



**KNIGHTS
OF COLUMBUS®**

Bottle Drive Guide

Special Olympics
Ontario





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Community Bottle Drive

At "The Beer Store" we are proud to be environmental leaders!

For over 80 years we have been taking back all of the beer containers we sell, giving customers their deposit refund. With the introduction of the Ontario Deposit Return Program, we now take back all beverage alcohol containers purchased in Ontario on which a deposit has been paid. All containers of wine, beer and spirit over 100ml have a deposit value of 10 or 20 cents.

Having a community bottle drive for charity is a great way to raise funds for your cause! We welcome your returns!

Help us help you with your community bottle drive by following these tips:

Before your community bottle drive

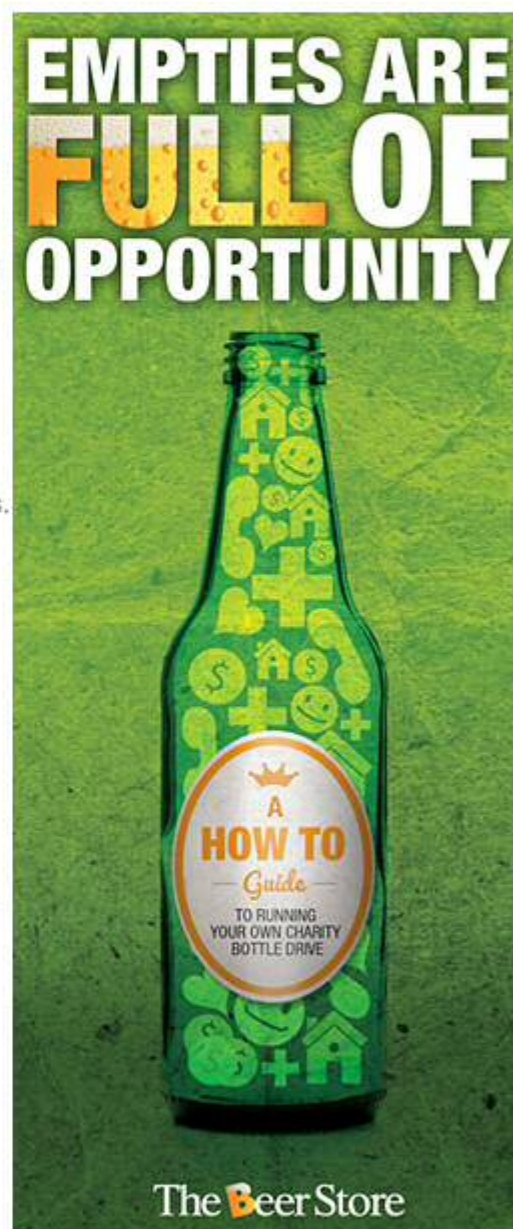
- Please contact "The Beer Store" in your community to let them know your plans.
- We will advise you of the best return location and coordinate a return time.
- Drop by the store to obtain cardboard cartons if required.

Getting ready to return your empties

- Closer to the time of your community bottle drive contact the store to:
 - Reconfirm your return date, the time and the location.
 - If possible, advise the store of the amount of containers you expect to be returning.
- Organize containers into original packaging or the cardboard cartons provided.
- To speed up the returns, sort empties into "like" groups:
 - Separate beer bottles by colour.
 - Separate wine and spirit bottles by clear and coloured glass.
 - Separate Tetra, Plastic and other containers (bag-in-a-box).
 - Cans.

When you return your empties

- Minimize the number of people who come to the store to assist with the unloading of empties; we suggest children do not handle containers or boxes.
- For everyone's safety, please supervise children in store parking lots



Organizing a Community Bottle Drive

Planning and Preparation (Weeks before)

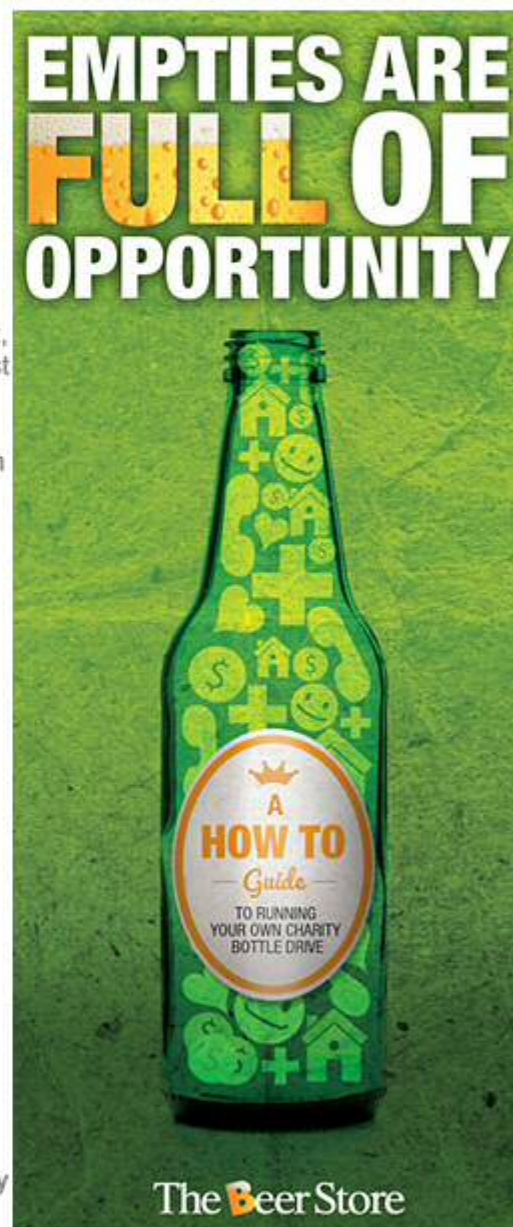
- Choose a convenient date. Consider the following: blue box schedules, availability of collectors/drivers, likely parties, weather conditions.
- Choose a convenient time when people are likely to be home to give bottles.
- Obtain permission to hold collection at your desired location, such as a church or school parking lot.
- Determine the collection area, such as neighbourhoods around high-density areas, university and college campuses. Have a bottle drop off station at your home base (parking lot).
- Get the word out by putting flyers in mailboxes in the collection area the week before the collection, put posters out, send out emails, make a Facebook event, Tweet about it, get team members, family and friends to publicize it at work, just to name a few ideas.
- Arrange drivers who don't mind filling their trunks/trunk beds/cars with bottles and cans. Note: if drivers are going to be driving participants, obtain permission forms from minors to be transported by volunteer drivers.
- Plan routes: print out maps of the region and assign streets to various collectors. Prepare one map for each driver.
- Contact The Beer Store for the criteria in sorting bottles and cans. Print out criteria for the sorting station.

Preparation (Days before)

- Notify The Beer Store of the bottle drive, and ask which facility bottles should be returned to.
- Ask The Beer Store for boxes to return the empties (they come flat).
- Collect needed materials: garbage bags for collection, large clear garbage bags for returning cans, gloves for sorters, boxes, paper and marker, money collection envelope.
- Throughout the day, volunteers will be needed to take the empties into the store to be cashed in.
- Remind collectors/sorters/drivers of the event.
- Remind people of the drop off station (via email, phone).

Day of Event

- Use sidewalk chalk to promote event in collection area.
- Prepare sorting station: Post sorting criteria on the wall, find a garbage can and blue box for all non alcohol bottles/cans. Designate a cardboard box for any broken glass. Hand sanitizer is a great addition to any sorting station.



continued...



Organizing a Community Bottle Drive

Day of Event (cont.)

- Divide participants into sorting and collection teams. Each collection team would have an adult/driver and vehicle to load up. Make note of who is in each group and leave a master list at the collection station. Note: only 3 or 4 sorters are needed. Most of the people involved should be collectors. • Choose a convenient time when people are likely to be home to give bottles. Collectors should always go in groups of 2 or 2 adults with any minors.
- Collectors need garbage bags and cardboard boxes/bins.
- Give each driver a map so they know which streets to cover.
- Collectors should bring back their first carload to the sorting station quickly so sorters have something to sort.

The General Process

- Collectors fill up vehicles.
- Drivers bring vehicles to the sorting station.
- Sorters unload vehicles and sort bottles/cans.
- Sorted materials are now to be taken to The Beer Store (the "Beer Store Delivery Vehicle" is loaded with the sorted materials).
- Bottles are returned, money is brought back to whoever is in charge at the sorting station and the process continues.

Sorting Criteria for Beer Stores (to be confirmed by your local store)

- Kegs: They worth a lot more money.
- Cans: alcohol cans only, crushed (to save space), counted, in clear bags. A large bag should hold 200 cans. Put a large piece of paper with the number of cans printed on it inside the bag.
- Wine bottles: sorted by colour of glass (green, clear, brown, other).
- Beer bottles: brown glass, green glass, clear glass, with speciality bottles separated (Sleemans, Corona, Steamwhistle).
- Small alcohol bottles (e.g. Coolers): sorted by colour of glass - Note: these are NOT beer bottles.
- Large alcohol bottles: sorted by colour of glass (green, clear, brown, other).
- Plastic bottles: (in clear bags and counted).
- Tetras: (in clear bags and counted).
- Thank all participants, especially the drivers.
- Collect and count all the money.

Knights of Columbus (Council Name and Number)

BOTTLE DRIVE!
SAVE YOUR EMPTIES!

Wine and Alcohol Bottles, Beer Bottles and Beer Cans
SUPPORTING SPECIAL OLYMPICS ONTARIO

SAT. <Date> and SUN. <Date>, <Year>

BOTTLES CAN BE DROPPED OFF AT
(Name of the Church)
after all Masses

5:00 PM, 8:30 AM, 10:00 AM, 12:00 PM and 7:00 PM
Please look for the truck in the Church Parking Lot
Thank you for your support.



**EMPTIES ARE
FULL OF
OPPORTUNITY**



The Beer Store

continued...



Organizing a Community Bottle Drive

After The Event

- Thank all participants, especially the drivers.
- Collect and count all the money.
- Clean up sorting station.
- Take down all posters.

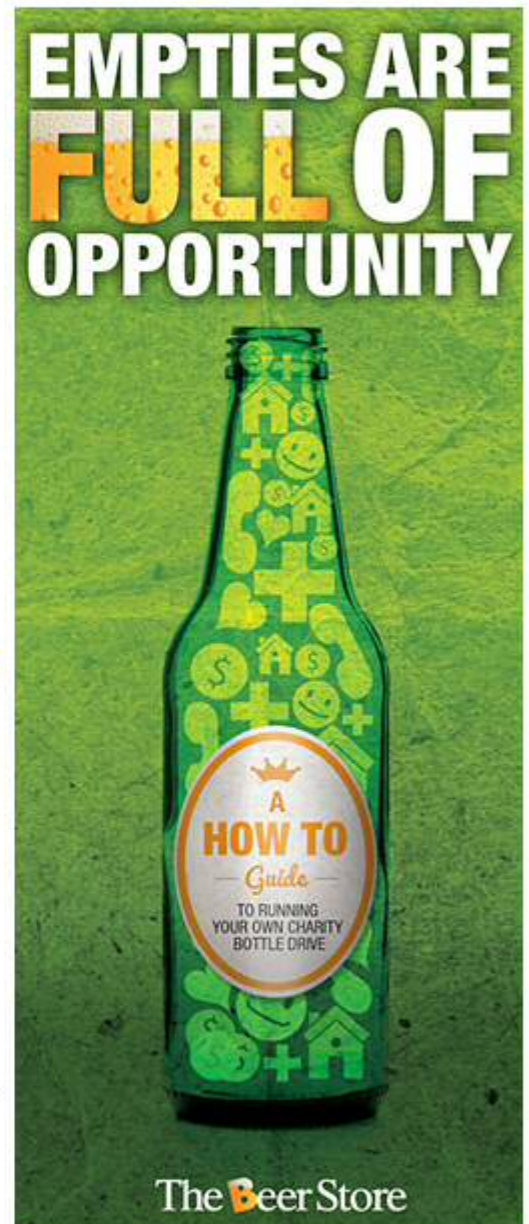


Tip

When getting the word out for the Bottle Drive, note that on pick-up day, bottles, etc can be left outside the door or on the porch, if people do not want the collectors to disturb them, such as knocking on the door. It also makes pick-up run much more quickly and smoother.

For a Church Bottle Drive:

- Approach the Pastor for permission to have a bottle drive and then choose a weekend to hold it.
- Next, obtain permission to hold the collection at your desired location, such as a church or school parking lot.
- Get the word out by putting a notice in the church bulletin, send out emails, make a Facebook event, Tweet about it, contact family and friends.
- Collect bottles and cans after every Mass and arrange for a truck or drivers who don't mind filling their trunks/trunk beds/cars with bottles and cans
- Contact The Beer Store that sorted materials will be returned throughout the day.





Community Bottle Drives Examples

• Arnprior

The Arnprior Minor Hockey team raised \$3,486.15 on its January 15th bottle drive. The drive was extended to January 18th because of the overwhelming response in which three trucks were loaded brimming with bottles and cans.

The first truck arrived early January 15th and was filled by early afternoon. The second truck arrived and it was full by late evening.

A third truck was required to handle the overflow of donations and stayed until January 18th after which 28 more bags of bottles have flooded in since the end of the campaign bottle drive over the past two Saturdays and Sundays.

• Scarborough

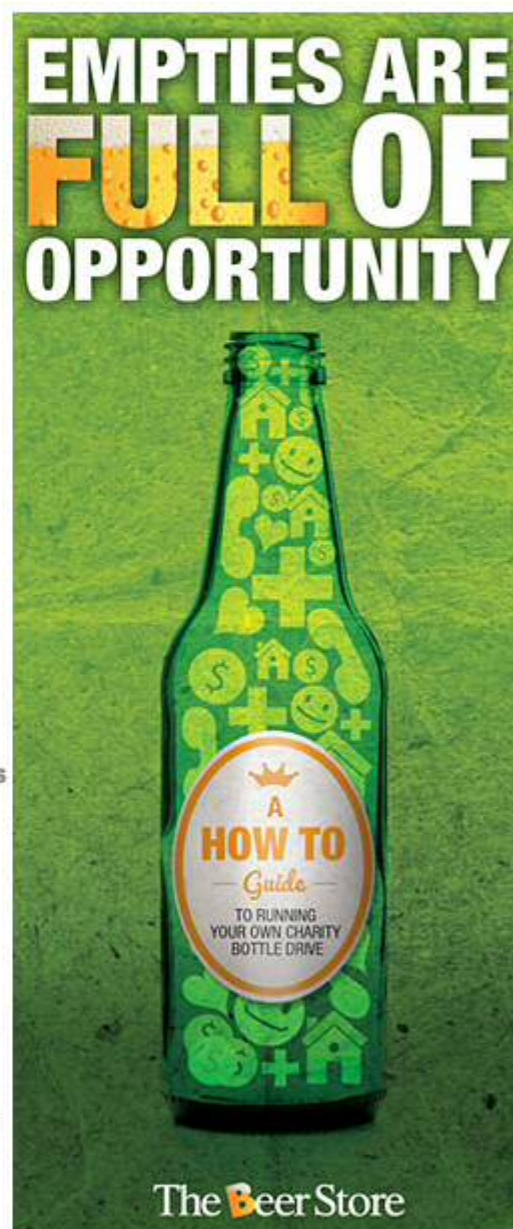
An elementary school raised \$3505 on its September 27th Bottle Drive. Once again student, parents and staff worked together canvassing the community for bottles and cans to make this a very successful bottles drive. Everyone then sorted the bottles and cans before darkness set in, which were delivered to The Beer Store the next morning. Proceeds will be used to fund student activities throughout the year.

• Woodstock

The community fund-raising committee needs to raise over \$40,000 towards the cost of converting the grounds of a former school into a park. They have raised over \$2,000 from their March 30th bottle drive, in which residents brought their empty bottles and cans to the Sweeburg Pavilion.

• Kitchener

In May 2012, a young girl started collecting empty liquor bottles and beer cans by going around her neighbourhood throughout the summer months. Her goal was to raise \$1000 over the summer season and to donate it to The Brain Tumour Foundation of Canada in honour of her 9 year old friend suffering with brain tumours. Over the course of 6 months, she raised over \$6000 from contributions and donations.



Organizing a Beer Store Bottle Drive

Planning and Preparation (Weeks before)

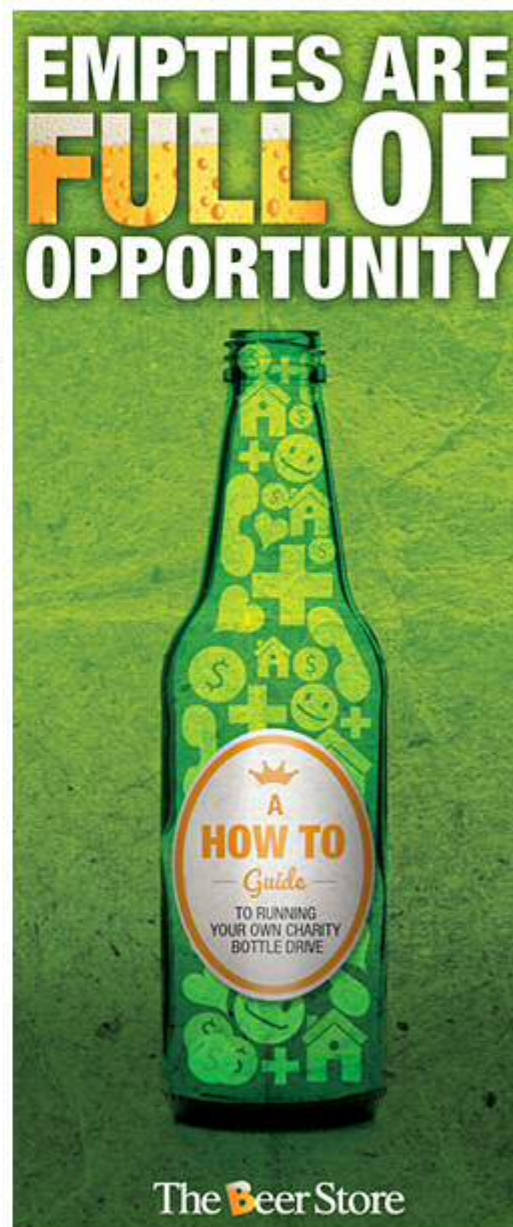
- Determine when you wish to conduct your bottle drive.
- Contact the Beer Store Manager in your area about the possibility of having a bottle drive at that particular Beer Store and on the weekend (Saturday and Sunday) that the Council would like to have it. It is best to have determined a number of alternate dates in the event that the Council's first choice is not available. Note that the bottle drive is separate for each Beer Store, thus a Council needs to contact the store manager to obtain permission. Surrounding Beer Stores may work together in coordinating the bottle drive, especially if the proceeds are going to the same charity.
- Once the Council has received permission for the bottle drive, it is now time to recruit volunteers, invite the local Special Olympians, and organize the various activities pertaining to the bottle drive.
- Get the word out by putting flyers out and advertising in community papers the week before the event. Put posters out, send out emails, make it a Facebook event, Tweet about it, get your team members, and their family and friends to publicize it at work, just to name a few ideas.

Day of Event

- Set up outside the Beer Store (table, chairs). Have signage and handouts available in case they are needed. Have a donation box and red laces on the table to raise additional funds (cash donations).
- Have greeters outside of the Beer Store to ask the customers if they would like to donate their empties to Special Olympics or to make a donation.
- Have volunteers available to help customers unload the empties from their vehicles. This service is important, especially for those customers who made a special trip to the Beer Store in support of the bottle drive.
- Volunteers will be needed to sort bottles and loose cans according to the instructions provided by the Beer Store.
- Throughout the day, volunteers will be needed to take the empties into the store to be cashed in.
- At store closing, the outside of the store will need to be in the same condition as when the day began.
- Steps 1 through 6 are repeated for the second day of the bottle drive.

Tip

The Beer Store bottle drive could be held in conjunction with a community bottle drive, that is empties could be picked up by volunteers in the area surrounding of the Beer Store or delivered to a central collection point (e.g. Church parking lot or school yard). The sorting would be done at the collection centre and then brought to the Beer Store for cash-in.



Beer Store Bottle Drives are a Success

· Sudbury

Volunteers from a local charity got their fill of empties over the past two weekends at five outlets of The Beer Store in Greater Sudbury area. With the help of employees of The Beer Store, a bottle drive raised approximately \$7,500 on behalf of the campaign (an average of approximately \$1,500 per store). Having a community bottle drive for charity is a great way to raise funds for your cause! We welcome your returns!

"We are just delighted that The Beer Store was willing to support our campaign by allowing us to collect empties on what must have been two of the busiest weekends of the year." Said the campaign chairman. "The money we raised will help our campaign tremendously. I want to thank everyone at The Beer Store for their support."

People returning empty bottles and cans to the Chelmsford, Hanmer, Lasalle, Paris, and Nortre Dame outlets of the The Beer Store were invited to donate all or some of the proceeds or make a cash donation to the charity's campaign.

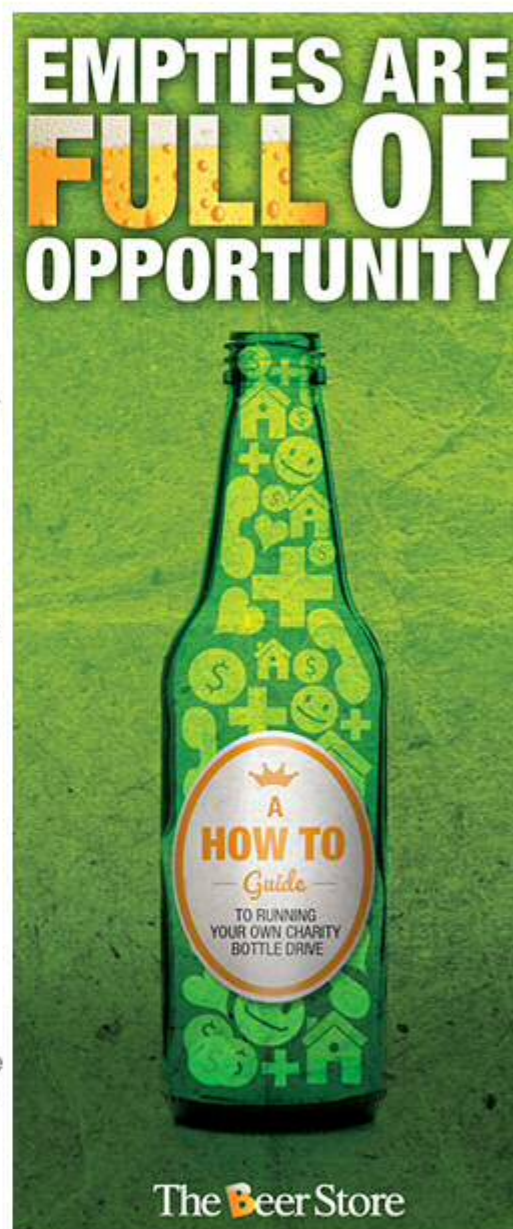
"We believe our company should be led by our core values, and one of our most important core values is giving back to the communities where we are located," says Ted Moroz, a former Sudburian and President of The Beer Store. "I'm very proud of our team in Greater Sudbury who took part in this very worthy cause in their community."

Approximately 50 people volunteered their time to take part in The Beer Store bottle drive over the past two Saturdays and Sundays.

· Ottawa Senators Foundation

DONATE YOUR EMPTIES!

Save your empty beer, liquor and wine bottles and return them to any of the 74 participating beer stores in Eastern Ontario on Saturday, September 8th and Sunday September 9th, with 100% of proceeds from donated bottles being donated to local charities. Last year this fundraising event raised over \$77,000.





Beer Store Bottle Drives are a Success (cont.)

· Ontario

WE NEED YOU FOR BOTTLE DRIVE 2012

DONATE YOUR EMPTIES!

On the weekend of May 26/27 2012, customers are invited to donate all or a portion of their empty bottles (or cash), with 100% of the proceeds going directly to The Leukemia & Lymphoma Society of Canada.

THANKS FOR YOUR SUPPORT

Bottle Drive raises over 1 million dollars...

Take 2300 volunteers, add 440 Beer Stores, mix it with thousands of caring customers, a fantastic spring weekend and a collective will to find a cure for Leukemia & Lymphoma and what do you get? \$1,212,712.24 (2011 figures).

Volunteer

We need volunteers at our retail locations across Ontario to assist in greeting customers and collecting their empties. The event is held in May after the first long weekend.

Volunteers are needed on Saturday between 10 a.m. and 5 p.m. and Sunday between noon and 5 p.m. a bottle drive for charity is a great way to raise funds for your cause! We welcome your returns!

VOLUNTEER - TELL A FRIEND

CORPORATE DONORS





The **B**eer Store

Resource Material

October 19-20, 2013



EMPTYIES ARE FULL OF OPPORTUNITY



The Beer Store

HOW DOES IT WORK?

Have fun and raise money for your favourite registered charity or community cause.



Your friends and neighbours bring their empty alcohol containers, purchased in Ontario, to you.



Then, you bring your empties to The Beer Store in bulk.



Congratulations! Collect your money and donate the proceeds to your favourite registered charity or community cause.

GETTING STARTED

1 BUILD YOUR TEAM

- Reach out to friends and family
- Assign a team captain
- Follow these steps

2 SET A GOAL

- Decide how much money you want to raise for your charity or cause

3 CALL OR VISIT YOUR LOCAL BEER STORE

- Book a date so that the store knows when you're coming
- Stop by for bags and cartons to help sort your empties
- Let the store know how many empties you plan to return
- Visit www.thebeerstore.ca to find the location closest to your neighbourhood

4 PICK THE BEST COLLECTION METHOD FOR YOUR TEAM

	THE DOOR-TO-DOOR APPROACH	THE CENTRAL LOCATION APPROACH
ADVANTAGES	Easy for donors. They just need to know when you'll be showing up. Please remember that children must be accompanied by an adult.	Turn your bottle drive into a community event and raise extra cash by having food and refreshments for sale.
WHO DOES WHAT	Assign teams to specific areas or streets to avoid duplication of effort.	One team greets people, the other helps donors to carry and sort returns.
SPREADING THE WORD	Distribute flyers in advance, advertise in local papers and take advantage of free community bulletin boards. Even consider inviting local politicians to participate.	
TAP INTO YOUR SOCIAL NETWORKS	Tweet, Facebook, blog and email your way to success.	
STATE THE OBVIOUS	Donors need details. Be very clear about when and how your bottle drive works. Always include dates, hours and the name of the registered charity or special cause that will receive the money. Have an ID badge or tee shirt to help identify your team.	

THE DAY BEFORE THE BIG DAY

STEP 1

Be sure to call your local Beer Store and remind them of your bottle drive.

STEP 2

Call a team huddle to review your game plan. Here's what you should review:

BE PREPARED

Go over your procedures and safety practices.

BE ORGANIZED

Agree on a time to show up and when to take breaks.

BE POLITE

Remind the team to always smile.

Help the elderly and disabled with their empty donations.

Say please and thank-you when asking for donations.

BE EFFICIENT

Speed up the return process by sorting empties into "like" groups:

- Beer bottles by colour
- Wine and spirit bottles by clear and coloured glass
- Separate Tetra (bag-in-a-box), plastic and other containers
- Cans

STEP 3

KEEP TRACK

Go to www.thebeerstore.ca and click on the **Printable Resources** tab for a handy chart that will help you keep track of donations.

ON THE BIG DAY

It's time to raise some funds.

SET UP

Designate areas for each type of container. We recommend that you keep track by dozens.



COLLECTION

Accept returns and safely store them until it's time to take them to your local Beer Store.

FOLLOW THE DO'S & DON'TS OF A SUCCESSFUL BOTTLE DRIVE.

DO

Know the expected quantity of returns

Dress appropriately for the weather (layers, hat, sunscreen, etc.)

Keep out of harm's way (avoid blocking doors and parking spaces)

DON'T

Accept broken or damaged containers

Accept packaging that is non-alcohol (pop, near beer, juice bottles, etc.)

Bring children to The Beer Store or allow them to go unsupervised

SAFETY

Take care of each other by keeping these precautions in mind:



Wear gloves and a comfortable pair of shoes



Always lift with your legs



Watch for moving vehicles



Wear sunscreen and drink lots of water on warm days

AT THE BEER STORE WE ARE PROUD TO BE ENVIRONMENTAL LEADERS!

For over 80 years we have been taking back all of the beer containers we sell, giving customers back their deposit refund. With the introduction of the Ontario Deposit Return Program, we now take back all beverage alcohol containers purchased in Ontario on which a deposit has been paid. All wine, beer and spirit containers over 100ml have a deposit value of 10 or 20 cents.

WE WERE GREEN BEFORE GREEN WAS COOL.



The Beer Store





BEER BOTTLES

Pack Size	Count		Deposit		Total
Single		x	\$ 0.10	=	
6 Pack		x	\$ 0.60	=	
12 Pack		x	\$ 1.20	=	
15 Pack		x	\$1.50	=	
18 Pack		x	\$ 1.80	=	
20 Pack		x	\$ 2.00	=	
24 Pack		x	\$ 2.40	=	
28 Pack		x	\$ 2.80	=	
Other		x		=	
			GRAND TOTAL	=	

CANS

Pack Size	Count		Deposit		Total
Single		x	\$ 0.10	=	
6 Pack		x	\$ 0.60	=	
12 Pack		x	\$ 1.20	=	
15 Pack		x	\$1.50	=	
18 Pack		x	\$ 1.80	=	
20 Pack		x	\$ 2.00	=	
24 Pack		x	\$ 2.40	=	
Other		x		=	
			GRAND TOTAL	=	

Please sort empty beer bottles by shape and colour.
See staff for details.



ODRP = Wine, Coolers & Spirit Containers

Packaging	Count	Number	Deposit	Total
Glass 	630ml or less	x	\$ 0.10	=
	631ml or above	x	\$ 0.20	=
Plastic 	630ml or less	x	\$ 0.10	=
	631ml or above	x	\$ 0.20	=
Tetra or Bag-in-a-box 	1L or less	x	\$ 0.10	=
	Over 1L	x	\$ 0.20	=
			GRAND TOTAL	=

Please sort empty beer bottles by shape and colour.
See staff for details.