

12,000 KM CHALLENGE FINAL REPORT

The Student Water Project

[Abstract](#)

The Final Summary of TSWP's 12,000 km Challenge fundraiser, including total raised, volunteers, events, sponsors and more.

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Executive Summary

From August 2-9, 2026, The Student Water Project held its first 12,000 KM Challenge, a collective movement and fundraising campaign supporting safe drinking water initiatives. Our Student-design poster is shown in Figure 1.

Participants aimed to travel 12,000 kilometers through various physical activities while raising funds for student-led clean water projects.

Ultimately, 60 participants covered 3,504 km. Backed by 161 donors and 5 sponsors, we raised \$12367.63, exceeding our \$10,000 goal by 23.67%.



Figure 1. Official fundraiser poster designed by Grace Churney.

The Challenge at a Glance

3504 km travelled

\$\$12367.63 raised

60 participants

161 donors

5 sponsors and partners

29% of our distance goal achieved

123.6% of our fundraising goal achieved

Why 12,000 KM?

Accessing safe water remains a global hurdle. The Student Water Project's 12,000 KM Challenge was designed to bridge this gap through community action, where the 12,000 km target symbolized the distance between Toronto, Canada, and Rianyabayo Academy in Kisii, Kenya (Figure 2). 100% of funds raised from this initiative will go towards funding the deployment of 2 UV reactors to be installed at the school, providing safe and sustainable drinking water for 300+ elementary school students. Read our whole pilot project brief on our website, tswp.org.

The fundraiser emphasized that meaningful change comes from thousands of small, collective efforts rather than a single individual action.



Figure 2. Students at Rianyabayo Memorial Academy in Kisii, Kenya.

The Challenge

Fundraising System

From August 5 to 11, 2026, individuals and teams logged activities like running, walking, and cycling to reach our collective goal. All registrations, donations, teams, and distances were tracked through Zeffy (Figure 3), a partner platform that allows NGOs to conduct e-commerce

and fundraising. We also created an informational website (Figure 4) for participants to make the registration and donation process as clear and smooth as possible.

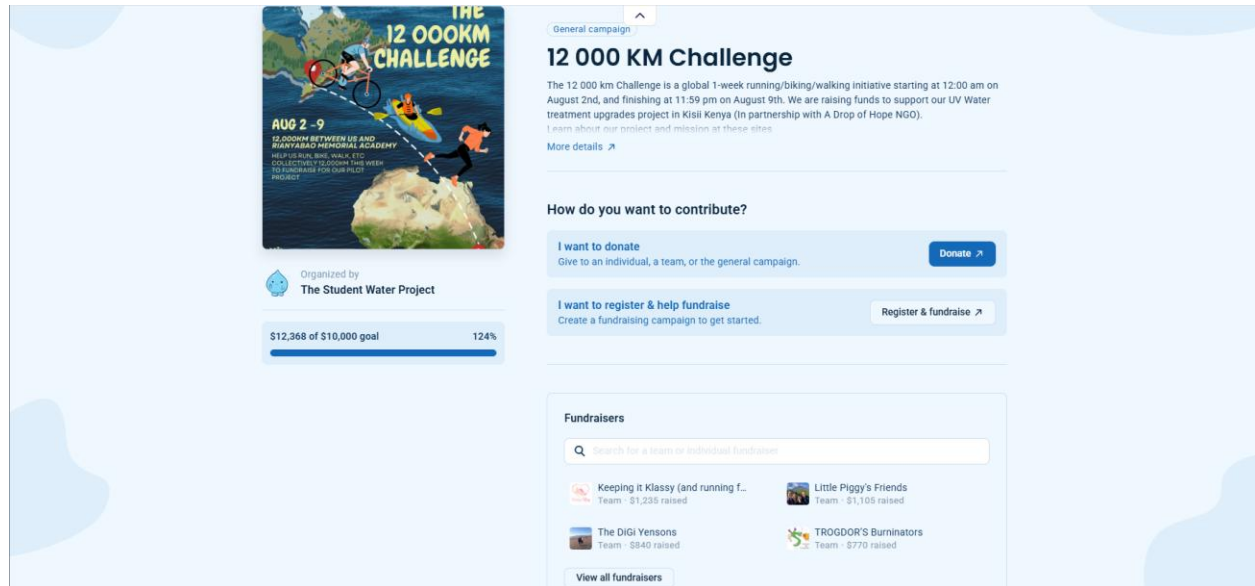


Figure 3. Zeffy Fundraising platform with activity description, direct donation, and team tracking. ([See here](#))



About the Challenge

The 12,000 KM Challenge is a student-led fundraising campaign organized by [The Student Water Project](#) to support the Rianyabayo Memorial Academy water initiative in Kenya, where a solar-powered UV water treatment system helps provide safer drinking water for students. [Read more](#)

Together, participants will work toward a collective goal of travelling 12,000 kilometres — symbolically representing the distance between Canada and Kenya — while raising funds and awareness for our clean drinking water initiative. Throughout the week, participants will receive leaderboard updates, fundraising milestones, and community highlights as they contribute toward the shared goal.

How It Works

1**Register**

Register via our Zeffy site. The registration fee is \$15.00.

2**Join or Create a Team**

Once registered, you can join an existing team or create your own. Come up with a creative team name or use a company name. The team raising the most funds and the team running the most kilometres will each have their team name engraved on a UV system.

3**Set Your Distance Goal**

In your registration receipt, we have included a Google Form. This is where you will fill out your pledged race week distance goal.

4**Crush Your Kilometres**

During race week (Aug 2–9), submit your tracking proof via Strava, Apple Health screenshots, Google Health, treadmill workouts, and more.

Figure 4. Our Student Designed Website ([See Here](#)) With registration instructions for participants.

Participant Registration Fees and Fundraising

All participants paid a \$15.00 registration fee, which included a 12,000 KM Challenge T-shirt, a handwritten note from the student committee, a 3D-printed water droplet, and confetti (Figure 5). Any remaining proceeds from registration fees were used to cover challenge-related expenses, including kickoff event space rental, snacks, drinks, and other event costs.

Participants could register individually or join a team through Zeffy. From there, participants conducted peer-to-peer fundraising by reaching out to friends, family members, school teams, and their broader communities. As an additional incentive, the top fundraising team earned the opportunity to have its team name displayed on our UV reactors in Kenya.

Importantly, 100% of the \$12,367.63 raised through peer-to-peer donations will go directly toward the project. No portion of these donations was used to cover event, administrative, or participant package expenses. All challenge-related costs were covered separately through participant registration fees.



Figure 5. Student Volunteers Dan Csinos and Sophia Yenson with participant packages.

The Kickoff Event

Our student committee organized a community kickoff event to bring together challenge participants, families, friends, and volunteers. Held on August 3 at Picnic Site K in Springbank Park, the event provided an opportunity for participants to pick up their challenge packages, connect with the TSWP community, and begin logging kilometers toward the challenge. The event brochure is pictured in Figure 6.

Throughout the event, student-athlete volunteers led 5 km group runs every hour, giving participants an opportunity to add to their challenge totals. The site also featured TSWP information and donation booths, snacks and refreshments, and student-designed art prints, with all proceeds contributing directly to the fundraiser.

The event was supported by our organizing committee and more than 15 high school and university student volunteers, including members of the Catholic Central High School cross-country team and IB student volunteers. We were also pleased to welcome Dr. Yuefeng Xie, Professor at Penn State University, who joined us for the event.

The kickoff created an opportunity to build community around the challenge while combining physical activity, student involvement, fundraising, and awareness of The Student Water Project's mission.

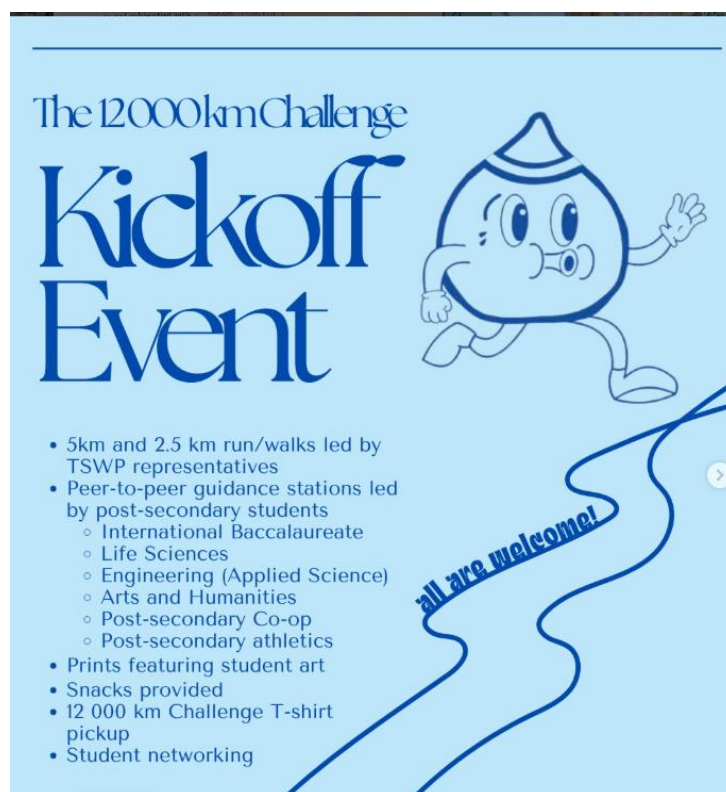


Figure 6. Kickoff event brochure.



Figure 7. Some of our student volunteers at the 12,000 km Challenge Kickoff Event

Student Volunteers and the 12 000 km challenge committee

The Challenge Committee met every Monday evening and worked throughout the week to bring the 12,000 KM Challenge to life. We were fortunate to have students from four different universities contribute to the initiative, taking on responsibilities including donation tracking, social media and marketing, sponsorship outreach, and kickoff event coordination. A full list of student committee members can be found in Table 1.

The official event T-shirt was designed by Jay Barclay, an art student and aspiring tattoo artist studying at the University of Toronto Mississauga. Beyond the core committee, many additional high school and university student volunteers contributed their time to support the kickoff event.

Table 1. The 12,000 km challenge student committee

Student Name	University	Program	Year
Sophia Yenson	University of British Columbia	Neuroscience	2
Dan Csinos	Queens University	BSC	2
Jamie Barclay	University of Guelph	Honours History	2
Samantha Guzzo	Western University	BSC	2
Valerie Jaimes-Castillo	Western University	BSC	2
Kate Klassen	Western University	Honours Chemistry	2
Grace Docherty	Western University	BMUS	2

Our Results

The challenge demonstrated the strength of community-driven fundraising with the following results:

Fundraising and Distance Tracking

Here are our final fundraising and distance-tracking results:

Total raised: \$12,367.63 CAD

Team campaigns: 11

Individual fundraisers: 60

Top fundraising team: Keep it Klassy (and running fastly), raising \$1,235.00

Top distance team: Finan Swim School, pledging 875 km

Total donors: 161

Our top fundraising and distance teams will each have their team name engraved on a UV reactor that will be installed at Rianyabayo Academy in Kisii, Kenya.

Where the money goes

The funds raised will contribute directly to our pilot project at Rianyabayo Memorial Academy, with the full project cost breakdown shown in Table 2. Our Gold Sponsor, Watersprint, has also made an in-kind donation valued at \$4,000.00 CAD, providing the UV system that will be used in the project.

Of the \$12,367.63 raised through the challenge, the remaining \$8,367.63, after accounting for Watersprint's contribution, will be allocated across the other project cost categories shown in Table 2. These funds will contribute toward our overall \$25,000 project goal, of which \$12,632.37 remains to be raised.

Table 2. Cost Breakdown for the Pilot Project at Rianyabayo Memorial Academy

S/No.	Item	Cost (CAD)
1	Two UV LED systems (~35 LPM) @2000	4,000
2	25000 L water storage tank	3,000
3	Photovoltaic system (1kW) and battery	2,000
4	Latrine and handwashing stations	5,000
5	System installation & labor expenses	5,000
6	Travel expenses (Return flights @3000)	3,000
7	Miscellaneous organization expenses	3,000
	Total	25,000

Sponsors and Community Support

This initiative would not have been possible without the generous support of our sponsors and community partners. Table 3 provides an overview of our sponsorship packages. We received support from organizations across Canada, including Watersprint in British Columbia; Xatoms and BCA in Toronto; and MW Technologies and Finan Swim School in London. Table 4 outlines the contribution of each sponsor.

We would also like to recognize [Catholic Central High School](#) for promoting the challenge on its social media platforms and providing high school volunteers for our kickoff event. [BackRoads Brews + Shoes](#) supported the initiative by allowing our team to promote the 12,000 KM Challenge at their Saturday morning running social. Finally, we would like to thank [London Road Races](#) for giving our student volunteers the opportunity to operate a water station at the Summer Night 5K and promote the challenge at the finish line.

Table 3. Sponsorship package table.

	Bronze (\$250)	Silver (\$500)	Gold (\$1000)
T-shirt Logo	Company <u>name</u> listed on T-shirt	Medium company <u>logo</u> placement on T-shirt	Large company <u>logo</u> placement on T-shirt
TSWP Website promotion	Listed as a Bronze-level event sponsor on TSWP website	Listed as a Silver-level event sponsor on TSWP website	Listed as a Gold-level event sponsor on TSWP website Direct hyperlink to company website linked to TSWP website promotion
Kickoff event promotion	Company recognized as a Bronze sponsor by TSWP Executives at the Challenge Kickoff Event	Company recognized as a Silver sponsor by TSWP Executives at the Challenge Kickoff Event	The company has an opportunity to send a representative to the Challenge Kickoff Event.
Instagram promotion	Company recognized on Instagram (logo placement in post + tagged company account)	Company recognized on Instagram (logo placement in post + tagged company account)	Company recognized on Instagram (logo placement in post + tagged company account)
Participant Kit Advertising	Brand name listed on letter written and mailed to participants as part of their race package	Small brand logo on letter written and mailed to participants as part of their race package	Large brand logo on letter written and mailed to participants as part of their race package
LinkedIn promotion	—	Company recognized on LinkedIn post highlighting all Silver sponsors	Company recognized on individual LinkedIn post

Table 4. All event sponsors.

Sponsor Name	Sponsor Level	Contribution	Logo
WaterSprint	Gold	\$1000.00 with 2 UV reactors worth \$4,000.00 Total.	
MW Technologies	Gold	\$1000.00	
Blue Catalyst Advisory	Bronze	\$ 300.00 with 5+ mentorship meetings with committee members	
Finan Swim School	Bronze	\$250.00	
XAtoms	Bronze	\$250.00	

Thank You

The 12,000 KM Challenge demonstrated what can be achieved when students, participants, donors, sponsors, and community partners come together around a shared goal. We are incredibly grateful to everyone who contributed their time, resources, kilometres, and donations to make this initiative possible. Your support brings us one step closer to providing safe and sustainable drinking water to students at Rianyabayo Memorial Academy. Thank you for being part of The Student Water Project and for helping turn collective action into meaningful impact. This is just the beginning!!

The Student Water Project

A Students for Students Initiative