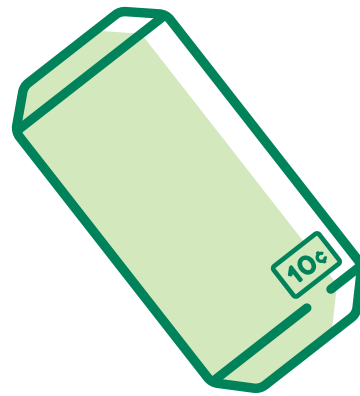
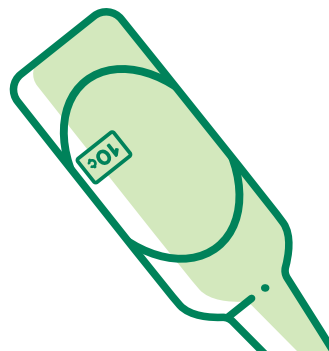




**CONTAINERS**  
FOR CHANGE



# Fundraising Guide





# Every 10¢ container counts

Each year, over 1.45 billion drink containers are sold across WA. Sadly, hundreds of millions of accepted containers still end up in general waste or as litter.

## **THAT'S WHERE CONTAINERS FOR CHANGE COMES IN.**

It's easier than ever to raise funds for your organisation by doing something simple, that makes a big difference.

By returning accepted plastic and glass bottles, drink cartons, cans and pouches, we can reduce waste, protect our environment, and raise funds for the people and causes who need it most.

**Let's make meaningful change together—one container at a time.**



## Follow these four steps to kickstart your fundraising journey, avoid common pitfalls, and maximise your community's potential.

With millions of dollars fundraised through collections and donations since 2020—and more ways than ever to participate—there's never been a better time to get involved.



### STEP 1

#### **Sign up for a member number**

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### STEP 2

#### **Set up for success**

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### STEP 3

#### **Determine your fundraising approach**

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### STEP 4

#### **Get inspired**





## STEP 1

# SIGN UP FOR A MEMBER NUMBER

- a. Create an individual admin account before signing up your organisation and receive 10¢ refunds directly to your organisation's bank account.
- b. Finish setting up your individual account before heading to your dashboard and selecting "Sign up a new organisation" in the menu.
- c. Select the option that best describes your organisation. Are you a charity, school, community group or club?
- d. Enter your organisation's information such as trading name, postal address, ABN, and bank details.

### TOP TIP

The individual account you create will be automatically assigned as admin when you later "Sign up your organisation". To maintain access over time, save your login details and use a generic group email such as info@ or admin@.

Note: If your organisation is a charity or a non-for-profit, we will need to confirm this before we activate your account. This usually takes around two business days.



## STEP 2

# SET UP FOR SUCCESS

### ✓ **Source your bags and bins**

There's a bag and bin to suit everyone's needs—whether it's for you or your supporters. Acquire your infrastructure by:

- Heading to our online store
- Emailing our team at [getinvolved@warrrl.com.au](mailto:getinvolved@warrrl.com.au) for setup support
- Emailing your local refund depot for help
  - » Find your nearest depot by heading to the Containers for Change WA website and navigating to our "Refund Point Locator". Next, enter your postcode and simplify your search by selecting "Depot" as a filter.

### ✓ **Know the ways to return**

There are a number of different ways to return through Containers for Change. Get familiar with the following options to determine what will work best for your fundraising approach. Head to our website to find your nearest return location.



### Collect

An on-demand, pick-up service for containers that's great for busy groups and businesses. Simply book a pickup via the app and label your return with your member number. Note that collection fees, minimum quantities and availability may vary by location and operator.

#### TOP TIP: COLLECT

Keep things simple for your first few collections by using bin liners and bags. This will help until you can agree upon a regular arrangement with your local Collect operator.



### Depots

This is the one most people are familiar with. Depots are most often warehouses with staff who count your containers and refund you on the spot.

#### TOP TIP: DEPOT

Visiting a depot, can be a great way to establish a relationship with your local refund point operator. They may be able to help by organising your bins, regular collections, or even by promoting your member number to their customers for easy donations.



### Drop & Gos

Found in car parks and high-traffic areas, these let you drop off bags of containers tagged with your member number. No waiting, no fuss—just drop and go.



### Kiosks

Self-serve machines that scan and refund accepted containers instantly. Just keep them uncrushed so the barcodes can be read.



### Pop-ups

Occasionally appearing at local events, these mobile refund points offer on-the-spot counting and refunds—perfect for those recurring community events.



## STEP 3

# DETERMINE YOUR FUNDRAISING APPROACH

**There are a number of ways to fundraise through Containers for Change. Create a blend of the following options to best maximise your fundraising journey.**

### **Receive donated refunds**

Did you know you can simply share your member number to receive donated refunds directly from your community? Get creative and use your socials, EDMs, traditional advertisements, and website to spread the word.

### **Create powerful partnerships**

Reach out to commercial entities and receive donated refunds in support of your cause. Think local businesses like cafés and pubs, as well as larger business like mine sites, caravan parks and music events.



**Visit our Fundraising Resources page on Brandfolder for customisable resources and anything else you'll need.**

### Collect 10¢ containers

#### At your organisation

Integrate Containers for Change into your waste management. Source your collection infrastructure and choose a way to return that suits your needs.

**TOP TIP:**

Maximise accepted returns by placing bins in high-traffic areas. Some common spots include bars, canteens, locker rooms and kitchen areas. Use posters from our Fundraising Resource page to educate on accepted returns.

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#### At events

Whether you're the host of a community event or simply collecting at one, chat to your local depot or email [getinvolved@warrrl.com.au](mailto:getinvolved@warrrl.com.au) for bin support.

**TOP TIPS:**

Read the 'Event Guide' found the Fundraising Page of our website for further info on how to make Containers for Change work successfully at an event.

Always place Containers for Change bins next to general waste bins to reduce the risk of contamination.

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#### From the community

If you have the means to collect, drop in to local businesses to see if they'll set aside their 10¢ containers for you to return!

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#### As a donation point

If you have the space, you can become a donation point and return the containers that people donate. If you decide to become a large donation point, you'll need to set up your own cage or other infrastructure so that people can drop off their containers safely.

**TOP TIP:**

IBCs are a popular regional solution for bulk collections. Talk to your nearest depot to see if they can support with collections.

# Tips for setting up your bins

**Maximise your returns and minimise contamination with the below setup tips.**

## ✓ Strategically place your bins

Place your bins where disposals are most likely to occur. Some common locations include bars, next to food trucks and other high-foot-traffic areas.

## ✓ Reduce contamination with the right bin combos

Place your Containers for Change bins:

- Next to general waste bins
- Away from co-mingled recycling bins
  - » Sounds odd? We know. But the combo tends to be confusing and can actually have a negative effect.

## ✓ Use our branded bins

The Containers for Change brand is recognised by more than 90% of West Australians. Tap into that awareness by using our branded bins.

## ✓ Utilise posters and stickers

Place posters and stickers around your venue to educate and encourage people to effectively return accepted containers.



**Visit our online shop and grab your collection infrastructure today.**

## STEP 4

# GET INSPIRED



### CASE STUDY

## Women and Infants Research and Foundation

Women and Infants Research Foundation (WIRF) drive life-changing research and provide support services to woman, babies and families within Australia.

See their following instagram post:



### INSTAGRAM CAPTION:

♥ A HUGE thank you to one of our amazing supporters who recently donated \$129.30 through Containers for Change — that's 1,293 containers returned and redirected to support WIRF's vital work!

By simply donating your container refunds to CXXXXXXXXX, you're helping fund research that supports women, mothers, and babies across WA.

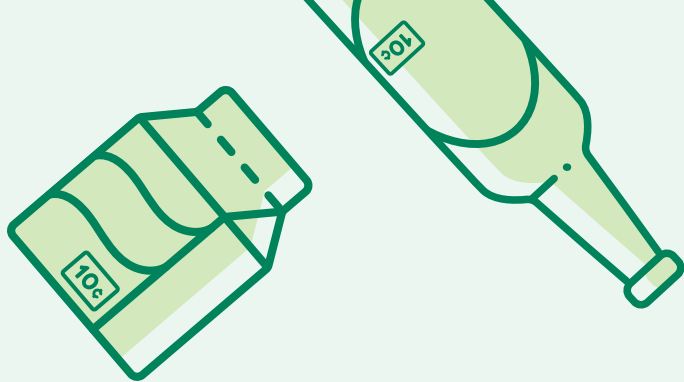
Let's keep the momentum going! Choose WIRF as your nominated charity and turn your recyclables into meaningful impact.

♻️ Donate your refund to:  
CXXXXXXXXX

#ContainersForChange

### TOP TIP:

Be specific about how donated refunds are helping. If you tell your supporters where the money goes, it builds trust and drives more donations!



## STEP 4: GET INSPIRED



### CASE STUDY

## K9 Dog Rescue

K9 Rescue in Nambeelup has been rehoming dogs since 1990 and now raises vital funds through Containers for Change.

By sharing their unique member number, supporters have been donating their 10c refunds directly to the shelter.

With help from local refund point Community WA, volunteers, businesses, and radio station Wave FM, K9 Rescue has spread the word widely. Within just one year, they collected over 100,000 containers, raising \$10,000.

President Jake King says it's one of the best things they've done: "It's easy, sustainable, and every cent goes towards helping our dogs."



### CASE STUDY

## Royal Flying Doctor Service

The Royal Flying Doctor Service (RFDS) has been using Containers for Change since October 2020 to help deliver life-saving care to regional and remote communities across WA.

By encouraging supporters to donate their 10c refunds to their member number, RFDS have raised over \$275,000—and counting.

With strong community support and a growing network of dedicated donors, this simple initiative is helping fund critical medical services, emergency flights, and frontline healthcare for those who need it most.

It's a powerful example of how small change can go a long way.





## STAY IN THE LOOP

For helpful ideas, tips, and information, join our monthly newsletter.

