

RAINBOW COLLECTION

We need you: join us for a healthier world!

About Football for Water

Football for Water is a sanitation and hygiene program by Aqua for All, KNVB, Unicef, WaterWorx and other partners. It runs in Kenya, Mozambique and Ghana.

The challenge

Due to the COVID-19 crisis, there is a massive increase in demand for (safe access to) water and hygiene. Water and sanitation entrepreneurs in developing countries all over the world need support and funding to meet the higher demand this crisis brings with it. While building resilience and ensuring that the current challenges do not undermine longer term goals.

What is needed?

The organizations behind the program in these countries could use an extra hand to facilitate the response to this crisis by: spreading the message, raising awareness for the urgent situation, and the support that is needed. We want to position them as drivers for innovative and sustainable water solutions.

Together we can help them in building and fine-tuning the message, presenting results and support with (future) fundraising efforts. All to leverage support for water and sanitation in countries in Africa and Asia. Are you ready to let your creative juice flow to create an impact?

Deliverables

1. Animation on Water, Sanitation & Hygiene
2. Football for Water infographic(s)

Goals

- Supporting Football for Water to raise more funds with a kick-ass pitch
- Communicating the achievements and results of the Football for Water programme
- Communicating next steps in Kenya and Ghana

Check the next page for a description per deliverable

Want to join us? Contact piet@rainbowcollection.nl

Kick-ass animation on Water, Sanitation & Hygiene

What?

The animation on water, sanitation & hygiene supports fundraising efforts for the “COVID-19 response initiative of Aqua for All (the organization behind Football for Water), by:

- Raising awareness of the urgent support needed by water and sanitation entrepreneurs to 1) meet the increased demand due to corona, 2) survive this crisis and 3) contribute to building resilience.
- Positioning Aqua for All as a driver of water and sanitation entrepreneurship that is innovative, sustainable and inclusive. Aqua for All supports private entrepreneurship that complements the efforts of public service providers, and that does not disrupt the market.

The animation will be used to raise funds for the COVID-19 Response initiative and leverage funds for supporting water and sanitation entrepreneurs in Africa and Asia. It will be used in the B2B mini (online) campaign of Aqua for All, to support the fundraising efforts for the COVID-19 Response initiative.

Who's the audience?

The animation is targeted at impact investors, (family/corporate) foundations, charities, donor organisations and key sector networks.

Who are we looking for?

Animators / Motion Graphic Designers

Voice-overs

Copywriters

Storytellers

Deadline

August 2020

Infographic(s)

What?

High res infographic(s) (.jpeg)

These will support future fundraising efforts of partner organisations in Kenya and Ghana by showing the uniqueness of the Football for Water programme and its results. The organisations need endorsement and support from local authorities, to continue implementing Football for Water.

The infographics will be used by Football for Water partner organisations (KNVB, Unicef NL, Unicef Ghana, Unicef Kenya a.o.) and used in other communication materials (PPTs, proposals, etc.) and contain:

- The results of the Football for Water program
- The uniqueness of the programme (for future fundraising)
- Country specifics: Kenya and Ghana

What makes the program unique is that it combines sports and building life skills in water, sanitation and hygiene. The Football for Water's end report is currently made and will inform on the results of the programme. This decides the best angle to pitch the story. The input (text, facts and figures) will be shared with you.

Who's the audience?

The factsheets and infographic(s) are made for potential donor organisations and governmental/ community institutions (f.e. city halls, schools and local education authorities).

Who are we looking for?

Webdeveloper (interactive infographic)

Deadline

June 2020