

NOTICE

TO: Depot Network

DATE: July 29, 2024

RE: **Jasper Wildfires - Alberta Day of Caring for Jasper**

Attention depot operators and staff,

The BCMB would like to express our gratitude to all Alberta Depots for their efforts to raise funds to assist those affected by the Jasper wildfire. Our staff would also like to send our sympathies to the owners and staff of the Jasper Bottle Depot as the facility was sadly lost to the fire.

Wednesday, July 31st will be the Alberta Day of Caring for Jasper. Radio stations across the province will collect donations to support those affected by the wildfires and Alberta Depots will participate by holding a province-wide, collective bottle drive.

We know some Depots have already received donations. Albertans are being told to say “**these are for Jasper**” when returning their containers to indicate their refund should be earmarked for this fundraiser. Sending in funds needs to happen in a specific way to make sure money is going where it should, that there is proper reporting to the public on funds raised through Depots, and to allow for some separation between regular cash donations versus bottle donations across the province.

Below you will find important information for depot participation, as previously circulated by the ABDA. The BCMB strongly supports the ABDA in this initiative and wished to reiterate this helpful information. Should you have additional questions, contact information can also be found on page 3.

1. How do we get funds from bottles to the right place?

Make sure to use the payment link below!

All Depots are encouraged to send in funds from processed containers in a timely manner ONLY through this portal:

<https://www.redcross.ca/2024AlbertaFires/AlbertaDepot>

NOTE: The above link is ONLY for Depots to use to track bottle donations. Do not share this link with your customers, because they will not be eligible for a tax receipt.



2. Where is the money going?

The Canadian Red Cross 2024 Alberta Fires Appeal

The Red Cross has set up the **2024 Alberta Fires Appeal**. Money raised will go to this specific effort, which is providing relief to those impacted by the fires in Jasper, the Little Red River Cree Nation, and beyond. If the fire moves or grows, Red Cross will include other communities as recipients.

If customers wish to donate dollars directly to the effort or learn more about the fundraiser, they can visit: albertadayofcaring.ca

3. Are funds being matched by government?

Yes! Twice!

Since letting Depots know about the Alberta Day of Caring for Jasper fundraiser, we have learned that the Government of Canada and the Government of Alberta will match every dollar donated by Canadians to the Canadian Red Cross 2024 Alberta Fires Appeal. This means that every \$1 donated will become \$3 to support those affected by the wildfires.

This makes the bottle drive component of the Alberta Day of Caring three times as effective. Your participation and making sure you're sending in the funds raised in the correct way will ensure government matching to triple donation dollars.

4. Can I put up signage to let customers know?

Of course!

To help Depots communicate a consistent message, please find a list of prepared resources below to download, print, and post what you need.

Poster 1: [Alberta Day of Caring for Jasper - portrait](#)

Poster 2: [Alberta Day of Caring for Jasper - landscape](#)

Poster 3: [Canadian Red Cross Event Poster](#)

Poster 4: [Red Cross Wildfire Poster](#)

POR customer image 1: [Donate here](#)

POR customer image 2: [Donate here - tripled](#)

(Note that POR images will automatically be added to rePOR terminals. Close and reopen rePOR if you don't see them appear.)

5. What if I want to take donations sooner or later than the 31st?

No problem!

Just make sure to use the [payment portal for Depots](#) to send in your funds. If you can send in what's been processed at your Depot daily, that will help keep track of the total raised by Albertans. Sending

in your payments promptly will ensure that the accounting for government matching is calculated correctly.

If we hear about an end date for the matching program or the overall campaign, we will let Depots know.

6. What do I do if I need more loads?

Contact your carrier or ABCRC

If you need loads additional to your usual schedule, please work with your carrier to make arrangements. Be as proactive as possible in requesting additional loads, but please bear in mind that ABCRC will need to respond to many requests over the next week and into the long weekend. Only make requests when you know you will need loads.

Metro Depots should watch for the email from ABCRC regarding loads for the holiday Monday. Be sure to get your request in as appropriate, as it will help to increase trailer availability in the couple of days following the stat holiday.

7. Other Questions?

Reach out!

Please contact your nearest ABDA Member Experience Specialist if you have questions:

Northern Alberta: Shaelene - shaelene@albertadepot.ca or 780-454-0400 ext 104

Southern Alberta - Ron - ron@albertadepot.ca or 780-454-0400 ext 108

