

Host a Bottle Drive in Support of Guelph-Wellington Women in Crisis



The Guelph-Wellington Women in Crisis organization has been serving women and children of the community to keep them free of domestic abuse and sexual violence for nearly forty years. At WIC, services and programs are offered equitably and at no cost for women and children in need of safety and support. The programs offered to women and their children are to provide them with options for healthy, safe and independent living regardless of race, gender, religion, age, sexual orientation, socio-economic status and/or ability. These services provide women with safe housing, legal assistance, immediate advice via 24 hour crisis line, counselling, outreach to rural areas and many other invaluable services which help women and children in the community thrive. WIC offers extensive resources to those who utilize our services to educate and empower them, and to assist their navigation through the social world.

Why host a WIC Bottle Drive?

A bottle drive is a great way to get out in the community to raise money and bring attention to both the third party supporter(s) and the beneficiary organization (WIC), as well as serve as a team-building activity for organizers and volunteers. The purpose of third party fundraising events such as a bottle drive is to create revenue to be donated to WIC to make an impactful difference in the lives of local women and children.

Tips to Running a Successful Bottle Drive

- Set a date
- Set a location and boundaries
- Decide whether you will be taking the door-to-door approach (you go out collecting) or the central location approach (friends and neighbours bring their empties to you)
 - If door-to-door approach: divide area into sections and assign collectors, drivers and vehicles to each area
 - If central location approach: have team onsite to greet people and facilities for handling empty containers
- Get the word out: send out flyers a week before your collection
- Contact the Beer Store in your community to let them know of your plans as they will advise the best return location and coordinate a return time

- To speed up returns sort empties into “like” groups:
 - Separate beer bottle by colour
 - Separate wine and spirit bottle by clear and coloured glass
 - Cans
 - Separate Tetra, Plastic and other containers

Finding Volunteers

- Create a planning committee of 4-6 people and get as many volunteers as necessary for the size of the fundraising event
- Tell your friends, family, co-workers and all other persons of interest you are hosting a bottle drive fundraiser for WIC – you want people who are motivated and supportive of WIC’s mission
- Get in touch with local community groups and service clubs (sports teams, boy/girl scouts, social groups etc.) for potential volunteers
- Contact volunteers who have assisted in charity events in the past

If hosting a bottle drive fundraiser in support of Guelph-Wellington Women in Crisis interests you, please fill out our “**Third Party Fundraising Interest Form**” available on our website. We thank you and appreciate your generous support in assisting us in building communities where women and children live free of violence.