

Empties can be Fulfilling

The Simcoe Lynn Valley Lions created a brand-new fundraiser to add to their roster of fun events. Since the Covid Pandemic forced the cancellation of their yearly Ice Cream Festival and Good Friday Perch Fry the club was eager to do an event that was safe and fun. The Bottle Drive held on December 5th was an answer to that desire.



The Lions Club secured permission to hold the curbside drop off of bottles and cans at ABEL Enterprises a non-profit agency which fosters social entrepreneurship. Signs were posted around the town of Simcoe and the Lynn Valley Lions started spreading the word.

Social Media has become a large part of advertising events in the digital age and the club advertised on many of the Facebook buy and sell pages. Thanks to members sharing the event sign on their own Facebook and Instagram accounts, many people saw the event information.

Traditional press releases were also sent out to the local radio station and paper.



The day of the event members showed up with many bottles from friends that dropped them off early and set up a trailer at the curbside drop-off. The day was cold but sunny and the members had fun sorting the different bottles into same colored glass and preparing to take load after load to the Beer Store.

We learned that the Beer Store appreciates a little warning and they gave us an instruction sheet for future bottle drives. Overall the Beer Store was impressed with our determination.

Thanks to all the donated empties and several generous cash donations the Simcoe Lynn Valley Lions Club were able to raise close to \$ 1000.00 to donate to several worthwhile charities dealing with Hunger. The Salvation Army, a soup kitchen, a food bank, a charity helping women, and the Lions Clubs International Foundation will all receive funds from this event.

The Simcoe Lynn Valley Lions urges all service clubs to think outside the box to find new ways to serve their communities. In this example thinking inside the case.

Reported by Simcoe Lynn Valley Lion Bob Townsend

