2 billion people in the world don’t have anywhere safe, clean and hygienic to go to the loo
Almost 900 children die every day due to diseases caused by dirty water and poor sanitation. That's one every two minutes.
Toilet Twinning raises funds to enable people in poor communities to have clean water, a basic toilet and to learn about hygiene.
Toilets help end generational poverty

Clean water + basic sanitation + hygiene education

= Health + Dignity + Safety
Toilet Twinning’s objectives

- Toilet Twinning is a fundraising initiative of international relief and development agency Tearfund, a £72m international relief and development NGO and a member of the Disasters Emergency Committee (DEC)

- We raise more than £1.5m a year to support Tearfund’s £5m+ water and sanitation programme

- Education, training and involving communities in building their own toilets are key. Our goal is long-term behaviour change

---

In Nepal, Bishwo was the first person in his village to build a toilet after our local partner started teaching the community about the link between sanitation and health. Once it was built, he held a toilet open day for his neighbours!
## Toilet Twinning is gathering momentum

**CENTRAL HALL WESTMINSTER**

- Twinned all their toilets, collect donations from visitors, encourage staff to engage in a variety of fundraising activities with Toilet Twinning.

**Nando’s**

- Twinned their staff toilets and are rolling out twins to other venues across the country.

**Green Tourist**

- Enthusiastically promote Toilet Twinning to their members as part of their accreditation criteria.

**Pop A Loo**

- Sponsor monthly toilet twins and also send promotional leaflets with every sale.

**AstraZeneca**

- Twinned toilets, actively promote Toilet Twinning through their Environmental and Facilities departments to stakeholders in 25 countries.

---

Toilet Twinning’s annual income has increased from £300,000 to £1,500,000 in the last six years and we have a great team in place to deliver ambitious growth plans.
How you can support Toilet Twinning

- Twin staff & visitor toilets
- Promote us through marketing and digital touchpoints
- Engage employees in fundraising
- Match-fund staff donations
- Sponsor Toilet Twinning national events
Get involved in one of our events

Diary dates with sponsorship opportunities include:

- #BigSquat – September to November annually
  A national campaign of digital and live events in the run-up to World Toilet Day on 19 November

- Match funding for the World Toilet Day totaliser
  Goes live on the Toilet Twinning homepage on 19 November each year

- Various festivals across the UK throughout the year
What a partnership means for you

- Publicity and promotion on our website and social media platforms
- Support from our corporate manager and media/PR staff to maximise CSR benefits
- Personalised, framed Toilet Twinning certificates for display
- Resources, digital collateral and advice to help you engage staff in fundraising
A simple toilet enables a family to take the first step out of generational poverty

Will you help us flush away poverty?
For more information contact:

Janine Pink-Rose  
Specialist Relationship Manager

janine.pinkrose@toilettwinning.org  
0300 321 3217