

WATER FOR GOOD®

CAMPUS AMBASSADOR PROGRAM HANDBOOK

Contents:

Welcome to Water for Good.....3

About Water for Good.....4

Vision of a Healthy Village.....5

Where We Work & The Results.....6

Campus Ambassador Program Expectations.....7-8

- Academics.....7
- Events.....7
- Presentations.....7
- Social Media.....7
- Program Length.....7
- Communication.....7
- Risk Management.....7
- Benefits.....8
- Budget.....8

Sample Ambassador Year.....9

Messaging Guidelines.....10

Ambassador Agreement.....11-13

Resources.....14

Welcome to Water for Good!

Welcome to Water for Good! We are so excited that you are joining the mission and impact of Water for Good through becoming a Campus Ambassador. Water for Good is empowered by individuals who generously give their time, creativity, and talents to further its work, and we are so grateful you have joined in this mission!

As you begin the program, this handbook will be a useful introduction to Water for Good's mission, culture, and expectations. Please take time to review the information contained in this handbook. If you have questions, feel free to ask the Community Outreach Coordinator.

WATER FOR GOOD®

About Water for Good:

Water for Good is a faith-based, non-profit organization committed to creating a future where no one dies from a preventable WASH-related disease. In partnership with local churches and leaders, we help communities establish access to reliable water and critical sanitation and hygiene practices—ensuring sustainable change, empowered citizens, and healthy futures.

Our Why: The Water Crisis

Our work is crucial because the water crisis is unacceptable, impacting 696 million people who lack access to basic water services. Every two minutes, a child under the age of five dies from a preventable WASH-related disease. When 1-in-12 people around the world lack reliable access to safe water and 1-in-5 lack access to a toilet, they also lack the opportunity to truly thrive.

MISSION STATEMENT:

Transforming lives through sustainable access to safe water, improved sanitation, and hygiene in the places that need it most.

VISION STATEMENT:

Every child experiences safe water, a healthy community, and God's love.

Our Values

Love	Curiosity	Collaboration	Sustainability	Stewardship

Our Unique Approach: Vision of a Healthy Village

What is Vision of a Healthy Village (VHV)?

Vision of a Healthy Village (VHV) is Water for Good's unique holistic model for solving the global water crisis by transforming communities one by one. Developed from over 45 years of experience in water, sanitation, and hygiene (WASH) work, VHV provides more than just new water point installations. Local villagers are empowered to become health heroes as they receive training to champion, construct, and advocate for sanitation and hygiene in their own communities.



New Water Access:

Building safe water and sanitation infrastructure.

Community Health:

Training and empowering communities in healthy sanitation and hygiene practices.

Operations & Maintenance:

Maintaining safe water and sanitation infrastructure for the long term.

WATER FOR GOOD®

Where We Work:

Water for Good currently works in five different countries: Cambodia, Tanzania, Uganda, Ethiopia, and the Central African Republic. In 2025, Water for Good served approximately 1.3 million people. Water for Good is not looking to expand to other countries at this time.



THE RESULTS:

CHILDHOOD HEALTH IMPROVES

Across all of our Vision of a Healthy Village programs implemented, we have observed a median reduction in child diarrhea of 90%.

KIDS STAY IN SCHOOL

Because of improved menstrual health and hygiene resources at schools, children are able to attend school healthy and with clean clothing.

WOMEN BECOME EMPOWERED

Women and children benefit significantly from improved water access, freeing them from the burdens of water collection and allowing them to pursue education and other opportunities.

COMMUNITIES EXPERIENCE ECONOMIC GROWTH

When families aren't spending their income on treating WASH-related illnesses or their time walking for water, they can invest in things like running a business and education.

Campus Ambassador Program Expectations

Academics:
Water for Good Campus Ambassadors are expected to retain a 2.0 GPA throughout the duration of their time as a Campus Ambassador.

Events:
Water for Good Campus Ambassadors are expected to host one fundraising event and two awareness events per semester. This event can be selected from the Event Planning Toolkit or created with Community Outreach Coordinator approval through the event planning form.

Presentations:
Water for Good Campus Ambassadors are expected to give three presentations about Water for Good per semester. These can be given at a variety of locations on campus: classes, sororities/fraternities, clubs, campus ministries, faculty groups, etc.

Social Media:
Campus Ambassadors may use social media to advertise for events, but they must follow all Water for Good Messaging Guidelines. They may not create a "Water for Good" account.

Program Length:
Students are Water for Good Campus ambassadors for one academic year, or two semesters. Students will be required to reapply for the program each academic year. If a student desires to end the program after one semester, they must notify the Community Outreach Coordinator.

Communication:
Ambassadors are expected to communicate with the Water for Good staff through sharing event results in post-event surveys and monthly consultations. If issues arise throughout the academic year, Campus Ambassadors should notify the Community Outreach Coordinator. Ambassadors are welcome to reach out to the Community Outreach Coordinator for planning consultations and support.

Risk Management:
Campus Ambassadors are expected to abide by Ambassador Agreement and follow all messaging guidelines. Campus Ambassadors must sign NDA and keep all donor information confidential.

Campus Ambassador Program Expectations

Benefits:
The Campus ambassador will receive several benefits throughout their time promoting Water for Good on college campuses.

- **Resume Building:** The Campus Ambassador Program will showcase nonprofit experience, altruistic values, communication, leadership experience, and effective planning and execution of programs on a resume. Additionally, the Water for Good Campus Ambassador Program Coordinator will be available to write letters of recommendation for ambassadors.
- **Involvement within Water for Good Culture:** WFG Campus Ambassadors will have opportunities to participate in staff-wide activities, including weekly prayer sessions, bi-annual global organization meetings, local events, and quarterly global development team meetings.
- **Vision Trips:** A campus ambassador has the opportunity to go on an international vision trip. Ambassadors do not have to pay the typical $1000.00 donation and can receive other discounts on their trip through fundraising. Discounts will be applied according to the scale below:

Funds Raised	Trip Discount	Total Cost
$500	$100	$2400.00
$1,000	$250	$2250.00
$2,500	$750	$1,750.00
$4,000	$1,400	$1,100.00
$5,000+	$2,000 (cap)	$500.00

- **Internships:** Campus Ambassadors will be considered for summer internships with Water for Good. If an ambassador chooses to apply, they will receive prioritized consideration, though they are not guaranteed a spot.

Budget:
Campus Ambassadors will receive a budget of 250.00/semester to execute fundraising events. Ambassadors will be reimbursed for their purchases through Water for Good.

Sample Ambassador Year

AUGUST

- Apply for Campus Ambassador Program

SEPTEMBER

- Orientation Call & WFG Training
- Apply for RSO status
- Email professors/club or ministry leaders about presenting about WFG in October

OCTOBER

- Present in three classes/clubs/campus ministry about Water for Good
- Plan fundraiser for November

NOVEMBER

- Host November Give Back Fundraiser

DECEMBER

- Optional: Volunteer at local Water for Good Christmas events

JANUARY

- Semester Orientation Call with Water for Good
- Email professors & club or ministry leaders requesting to present about WFG in February-March

FEBRUARY

- Present in three classes/clubs/campus ministry about Water for Good
- Plan fundraiser for March-April

MARCH

- Present in three classes/clubs/campus ministry about Water for Good
- Host Fundraiser
- Potential Vision Trip

APRIL

- Present in three classes/clubs/campus ministry about Water for Good
- Host Fundraiser

MAY

- Reapply for Campus Ambassador Program
- End of the Year Celebration!

JUNE

- Potential Internship with Water for Good
- Potential Vision Trip

JULY

- Potential Internship with Water for Good
- Potential Vision Trip

Messaging Guidelines

TREATING PEOPLE WITH DIGNITY

Because Water for Good carries out its mission through treating people with dignity and respect, the story of Water for Good is told with dignity towards the communities it impacts. Our staff uses the language of "developing country" or "majority world" instead of "third world country." Additionally, images used in presentations and advertising must be dignifying towards the communities Water for Good serves around the world.

EMPOWERING COMMUNITIES

Water for Good intentionally works alongside local communities for sustainable impact. Water for Good has placed operational leadership at our second headquarters in Addis Ababa, Ethiopia, and the countries in which our projects take place. Additionally, we empower local leaders to be community health advocates to further sanitation and hygiene practices for the long-term. Instead of sending people from the United States to implement our programs, Water for Good focuses on empowering the people living in the countries and communities in which we serve to create lasting change.

WHAT ABOUT MISSION TRIPS?

Water for Good does not offer mission trips at this time, but it does offer Vision Trips. WFG Vision Trips are trips focused on gaining a deeper understanding of Water for Good's mission and the communities and cultures in which we serve. Vision Trips are offered annually.

RECOMMENDED READING:

"When Helping Hurts: Alleviating Poverty Without Hurting the Poor...And Yourself"
Brian Fikkert and Steve Corbett

WFG Campus Ambassador Agreement

This Ambassador Agreement ("Agreement") is made between Water for Good (WFG) and the Ambassador named below. It outlines the terms and conditions of the unpaid internship.
Ambassador Name: _____
Ambassador Contact Information: _____
Program Location: _____
Supervisor Name: _____
Program Duration: From _____ to _____

1. Purpose
The purpose of this program is to provide the Ambassador with practical learning experiences aligned with their academic or professional development while contributing to WFG's mission.

2. Volunteer Status
The volunteer acknowledges and agrees that:
- They are not an employee of the NGO.
- They are not entitled to wages, benefits, or insurance beyond what is expressly stated.
- This Agreement does not create an employment relationship under U.S. or host-country law.

3. Duties and Responsibilities
- The Ambassador will perform tasks as assigned by the supervisor.
- The Ambassador agrees to perform tasks to the best of their abilities, in accordance with WFG policies and host-country laws.
- The Ambassador will not replace paid staff or perform work outside the scope of the internship.

4. Supervision and Learning
- The Ambassador will have a designated supervisor who will provide guidance and support.
- Monthly 1:1 sessions will occur as agreed.
- The Ambassador is expected to actively engage in learning and professional development.
- Water for Good will reasonably assist in completing necessary evaluations and documentation for the Ambassador to receive academic credit.

5. Scope of Work
The volunteer will perform the following duties in support of program activities in the United States:
- Plan and execute fundrasing events on their college campus
- Present about Water for Good in college classes, clubs, or campus ministries
- Promote the misison of Water for Good through social media and word-of-mouth

6. Duration
Start Date:
End Date:
This Agreement automatically terminates on the end date unless extended in writing by both parties.

WFG Campus Ambassador Agreement

7. Conduct and Cultural Respect

- The Ambassador agrees to abide by WFG's code of conduct.
- The Ambassador will approach all tasks with respect, humility, and a willingness to learn.

The ambassador agrees to:

- Complete all required safeguarding training.
- Sign and abide by the Child and Vulnerable Adult Protection Policy.
- Immediately report any suspected abuse, exploitation, or misconduct.

8. Confidentiality

The Ambassador agrees not to disclose confidential information learned during their service, including donor information, personal data, or internal documents.
This obligation continues after the volunteer assignment ends.

9. Personal Responsibility Liability

WFG maintains a duty of care for tasks assigned but is not liable for injuries or incidents outside Ambassador duties or caused by personal negligence. The federal Volunteer Protection Act provides immunity for volunteers serving nonprofit organizations for harm caused by their acts or omissions. Campus Ambassadors are responsible for their own housing, transportation, study arrangements, and other expenses unless otherwise specified. To the extent not covered by the Volunteer Protection Act, ambassadors are also responsible for any financial obligations, damages, losses, or liabilities they incur or cause during their participation in the program.

10. Assumption of Risk and Release of Liability

The volunteer assumes full responsibility for risks related to travel, environment, health, and activity. Releases and holds harmless Water for Good, its staff, and partners from liability for injury, illness, loss, or damage except where prohibited by law.

12. Termination

Either party may terminate this Agreement with reasonable notice.
Water for Good reserves the right to immediately terminate the Ambassador Agreement if the Ambassador does anything to potentially expose WFG to legal or reputational harm.
Upon termination, the Intern will return any WFG property and provide a summary of work completed.

13. Intellectual Property

All creative work performed during the course of the agreement belongs to WFG and that all copyright or other intellectual property rights in such original creative work produced shall be owned entirely by WFG.

14. Governing Law

This Agreement is governed by the laws of the state of Arkansas and, where applicable, the laws of the host country.

WFG Campus Ambassador Agreement

Volunteer:
Name: _____ Signature: _____
Date: _____

Water for Good Representative:
Name: _____ Title: _____
Signature: _____ Date: _____

Resources

Community Outreach Coordinator:

- If you have questions or concerns regarding your position and its responsibilities, feel free to reach out to Tessa Hale, the Community Outreach Coordinator. You can contact Tessa via email at thale@waterforgood.org.

Water for Good IT:

- For questions regarding technology, please reach out to Johan Crafford at jcrafford@waterforgood.org or Sam Hudson at shudson@waterforgood.org.

Water for Good HR:

- If you have any concerns throughout your time as an ambassador at Water for Good, please contact HR by emailing bgraves@waterforgood.org

Welcome to Water for Good!