

# *th***INK FOOD: What is it?**

An environmentally friendly fundraising project for food banks

- Involves the collection & recycling of used computer printer cartridges.
- Benefits 250 food bank members of the Canadian Association of Food Banks.
- January 2001: development begins in Toronto.
- October 2001: Official Toronto launch & Ontario roll-out begins.
- April 2002: National Launch



[www.think-food.com](http://www.think-food.com)

# *th***INK FOOD: Who is involved?**

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- **CAFB**: Canadian Association of Food Banks & 250 Food Bank members representing 600 communities across the country.
- **Petro-Canada**: Premier Lead National Sponsor
- **RadioShack**: Lead National Sponsor of Drop-off locations
- **think FOOD Project Management**
- **Municipal Govn't (ex. City of Toronto)**
- **The Public!!**



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# *th***INK FOOD:** How does it work?

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- Someone hears about it.
- Registers by phone, fax or online.
- Is sent a start up kit with collection box.
- Collects.
- Sends in full box of cartridges.
- Sent a new box & continues to collect.

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# *th***INK FOOD: Reaction & Results**

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- Over 2000 collections sites currently participating (businesses, schools, gov'n't offices & community groups).
- \$50,000 raised for food banks to date.
- Diverted 20,000 environmentally harmful printer cartridges from the landfill.
- Garnered significant media attention.
- Raised awareness about important environmental issue and about food banks and hunger in Canada.

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# ***th*INK FOOD: The Issues**

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## **Hunger**

- **700,000 people access emergency food programs in Canada EVERY MONTH.**
- **40% of food bank users are children.**
- **Food banks can be found in at least 600 communities in Canada.**
- **The need for food banks has doubled in the last 10 years.**

## **The Environment**

- **30 million inkjet cartridges are used in Canada each year.**
- **Only 5-10% are recycled.**
- **Each cartridge takes more than 1000 years to decompose.**
- **2.5 ounces of oil are used to make the plastic for every inkjet cartridge produced.**
- **Ink residue from the cartridge leaks into the water table.**

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# *th***INK FOOD: Keys to Success?**

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- **Partnerships!!!!**
- **Clear message:**  
**one cartridge = a carton of milk**
- **Local concern for issues**
- **Easy & free to participate in**

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# *th***INK FOOD**: **How to help**

An environmentally friendly fundraising project for food banks



- Register as a collection site
- Become a local partner
- Get on the newsletter email list
- When you think ink, thINK FOOD!

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