

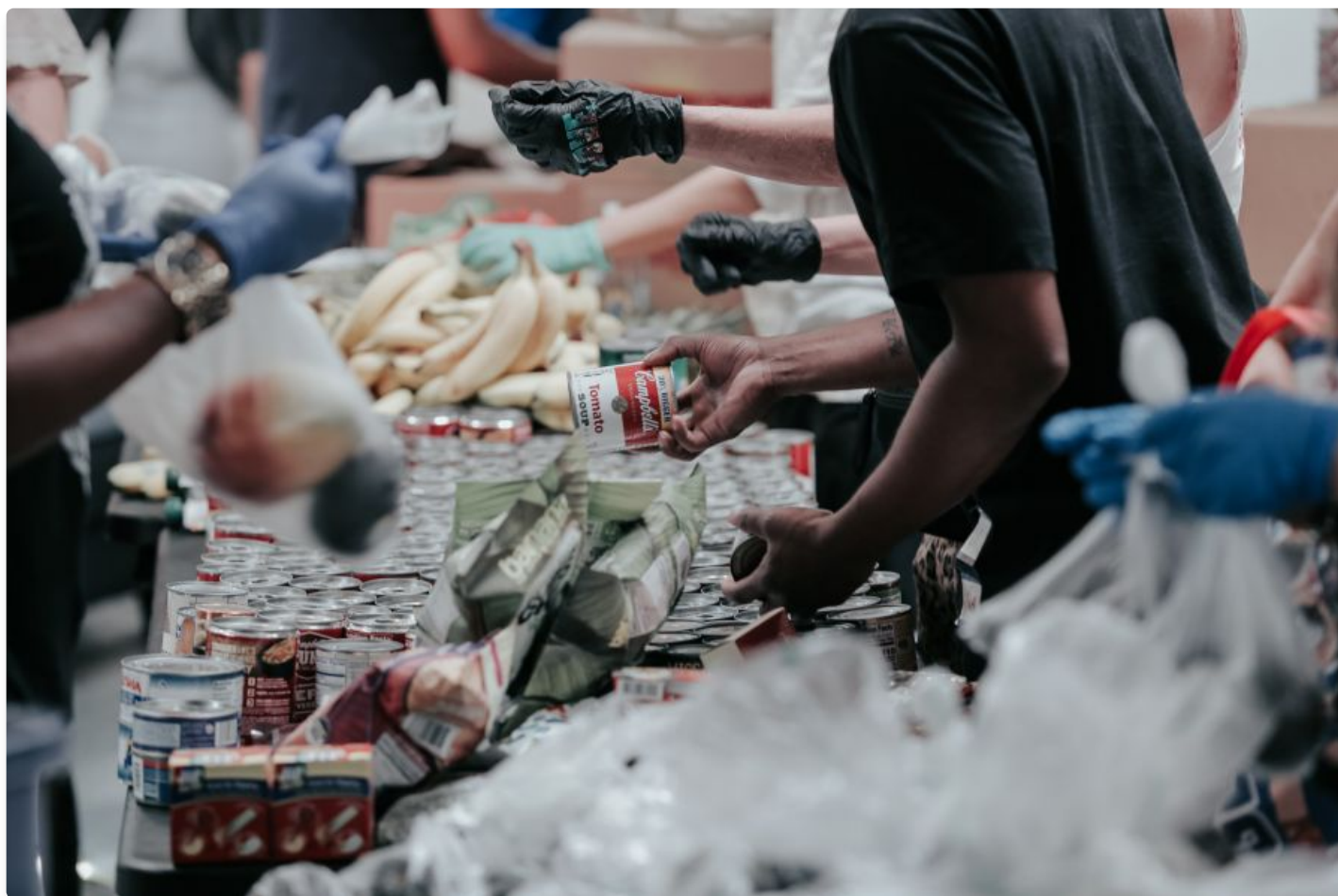


The View from Chapter Two

Following loads of terrific insight, engagement and thought-provoking comments, images and videos in Chapter One, our Zoomers have been busily lending their thoughts to each of our specific Cause Collectives for the past 3 weeks.

More specifically, we've heard about perceptions towards **Overseas Development and Relief** charities, how Gen Z are most likely to support them, their role within broader society, and have even sent them on digital safaris to give us insight into how they're interacting with your and other charities today. We haven't yet revealed who's behind the project, giving us plenty of opportunities to understand their unbiased thoughts.

Before we delve into the specifics, we want to share a couple of powerful collective insights that have run across all of our cause collectives.



Charities' lights are shining brightly

Our Zoomers recognise the important work that all charities are doing and view them positively. They know it takes more than charities alone to tackle the biggest issues - with many noting that governments need to do more - but they appreciate what's already being achieved. **They are willing to support your causes.**

"Despite the government being the obvious choice for who should be responsible, I think that charities are doing the majority of the work."

"I feel like the most work is coming from the volunteers who are doing the most for the charities. They are spreading the word and working hard to get others involved and helping the cause. They are raising money and encouraging others to do the same."



Mental Health runs across all charities

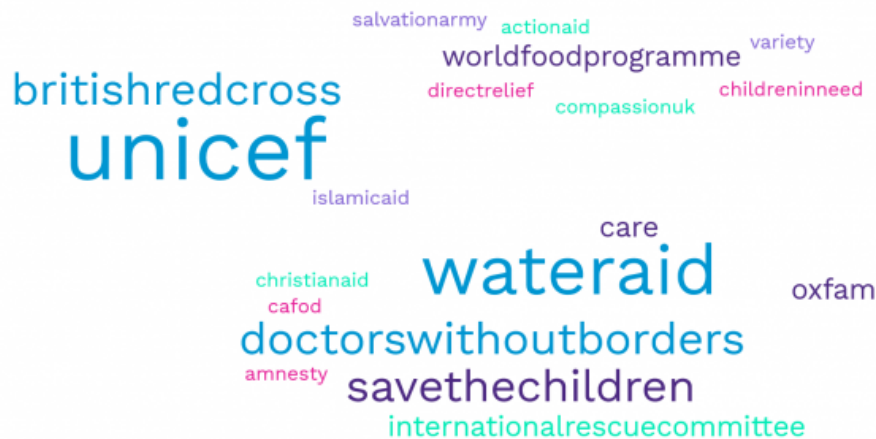
What struck us from our Zoomers is how often they linked all of our Cause Collectives back to mental health issues. It's the one issue that is prominent in their minds and capable of galvanising them to action across the cause collectives. **Relating your cause to positive mental health outcomes creates a connection to Gen Z.**

"We are currently in a mental health crisis. You can give them CPR, you can bandage their wounds. But for a mental health crisis, what can we do for people who need that kind of help, rather than just kind of put them in the same hospital?"

"There is a lack of specialist mental health support to help those with disabilities who are struggling with unique mental health difficulties such as social isolation."

"People can end up homeless due to struggling with addiction and their mental health. This is important as everyone should be able to talk about their feelings and work through it with a professional rather than feeling isolated and helpless."

Overseas Development and Relief – Charities mentioned:



We asked our Zoomers to list the charities they most commonly associate with assisting with **Overseas Development and Relief** and have plotted them in the above word cloud. We saw a generally high level of awareness of charities in this space, with WaterAid and UNICEF dominating the mentions. However, British Red Cross, Doctors Without Borders and Save the Children also garnered a fair share of attention, along with many others mentioned – highlighting the number of charities doing work in this space, and that Gen Z are aware of their global efforts.

Key takeaways from our digital safaris for your cause collective

We sent our Zoomers to the website of your and other charities, asking them to tell us what inspired, motivated or caused them to disengage. Here's a preview of what they told us, and what it might mean for you.

Size and scale of impact impresses Gen Z, and proof of donations inspires them



"This inspired me because it shows how much of a difference people have made in relation to this cause and how much donators have helped people in need." – Potential WaterAid supporter

"This was inspiring as it shows the reach WaterAid has had already; this gives inspiration to take action." – Potential WaterAid supporter



"The second image inspired me as I hadn't realised there was THAT many countries where work was being done, and it really put in perspective how much work there is to be done." – Potential WaterAid supporter



Engage Gen Z with a surprising variety of ways to get involved

Get involved

Challenge yourself, get campaigning, volunteer with us. However you want to make a difference, we have the tips, ideas and resources you need to get started today.

Start fundraising
Find everything you need to get your fundraising underway.

Join an event
Feel a buzz like no other. Be part of Team WaterAid.

Campaign with us
Spark a chain reaction and change the world for good.

Include a gift in your will
Leave the world a better place with a life-changing legacy.

Schools
Your class can save lives as they learn with our free resources.

Philanthropy
Give a gift that will transform lives, within a generation.

Corporate partners
Invite your staff and customers to be part of something special.

Other ways to give
Don't stop now! Get inspired with even more great ideas.

"The first image motivated me as it showed there was so many ways that I hadn't thought of to get involved and help." - Potential WaterAid supporter

Games, films and songs
→ View more

Ideas for fundraising at home
→ View more

Colouring sheets for mindfulness
→ View more

Listen to The Sound of Water voice app
→ View more

This motivated me to take action, I loved the way that the get involved tab has different ideas for different groups of people. As a student this webpage is so easy to navigate which allows me to see awesome and easy ways to get involved." - Potential WaterAid supporter

"I was inspired by the get involved at home page because it outlines

A single-minded mission, backed with clear facts, is compelling to Gen Z

771 million people don't have clean water close to home.

The UN's Sustainable Development Goals (SDGs) target clean water and sanitation for all by 2030. It's a challenge that affects everyone.

→ Read our story

1 in 4 healthcare facilities lack basic water services.

Without clean water, medicines don't work. Lives are at risk. There's no going back.

→ Show your support for medicines everywhere

90% of all natural disasters around the world are water-related.

The climate crisis is a water crisis, with millions affected by drought. In our latest research, we show how governments can do a better job of preparing for climate change.

→ Read our report

We've reached 28 million people with clean water thanks to your donations [Donate](#)

"This image inspired me because it shows exactly what water aid are fighting for, I find sometimes living in the UK I can be so naive and take things for granted. Seeing content like this really bring me back down to earth." - Potential WaterAid supporter

"This motivates me to help the cause/donate because it clearly and efficiently shows how many people are still in need and how many people still do not have easy access to clean and sanitary water which we take for granted." - Potential WaterAid supporter

More than 2 billion people lack access to a safely managed water supply.

With the current climate scenario, it is predicted that water scarcity will displace between 24 million and 700 million people, by 2030.

In the past decade, more than 77% of natural disasters have been caused by floods, storms, heatwaves, droughts and other weather related events.

By 2040, the UN estimates that one in four children will be living in areas of extremely high-water stress.

Left to right: Susmita, 22, washes utensils in a pond in West Bengal, India. Yella, 55, collects water from a large pond in Fira, Ethiopia. A child uses an outdoor latrine which is often overflowed due to wastewater in Khulna, Bangladesh, where sea levels have risen. A child walks through a flooded area in Morondavo, Madagascar.

"This motivated me to take action because it showed the immediacy of the climate emergency and how it is already negatively impacting water availability and poverty." - WaterAid supporter





Authentic, real-life stories hit home, while unrelated celebs can have opposite impact

Veronique is a single mother of daughters from a remote, rural village in Madagascar. Like the majority of people in her community, Veronique's family depends on agriculture and small-scale farming to make their living, without any farm equipment.

The lack of clean water used to affect Veronique and her family's health and income. Veronique and her daughters used to have to walk long distances up and down narrow, steep hills and slopes to fetch water. This would take priority over working on their farm. She spent the small amount of money she had to treat her sick children, who became ill from water-related diseases.

Veronique and her family were not even able to eat rice more than once a day. They used to really struggle.

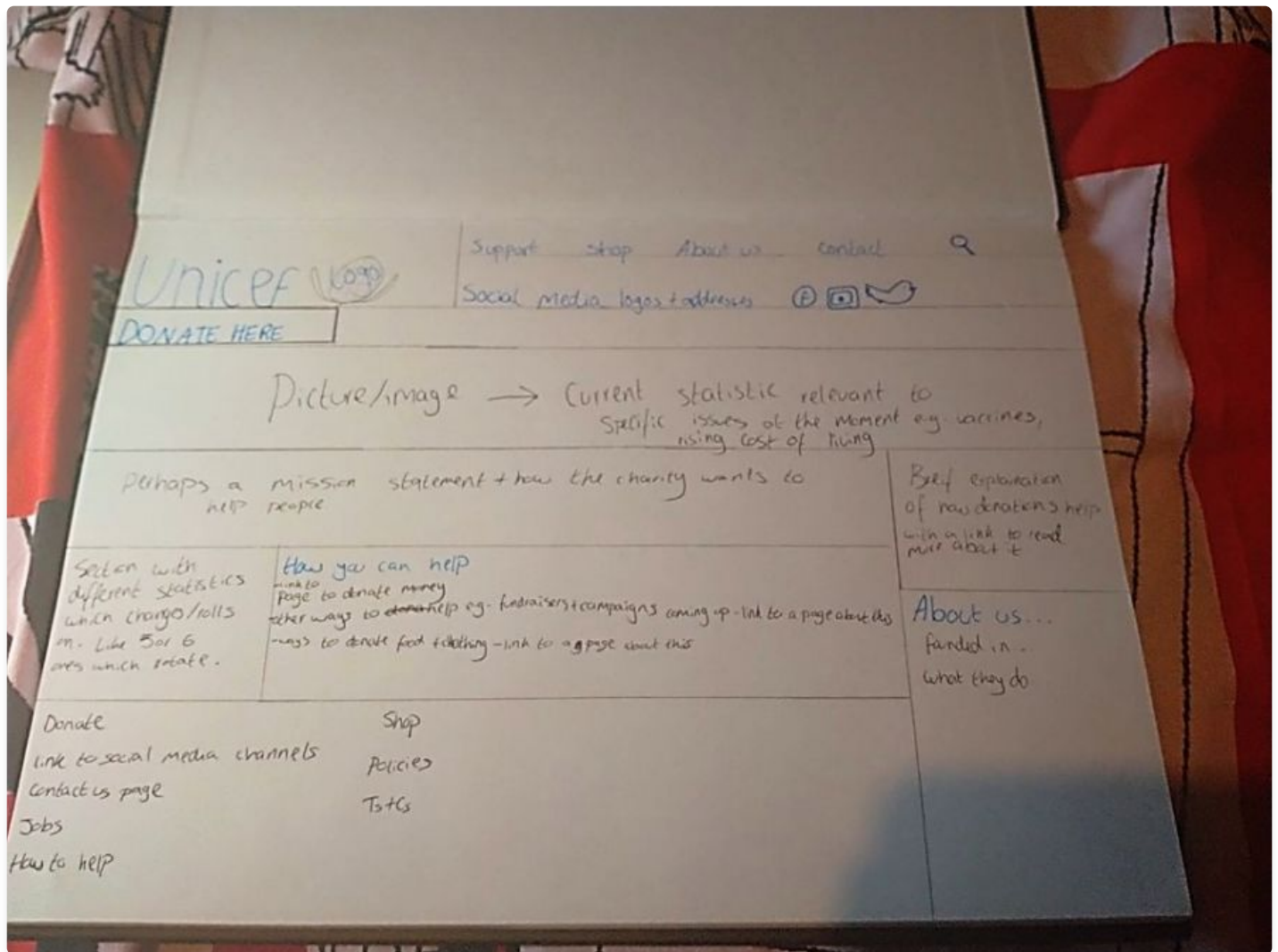
But things are completely different now for Veronique, her family and the community. Since WaterAid brought clean water to the village, the impact has been significant. People are able to spend more time earning a living. Life is starting to improve.

"I think what makes the personal stories so impactful is how they are parallel to my life yet alike, in terms of ambition in the case of some stories. The girl has aspirations like I do but clean water seems like a luxury. Which makes a person like me appreciate the simple things I easily have access to." – Potential WaterAid supporter

"This inspired me because I was touched by the resilience of Veronique and her family, who continued to soldier on despite being in awful circumstances, and eventually saw things get better." – WaterAid supporter



Finally, we asked our Zoomers how would improve and enhance the websites they'd looked at to really make them pop for their fellow generation. The below example really highlighted some of the vital components to drawing in a Gen Z audience online:



"I have re-created the homepage in this way because it think it is structured clearly.

I think this homepage will increase awareness because it will **include more statistics so people can see how many people have been helped already** but they will also be able to see how many people still need help. I think having the **social media channels at the top will hopefully be relevant to younger people**. Having **multiple opportunities for people to donate/go to a donation page** will hopefully increase the likelihood of people donating."

- Potential WaterAid supporter

Next time: we wrap up our final newsletter by revealing your charities to get Zoomers' honest views, and dig deeper into their thoughts for your specific cause collective: how to create greater engagement with volunteering, campaigning, donating and fundraising!

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