



# Business Supporting Community Program Overview

Since 2006, Capital City Clean Up (CCCU), the City of Edmonton's litter and graffiti reduction and prevention program, has captured the interest and support of thousands of Edmontonians who believe that keeping Edmonton clean and attractive is vital for economic growth, quality of life and for creating safer communities.

Hundreds of businesses have joined the program as Adopt-a-Block volunteers, keeping a one-block radius of their business location clean and litter-free. Many others would like to participate in the program, but are challenged to find staff let alone cleaning much beyond their front doors.

In response to this concern, CCCU coordinates the *Business Supporting Community* (BSC) initiative each year. The BSC program is a unique opportunity for the quick service sector and other businesses to reduce litter generated by their patrons, while giving local registered charities and societies a helping hand. Participating businesses pay nonprofits to clean up to one hour, once a week for 16 weeks starting in late May. The City of Edmonton manages the program, recruits the sponsoring businesses and nonprofits, and provides the cleaning supplies.

Please consider joining the BSC program. We know businesses don't litter, but some of their patrons are tossing the packaging from the products they sell on city streets.

Following is a summary of how the program works:

## Contribution of participating Businesses

- Businesses using registered nonprofit organizations for litter cleanup through the BSC program agree to a 16-week commitment.
- Companies with multiple stores or business sites are encouraged to sponsor multiple locations – in 2013, one company provided 22 of the 118 locations, while another company sponsored weekly clean ups at local Seniors' complexes. Businesses can choose to sponsor clean ups at locations other than their business.
- Businesses pay for the service at the end of the 16-week program upon receipt of an invoice from the City of Edmonton. Should the assigned not for profit group miss a weekly cleanup due to inclement weather or other unavoidable circumstances, businesses will not be charged for the missed cleanup.
- The amount paid for litter cleanup of a one-block radius of each business location is \$40 per clean up to (one hour per week). Cleanups include the participating business' parking lots plus the public perimeter (sidewalk and boulevard) around the city block the business is located in. Business locations under construction will not be considered.
- Businesses are responsible for informing their site managers/employees of the program and ensuring a staff member is available on site to sign the nonprofit's cleanup activity log following each cleanup.
- Businesses agree to the use of their company name and logo in City of Edmonton promotional activities.

## Contribution of Nonprofit Organizations

- Groups must attend an orientation session.
- Groups plan and coordinate litter cleanups on a weekly basis in a one-block radius of each participating business location including the business' parking lot (if applicable). They are responsible for transportation of members to and from collection areas, adult supervision, and conveying safety information to their volunteers.
- Groups are responsible for keeping a cleanup activity log and having an employee from the supporting business sign their log before and after each cleanup.



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- Groups agree to the use of their organization's name in City of Edmonton promotional activities.
- Groups are responsible for preparing an invoice charged to the City of Edmonton at the end of the program and submitting their cleanup activity log with the invoice to the City of Edmonton. The City will review both and forward an invoice to the business for payment.
- Groups are eligible to participate in the program if they operate within Edmonton's city limits and have a charitable registration number.

## City of Edmonton Contribution

- The City of Edmonton will match interested businesses with **registered** nonprofit organizations.
- The City of Edmonton will provide necessary insurance coverages removing liability from the participating business and non-profit.
- The City will supply the nonprofits with the necessary cleaning supplies, cleanup log books, and identifying attire to wear during cleanup.
- Garbage receptacles will be strategically placed on City rights-of-way, within a one-block radius of each participating business. The receptacles will be emptied by the City of Edmonton on a regular basis.
- The City will review and confirm invoices submitted for payment by the non-profit and pay the non profit directly.
- The City will then invoice the respective business location for reimbursement. In the case of multiple locations owned by one business, a single invoice listing those locations and related charges for each location will be sent out by the City.
- The City will provide public education messaging through radio, television and local newspapers to encourage use of garbage receptacles.
- Participating businesses and nonprofit groups will be recognized on the program website, by Edmonton City Council, and listed in at least one City-paid newspaper advertisement acknowledging all participants in the Capital City Clean Up program.

## How can we join the Business Supporting Community program?

- Complete the online registration on the City's website (either a nonprofit or business). You will be contacted by the City of Edmonton to verify your registration information.

As part of Capital City Clean Up, the Business Supporting Community initiative helps elevate the safety and beauty of our communities. By becoming involved, you are helping to make Edmonton cleaner, safer and more attractive while giving nonprofits a helping hand. Together, cleanup is a shared responsibility.

## Should you have any questions, please call or email:

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