

# Shred Day

## Rotary Club of Lindsay

- Provides an opportunity for community individuals and businesses to dispose of confidential paper documents in a secure and environmentally friendly manner
- Promoted through distribution of brochures to local merchants and road signage
- Charge of \$10 per banker box (Staples charges \$20-25)
- Target market: small businesses and professionals (eg. doctors, lawyers, accountants)
- Provided pick-up and storage for large quantities

Event Date: September 2021

Location: Lindsay

### Financial Summary:

Revenue: \$6,400

Expenses: \$400  
Printing of brochures, road sign rental

**Profit: \$6,000**

### Volunteer need:

- Committee of 4: logistics during week leading up to event
- 20 volunteers on day of

### Partnerships:

- Local waste management company provided venue and covered arrangements and cost of shredder (\$1500)

### Lessons Learned / Critical Success Factors:

- Partnering with a local waste management company is necessary
- Biggest challenge is finding volunteers to help on day of

### Additional Information:

Jon Coxon: [pacanuck@gmail.com](mailto:pacanuck@gmail.com) 705-324-9038

- [Promotional Brochure](#)