

THE WWF JOURNEY OF WATER CHALLENGE 2026

THANK YOU FOR YOUR SUPPORT



A WELCOME FROM DAVID

Congratulations on being selected to take part in the WWF Journey of Water Challenge in South Africa in 2026.



David Croft
Group Head of Sustainability

We've been working with WWF internationally on water and nature for nearly 5 years. I know our programme has inspired many of you, and by joining this challenge you will get to see and experience the work we do.

It's also a unique opportunity to contribute to real-world solutions tackling the water crisis and we want to use the skills and expertise of the group to scale up these solutions at both the global and local level.

I want you all to embrace this challenge and use it to make a tangible impact on water resilience, collaborate with local communities, and bring our sustainability ambitions to life.

Thank you for your support and passion by taking part in this incredible initiative.

YOUR SUPPORT TEAM

From now until after the Challenge has taken place, you will have a support team to guide you along the way. For any questions you have about the challenge, you can email reckitt@wwf.org.uk

FROM WWF



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FROM WWF SOUTH AFRICA



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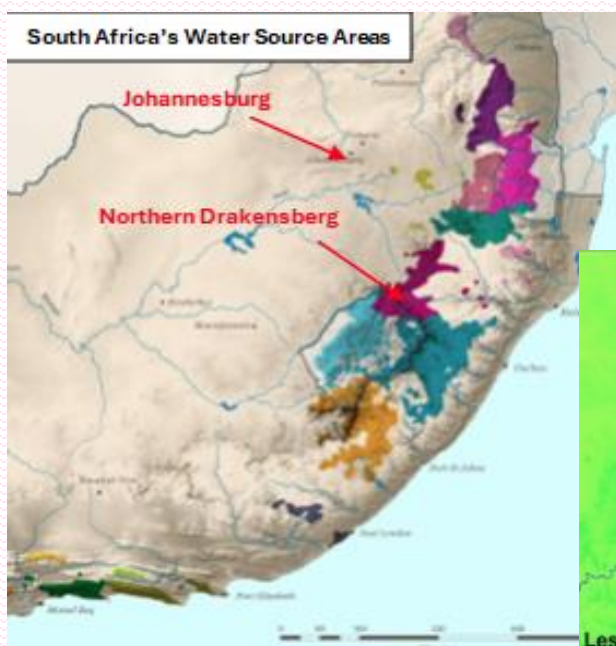
OUR PARTNERSHIP AND WWF SOUTH AFRICA PROGRAMME

Reckitt and WWF have partnered since 2021 to directly tackle the global threat to biodiversity; help to protect nature and freshwater ecosystems that are a vital life-source to both people and wildlife; support livelihoods and pioneer sustainable solutions to reduce environmental impacts and increase business resilience.

Throughout the partnership, we have worked together to protect vulnerable freshwater ecosystems in several locations across the globe, **including in South Africa's Northern Drakensberg** - a region where water resources are under increasing threat. Through the WWF Challenge, you have a unique opportunity to engage directly with the programme and witness the transformative impact of this partnership on the ground.

Our goal in this region is that by 2027, livelihoods are enhanced, and ecosystem health improves as we replenish more than **75,000m³** of water resources annually, benefitting local communities by creating employment for local people and supporting farmers to benefit from agroecology practices. We are aiming for more than **166ha** of vital ecosystems to have been restored and **2** natural springs to have been protected, enhancing both water quality and availability for thriving ecosystems which benefit nature and people.

On this journey you will be able to see first-hand how our joint work creates lasting change for communities, ecosystems, and future generations. All funds you raise through this challenge will go towards the scaling up of this project work in the Northern Drakensberg.



JOINING THE CHALLENGE

This challenge provides a unique opportunity for you to undertake a trek and experience our WWF partnership first-hand by contributing to our work to restore the Northern Drakensberg in South Africa. We received many applications, and we encourage you to maximise this opportunity and play a role in raising awareness of the global water crisis.

AS A CHOSEN PARTICIPANT, WE EXPECT THE FOLLOWING:

Raise £4,000 by April, 1 month after the Challenge

- We expect you to have raised 40% (£1,600) by the end of December. If you are significantly below this, we will need to consider your place on the Challenge (there is a reserve list).
- There are some initial fundraising tips in this document, and we will continue to support you throughout.
- We will also put you in touch with your Local Partnership Lead (if you have one) to provide further support.

Train ahead of the trek

- We will be journeying around 54km across the 5 days, including hiking and kayaking.
- It is classified as moderate in terms of difficulty so does require a good level of fitness.
- The best way to ensure you are ready is to get out and walk and increase the amount of time you are walking in the lead up to the trek.
- You will need to be able to climb ladders, and row, alongside walking, so please include relevant exercises in your training.



Communicate about your involvement and your experience

- This challenge is a way to raise awareness of our partnership with WWF, our wider sustainability ambition as well as our company purpose.
- Please do shout about your participation internally and externally, and we request that you share information about your experience with your offices when you return.
- There is further guidance regarding social media later in this document.
- Following your experience, you'll partner with the sustainability and social impact teams to collaborate on driving awareness of our important work to tackle the global water crisis.

CHALLENGE OVERVIEW

You can find more detailed information on the challenge on the E4K [information portal](#), but here is an overview:

- This challenge is part of the freshwater project we are funding to provide you with a unique experience to understand the impact we are making.
- 5 days of trekking in the Northern Drakensberg, bringing to life the challenges the ecosystem faces.
- Visit Reckitt's manufacturing site to understand how important water is to Reckitt as a business and how the WWF project is supporting the site's wider initiatives on water and sustainability.
- Volunteering with the WWF South Africa team at key community sites relating to the project.
- Accommodation will be a mixture of guesthouses and camping.



FUNDRAISING TIPS

Your support team will be available to help with any questions you have around fundraising, but to get you started we wanted to share a few ideas and 'how to' guides on fundraising – we advise that you get creative!

GETTING STARTED

JustGiving:

- A great first place to start your fundraising is by setting up your JustGiving page, [here](#). There are tips on how to get your page ready further down in the booklet.
- A key part of your JG page is your story – explain to your donors why you're taking on this challenge, and the impact it will have!
- Add your JG page link, with a note on what you're fundraising for, to your email signature and start spreading the word! Add it to your out of office replies when you're on the trek to drive up some contributions!

Make a plan:

- Start thinking of fundraising ideas, with a mixture of some smaller, quicker wins and also some larger fundraising plans. The next page has some advice on breaking down the total into a range of activities.
- Create a calendar – you've got 8 months to fundraise, start thinking about how to fit all your ideas in!

Lean on us:

- If you need support, or want to talk through ideas, reach out to use on reckitt@wwf.org.uk and we'll be happy to help! You can also find fundraising ideas and resources on the WWF RUBI site.

FUNDRAISING IDEAS

GET PHYSICAL

A great way to incorporate your training and fundraising is to take part in a physical event



Join a local event: Park runs, and half marathons are often free or low-cost and are a great way to test your fitness while raising funds.

Host your own challenge: Take on a sponsored swim, hike, run, or cycle. Share your journey on social media and invite your network to support you with donations.

Set a mileage goal: Commit to walking, running, or cycling a set number of miles over a specific period.

Office Olympics: Organise fun, low-cost competitions like desk chair soccer, pencil javelin, or rubber band archery. Make it global by challenging other offices!

SHARE YOUR SKILLS

You can use a special talent to reach your fundraising target by exchanging some lessons for donations!

Teach people a new skill: Exchange lessons in languages, cooking, yoga, musical instruments or crafts for donations.

Reach out to local businesses: Businesses can donate barista or bartending lessons. These are great as they can also be done online!



AUCTION YOURSELF

This is a great way to help your colleagues, friends and family whilst reaching your target!

Help out for the day: Do some gardening for your neighbour, run errands for your friends, or do the morning coffee runs in the office for a week.

Do a pledge: Agree to dye your hair or give up coffee for a month, when you hit a certain fundraising target. Alternatively, encourage a member of the leadership team to take on a pledge for you, getting them to share widely on internal channels and encourage donations for your pot!

Take on WWF's Wear it Wild event: This is a great way to get the whole office involved, either let the office choose what animal you come dressed as or encourage the whole office to get involved! You can even fine those that don't come in dressed up. Find out more, [here](#).

TIP – UTILISE OPPORTUNITIES

Make the most of being in the office: Create a QR code that links to your JustGiving page, you can print these out and put them up around the office.



Promote amongst colleagues: As well as putting your link in your email signature, you can also ask for a slot during planned meetings to share information on the challenge with your team or wider office – sharing your donation page in case anyone wants to support.

Collaborate with existing Reckitt events: Hosting a fundraiser at the office Christmas Party is a great way to raise funds – everyone is feeling generous! Hop on townhalls to promote your fundraising or plan your bake sale to take place alongside a department day at the office.

TIP – BREAK IT DOWN

It might feel daunting to think how you might raise £4,000 but by focusing your energy on targeted activities, you'll be well on your way. Below we have given an example of how you could breakdown the target in different ways:

- **£1500 - Hosting an event (e.g. quiz night, karaoke social, a formal dinner combined with a raffle)**
 - Approaching local businesses for raffle prizes can be a useful, as well as family, friends or colleagues.
- **£800 - A Reckitt product sale**
 - Speak to your local office and ask to put together a Reckitt product sale with any excess product from the company. Advertise the event around the office and sell products at a discounted price to your fellow employees.
- **£700 - Pre trek physical challenge**
 - Join a local challenge, park run or set up your own challenge before the trek takes place to help with training and encourage donations.
- **£300 - Challenge yourself**
 - Why not challenge yourself to sacrifice something which often costs a bit of money such as buying coffee from your local barista each day. Put aside the money you save from this for your fundraising. For example, giving up 1 Starbucks Americano a day could save you around £250 in 6 months!
- **£300 - Family and friends donations**
 - Asking your close network to donate to your cause will really help kickstart your fundraising.
- **£250 - Selling your unwanted clothes**
 - This is a great way to do a spring clean of your wardrobe, but you can also sell on your homeware and even ask family and friends if they have anything they want to get rid of. This is also a really great way to be more eco-friendly, by selling on clothes and products, rather than throwing them away.
- **£150 – Bake Sale**
 - Host a bake sale at your local office or even at a local community event. A great tip to spread awareness of the cause is to make your bakes themed according to the challenge. Why not try making some animal themed cupcakes in connection with WWF?
- **TIP - USE YOUR WIDER NETWORK**
 - Make sure to use your wider networks to reach out for fundraising. This can include your office network, personal network and local community by promoting your fundraising in schools and community halls!
 - Social media channels are very helpful to spread the word! LinkedIn, Instagram, Facebook and Reckitt's Viva Engage are great places to inform and advertise your fundraising! Keep promoting that JustGiving Page too!

JUSTGIVING GUIDANCE

For the trip we have created a campaign page that'll help you keep track of the group's fundraising target using the online fundraising platform, JustGiving. You can set up your page through this main page, linking your contributions to the overall target. Through your page, your supporters will be able to donate directly to WWF and your challenge. You can access the JustGiving site by using this link - [Home | WWF x Reckitt South Africa Challenge \(justgiving-sites.com\)](https://www.justgiving-sites.com)

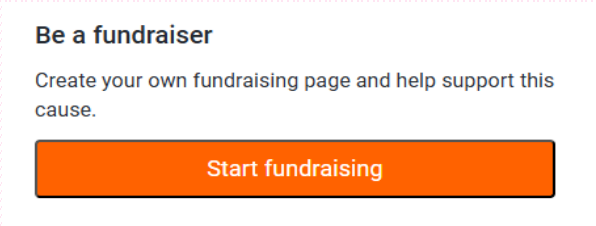
When setting up your page, our top tips are:

- Add a profile and make it as personal as possible to share your reasons for why you're taking on this challenge.
- Update it regularly with your training and fundraising efforts. Let everyone know how much time and passion you're putting into this.
- Kick-off your fundraising by making the first donation and setting the tone. If you donate £20, we see quite often the subsequent donations being matched by friends and family supporting you.

HOW TO USE JUSTGIVING

JustGiving is a simple site to use but we wanted to give you an initial overview of what the site will look like and how you will create your fundraising page.

1. Here is the link to the [WWF Challenge JustGiving site](https://www.justgiving-sites.com).
2. When you get there, you will see an orange bar on the right of the page, that says 'Start Fundraising' click on this button to set your fundraising page up.

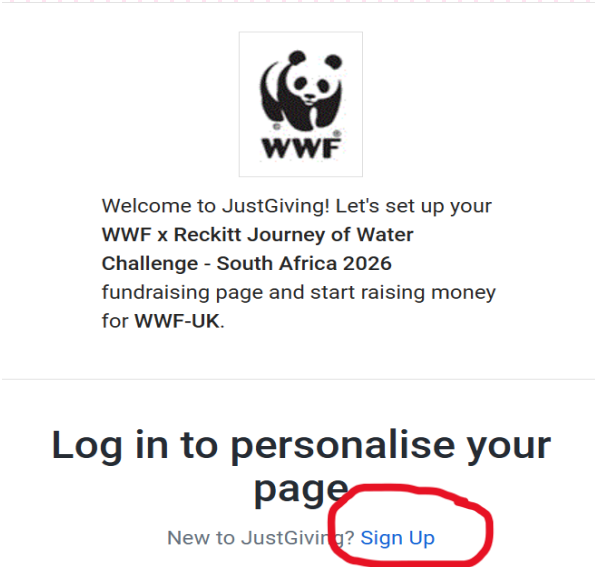


3. Then a window will pop up to sign up/create an account on JustGiving in order to set up your page.

5. Input your details, (it might be easier to use your Reckitt email) and check the Terms of Service box and click sign up to JustGiving.

6. You will then be taken to the page where you can create your page. Input a name, your target of £4,000 and your 'story' where you can tell your donators what you are raising money for. There is also an option to include your distance target – this will be the same for everyone on the trek - but you may want to input your training target in there.

A handy tip: You can change all this Information at any time.

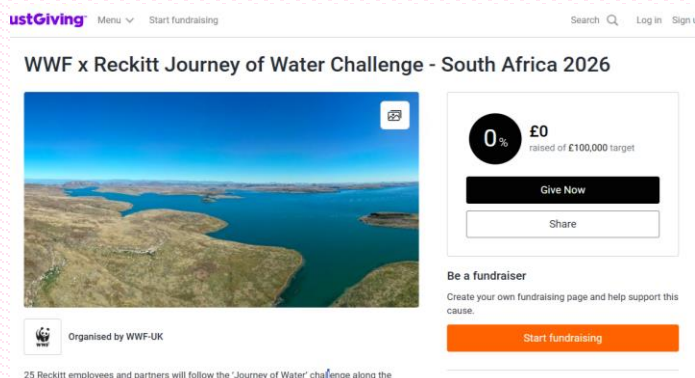


7. Once you have ticked the terms of service and clicked Create Page, you will have your own fundraising page, which looks like the image below!

8. You can click 'edit page' to make any changes you like, hit donate to make your first donation, and connect with Strava so you can monitor your training!

EXCHANGE RATES

There are 5 donation currencies on JustGiving. When setting your target amount, if you select your donation currency, and then work out the current exchange rate to GBP for the £4,000 at that time, JustGiving will honour that exchange rate for the duration of your fundraising period.



Likewise with donating, JustGiving will lock in the exchange rate at the point of donation.

OFFLINE DONATIONS

For any donations you receive in person, please keep a track of the amounts you receive and keep your WWF contacts advised when payments are transferred. To pay your donations to WWF, either:

- Transfer the amount received personally to your JustGiving page (ensuring you don't select the donation as Gift Aid eligible).
- You can also donate via our website <https://support.wwf.org.uk/pay-in-fundraising> when doing so, please select 'Other' when asked what event you're taking part in and then state your event is the Reckitt Journey of Water Challenge when prompted. This will ensure all donations are allocated to your record and challenge.
- Contact your local WWF office (contacts can be found on Google or reach out to us for help on the email below) to transfer funds directly to them, with a note to explain what the funds are relating to. If you also encourage them to let us know at reckitt@wwf.org.uk that the funds have been received, we can help make sure they get to the right place!
- For UK supporters taking part, you can call 0800 035 5929 to pay in fundraising
 - make sure you state the challenge you're taking part in.
- To pay via post, please visit our website - <https://support.wwf.org.uk/pay-in-fundraising> and complete our form to then post to us.
- If none of the above payment methods work, please contact us on Reckitt@wwf.org.uk and we will help.

If you decide to donate via the website, call the UK number to donate, or pay via post, please make sure to record your offline donations to your JustGiving Page to show your supporters how your fundraising is going.

TRAINING TIPS

The challenge is rated as moderate difficulty, so it is good to be prepared! Here are some tips on training to help with this:

A lot of your training will be getting out and walking, which is great! Be sure to vary your training where possible though. A range of walking, cycling, running, swimming and gym sessions will help to improve fitness, and can be more achievable mid-week than going on long hikes.

Please keep in mind that while most of the challenge will be trekking, you will also be climbing vertical chain ladders (with safety ropes), and kayaking, **so we recommend training your arms and legs and incorporating some rowing exercises in there too.**

CONDITIONING PREP:

FINGER CRUSHER

Get into a sit-up position. Find the natural arch in your back and place your hands under the arch. Engage your lower abs and pelvic floor and push your spine down onto your hands, trying to crush your fingers into the ground. Hold this for 45-60 seconds per set. The next level: Do small alternate leg lifts, while keeping even pressure on your hands or extending in to 'bicycle' movement in and out with your legs.

BACK EXTENSION

From a prone position with your toes on the ground and fingers on temples raise your chest off the ground by engaging your lower back muscles. After a few seconds relaxed back to the ground and repeat for 45-60 seconds. The next level: Extending your arms out in front of you with add a greater lever angle and make this exercise more challenging.

PLANK

Lift your body up with your weight on your elbows and toes. Keep a straight line from the neck down through the legs to your ankles, engage all your core muscles by sucking your belly button up to the ceiling. Keep your chest over your elbows. Hold for 30-60 secs. The next level: Add in small alternate leg lifts. If this is too hard to begin with, you can avoid lower back pain by doing this with your knees on the ground.

BRIDGE

From a sit up position raise your hips up so your body forms a straight line from shoulder to hips to knees. Hold this position for 45-60 seconds by squeezing your glutes and your lower abdominal muscles. The next level: From a 'bridge' position straighten one leg at a time aiming to not let your hips 'sag' as you do so.

SINGLE LEG SQUAT

Stand on one leg, engage your glute on your standing leg, keep your hips facing forward and aligned with your knee and toe. Send your hips backwards whilst bending at the knee. You don't want your knee to roll inwards, so go down as far as you can without that happening before moving back to a tall standing position. Repeat 8-15 times. The next level: If you are training in the gym, you can use a Swiss ball or use a 'wobble board' under your foot.

TRAINING TIPS

1. PATIENCE

It takes time to build and grow your fitness. The hikes you do now will take 2-3 weeks to bed in so build up slowly and stay patient, after 5-6 weeks of consistent training you'll feel fantastic!

2. HAVE A ROUTINE

Work, family & social life means that you might need to rework our training plans to make them work for you. Complete your training on the days & at the times you know will give you the best opportunity to focus on each session and build a good routine.

3. TRAIN TO TIME

Always thinking about how many miles you are covering can become stressful as you build through the weeks, that's why our training plans are mostly set to time which means you can focus on building sustainably as the weeks go by.

4. DON'T JUST WALK!

Cross training such as aqua jogging, cycling, running, swimming and gym work can really push your fitness along quickly particularly if you are short on time to get out and complete hiking sessions mid week.

5. ADAPT TO SUCCEED!

Just because the training plan has you doing a long hike at the weekend or specifies an activity on a particular day doesn't mean you need to do it that way. Take ownership and adapt the plan to your lifestyle.

6. SET TARGETS

Building through several weeks of training can be a daunting process so look to break up the plan and include some shorter walking challenges as intermediate targets either in an organised event or by meeting up with friends or family.

7. GET STRONG

Your trek challenge will involve several hours spent exercising possibly over undulating and uneven terrain, having a strong core and posture will really help make the miles feel easier and reduce the likelihood of injury.

8. FUEL & RECOVER

Your body needs rest and fuel in order to train and improve. You will progress best if you sleep well & have a diet rich in protein & micronutrients supported by high quality carbohydrate, snacking & eating well between meals.

9. KEEP IT SOCIAL AND PRACTICAL

One of the joys of walking is that it is a very accessible and social activity. Chat to family and friends and aim to build a support team of people who will share some of the training with you.



CHALLENGE TIMELINE

Below is what to expect from WWF and the trek provider along the way. Explore 4 Knowledge will be organising and circulating helpful webinars, further training guidance, the itinerary and an information portal to hold this information, and to guide and support you in the lead up to the trek.

Follow this link to fill out the participant form for E4K, and here is a link to their information portal.

6.5 MONTHS TO TREK – EARLY SEPTEMBER

Welcome email to participants, participant form provided, introduction booklet from WWF shared, information portal to go live.

6 MONTHS TO TREK – MID SEPTEMBER

First webinar for participants delivered by WWF, E4K and Reckitt – including reminders on participant form, JustGiving Pages and any initial questions.

4 MONTHS TO TREK - NOVEMBER

Second Webinar to check in on fundraising and training, any last participant forms to be filled in and any questions.

2 MONTHS TO TREK - JANUARY

Flight information to be provided to E4K for booking airport transfers.

1 MONTH TO TREK - LATE JANUARY/EARLY FEBRUARY

Final webinar with any last-minute reminders and questions.

1 WEEK POST TREK

Feedback survey.