



# 50th anniversary Earth Day

april 2020

According to scientists, the earth is 4.54 billion years old.....give or take 50 million years. It's the only home we have, so it's really important to keep it neat and clean. **Started in 1970, the annual celebration of Earth Day mobilizes 1 billion people for environmental change every year.**

**For the 50th anniversary of Earth Day,** we will be providing up to \$250 in tool handling credits to selected member agencies. We are looking for partners to help us outfit these charitable organizations for immeasurable change.

We have the tools, equipment and the expertise for effective, successful service projects and with your support, we'll put more tools in the hands of organizations and volunteers, making Atlanta greener and healthier.

## Partnership Opportunities

### Lead Partner | \$5,000

- Lead partner recognition
- Print and online media exposure
- \$500 in collective tool handling credits
- 2 seats on the 50th selection committee
- Logo on all tool order receipts in April

### Community Partner | \$2,500

- Contributing partner recognition
- Print and online media exposure
- \$250 in collective tool handling credits
- 1 seat on the 50th selection committee

### Contributing Partner | \$1,000

- Contributing partner recognition
- Print and online media exposure
- \$100 in collective tool handling credits

**Please consider partnering with us to help charitable organizations make a profound impact on Earth Day!**



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Project Selection  
Committee



## 50th Selection Committee

The Earth Day 50th Anniversary Selection Committee will be comprised of Atlanta ToolBank staff and partner representatives. The committee will work together to award tool handling credits to deserving organizations, giving them the opportunity to increase the impact of their Earth Day projects.



## Earth Day Projects

Member agencies in good standing will submit Earth Day Projects for consideration. The committee will then work together to review submitted projects and allocate up to \$250 in credits to each deserving organization.

Credit awards will be activated in our tool tracking platform, immediately accessible for member agency awardees to place tool orders!

## In 2019, there were...

- 43 Earth Day tool orders
- 102 projects completed
- 2,459 volunteers equipped with ToolBank tools

## Did You Know in 2019...

- Member agencies borrowed \$150,540 worth of tools
- The average tool handling fee per Earth Day project was \$45.28
- It cost only \$1.84 to outfit a volunteer with ToolBank tools

atlanta  
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