

Charity and Community Groups

FUNDRAISING GUIDE



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ABOUT CONTAINERS FOR CHANGE

Containers for Change has created a better way to recycle. By offering 10 cents for every eligible container returned, we're incentivising charities and community groups to recycle more, earn money while they're doing it and create a cleaner Queensland for everyone.

Since its launch in 2018 Containers for Change has had a huge impact on communities across Queensland. As at April 2021, more than 4 billion containers have been returned for recycling which has delivered more than \$400 million back to charities, community groups and individuals in refunds.

All of this has helped to reduce beverage container litter by

54%
across the state.



\$4 Million

Raised by charities and community groups registered with the scheme



Charities and community groups from all over Queensland are finding Containers for Change is a great way to raise funds to support their work - in fact to the end of April 2021 those registered with the scheme had raised more than \$4 million.

Read on to see how easy it is to boost your fundraising through Containers for Change and help clean up your community at the same time.



SIMPLE STEPS TO START FUNDRAISING

Containers for Change gives charities and community groups a means of flexible fundraising for their cause. If you haven't already, register your cause with the scheme and start to boost your fundraising.



SIGN UP FOR A SCHEME ID

Visit containersforchange.com.au to register your cause for the scheme and receive your scheme ID.



CHOOSE HOW TO FUNDRAISE

Identify the best ways for your cause to start collecting containers. The most common ways to fundraise are by accepting virtual donations through your scheme ID or setting up a donation point at your location.



GET TO KNOW YOUR CRP

Introduce yourself to your local container refund point operator and ask them how they may be able to help your fundraising efforts.



COMMUNICATE WITH YOUR SUPPORTERS

Engage regularly with your supporters to update them on your fundraising progress and encourage them to keep collecting and donating containers to your cause.



PROMOTE YOUR CAUSE

Download our range of marketing materials created to help spread the word about cause's fundraising with Containers for Change.

containersforchange.com.au/fundraising-tools



START COLLECTING

If you choose to become a donation location, you'll need to get set up to start receiving containers. This might be using a cage or bin or making the most of a local event to collect containers. Your local CRP may be able to help with picking up and returning your containers too.

How it works

SIGNING UP AND USING YOUR SCHEME ID

Before you start fundraising through the scheme, you'll need a unique scheme ID, which will direct refunds from your supporters and container collection efforts straight to your organisation's account.

To set up your scheme account, you'll need:

- Your organisation's trading name and legal name (if different),
- Your organisation's postal address, business email address, mobile number and bank account details
- A main contact person (they will receive important information from us)



How it works

WAYS TO FUNDRAISE

Now you've got your scheme ID, you're ready to get started. You can use the scheme to raise funds for your cause in a few ways but two of the most popular are encouraging virtual donations and accepting containers via a donation location.



VIRTUAL DONATIONS

Once you've received your scheme ID, it's time to share with your supporters, staff and volunteers. Ask them to reference your ID when they make a return to any container refund point across the state and you'll receive the refund directly into your cause's bank account. You can keep track of your returns and donations via your scheme account, so you can see your network in action.

DONATION LOCATIONS

If you decide to become a donation location, you will need to set up a cage, bins or other infrastructure where people can safely drop off their eligible containers for your cause.

Once full, you can drop off your containers to a local depot or ask them if they can help you manage that process (they may charge a small fee). Your depot might even be able to loan you equipment to help you set up your site and transport your containers.

All the sorting and counting will be done for you at the depot and your refund directly deposited into your cause's account by EFT or PayPal.



How it works

TRACKING YOUR PROGRESS

Encourage your network to download the Containers for Change app so they can search for your scheme ID on the go. They can scan your scheme ID when making a return and the funds are then transferred directly to your cause's account.

DOWNLOAD THE CONTAINERS FOR CHANGE QLD APP



The app is packed with special features



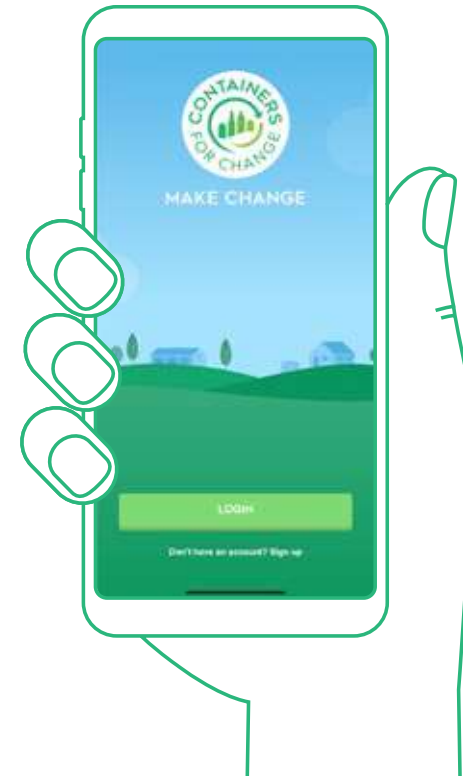
Access and save multiple scheme IDs



Check container eligibility



Calculate your annual container value



Check transaction history



Find your local container refund point



Play Recycle Race

BEFORE YOU COLLECT

Before you start collecting for your group, follow these two important steps:

Step 1: Establish a relationship with your local CRP

Step 2: Identify a champion



1

ESTABLISH A RELATIONSHIP WITH YOUR CONTAINER REFUND POINT (CRP) OPERATOR

Before you start collecting, get to know your local CRP operator. To find your local operator, look up your postcode on the Containers For Change app or website and the map will pinpoint your nearest CRPs. Shop around if you have more than one CRP convenient to you as each location may have different systems, equipment or rates.

Set up a meeting to discuss the goals for your organisation, any collection arrangements and fees, the logistics of collections, as well as any other help that your CRP can provide - for example, bins for onsite collection, signage and promotional assistance. Remember the more containers your CRP processes the more profitable it can become so your volume is valuable to them.

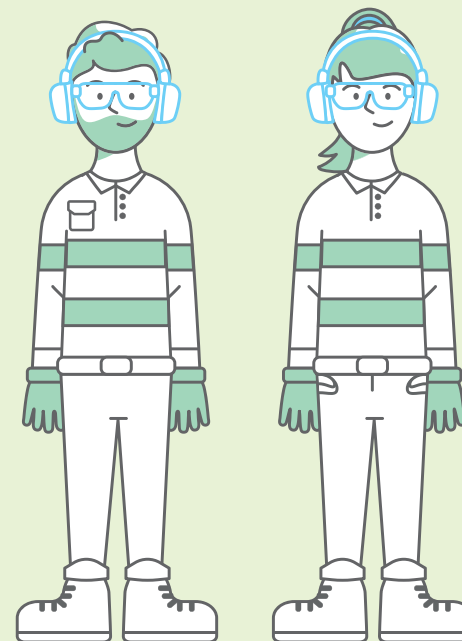
You can also contact marketingqld@containersforchange.com.au for a marketing toolkit.

2

IDENTIFY A CHAMPION

Nominating a recycling champion or small recycling team is one of the best ways to make your fundraising a success. Almost all of our recycling success stories involve a small motivated team dedicated to managing a group's recycling efforts. They usually manage your relationships with your CRP, promoting your scheme ID, reporting on collection amounts, setting targets, answering questions and more.

Now you're ready to start collecting!



Collecting, storing and returning containers

COLLECTING CONTAINERS

Not all containers are eligible for a 10 cent refund so make sure every container collected counts towards your cause.

There's a few ways to check if a container is eligible:



Look for the approved refund mark on the container ("10c refund at collection depots/points in participating State/Territory of purchase")



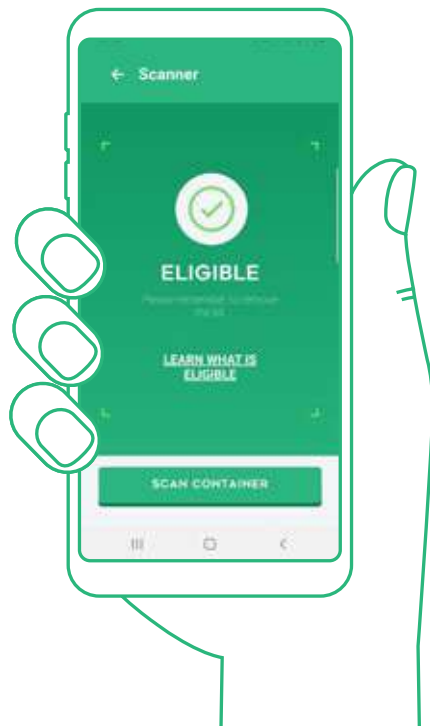
Enter the barcode at containersforchange.com.au/eligible-containers



Scan the barcode on the Containers for Change app after logging in with your scheme ID



Check the full list of eligible containers registered by the State Government

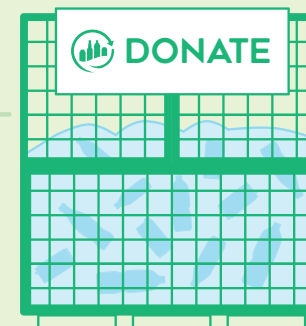


DOWNLOAD THE
CONTAINERS FOR CHANGE QLD APP

COLLECTING FROM A CENTRAL LOCATION

Collecting containers on your own premises is a great way to start fundraising, if you have the space. Your local CRP may be able to set you up with bins, cages, trailers or industrial bags to store your containers, and offer collection either on a regular schedule or whenever it reaches capacity. You can also choose to manage the set up and transport yourselves with wheelie bins and the use of trailers or transport vehicles you have access to.

A handy tip: make the collection point accessible to the community so they can drop off their donated containers. If the area is unattended outside of business hours, arrange for a lockable cage or trailer, or locked bins with holes cut into the lids, and be sure to investigate any insurance and public liability issues, too.



Collecting, storing and returning containers

COLLECTING CONTAINERS

COLLECTING AT YOUR OWN EVENTS

A community event you're hosting is a great opportunity to collect extra containers. Before the event, work with your local CRP to determine what infrastructure you'll need and where best to position it, as well as the best time and method for collection after the event. All infrastructure should be clearly marked to indicate which materials are to be deposited to avoid general waste contamination and collection should typically occur after the event's trading hours to the public.

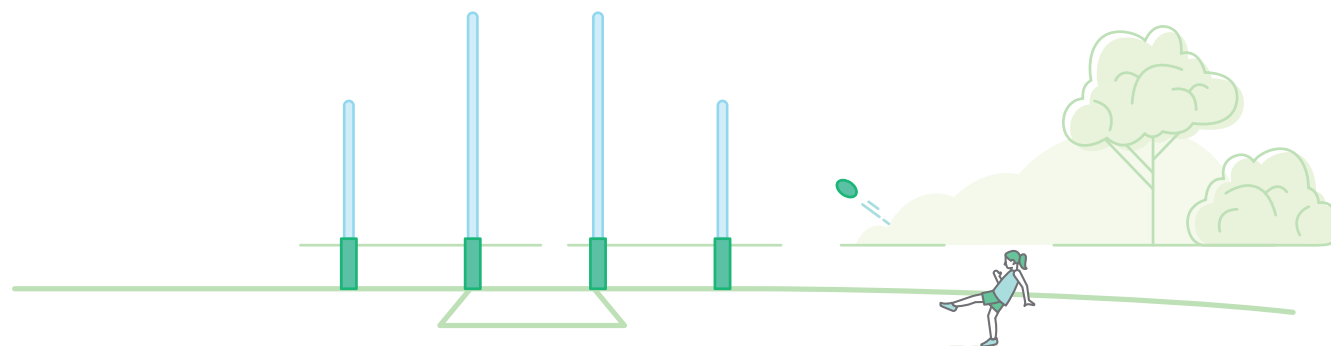
Try putting up some signs and utilising PA announcements at the event to spread the word. It also helps to display clear information with your logo and the Containers for Change brand at the container collection point so people know their donation will go towards supporting your community group. You could also ask volunteers from the event or your group to collect any discarded empty containers while they're there.



COLLECTING AT OTHER PLANNED EVENTS

Collecting at planned events - such as a fundraiser, concert, festival, market or conference - is another great way to boost your group's container count. For example, a one-day festival with 6,000 attendees and a bar can accumulate upwards of \$4,000 in container donations.

If you want to become part of a larger community event, contact the event manager to see if your group can manage a container collection and, if needed, negotiate a share of the refunds. The event manager is largely responsible for managing the event's waste, so work with them to determine infrastructure, signage, announcements and other logistics.

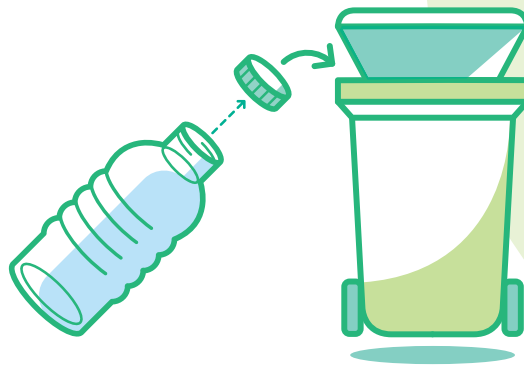


Collecting, storing and returning containers

STORING CONTAINERS

The introduction of the Containers for Change scheme has made containers a commodity - imagine your bin full of containers as a bin full of 10 cent pieces! That's why it's so important to set your bin up in an area that's accessible during staffed business hours and lock it up at the end of the day.

Don't have a bin yet? That's okay. You can store and return containers in boxes, bags, tubs or hardware store bought wheelie bins until your official infrastructure is set up.

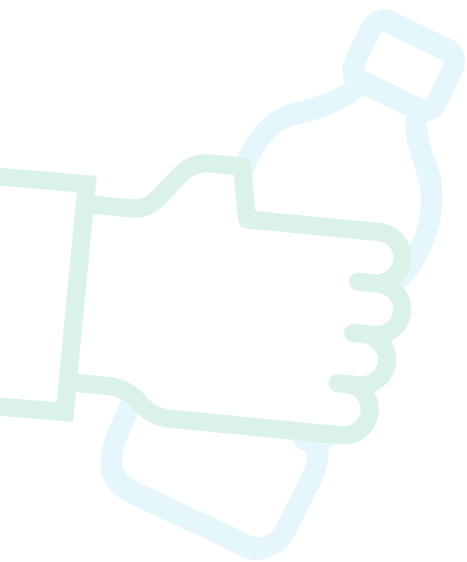


Storing containers can also be a (slightly) dirty business. Encourage participants to completely empty their containers, and remove lids, before they donate them to help keep your donation area clean and tidy.



Collecting, storing and returning containers

RETURNING CONTAINERS



Before you start returning containers, check with your local CRP if they have specific sorting and processing methods, and if lids are recyclable at their location. They may ask you to separate glass from cans, PET or other eligible containers.

If they do, call on your community to help with the sorting process at your collection point or, even better, set up your donation location so that supporters can easily return their containers in specific bins. Use instructional signage to support your message to make the process as easy as possible.

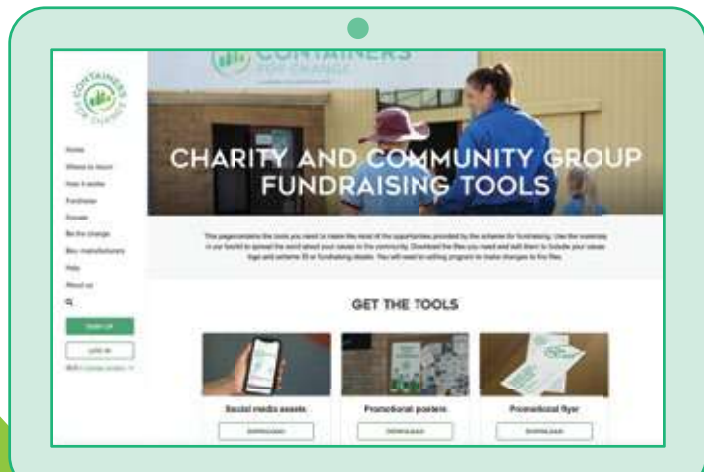


Amplify your message

FUNDRAISING ASSETS

Now it's time to spread the word and start mobilising your supporters. To help drive awareness and ongoing support for your cause, Containers for Change has created a toolkit of marketing materials that will encourage people in the community to donate their container refund to your cause.

Visit containersforchange.com.au/fundraising-tools to download the assets.



SOCIAL MEDIA

- Promote your cause scheme ID
- Promote your fundraising event
- Promote your fundraising goals and progress
- Encourage container donations
- Share your fundraising success



FLYER

- Promote your cause scheme ID
- Promote your fundraising event
- Promote your fundraising goals and progress
- Encourage container donations



POSTERS

- Promote your cause scheme ID
- Promote your fundraising event

Using an editing program such as Adobe, Acrobat Reader or Canva, you can update these assets with:

- Your cause logo
- Your scheme ID
- Event fundraising details
- Fundraising goal details



Please refer to the Toolkit Guide for important information on how to use the Toolkit assets.

For assistance please contact

enquiries@containersforchange.com.au

TANDURINGIE STATE SCHOOL

31 *Laptops bought, one for every student in the school.*



Tanduringie State School has just 31 students, and when Covid restrictions hit, the school's major fundraising activity had to be cancelled.

Tania Fitzsimon, a school mum and member of the P&C, had a bright idea. With the backing of her small but energetic P&C, Tania got the school involved in the Containers for Change scheme.

The young students got the ball rolling by painting a 44-gallon drum with flowers and environmental pictures and placed it in their main eating area to collect juice and water containers. Soon the rest of the community got on board too - parents from the local mine and power station encouraged their fellow workers to start collecting containers for the school; nearby Maidenwell Hotel placed bins around their grounds so their patrons could help out too; and the local store, Maidenwell Trading Post, placed a large water pod outside their shop to collect contributions from all the locals.

When the Maidenwell Post water pod is full, Tania transports all the containers to their nearest refund point in Kingaroy, and the proceeds are donated to the school. Initially, they thought it would take some time to fill the water pod, but they often have to empty it every week. Thanks to this initiative, Tanduringie P&C has been able to raise the funds needed to make a real difference to their kids' education, by providing facilities such as swimming lessons, sporting equipment and school camps.

The scheme has also made a big difference to cleaning up the environment in the area too.

Success stories

CQ PET RESCUE

CQ Pet Rescue is a charity based in Queensland's Central Highlands region that saves animals on euthanasia lists in local council pounds and catteries. The charity receives no government funding or subsidies and has been part of the Containers for Change scheme since it began in November 2018. To October 2020, the small regional group have raised more than \$38,000 in container refunds.

\$38,000

Raised in containers refunded by CQ Rescue.



"The community has been a massive part of this project and their support has made such a difference," says treasurer Susan Consedine. "The local Maraboon Tavern gives us all its cans and bottles for recycling, as do many other local businesses. The scheme is incredibly easy to engage with - the funds are simply deposited into our bank account, ready to be used."

CQ Pet Rescue volunteers manage the scheme, including 76-year-old Selwyn Nutley who has collected more than 66,000 bottles and cans for the charity since it began.

Share your own success stories with us. Email us at enquiries@containersforchange.com.au

FREQUENTLY ASKED QUESTIONS

What should I know before engaging with my local CRP operator?

CRPs want your containers – the more volume they get, the more profitable they become. Often your CRP will want to know how many containers you think you will collect per week, what types of containers you collect, whether your group needs assistance with collections, your site details and security, what kind of access you have for pick-up, and if you need marketing materials. Some CRP operators like to do a site visit to assess your needs. Depending on your projected volume, you might even enter into a commercial agreement, so go prepared with your goals and aims.

What questions should I ask my CRP before organising a collection for my group?

- What collection infrastructure are they able to provide?
- Are there any associated charges?
- Are there any security measures on infrastructure to prevent theft?
- Do they provide pick-up/transport services?
- Do they assist with collections for events?
- Can they promote your cause at their site to attract more donations from the general public?

How do we collect containers at an event?

If you are managing a small community event, work directly with your waste contractor and CRP to ensure that containers can be collected. If you want to become part of a larger community event, contact the event manager to see if your group can manage a container collection or assist the manager with managing their own collection for a share of the refunds. (For more information about collecting at an event, see page 11)

What is a scheme ID and why do I need one?

By signing up for a scheme ID, individuals and community groups can have their refund transferred directly into their bank account. If a community group has a scheme ID, anyone returning containers to a refund point can choose to donate their refund directly to the group's bank account. You can sign up at containersforchange.com.au/sign-up

FREQUENTLY ASKED QUESTIONS

Should I approach businesses and facilities to collect for our group?

Absolutely. Approaching businesses and facilities with a high-volume of containers is an easy way to raise funds. It may be a permanent arrangement or requesting support during a fundraising campaign.

Keep in mind: they aren't obligated to donate their refund to you, so when you approach a business explain how their involvement will help you reach your goal.

How long does it take to get my scheme ID?

Your group's charity or not-for-profit status must be confirmed before we activate your ID; this usually takes two days.

What resources are available to help our group get started with collections?

- Containers for Change has created this great guide to assist community groups with getting the most out of their collections.
- Make use of these marketing materials including images, social media copy, and wording for newsletters and emails, to promote your efforts and your scheme ID.
- To assist with the overall awareness and understanding of the scheme, a marketing toolkit is available by emailing: marketingqld@containersforchange.com.au

FREQUENTLY ASKED QUESTIONS

Is a scheme ID different from a Crunch Code or a MyTomra account?

Yes. The scheme ID is needed by community groups to participate in the Containers for Change program. The other accounts allow you to use particular Container Refund Point systems and their associated rewards programs.

How will I know if someone has used my scheme ID to donate?

You will receive an email notification with the date, CRP location and amount donated to your nominated bank account.

What information do I need to provide to get my scheme ID?

- Your group's trading name and legal name (if different)
- A main contact name (the person who will receive communication from us)
- A business postal address, email address and mobile number
- Bank account details

Who do I contact when I have a problem?

Please contact Containers for Change by phoning **13 42 42** or emailing: enquiries@containersforchange.com.au