



Frequently Asked Questions

Show Your 4-H Colours Give Back Drive

For clubs in all provinces except Alberta

Electronics recycling programs differ by province and in Alberta there is a completely separate program. Clubs in Alberta wishing to participate in the Show Your 4-H Colours Give Back Drive should refer to the *Frequently Asked Questions for clubs in Alberta* for details on the Alberta 4-H Foundation & Alberta Recycling program.

What is the Show Your 4-H Colours Give Back Drive?

The Show Your 4-H Colours Give Back Drive challenges the 4-H community to “give back”, both by helping the environment and by supporting 4-H. Clubs are invited to organize electronics recycling collection events and solicit donations from the community in recognition of their efforts to divert old electronics from landfills.

Why electronics recycling?

When old electronics end up in landfills, they pose significant environmental, human health and security risks. Recycling electronics helps to recover the valuable resources contained within our smart phones and old electronics and ensure the e-waste is handled in a safe, secure and environmentally sound manner. As a digitally connected society, Canadians are major producers of e-waste, and we wanted to engage 4-H’ers and educate them on the importance of recycling electronics.

How does my club make money?

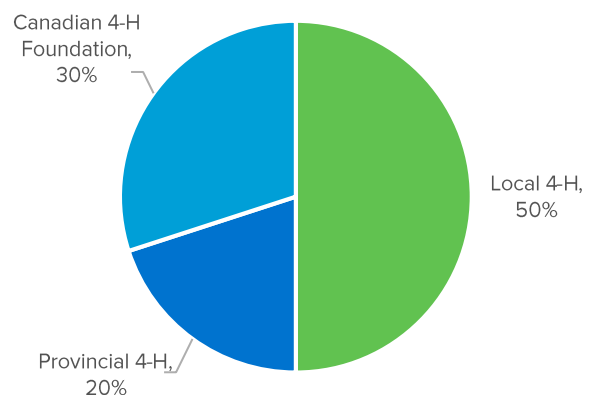
By donations. When your club signs up for the Give Back Drive, you will set up a crowdfunding page on the online crowdfunding platform, Fundrazr. Your members can also set up pages to promote your club page to friends, families and neighbours, and request their financial support for 4-H. For every donation your club receives through Fundrazr, you will receive 50% back in a club grant in December.

Where does the remaining 50% of the money go?

By participating in the Show Your 4-H Colours Give Back Drive, you are helping the environment as well as helping the whole 4-H movement in Canada continue to thrive. All financial donations received will go back into supporting your 4-H club, your province and the Canadian 4-H Foundation.

For every \$10.00 donation:

- \$5.00 goes back to the club to run 4-H activities and help cover your costs.
- \$2.00 goes to your province for your needs.
- \$3.00 is invested in the Canadian 4-H Foundation to ensure the legacy of 4-H continues in Canada.





So, we don't get paid for our electronics collected?

No. Due to provincial legislation, the Electronic Products Recycling Association (EPRA) cannot pay 4-H for the electronics collected at this time.

Why participate in the donation drive if we are already putting on the event?

Just as your local 4-H organization requires sustainable funding, provincial associations and 4-H Canada also require a sustainable source of funds which are not restricted to specific programming or activities. This is essential to ensuring we can enhance and offer more services to support you, our local volunteers and your provincial team.

In recognizing this need, 4-H Canada held focus groups with youth and volunteer leaders across Canada to explore options to pilot a national fundraiser. Youth and volunteers told us they wanted an option that was 4-H branded, aligned to the 4-H values, was Canadian and had a positive environmental impact. This Show Your 4-H Colours Give Back Drive pilot delivers an event that meets these criteria while providing 4-H members with a fun engagement opportunity that demonstrates the 4-H club's impact in the community.

Is participation in the Give Back Drive mandatory?

No. As a pilot year, participation is not mandatory. We will review feedback and re-assess the program in the spring 2020 to plan future options for participation to grow and evolve the Give Back Drive.

How does the crowdfunding platform work?

When you sign up for the Show Your 4-H Colours Give Back Drive on the Fundrazr platform, you will create an event page for your club. On this page, you will enter your eRecycling Community Collection Event details (date, time, location) and fundraising goal. You can also upload pictures, a video and information about your club as well as post updates throughout the Give Back Drive.

Once the club page has been created, your 4-H members can sign up and join the club page, allowing them to share the page with their friends and family and receive donations towards your club's goal. 4-H Canada will provide rewards to members based on their individual donations raised.

Rewards! What are the rewards?

In addition to helping the environment by diverting electronics from landfills and receiving a portion of the funds back to your club, 4-H members will also be eligible for fun, 4-H rewards based on the level of donations they raise. More details on rewards are included in the Show Your 4-H Colours Give Back Drive Club Kits and at showyour4hcolours.ca/giveback.

How do I sign up?

Go to showyour4hcolours.ca/giveback to find out how to sign up.

Only volunteer leaders are eligible to sign up clubs for the Give Back Drive. When you sign up, you will create an online donation and event page and note the number of participating members in the club and details about your eRecycling Community Collection Event (date, location, etc.). Full details are in



the sign-up guide in the Show Your 4-H Colours Give Back Drive Club Kit available at showyour4hcolours.ca/giveback.

When is the sign-up deadline?

The deadline to sign up is October 15, 2019.

What do I get for signing up?

Once 4-H Canada has verified your good standing with your province, EPRA-Recycle My Electronics will ship you a Recycle My Electronics community collection event kit. This kit contains materials to help promote and host your event, including signage, a list of accepted electronics products and information about arranging pick-up after the event.

Your club will also then be eligible to receive a grant back for participating and your members will be eligible for rewards.

When should I hold my eRecycling Community Collection Event?

You can choose any date in November to hold your eRecycling Community Collection Event. Please keep weather conditions in your area in mind when you choose your event date. While we know the weather is unpredictable in Canada, it is best if you can avoid holding an event when snow is likely, since snow build-up on the electronics can make pick-up a challenge.

What happens after the event?

Once the event has ended, please contact EPRA-Recycle My Electronics so they can arrange pick-up and transport of the electronics your club collected.

Recycle My Electronics Contact Information

888- 928-9118

marketing@recyclemyelectronics.ca

Details are also in your Recycle My Electronics event kit and the Show Your 4-H Colours Give Back Drive Club Kit. It is important you contact them as soon as the event is done to confirm pick-up. Otherwise, electronics can be scavenged for scrap metal and their safe disposal is at risk. In December, 4-H Canada will issue grants to participating clubs and ship out member rewards to club leaders.

What electronics can be recycled in my province?

Visit recyclemyelectronics.ca and click on “What Can I Recycle” for a list of items that can be recycled in your province. You will also receive this list in your eRecycling Collection Event kit from EPRA.

I have other questions. Who do I contact?

Questions about the Give Back Drive can be directed to the Business Development department. You can either email info@4-h-canada.ca or call Nicole at 1-844-759-1013 ext. 141.