

# The Plan

## Year 1: Educate

CKI will work towards spreading awareness of water, sanitation, and hygiene deficits across the world amongst membership.

## Year 2: Lead

CKI will make a difference in these communities with hands on service opportunities for members.

## Year 3: Inspire

CKI will expand awareness of water, sanitation, and hygiene deficits across the world amongst others.

## Year 4: Achieve

CKI will close the gap in our success and goal.

## Year 5: Celebrate

CKI will come together to recognize our efforts and success over the past five years.

# Where does the money go?

Monies fundraised can be submitted to Circle K International after the formal launch of our WASH specific project at CKIx17 in San Antonio, Texas.

IN SUPPORT OF



children first.

# WASH

## WATER, SANITATION & HYGEINE

# WASH

CKI<sup>®</sup>  
Circle K  
International

Signature Service. Global Impact.  
2017-2021

# The Project

WASH is the collective term for Water, Sanitation and Hygiene. Due to their interdependent nature, these three core issues are grouped together to represent a growing sector. UNICEF's work in water focuses on the ability for children to access safe water, the quality of the water they can access and the journey they must take to collect it. For sanitation, UNICEF works to ensure access and use of basic toilets and ways to separate human waste from contact with people. UNICEF's work in hygiene is aimed at nurturing good hygiene practices, especially handwashing with soap.

# The Mission

Circle K International aims to provide education, awareness, and funds in support of UNICEF to supply drinking water, sanitation, and hygiene education to schools and children in Haiti.

# Raise Funds

## Trick-or-Treat for UNICEF

This anchor program reoccurs every year and is well known throughout CKI. Prior to WASH, funds raised went to The Eliminate Project. Funds raised by Circle K'ers will now go to the WASH project. Clubs will dress up and trick or treat for funds rather than candy. As an FYI, our social media hashtags are #TOT4UNICEF and #ScaryGood.

## March Water Madness

This anchor program will occur every year for the next five years and will focus on intense fundraising & awareness for WASH. Fundraising ideas will center around March Madness water challenges. As an FYI, our social media hashtag is #marchwatermadness for Month of March (World Water Month).

# Recognition

## Per Member Average Within Club

\$10 -- Silver; 100 sachets of oral rehydration packets  
\$23 -- Gold; Deworming packets to 700 children  
\$67 -- Platinum; 50,000 liters of safe water

\*\*Clubs will get social media shoutouts as well as pin shields for entire club membership

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## Entire Club

\$217 -- Silver; 10 families with safe water kits  
\$397 -- Gold; Reliable hand pump  
\$1,500 -- Platinum; Emergency water storage tank

\*\*Clubs will get banner patch at CKIx

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## Subregion

\$5,150 -- Silver; contribution will reach 75% of goal by end of 5 years  
\$6,175 -- Gold; contribution will reach 90% goal by end of 5 years  
\$6,850 -- Platinum; contribution will reach 100% goal by end of 5 years

\*\*Subregions will get certificate at CKIx

