



## HOW 20C TUESDAY WORKS:

- To date, Jack & Co has donated more than \$25,000 through our 20c Tuesday initiative!
- Every Tuesday, 20c from every coffee is donated to a worthy charity, school, community group, sporting group or other fundraising initiative
- In each store, there is a 20c Tuesday display unit, with a TV screen above it to outline how 20c Tuesday works and who the current recipients are.
- Each quarter, three charities/groups are invited to participate in our 20c Tuesday Initiative. The display unit has 3 sections, one for each of the recipients.
- Every time someone purchases a coffee on a Tuesday, they are given a token (worth 20c). They choose which recipient is most worthy of receiving their donation and then place the token into the section of the display unit corresponding to their chosen recipient
- At the end of the quarter, we tally up the tokens and the total donation is allocated proportionately (ie: the more tokens, the higher the donation you will receive)
- We deposit the funds straight into your bank account and you get to use them straight away!

## WHAT YOU NEED TO PROVIDE JACK & CO WITH:

- Information about your cause and what the donation will be spent on – 5 bullet points is perfect
- Great images – a photo says a thousand words, so provide us with images that show who you are and what you do
- Your website and social media details
- Your bank account details
- An overview of how you will be supporting the 20c Tuesday initiative