



Bottle Drive Fundraising

A Do-it-Yourself Kit

Parkinson SuperWalk is the largest national fundraiser in support of Parkinson's research and community services. It runs each year in September, raising more than \$31 million since 1990. With more participating sites from coast to coast, Parkinson SuperWalk is the single most important national awareness and fundraising event for Parkinson Canada.

Walks take place the weekend after Labour Day each year. We are excited that you've committed to be a part of this year's success in support of our vision for a better life and a brighter future for Canadians living with Parkinson's today, a world without Parkinson's tomorrow.

In this kit, you will learn more about how to use bottle drive fundraising to collect donations for your SuperWalk campaign.

WHAT IS A BOTTLE DRIVE?

A bottle drive is a successful method of fundraising that can be used by people of all ages to collect donations on behalf of a charity. The premise is simple: collect empty beer or liquor bottles and return them to your local Beer Store. The Beer Store will give you a cash refund per bottle that you return. Then, you can use the refunded money and donate it to your SuperWalk campaign!

In the following pages you will find detailed instructions provided by The Beer Store on how to successfully plan and execute your bottle drive in support of Parkinson SuperWalk. Also included in this package is a template poster that you can use to advertise your event. The middle of the poster has been left blank for you to fill in with the time and location of your bottle drive, along with any other important information.

For more information please contact the Parkinson Canada office at (800) 565-3000 and ask to speak with a SuperWalk representative.

EMPTYIES ARE FULL OF OPPORTUNITY



The Best Science

HOW DOES IT WORK?

It's a simple idea: return empty beer bottles to your favorite restaurant, brewery, or brewery supply house.



They partner with environmental groups to create a local recycling program.



They collect and sort the bottles.



Community members receive money for each bottle they return to the collection point.

GETTING STARTED

- 1 **START YOUR TEAM**
 - Meet with local business owners
 - Approach neighbors
 - Recruit volunteers
- 2 **SET A GOAL**
 - Decide whether you want to focus on your neighborhood
- 3 **CALL ON YOUR LOCAL BOTTLE STORE**
 - Ask for a list of local bottle stores, where you can drop off your empty bottles
 - Ask for information about recycling programs
 - Ask for information about recycling programs in your area
 - Ask about the best way to collect and sort bottles
- 4 **PLAN THE BEST COLLECTION METHOD**
 - Plan when to start

CHALLENGE	THE GOOD TO KNOW	THE KEY TO SUCCESS
<p>How do you get started?</p> <p>It's a simple idea: return empty beer bottles to your favorite restaurant, brewery, or brewery supply house.</p>	<p>They partner with environmental groups to create a local recycling program.</p>	<p>They collect and sort the bottles.</p>
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THE DAY BEFORE THE BIG DAY

STEP 1

Be sure to get your weather forecast and understand your audience.

STEP 2

Get a good night's rest so you can have your best day.

BE PREPARED

Do not get underdressed and overdressed.

BE ORGANIZED

Know what you'll do first and last.

BE POSITIVE

Smile and be confident.

Use the opportunity to connect with your audience and build your relationship for success.

BE PROUD

Take in the atmosphere, breathing in the air that's yours.

Remember:

- Don't get lost. Get to the location early.
- Don't get underdressed and overdressed.
- Don't get nervous. Breathe in the air that's yours.

STEP 3

KEEP THEM

It's a good idea to have a backup plan in case of an emergency. Be prepared for anything that might happen on your special occasion.

ON THE BIG DAY

It's time to make some friends.

SET UP

Organize your table and your audience. You'll want to make sure you have everything you need for the day.



COLLECTION

Remember to collect your trash and recycle. It's important to keep your area clean and safe.

FOLLOW THE DO'S & DON'TS OF A SUCCESSFUL BEER DRINK.

DO

• Drink responsibly.

• Don't drink and drive.

• Don't drink and operate machinery.

• Don't drink and be alone.

• Don't drink and be irresponsible.

DON'T

• Don't drink and drive.

• Don't drink and operate machinery.

• Don't drink and be alone.

• Don't drink and be irresponsible.

SAFETY

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



Don't drink and drive.



Don't drink and operate machinery.



Don't drink and be alone.



Don't drink and be irresponsible.

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

For over 50 years we have been making beer at the same location in the heart of the city. Our commitment to the environment is a core value. We are proud to be a leader in sustainable practices. Our beer is made with 100% organic ingredients. We are committed to being a responsible corporate citizen.

For more information, visit www.beerstore.com.



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.
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EVERYDAY HEROES. EXTRAORDINARY HOPE.

Register today! www.parkinsonsuperwalk.ca



THANK YOU
TO OUR
NATIONAL
SPONSORS

