



COMMUNITY FUNDRAISING FOR A CLEANER WORLD INFO PACK



Thank you for being part of the solution to help reduce single-use plastics.

The Plastic Free Foundation is an independent, not-for-profit organisation. Your donations and fundraising activities enable us to support more people around the world in taking the Plastic Free July Challenge, reducing plastic pollution, creating cleaner streets, oceans and communities.

Here you will find simple guidelines, fundraising ideas and a registration form so you can bring your creativeness to life and start ethically fundraising now, or any time of the year. You don't even have to wait until July!

Through simple steps and fundraising actions by many we are working together towards a world without plastic waste.

GETTING STARTED

There are many ways you can fundraise all around the world, every day of the year.

Many people have already made a meaningful difference by reducing their plastic use but we are finding that families, schools, businesses, friends and individuals want to do more and help others learn about reducing plastic too. As a charity, your support is vital to continue our work.

Fundraising is easy and fun, especially as you will be supporting a cause you and so many others are passionate about.

By registering your activity and following these fundraising guidelines you'll be ready to get started.



As the Event Manager for a restaurant in Michigan USA, Julia arranged for 15 percent of every food bill to be donated for the month of July. A special cocktail called “The Last Straw” was also created with \$2 from each cocktail sold for the month donated.

Plastic Free July Champion

FUNDRAISING STEPS

1 Choose your idea

No matter how big or small your idea is, with a little planning anyone can get involved. Below are some popular ideas to get started, choose one of these or come up with your own.

2 Register

Registering your activity is important so participants or supporters know your activity has been officially recognised by Plastic Free Foundation which will add to your success.

Complete the fundraising application form below and return it to admin@plasticfreejuly.org

Please ensure you check and follow any local fundraising or compliance requirements in your local region.

3 Set a goal

Setting a fundraising goal helps when planning the activities you need to achieve your goal. It's a great idea to keep people updated on your progress along the way and the final donation made. Once we receive your funds we will issue you with an official receipt and thank you certificate.

4 Plan the activity

- Set a date or timeline
- Develop a budget
- Determine how you are going to promote your activity
- Decide who you are going to encourage to participate and how
- Ensure your activities consider our mission of reducing single use plastic!
- Keep your expenses to a minimum, if you need prizes, products or a venue, try sourcing them for free or for a discount



FUNDRAISING IDEAS

FUN is the key word. By choosing activities that are fun, adaptable and suitable for businesses, schools, individuals and families will help with your efforts. Here's some ideas to get you going!

Book Sale

Who doesn't love recycling? Go through your unwanted books at home and encourage your friends, family and colleagues to do the same. Sell the books at school, local market or community day.

Bake

Everyone loves home baked goodies. Bake bread, cakes, biscuits or pies; take ongoing orders or hold an bake sale. Your community may even have a Facebook group to promote your sale!

Get Creative

Design and sell your own reusable coffee mugs or shopping bags. Each design will be unique and could be personalised for birthdays or special occasions.

Part proceeds

If you have the means through your business, an easy activity is to donate a percentage of sales from selected products or even a percentage from food or drinks for a period of time.

Dress Up Day

Hold a dress up day at your school with costumes made from recycled materials, or perhaps a bad sock or shirt day at work. Entrants pay a fee to join the day with a prize for the best outfit!

Plastic Free Morning Tea

Inspire everyone in the office to bring a plate of goodies to share and charge a small donation to come and enjoy. Of course the challenge is to ensure no plastic makes its way to the table!

WHATEVER YOU CHOOSE, THE SKY IS THE LIMIT AND FUNDS RAISED WILL HELP MANY MORE PEOPLE FIND OUT ABOUT PLASTIC FREE JULY AND SUPPORT THEM IN BEING PART OF THE SOLUTION TOO!

APPLICATION FORM

YOUR DETAILS

First name

Last name

Company name (if applicable)

Address

Suburb

State

Country

Postcode

Mobile

Email

EVENT DETAILS

Date(s)

Activity Name/Type of Activity

What is your fundraising goal?

How will you be promoting your activity?

Detail ways you will be raising funds (ticket sales, donations, sale of goods etc) If part proceeds, what is the sale price of the product and how much will you be donating?

AGREEMENT

Please sign and complete the following details to acknowledge you understand your obligations when fundraising for Plastic Free Foundation Ltd:

- I agree to be clear and transparent in my fundraising activity
- I agree to provide Plastic Free Foundation Ltd with all funds raised within 14 days of the activity
- I acknowledge that my fundraising will not be used for direct commercial gain or profiteering
- I will keep my expenses to a minimum and Plastic Free Foundation Ltd will not be responsible for any expenses or associated costs (any expenses must be kept below 30% of the total amount raised)
- I agree to follow the Brand Rules for Plastic Free July

Signature

Date

Please return your completed form to admin@plasticfreejuly.org

*** Please note, we will aim to respond within 5 working days of receiving your application.*