



Give Back to Your Community with Box Tops for Education

Given the difficult economic climate, many corporations and individuals have been forced to reduce their levels of charitable giving and have also found it more challenging to devote time and energy toward community service activities. Avery has identified an easy way for you to continue supporting your local community by participating in Box Tops for Education®, a successful school-based fundraising program that has helped America's K-8 schools earn more than \$300 million over the past 14 years and over \$50 million dollars last year alone!



Over 1,000 Avery products are part of Box Tops for Education®

Avery and Box Tops for Education® make it easy to give back to your community.



Let Avery help you earn cash for your school!

- High quality products offer built-in value
- Everyday solutions make everything you do easier
- New products are designed with kids in mind to help them organize and learn

So when you're shopping for school or office supplies, remember Avery. You'll get durability to last throughout the year and innovation from the brand that has been delivering top quality school products for over 75 years.



Box Tops for Education® was created by General Mills, Inc. in 1996 as a way for everyone to pitch in and raise money to help kids, teachers and schools. The program has helped local schools across the country earn cash to get the things they need—from books and school supplies to playground equipment and computers.



the difference **1** can make.



Every time you purchase Avery products with Box Tops for Education® Coupons, remove the coupons and send them to your child's school to help the school earn cash for computers, art and music programs, books and more.

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What are Box Tops?



Box Tops for Education coupons can be found on many everyday household products. Currently, nine major manufacturers (General Mills, Avery Dennison, Kimberly-Clark, S.C. Johnson, Nestle, Pactiv-Hefty, Land O'Lakes, Welches and Brita) participate in the program and offer a wide selection of products that carry Box Tops coupons. In fact, Box Tops are now carried on more than 2,000 products that can be found in grocery stores, club stores, drug stores, mass merchandisers and office and school supply stores. They're typically printed right on a box or package.

These coupons can be clipped and submitted to a local, participating K-8 school. Each Box Tops coupon that is provided to a school carries a value of \$.10. Throughout the year, a participating K-8 school will continuously collect Box Tops coupons and ultimately, will send them to a fulfillment center, at which time they will be issued a check for the total value of Box Tops coupons they have collected.

Schools are eligible to collect up to \$20,000 annually from this program.



Get Started and Sponsor a Local School in Your Community

Any company or individual can become a supporter of Box Tops. It's easy to get involved—a majority of America's K-8 elementary and middle schools actively participate in the Box Tops program, and even those that currently don't can still enroll and participate. Simply identify a local elementary or middle school in your community who you or your organization would like to help. Contact that particular school and ask whether they participate in Box Tops for Education.

If the school currently participates and collects Box Tops, ask to speak to their Box Tops Coordinator and communicate your interest in helping out. If they do not have a Box Tops Coordinator, ask to speak to the Principal or other administrator with whom you could work.

If the school does not currently participate in Box Tops, indicate to them that you would like to help them out with Box Tops coupon collection, and suggest that they reach out to General Mills to get started. Once they've signed on, you will then be able to work with someone from that school who can facilitate the Box Tops collection.

Collecting Box Tops

Once your company (or you) decides to support a local school in collecting Box Tops, the rest is easy!

If you're serving as the main contact for your company in collecting Box Tops for a particular school, consider setting up collection bins in central locations in each department or floor of your building, periodically reminding employees to please donate any Box Tops they may have collected. Once you've gathered a significant amount, reach out to your contact at the school and make arrangements to drop them off! The school will be so appreciative.



Avery is Proud to be the Newest Partner in Box Tops for Education!

Avery wants to help make a difference in children's education and is excited to be the first office and school products manufacturer to participate as a partnering brand with General Mills in Box Tops for Education. You'll find Box Tops coupons on over 1,000 specially marked Avery products for school and work. Specific Avery products featured in the program include Avery® Durable and Heavy Duty binders, Index Maker® dividers, Avery® sheet protectors, address and shipping labels, Hi-Liter® brand highlighters, Marks-A-Lot® dry erase and permanent markers, Avery® glue sticks, name badges, T-shirt transfers, NoteTabs™ and Label Pads.

For more information on Box Tops for Education, please visit www.boxtopsforeducation.com or www.avery.com/btfe.

