

Cashless Classroom Fundraising

(NAPSA)—While fundraising is an essential for nonprofits, charities and local schools across the country, it can be particularly challenging to raise funds in today's environment—but there are ways around the problem. It doesn't help that Americans are donating 8 percent less today than they were in 2007, before the recession, and many schools faced with budget cuts are feeling the brunt of the decline.

The good news is that there are cashless fundraising alternatives that take the strain of giving money off parents and teachers. For example, you can be paid to collect trash to be upcycled or recycled. Many eco-fundraising programs pay participants to collect and recycle such things as chip bags, beauty care waste and drink pouches. The Drink Pouch Brigade—offered by Capri Sun and TerraCycle—rewards participants and their schools with points and cash donations for collecting drink pouches. Hazelwood Elementary School in Washington did just that, using money generated through collecting drink pouches to help counteract school-wide funding cuts.

“We needed money for our library due to budget cuts,” said Brigade leader Erin Wickstron. “We have recycle bins in each hallway and the kids drop their pouches in after lunch. Each week, we collect the bags from the bins, put them in a box and mail them off.”

“We wanted our project to be global and we didn't want to ask



Collecting old drink pouches can help schools raise money for their needs while protecting the environment.

people for money,” added Ashley Carlson, Drink Pouch Brigade participant. “This project collects and upcycles trash, which benefits the environment. The money we raise then goes toward charities providing clean water to children and families in developing countries—it's just a positive project all around.”

Aside from consumer product waste, getting rid of old cell phones, laptops and other “e-waste” can help raise some easy fundraising cash. Not only that, it frees up space in the house or garage that was once cluttered with old, useless electronics.

Programs like these that engage the school and the community at large can make people more receptive to and supportive of your fundraising efforts.

To learn about recycling drink pouches and other traditionally nonrecyclable waste while earning money for schools or charity, visit www.TerraCycle.com.