



CONTAINERS FOR CHANGE WA FUNDRAISING TOOLKIT



CONGRATULATIONS ON BECOMING A CONTAINERS FOR CHANGE FUNDRAISER!

We're super excited that you're joining the thousands of community organisations who have raised millions of dollars through Containers for Change since launching in 2020.

We love nothing more than seeing groups reach their fundraising goals, so we've put together this toolkit to help guide you on your journey.

From setting up your member number to getting the word out to your supporters, this toolkit is filled with easy-to-use templates, resources, motivating case studies, and tips to help you run a successful fundraising campaign.

GIVING BACK TO THE WA COMMUNITY

There's a lot of potential in our 10¢ containers.

By saving them from landfill and returning them through Containers for Change instead, every day Western Australians are not only helping the environment — but they are also creating hundreds of local jobs and providing fundraising opportunities for charities, community groups, and schools.

Not bad for an empty 10¢ drink container!

OUR STORY SO FAR

CONTAINER SAVING & SOCIAL IMPACT

Our Refund Points

WA is home to one of the most accessible container deposit schemes in Australia. With over 260 authorised refund points, with almost half in regional areas, your local Containers for Change refund point may be closer than you think!

Creating more WA jobs

In two years, Containers for Change has created 821 new jobs right here in WA, including 260 for people living with a disability or who were long-term unemployed, and 76 for Aboriginal and Torres Strait Islander peoples.

WA Trailblazers

By Container for Change WA's 2nd birthday in October 2022, Western Australians have saved over 1.65 billion 10¢ containers from landfill — that's enough to circle the world 7.5 times!

BUT OUR STORY ISN'T DONE YET



CASE STUDIES

CHARITY



WHEELCHAIRS FOR KIDS

“We knew the value of containers as a source of revenue, and in 2021/22 raised over \$30,000.”

Wheelchairs for Kids is a volunteer-led, not-for-profit charity that makes and delivers wheelchairs for children in impoverished and under-resourced communities around the world. The charity has partnered with Iron Ore company Fortescue Metals who collects containers from workers in remote mining camps, filling them into trucks each month and sending them to Scouts Recycling WA, where the funds are distributed between Wheelchairs for Kids and other nominated charities.

Wheelchairs for Kids factory manager Olly Pickering said they had a great partnership with their local refund depot, Scouts WA Recycling, who provided the charity with three 1,100L wheelie bins. In the 2021/22 financial year, this partnership raised \$31,900 to support Wheelchairs for Kids. A great reminder to collaborate with your chosen Refund Point Operator!

COMMUNITY GROUP



ALL TRACKS 4WD CLUB

“More than 80 volunteers and members cleaned up the Mundaring Powerlines 4WD track saving more than 1400 containers.”

All Tracks 4WD is an incorporated community group that brings four-wheel driving enthusiasts together for regular driving days and events. Partnering with Perth Hills District Parks and Wildlife, the club holds four to five community cleanup events a year to reduce the litter on popular 4WD locations across WA. At their most recent event, more than 80 volunteers and members cleaned up Mundaring Powerlines 4WD track, filling five wheelie bins with a whopping 1,460 containers!

All Tracks 4WD partnered with a local refund point, Scouts WA Recycling, who provided seven Containers for Change wheelie bins for the event. Club President Richard says: “They’ve been really flexible and accommodating in what we do. They dropped the bins to my house after hours as I work during the week, and then I brought the bins to the event. Afterwards, they took the bins, did all the sorting, and put the funds directly into the charity’s account.” The club donated the funds raised to Kaarakin Black Cockatoo Conservation Centre and will nominate a different charity at each future cleanup event.

CASE STUDIES

COMMUNITY GROUP



K9 DOG RESCUE

“We can’t believe how easy the whole process has been to earn a lot of money for the rescue dogs, as well as recycling, which is important to us.”

K9 Rescue is a not-for-profit organisation in Nambelup that has been caring for and re-homing dogs since 1990. With annual vet bills of more than \$100,000, in addition to food, kennel maintenance, and cleaning equipment, K9 Rescue relies on donations from the community to care for and re-home its four-legged residents — like Georgie pictured here. In the last financial year, K9 Rescue collected more than 100,000 10c containers, raising \$10,000. They credit this to being proactive in sharing their member number on social media and with their local radio station, Wave FM, which regularly promotes K9 Rescue’s Containers for Change fundraising scheme and invites listeners to donate their 10c containers to their member number wherever they are in WA.

SCHOOL



CHURCHLANDS PRIMARY SCHOOL

“The students at Churchlands Primary School were able to raise over \$500.”

Churchlands Primary School kick started their container campaign at the start of 2021, announcing it in school assemblies, newsletters, and social media and communications platforms. They partnered with their local refund point, who provided two 660L bins and a fortnightly collection service. The students placed Containers for Change signage on several 50L bins outside classrooms, which are checked each day after lunch by the keen Year 5 ‘Environmental Officers’, who empty them into the larger bins.

To keep the scheme at the forefront of everyone’s mind, teacher Sheree Samsa established a two-week competition between classes, which saw a significant increase in container volume. Students brought containers in from home to raise \$530.70, with the winning class receiving bird feeders that they built during class. Great job Churchland Primary Students!



www.containersforchange.com.au/wa/fundraising/resources

7 EASY STEPS TO FUNDRAISING

EXCITED TO START SAVING 10¢ CONTAINERS FROM LANDFILL, WHILE RAISING FUNDS FOR YOUR CAUSE? GREAT!

We have put together this step-by-step guide, so you can jump right in. Don't worry if you need more information — we've broken each step down on the following pages.

1 SIGN UP FOR A MEMBER NUMBER

Member number makes returning 10¢ containers and receiving donations easy. It only takes a few minutes to sign up, just make sure you have your contact and payment details handy.

2 PICK YOUR CAPTAIN & YOUR TEAMMATES

Member number lets you add a captain and teammates, so everyone in your organisation can get involved in your fundraising.

3 DECIDE YOUR FUNDRAISING APPROACH

Once you've picked your captain and teammates, you'll need to decide how you want to collect your 10¢ containers.

4 GET 10¢ CONTAINER SAVVY

It's easy to check for the 10¢ mark, but making sure you and your team know which 10¢ containers are accepted will make the most of your collecting efforts.

5 KNOW YOUR LOCAL REFUND POINT

With over 260 refund points across WA, your local may be closer than you think! Get to know your refund point, they may be able to help you achieve your fundraising goals.

6 REACH OUT TO LOCAL BUSINESSES & COMMUNITY

WA is home to thousands of trailblazers and community container savers. Reach out to local businesses and ask your community to get involved.

7 SPREAD THE WORD

Promote your fundraising with Containers for Change to your network and supporters, they can help you collect 10¢ containers or even donate their container refund straight to you!

STAY IN THE LOOP

Here at Containers for Change, we want to make sure your fundraising campaign reaches its full potential.

For helpful ideas, tips, and information, join our monthly newsletter. Visit the Containers for Change WA website to sign up, and when you do, select the newsletter option that best suits you.

STEP 1: SIGN UP FOR A MEMBER NUMBER

Before you start fundraising through Containers for Change, you'll need to sign up for a unique member number (don't worry, it's free!). Having a member number means that your 10¢ container refund can be sent to your organisation's nominated bank account.



1 A. SIGN UP FOR A GROUP MEMBER NUMBER

Head to the Containers for Change WA website. Click the Sign Up link that is located in the menu and select My Team.

B. CONNECT AN INDIVIDUAL ACCOUNT

A group member number needs to be linked to an individual account — don't worry, you can change this account at any time and add more individual accounts once you're setup.

If you already have an individual account, select Connect My Personal Account.

If you don't have an individual account, you can set a new one up by selecting Create a New Individual Account and follow the prompts.

After you have selected either of these options, the group account will automatically be linked to your nominated individual account.

C. SELECT THE OPTION THAT BEST DESCRIBES YOUR TEAM

Are you a school, community group, or charity?

If you cover more than one, choose the option that best suits your main activities. For example, if you're a P&C, we suggest signing up as a school.

D. ENTER THE REQUIRED INFORMATION

You will need your organisation's information such as trading name, postal address, ABN, and bank details.

We will also need the name of your captain and their contact details, so we can get in touch if we need to.

2 WAIT FOR CONFIRMATION

If your group has a charity or not-for-profit status, we will need to confirm this before we can activate your member number. This usually takes around two business days.

3 ACCESS THE MEMBER PORTAL

Once your account is setup you can sign into the member number portal at any time. Here you will be able to set goals, track your progress, and update any details.

In the member number portal, you will also see your group's unique member number. You can share this with your supporters, and next time they make a return they can use it to donate their refund straight to you.

STEP 2: PICK YOUR CAPTAIN & TEAMMATES

Rally up your organisation's captain and teammates.

Captains are the main points of contact for your group member number, similar to an admin. In the member portal, teammates are able to share your goals, and check how many containers you've saved from the Fill!

HANDY HINT

Whoever sets up your account will automatically be assigned as captain. In the member portal, you can add and change your captain at any time.



STEP 3: DECIDE YOUR FUNDRAISING APPROACH

Now that you've got your teammates and captain sorted, you'll need to decide your fundraising approach. There are a few ways you can go about this:

BECOME A DONATION POINT

If you have the space, you can choose to become a donation point. This lets people drop their 10c containers off straight to you, so you can return them and collect the refund for your group.

If you decide to become a donation point, you'll need to set up a cage, bins, or other infrastructure where people can safely drop off their 10c containers for your cause. See Step 5: to see how your local refund point may be able to help you.

It's important that your donation point is accessible, so people can easily drop off their 10c containers for your cause. If the area is not attended outside of business hours, arrange for a lockable cage or bins and investigate any insurance or public liability issues.

Once full, you can return your 10c containers to your local refund point or ask them if they can assist with collection (they may charge a small fee). The refund point will sort and count your returned 10c containers before processing your refund using your group member number's nominated bank account.

ASK YOUR SUPPORTERS TO DONATE THEIR REFUNDS

Many WA container savers choose to donate their refunds. Share your group's member number far and wide, and when your supporters take their 10c containers to an authorised refund point, they can choose to donate their refund directly to you. The refund point will then process the refund using your group's member number.



GET THE COMMUNITY INVOLVED BY COLLECTING 10c CONTAINERS

Asking your organisation, community, and even local businesses to collect 10c containers for you is a great way to increase your fundraising. We also recommend providing collection points, such as bins, at events where 10c containers will be used.

COLLECTING AT YOUR OWN EVENTS

If you're hosting a community event, it is a great opportunity to collect extra 10c containers.

Before the event, chat with your local refund point to determine what collection infrastructure you'll need and where it is best to position it at your event.

TIPS FOR EVENT COLLECTIONS

- Help attendees out by using clear signage. Make sure all collection infrastructure is clearly marked so people know which drink containers are accepted.
- Promote your fundraising event on social media channels (and don't forget to tag Containers for Change!).
- Help attendees out by using clear signage. Remember to check our Community Group Brandfolder (see Step 6) for posters you are welcome to use.
- Ask event volunteers and staff to collect any 10c containers they see and to also monitor your bins. This will increase your collection and reduce contamination.
- For an easy transaction, make sure your supporters have saved your QR code into their wallet.

STEP 4: GET 10¢ CONTAINER SAVVY

HANDY HINT

Head to the Containers for Change WA website and use our eligibility checker to check which 10¢ containers are accepted.

It's easy to save your 10¢ containers from landfill so they can live another life. Just check for the 10¢ mark.

Most aluminium, glass, plastic, steel, and liquid paperboard drink containers that are 150ml to 3L are accepted.

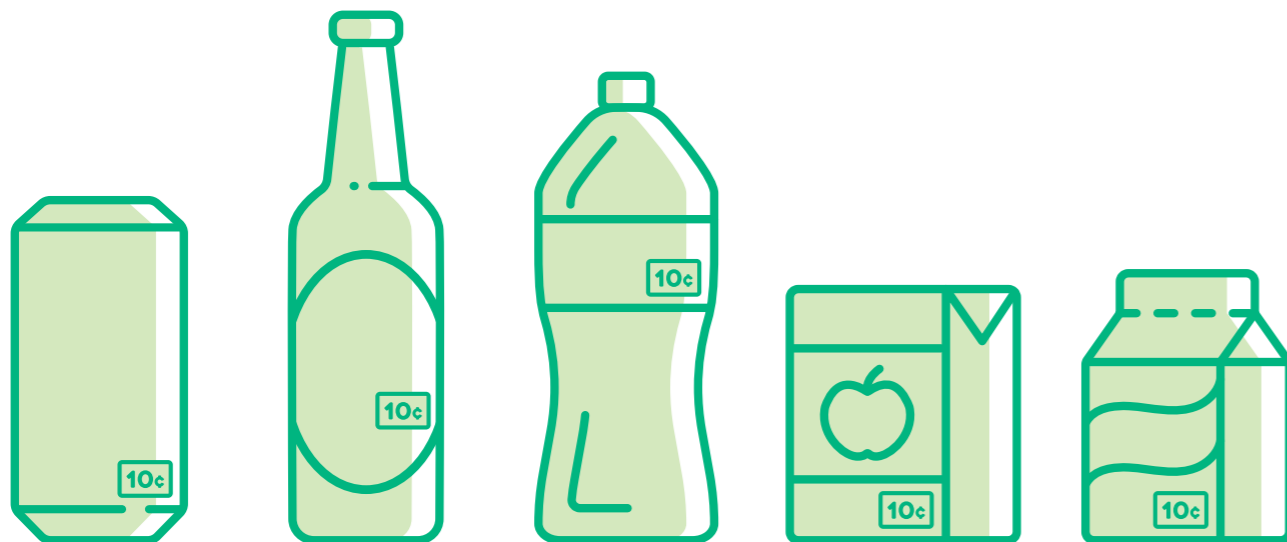
This includes:

- Most single-serve water and fizzy drink containers up to, and including, 3L.
- Most single-serve alcohol containers, like beer bottles and pre-mixed spirits.
- Flavoured milk containers that are 150ml to 999ml.
- Coconut water, pure fruit, or vegetable juice containers that are 150ml to 999ml.

MAKE SURE YOU TAKE OFF THE LIDS – WE RECYCLE THOSE TOO, JUST SEPARATELY.

No 10¢ mark? No worries!

While we may not accept a container, you can still do the right thing by disposing it into a residential recycling bin. Check out WasteSorted for more information.



STEP 5: KNOW YOUR LOCAL REFUND POINT



With over 260 authorised refund points, your local Containers for Change refund point may be closer than you think. When you have collected your 10¢ containers, take them to your nearest or most convenient refund point where our team will count your returns and process your refund.

TYPES OF REFUND POINTS

DEPOTS

At depots, your 10¢ containers are counted by staff or by machines. Some depots offer drive-through or bag drop services.

During your return scan or show your group's member number and your refund will be processed using your group's bank details.

BAG DROPS

Bag drops are a convenient and contact-free way to return your 10¢ containers.

Place your 10¢ containers in a secure bag and securely attach a tag with your group's member number and name on it. Drop your bag in the chute and leave it with us to count and process your refund.

REVERSE VENDING MACHINES (RVMS)

RVMS count your 10¢ containers and check if they are accepted by scanning their barcode. Just insert your 10¢ container one by one and let the RVM do the rest.

Handy hint: Barcodes need to be legible to be scanned, so crushed containers won't be accepted.

POP-UPS

Some refund points pop-up at busy community locations on a weekly, fortnightly, or monthly basis.

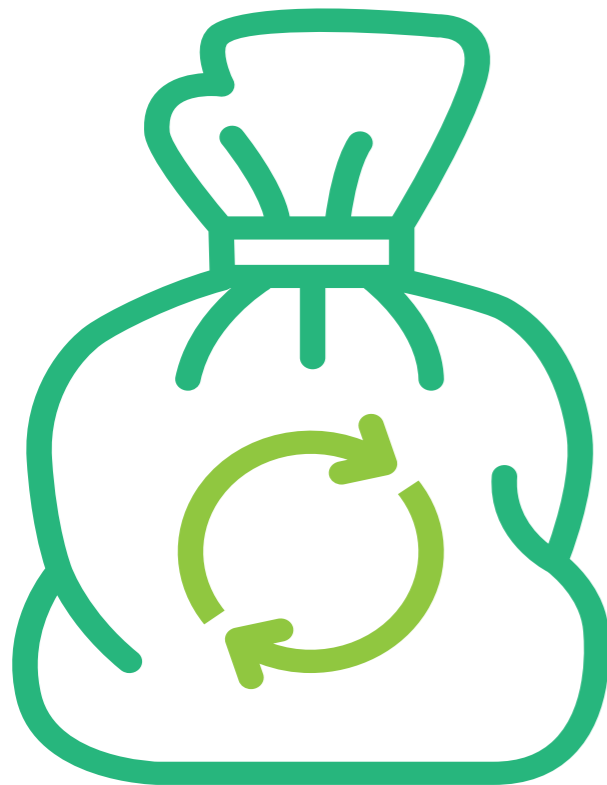
While some pop-ups will count your 10¢ containers on the spot, others will take them back to a sorting point to count and then process your refund using your group member number.

PARTNER WITH A REFUND POINT

Your local refund point may be able to help you achieve your fundraising goals.

Some refund points, mainly depots, offer collection services for a small fee, which is particularly helpful if you collect large volumes of 10¢ containers. Others might be able to provide you with bags, bins, or equipment so you can set up your own donation point or easily collect at events.

To find your local refund point, go to the Containers for Change WA website and use our Refund Point locator. Enter in your postcode and make sure you select Depot.



STEP 6: REACH OUT TO LOCAL BUSINESSES & YOUR COMMUNITY

Local businesses and communities often love to be involved in a fundraising cause, so why not invite them to be part of your journey?

From restaurants and cafes to offices and shops, there are plenty of 10c containers that could be collected for your group's fundraising.

Get to know your local businesses and ask to have a chat, or send them an email using our fundraising letter template. To access the template, visit our Fundraising Resources Brandfolder using the QR code below or email getinvolved@warrl.com.au



<https://brandfolder.com/containersforchange/fundraising-resources>

STEP 7: SPREAD THE WORD

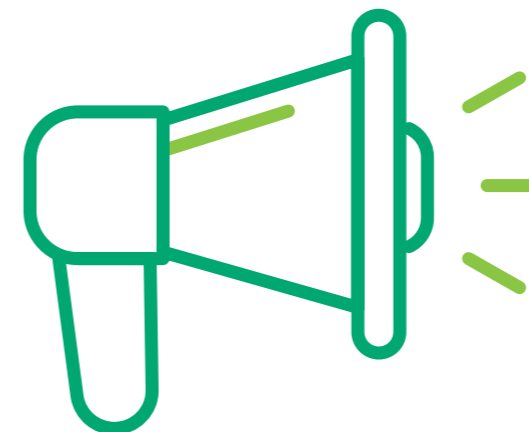
Promote your fundraising with Containers for Change to your network and supporters; they can help you collect 10c containers or even use your group member number to donate their refund straight to you!

To help you promote, we have created a digital library of assets available from our Fundraising Resources Brandfolder. Here you'll find posters, flyers, templates, and social media tiles, which are free for you to download and use to boost your fundraising efforts.

Don't forget, while these assets are free for you to use, if you design your own marketing material with Containers for Change branding or edit an existing template, you are required to send your final design to marketing@warrl.com.au for approval prior to use.

HANDY HINT

Let everyone know how your fundraising is going with updates in your newsletters or by tagging Containers for Change in your social media posts.





SAFETY FIRST, CONTAINER SAVERS!

By educating your team and supporters, you can make sure your 10¢ container collecting is safe, fun, and efficient!

WE WANT TO MAKE SURE YOU STAY SAFE WHILE FUNDRAISING.

When collecting 10¢ containers, make sure you and your team identify hazards, assess the risk and put controls in place to keep your team safe. Some common hazards that may be present when collecting are:

- Collecting 10¢ containers, particularly glass, can be noisy business.
- When moving large quantities of 10¢ containers, bins and bags may be heavy.
- Sometimes people may have placed sharp or unknown objects inside their 10¢ containers.

HERE ARE SOME SAFETY TIPS TO HELP PREVENT HAZARDS FROM BECOMING AN ISSUE:

- Wear protective clothing such as enclosed shoes, long-sleeved tops, and pants. If appropriate, wear PPE (Personal Protection Equipment) such as gloves and hearing and eye protection.
- Take care and be mindful when handling 10¢ containers. Also be sure to check your organisation's insurance and safety protocols.
- Ask your collectors and supporters to remove all lids (these can be recycled too — just separately) and empty the contents of 10¢ containers before donating them.

WE'RE HERE TO HELP

If you have any questions or need more information, send us an email at getinvolved@warrl.com.au

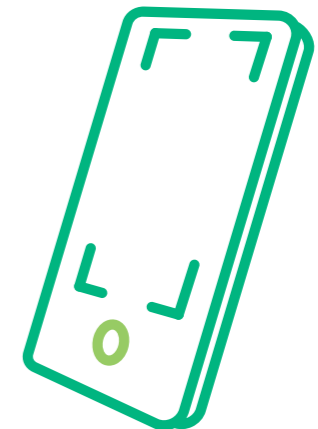
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CONTAINERS

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