

CEO Clean-Up - Frequently Asked Questions

- ***How will the Clean-Up run virtually?***

Take 3's Virtual CEO Clean Up runs from 1 October until 15 December 2021. There are 3 key ways to participate:

Raise Awareness of the Plastic Pollution and Litter Crisis

Pick it up. Snap it. Share it! - Throughout the event dates, any time you have a chance to, pick up 3 pieces of rubbish, take a photo and upload it across your social channels using the hashtag #Take3CEOCleanUp so that your contributors can see how you are making a difference!

Fundraising opens 1st October 2021. Share far and wide with your networks, colleagues, companies, employees and friends and encourage them to search for your profile at ceocleanup.com and donate against your name to be added towards your fundraising goals. You will compete against other CEOs worldwide on the Fundraising Leaderboard. There are incentives and prizes once you reach fundraising milestones, which include Take 3 merchandise, online engagement sessions and film screenings for your team as well as a Beach Clean-Up event for your company. Also up for grabs is the opportunity for one CEO to be the Take 3 Corporate Ambassador for 2022. Use the [Resources page](#) for fundraising ideas, templates and collateral to share to your networks.

The CEO Clean-Up Week - Monday 15th - Sunday 21st November 2021

During this week, dedicate a minimum of one hour at a local park, beach or waterway collecting as much litter as possible to fill your Take 3 hessian bag. Remember to take a photo with your filled bag to upload and/or send to us. (This is how we will best be able to measure how much litter is collectively removed by CEOs around the World during this week!).

CEO Round Table Event - 9am, Wednesday 15th December

Attend online networking event to share your success, learnings and impacts of the CEO Clean-Up on your business. Registration link will be sent to you prior to the session. The Take 3 Corporate Ambassador for 2022 and final prizes will be announced at this event.

- ***What do I do with the rubbish I collect?***

Dispose of your collected litter and rubbish responsibly and thoughtfully, including separating anything that can be recycled. We recommend that you dispose of your collected rubbish into your rubbish bins at home or commercial bins at work before your weekly waste collection. If you're unsure what can be recycled check on your local council's website.

- ***How to stay safe during my Clean-Up?***

We recommend keeping the following in mind to ensure your time spent cleaning (& protecting wildlife) is a safe and positive experience.

1. Wear gloves at all times.
2. Be aware of glass, syringes, contaminated waste products and asbestos,
3. Drink water and stay hydrated,
4. Be cautious of wildlife, insects, ticks and leeches,
5. Be aware of steep slopes, rocks, holes, eroded gullies, roots, sticks, vines and submerged stumps and low hanging branches.
6. Wash your hands thoroughly after the clean-up
7. Observe all Covid-19 restrictions in accordance with your State/Territory/Country and maintain social distancing.

- ***Why is there a registration fee this year?***

The event fee covers your registration, administration costs and your individual Take 3 Clean-Up Kit plus postage within Australia, New Zealand or Internationally. Your Clean-Up Kit includes gloves for safety and a Take 3 hessian bag to collect your rubbish in and ensure plastic bags are not used. The higher fee for participants outside of Australia and New Zealand accounts for international postage fees.

- ***Where do I deposit the money?***

All money raised can be donated online via ceocleanup.com, or if you've collected cash donations, follow the instructions on your Letter of Authority to Fundraise.

- ***When do I need to deposit the money?***

Please donate all funds raised by 7am on Wednesday 15th of December 2021.

- ***Will my donors receive a receipt for their donation?***

Yes. Receipts are emailed out to the address submitted immediately after the donation is processed.

- ***How much am I expected to raise?***

As much as you can! We encourage CEOs to fundraise a minimum of \$1000. Donations raised will help us to achieve our strategic goals by 2025 to:

- Remove 50 MILLION pieces of rubbish from our oceans and waterways
- Educate 1 MILLION school children through Take 3 Education programs

- **What do I do once registered?**

Once you've registered:

- You will be sent a link to complete your registration by making payment of the event fee.
- Complete your fundraising profile
- Choose a date and time between Monday, 15th November and Sunday 21st November 2021 to designate as your CEO Clean-Up day. Enlist the help of your EA/PA/Team Assistant to schedule this time.
- Consider your fundraising plan. Consult the *Fundraising Ideas* document on the [Resources page](#) and share it with your networks!
- Raise awareness of the Plastic pollution and litter crisis - Start to 'Pick it up. Snap it. Share it!' and share on your socials using the hashtag #Take3CEOCleanUp

You will receive a Letter of Authority to Fundraise and be able to pull from our Take 3 CEO Clean-Up resources to share the message with your staff and community.

- **Can I choose my own location to do the CEO Clean-Up?**

Yes. For your chosen day during Clean-Up Week, choose a location close to your home or usual place of work.

- **Can I participate if I'm not a CEO or General Manager?**

While the Virtual CEO Clean-Up is open to CEOs, General Managers and Directors, it's the whole organisation who drives the fundraising! If you're not a CEO, General Manager or Director, we urge you to share support for your leader and help your organisation raise vital funds for Take 3. This year you can create a Team and fundraise as an organisation.

You can nominate your CEO or Managing Director at ceocleanup.com/nominate-a-ceo/ and they will be invited to participate.

- **Will you provide any resources to help me fundraise?**

Once registered, you will receive additional resources to help fundraise within your organisation and networks, which you can share across your social media, website and emails. We've also got some downloadable templates, posters, fundraising ideas and more on our [resources](#) page to help you.

Spark conversations with others in your networks about the growing threat of plastic pollution and indicate that participating in the Take 3 CEO Clean-Up is an excellent way to tackle the issue head-on.

- ***I don't have time, but I'd still like to help – how can I assist in another way?***

Take 3 relies on the support of our community to achieve our goals by 2025:

- Remove 50 MILLION pieces of rubbish from our oceans and waterways
- Educate 1 MILLION school children through Take 3 Education programs

You can support the achievement of these goals and clean oceans by donating directly to our cause. All funds donated to Take 3 are allocated to our programs that help clean the oceans and educate people about plastic pollution and waste. You can make a donation [here](#).

Where does the money go?

A \$3 donation to Take 3 helps educate one person on plastic pollution and waste through Take 3 Education programs, so any donation makes a difference!

As a registered charity, we are obligated to invest donations in programs and activities that restore and enhance the natural environment. Your contribution will support our education programs in schools, surf clubs, communities and online.

- ***I'd like to support Take 3 again after the CEO Clean-Up, do you have a workplace giving program, or are there any events coming up?***

Yes! You can support Take 3 at any time by donating through our website at www.take3.org/donate. Sign up to our newsletter to stay in touch and hear about Take 3 events and programs in the footer of www.take3.org

Take 3 is also included on the major Australian Workplace Giving networks such as Benevity, GoodCompany and Catalyser. Email us at info@take3.org for further details.

Finally, Take 3 has numerous corporate programs from Sponsorship to Corporate Leadership workshops. If you are interested, please email us at info@take3.org

- ***What else does Take 3 for the Sea do?***

Take 3 delivers education programs and campaigns to schools, surf clubs, communities and online.

- Take 3 has educated over 500,000 students from 400 schools, 40 surf clubs and countless communities around Australia
- Our global movement #Take3fortheSea has been recorded in 129 countries
- Our international community are removing over 10 million pieces of rubbish from the environment every year

Find out more at take3.org, on [Instagram](#), [Facebook](#), [LinkedIn](#) or [Twitter](#) or contact the Take 3 team via ceocleanup@take3.org