

## **Keep Australia Beautiful National Association (KABNA) Green Ribbon Program and Gift Fund**

### **What is the Green Ribbon Program and Gift Fund?**

For many years Keep Australia Beautiful has worked with industry and government sponsors to make the awards programs possible. Now it is able to offer a cause marketing program for organisations who wish assist Keep Australia Beautiful with its fundraising and to associate their product or service with this worthwhile environmental cause.

Partner organisations and their customers benefit from working with KABNA as a not-for-profit association and registered Tax Deductible Charity.

Funds from the KAB Green Ribbon program go to the KABNA Gift Fund which is the registered fund for tax deductible donations. The KABNA Gift Fund then allocates those funds to projects within the KAB Network.

### **What is the KAB Green Ribbon logo?**

The KAB Green Ribbon logo identifies relevant partners, products and services that are helping Keep Australia Beautiful with its fundraising. The KAB Green Ribbon logo helps distinguish the KAB Green Ribbon Program from other program specific sponsorships or promotional activities. The logo is available for use on pack or at point of sale in return for a contribution from each sale.



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Some Examples:

### **4MYEarth Sandwich Wraps**

One way to cut waste is to avoid single use packaging and use something that is reusable instead.

4MyEarth provide an environmentally friendly Sandwich Wrap that can be used again and again. Finally an easy and non-toxic product that keeps food fresh and dry.

15c from each sale is donated to Keep Australia Beautiful



### **Steve Parish Beach Calendar**

Each purchase of a Steve Parish Beach Calendar generates 50c to Keep Australia Beautiful for the Clean Beaches Awards. The 2011 calendar goes on sale soon



### **Australian Jewellers Supplies**

20c from each purchase of a reusable bag from Australian Jewellers Supplies



### **Sukin**

Australian Natural Skincare, Skincare that doesn't cost the earth. \$1 from selected products during Keep Australia Beautiful Week

