



money to schools

Fundraising Guide White Paper

Part One – Working with Local Businesses

A recent study by an industry leading publication confirmed that “only 10% of the cartridges used in the UK each year are recycled; the rest are simply thrown away to landfill.”

We at Money to Schools recognise that fundraising for school goals can be hard work. The various ways of achieving these goals usually involves asking parents, and sometimes local businesses, to dip into their pockets. Money to Schools offers the unique opportunity to boost your fundraising efforts by collecting empty printer cartridges and old mobile phones and recycling these items with us. We pay a cash amount direct to the school for each recyclable item received - no points or leaves to collect here!

The beauty of fundraising through recycling is that it doesn't cost supporters a penny, the potential to earn cash can be huge and the environment benefits in the process. Usually schools might limit their collection of these items to the school offices, IT Suite and maybe the odd one dropped off by a good natured parent.

There is a huge potential to earn significant extra cash simply by contacting local businesses and asking them to recycle their empty printer cartridges and old mobile phones for your school.

Local Businesses

In your area there will be a huge range of companies that will be using and throwing away empty printer cartridges, some on a daily basis. The dream of a paperless office is far off and printer usage is at an all-time high.

Businesses that have the potential to help you can range from large corporate companies to the local estate agent, veterinary practice or newsagent.

Companies are under increasing pressure to cut waste and reduce their environmental impact. Asking them to support you will not only help your school raise funds but also provide them with a safe and easy way to recycle their empty printer cartridges and help boost their 'eco' credentials.

Some of these businesses may be happy to act as a collection point for their customer's empty printer cartridges and old mobile phones – we offer a free collection service direct from any business in the UK.

Family, Friends and Parents' Workplaces

As well as approaching companies in your area why not talk to parents who work and ask them to help – there aren't many places that don't use a printer! Working parents will usually have a strong connection to the school and it can be satisfying to initiate a fundraising stream that helps the environment as well as their school, without costing them anything.

Think about spreading the message even further afield to parents' families and friends who may also work in companies willing to help your school; it doesn't matter where they are. They might know someone who works for a large national company who will be happy to have their cartridges taken away.

Council Offices, Libraries & Community Centres

Government departments and offices are committed to reducing their environmental impact. Places like your local library will use a surprising amount of printer cartridges especially ones with public internet facilities.

Why not ask them to support your school; they could host a collection point and display a few posters which could really help boost your fundraising efforts. Saving cartridges from landfill (where they can take up to 1,000 years to decompose) and raising funds without it costing anybody anything in the process is a message worth announcing!

Using Money to Schools Marketing Materials

Our **Business Introductory Card** is the best way in which you can promote your own fundraising through recycling programme to companies. We personalise these cards for your school to make the message stand out and it contains all the essential 'need to know' information for the company.

Why not request a supply of these A5 cards and give them out – you will soon see that many companies will be willing to help you and you will soon be exceeding your fundraising goals.

We also have a large range of free marketing resources to use, some of which we can personalise for your school. We have posters, leaflets, freepost envelopes, collection bin stickers and much more. You can download some of these directly from our website in the Resources section (www.moneytoschools.com/resources.htm) or order them from us by giving us a call on 01372 751 170.

About Money to Schools

Money to Schools is the leading fundraising through recycling programme for schools in the UK. We work with schools across the country giving them the opportunity to boost their fundraising efforts by offering our unique recycling programme.

We are part of the Clover Technologies Group, the largest cartridge recycler in the world and as such we can offer a fast and efficient service giving you the best prices for empty printer cartridges and old mobile phones.

From a business perspective we are committed to helping protect our environment and have taken active steps within our company to achieve this:

- UK's first recycling company to achieve the Carbon Trust Standard
- ISO 14001 certification
- ISO 9001 certification
- Zero Landfill Waste Initiative
(just 0.7% of our total waste was sent to landfill in 2010)
- Registered with the Environment Agency as a Waste Carrier
(registration number: CB/EP3110QM)
- Waste Transfer Notes available to adhere to Duty of Care guidelines
- All of our electricity comes from renewable sources and is provided by Green Energy UK



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