Service organizations, WASH-related NGOs

**Questions?**

Contact [Chris.Amsinger](mailto:Chris.Amsinger@aquaforall.org) or [info@aquaforall.org](mailto:info@aquaforall.org)

**Walking for Water (Wandelen voor Water) is an annual awareness and fundraising campaign for school children. The initiative started in the Netherlands in 2003 and takes place each year in the weeks around UN World Water Day on March 22nd. Kids learn about global water issues and raise money to help solve them! It's a motivating and effective community event to engage the younger generation on a vital topic and teach them that they can make a difference in the lives of others.**

**How it works**

Students (10+ years of age) are sponsored by friends and family to walk 6 kilometres with 6 litres of water in a backpack. This is the average distance that many kids in developing countries must walk to collect water, often missing school in order to do so. The funds raised by participating students are used to finance between 25-35 water and sanitation projects in developing countries around the world. Kids can follow the progress of the project for which they walked online. Before the walk, guest lecturers educate the children about the importance of clean water and adequate sanitation for all of us and the conditions in other parts

of the world which need to change. This preparation builds awareness and gives the children a real sense of purpose for participating in the walk.

Click [here](#) to watch an inspiring video about the Walking for Water Campaign.

**Why it matters:**

- We all have the right to safe drinking water, toilets to use and hygienic conditions.
- Access to safe water and sanitation frees up time for school and work and helps people to live healthier lives and move out of poverty.
- We can all contribute to the solution. Kids can help other kids get safe water and toilets!

**Aqua for All's role**

Aqua for All coordinates the campaign at a national level, supporting the 50+ development organizations and Rotaryclubs that participate each year. Aqua for All's experts offer advice as needed to strengthen the sustainability of the larger projects we support. Partner Wilde Ganzen lends the same technical assistance to smaller private initiatives. The campaign is an open platform and an inspiring example of a well-functioning public private partnership (PPP).



**€10,5 mln** raised for **290 projects** in Africa and Asia (2003–2016)



**22 countries**  
**232.000 walkers**  
**1,4 mln km** walked



**Around 470,000 people** gained access to water and/or sanitation