pepsi **refresh** project

DOING GOOD: 101

THE PEPSI REFRESH PROJECT
INFORMATIONAL TOOLKIT

refresh**everything**.ca

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Starting in 2010, Pepsi is giving away over a million dollars to fund good ideas, big and small, that make the world a better place. What's a good idea? Who gets a Refresh Grant? You decide.

Hundreds of ideas

- Submit ideas that will refresh the world at: refresh**everything**.ca

- 6 categories help you figure out where your idea fits in.

- When it's time to vote, use the categories to find the ideas you care about most.

HEALTH   **ARTS & CULTURE**   **FOOD & SHELTER**

THE PLANET   **NEIGHBOURHOODS**   **EDUCATION**

Over a million in grants

$5k	$10k
4 GRANTS EVERY CYCLE	**3** GRANTS EVERY CYCLE

$25k	$100k
2 GRANTS EVERY CYCLE	**1** GRANTS EVERY CYCLE

- Pepsi has up to $200,000 in Refresh Grants to give out every other month. Every time you vote, you help decide which 10 ideas receive a Refresh Grant that cycle.

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JUNE 2010
S	M	T	W	T	F	S
30	31	**1**	2	3	4	5
6	**7**	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

JULY 2010
S	M	T	W	T	F	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

AUGUST 2010
S	M	T	W	T	F	S
1	2	3	4	5	6	**7**
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

SEPTEMBER 2010
S	M	T	W	T	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

OCTOBER 2010
S	M	T	W	T	F	S
26	27	28	29	**30**	**1**	2
3	4	5	6	**7**	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

NOVEMBER 2010
S	M	T	W	T	F	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

DECEMBER 2010
S	M	T	W	T	F	S
28	29	30	**1**	2	3	4
5	6	**7**	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

JANUARY 2011
S	M	T	W	T	F	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	**31**	1	2	3	4	5

FEBRUARY 2011
S	M	T	W	T	F	S
30	31	**1**	2	3	4	5
6	**7**	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5
6	7	8	9	10	11	12

MARCH 2011
S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

APRIL 2011
S	M	T	W	T	F	S
27	28	29	30	31	**1**	2
3	4	5	6	**7**	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

MAY 2011
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

🟩 **SUBMISSIONS OPEN**   🟥 **SUBMISSIONS CLOSE*   ⬜ VOTING**

*Or until we reach 300 submissions, whichever comes first.

refresh**everything**.ca
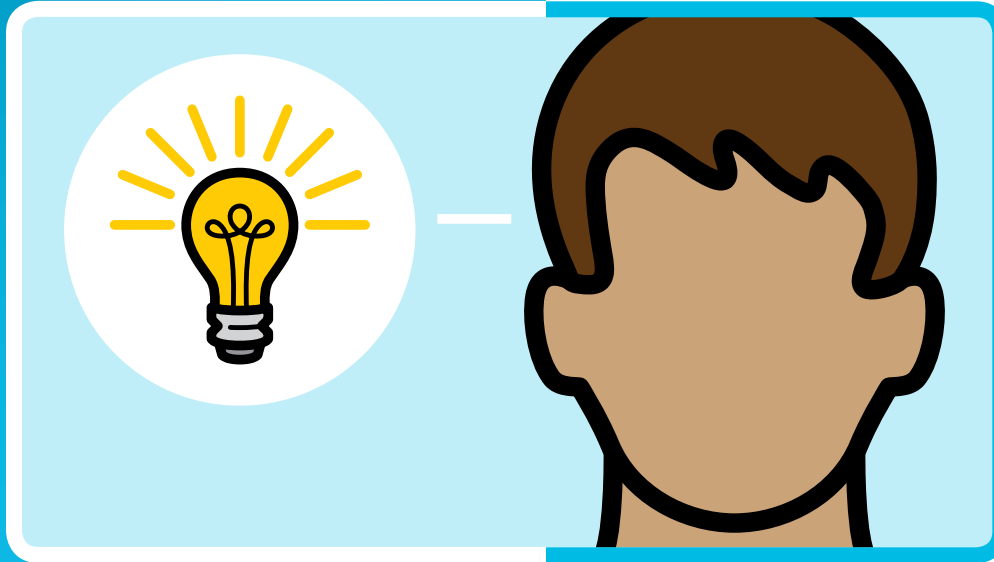
Think of an idea

Put your big brain (or brains) to work and come up with an idea that can benefit others, whether it's your neighbourhood, your city or the entire country. You could save something, create something, or change something. It's your call. Just come up with a clear, constructive project idea that can be put into action soon.

2

Register at
refresh**everything**.ca

You'll be guided through a series of questions to create your project profile and fill out an application. You will be able to save it and return to it later.

File Edit View History Bookmarks Window

www.refresheverything.ca

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3

Pick a category

Does your idea belong under Arts & Culture, Food & Shelter, The Planet, Education, Health, or Neighbourhoods? You'll choose the category closest to your idea's goal.
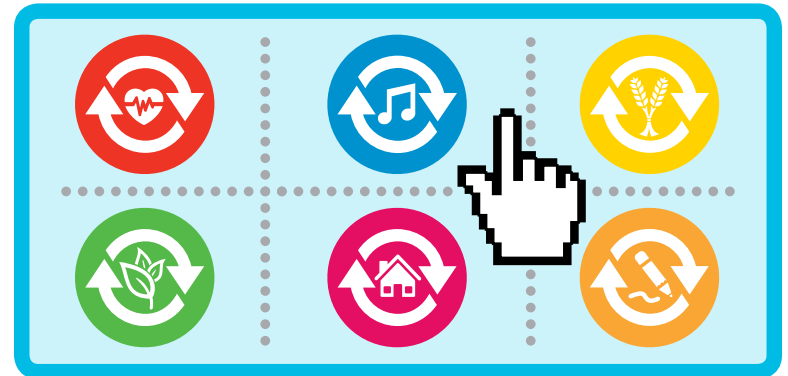
4 Decide on a Refresh Grant amount

How much will it cost to bring your idea to life? Refresh Grants will be awarded in amounts of $5,000, $10,000, $25,000, and $100,000. Be realistic and accurate.

x 5,000 : x 10,000 : x 25,000 : x 100,000
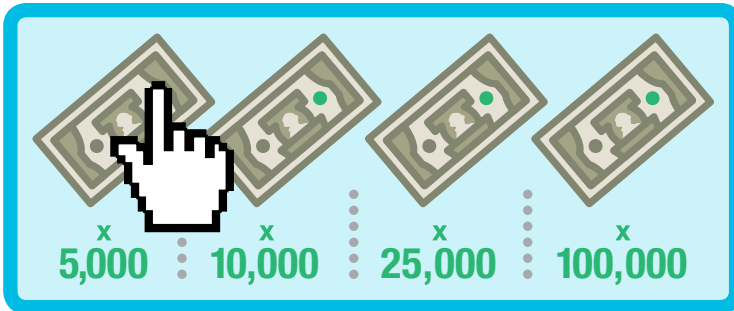
The .... project will refresh the world.
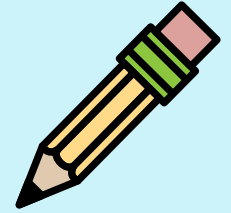
5 Title your idea

This will be the first thing voters see, so make it inspiring, easy to understand, and no longer than a sentence or two. (max 70 characters)

6 Tell everyone who you are

Provide some basic information about yourself, your business, or your organization. This will be your chance to tell people who you are and what you care about.

7 Describe your idea

Who will it benefit? What are its goals? How will you use your Refresh Grant money? When can you start your project and how long will it take you to complete? Will you need other people to help you? What challenges will you face? And what steps must you accomplish to make your project a success? The best submissions are likely to be detailed and concise.

8 Add some bells & whistles

You will be able to add multimedia to your project page. Post up to five photographs that showcase you, your organization or your project idea. You can also upload a YouTube video that describes your project and is less than three minutes, otherwise we cannot accept your application. While a video isn't required, it's a good way to tell the world about your idea. Make sure you read the complete photo and video rules in the Official Application Guidelines.
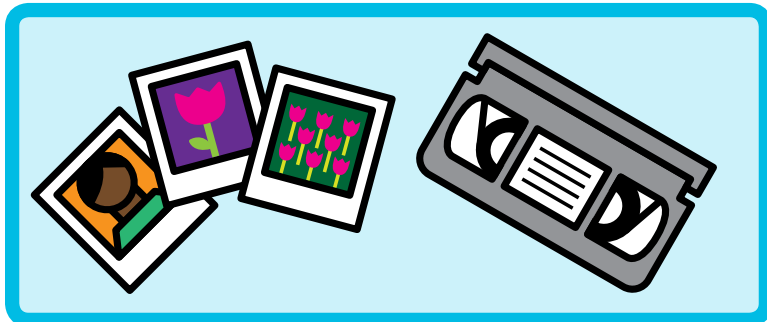
9 Review & Submit

You will be able to review the application form for your project. Once you submit your idea, you won't be able to edit your project profile, so make sure you're happy with it. Submissions will begin at 12:00:01 pm ET on the 1st of every other month, and end when the first 300 submissions are received or on the 7th of that month at 11:59:59 am ET (whichever occurs first). In any given month, the first 300 valid projects will be eligible for a public vote.
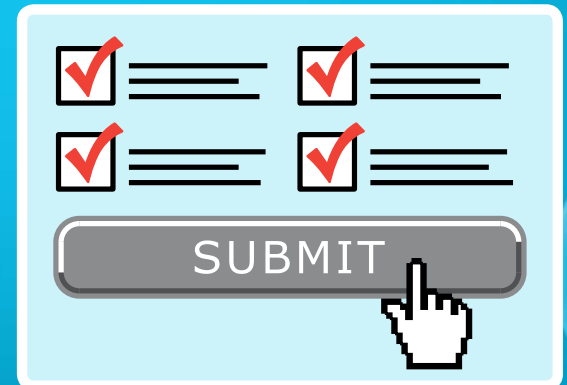
SUBMIT

10 Get the word out

After you submit your application, you'll receive a confirmation email that it's being reviewed. Once you receive an email that your idea is approved, start promoting it and rally your troops. Tell your friends, family, and colleagues. Post it to Facebook. Tweet about it. Put up a flyer. However you want to do it, use your creativity to keep your supporters engaged and updated throughout the entire two months of voting. They'll be able to vote for you once a day.

What will be expected of me?

If your project tallies enough votes to qualify for a Pepsi Refresh Grant, the good news will arrive in your email inbox shortly after the polls close. Then, you're almost there and on your way. You'll need to provide a few additional details and sign some paperwork. Once verified — that means you have the resources to follow through, agree to providing updates about your project and your project does not discriminate or use funds for illegal purposes — your first grant cheque will arrive within about four weeks. Then, the fun part: time to get to work!

PROJECT SUBMISSION
POINTERS:

How do I receive a Refresh Grant?

• Think of a great idea that will help people.

• Give it a title that will get attention.

• Plan how you will make it happen.

• Use text, photos, and video to tell your story.

• Submit your idea on time.

• Get the word out - Refresh Grants will be awarded based on the idea which received the greatest number of votes.

What kind of projects are sought?

• It should have a positive impact on a community.

• It should be achievable within 12 months and ready to start soon.

• It should have measurable results.

Do I qualify?

• I'm 13 years of age or older and a legal resident of Canada.

• I reside and my organization operates within Canada.

Does my project qualify?

• My project can be completed within the next 12 months.

• My project benefits a community or group of people within Canada.

• My project does not involve religious or political advocacy.

Learn more

• For Frequently Asked Questions and to find out more about the Pepsi Refresh Project, see How It Works at (refresh**everything**.ca)

DO'S & DON'TS:

Use these tips to make sure your idea gets past our moderators!

When Posting Written Content

- Be sure to submit your application in English or French and remember the Pepsi Refresh Grant can only benefit projects within Canada.
- Make sure your idea benefits others, not just yourself.
- Pay attention to detail. Provide plenty of it and show specific activities you'll need to carry out.
- Use common sense. Don't promote alcohol, tobacco, firearms & weapons, pornography or suggest legalization of drugs. Don't suggest the taking up of arms. Don't challenge current laws, promote treason or terrorism and especially don't suggest overthrowing the government.
- Play nice! Don't discriminate against age, race, gender, disability, sexual orientation, ethnicity or religion.
- Don't disparage any products, services, people or organizations. Don't suggest the boycotts or negative action against any business or enterprise. Keep it clean! Avoid profanity, abusive intentions, or any suggestions of violence.
- Watch those agendas! Don't advocate any political party or organization and don't promote or recruit for any religious denomination.

When Posting Images & Video

- Make sure it's in English or French, clear, in focus, and audible (if the video contains sound).
- If you submit a video, please ensure it is less than 3 minutes or your application will not be accepted.
- Make sure it works within the categories defined in this program and that it clearly states or refers to the objectives of your submission.
- Play nice! Make sure your video or image doesn't contain or promote sexual acts or overtones, pornography, profanity, abusive intentions, weapons, violence toward any creature, alcohol, tobacco, hateful content like racism or discrimination toward anyone, or anything else offensive or obscene.
- **Watch out for this one!** Don't feature or reference commercial brands or products, logos, or endorsements which don't belong to you. Also, don't show any third party logos even in street scenes, panoramic views, or on clothing, not even in the background. Also, don't show vehicle license plates. This stuff tends to slip in, so check your video carefully before you submit.
- Don't reference or use the names of any third party or public figures without their permission.
- Watch those agendas! Do not advocate any political party or organization and don't promote or recruit for any religious denomination.

Music In Videos

- If you decide to use music within your video, make sure it's on the list of approved songs under the Creative Commons Attribution license (see the list: http://good.is/canadiancctracks). Also, be sure to credit the musician who made the music track, or we may have to reject your submission.

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Hundreds of ideas. Over a million in grants.™

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