

## **Our Passion**

My brother Eric battled brain cancer for 16 years. Each surgery and treatment he endured was a difficult time for both my brother and our family together. Amidst the struggles, our family was introduced to kindness in a way we had never experienced before. Wonderful organizations such as Make-A-Wish, Special Olympics and the Ronald McDonald House Charities provided housing, financial assistance and unique family moments that made an incredible difference in our lives.

We lost Eric in 1995 and I'm grateful for the time we were able to spend together. It's in his memory we are launching Plastic

Pennies as a way to support those who help others. Through this effort, we're placing collection bins in stores, theatres and stadiums throughout the country to collect used gift cards donated by consumers. By converting the balances on the cards to donations to charitable organizations and recycling the cards themselves, we can put \$2 billion and 75 million pounds of PVC to good use instead of reaching landfills each year.

We need your help. I ask that you consider partnering with our innovative effort to benefit the environment and charities in each community.

Together, we can make a difference in the lives of others and this planet.

**View our video online at [plasticpennies.com](http://plasticpennies.com)**

## **Fact**

Each year, over \$2 billion and 75 million pounds of PVC is thrown away in the form of used gift cards.

## **Our Mission**

We've launched the first nationwide effort to collect used gift cards to benefit the environment and charities in each community. By placing collection bins in retail locations, we can work together to reduce waste and make a difference in the lives of others.

## **Our Process**

Our process is simple. Consumers donate gift cards of all kinds into our collection bins. Using their smart phones or tablets, consumers can track donations, nominate organizations in their community for funding and learn more about the organizations currently supported.

We collect the cards, sort them and work with retailers to convert the balances on each card into goods or donations that can be used to assist charities in each community. The process is completed when the cards are recycled back to their manufacturer.



## **FAQs**

### **How are organizations selected for funding?**

Retailers often support organizations in their community through partnerships. Our program works to fundraise for those selected organizations while allowing consumers to nominate the organizations they are most passionate about. Any Guidestar registered charity can be nominated for review.

### **Is there a cost to participate?**

No. Plastic Pennies bins are made available for placement at no cost and free for consumers to participate. Plastic Pennies receives a small percentage of the processed funds, typically 5%, along with donations from caring sponsors to achieve sustainability and growth in accordance with our mission.

### **How can I track the progress of my bin or donated card?**

Utilizing online technology, participating retailers and consumers can track the progress of the program at any time including donation amounts and how the provided funds changed the lives of those in each organizations. We feel it is important for those in each community to feel a connection with the organizations they support.

**View our video online at [plasticpennies.com](http://plasticpennies.com)**



collection bins