

# Proposal: National Giveaway Weekend





## **We are:**

- Non-profit, Non-partisan

## **We Stand For:**

- Lower Taxes
- Less Waste
- More Accountability

## **What We Do:**

- Direct advocacy with politicians
- Provide comment to the media
- Educate/mobilize supporters



# *What is “giveaway weekend?”*

- During designated weekends, citizens voluntarily place unwanted goods – that still have value – on their curbs with a “free” sign.
- People can then take any goods they want.
- The practice started in the Ottawa area in 1990 and was eventually adopted by Ottawa in 2007. Winnipeg adopted the practice after the CTF recommended it in 2009. Halifax followed suit in 2010.



# *Why a National Giveaway Weekend?*

- **Good for the environment** – Instead of items going to the landfill, they go to people who can use them.
- **Good for taxpayers** – the program is voluntary and no bureaucracy is needed to manage the program.
- **Good for low-income/deal seekers** – one Ottawa journalist documented how she furnished an apartment with goods collected!



# *How to Rollout the Program?*

- Determine a national giveaway weekend during either the Spring or Fall; coordinate the date with existing major cities that currently participate.
- Ask municipalities to mark the “giveaway weekend” on their web sites and the garbage day calendars that people download
- Establish guidelines on the federal government’s web site
- Use earned media to get the word out – no advertising!  
(Alternatively – seek corporate sponsorship)

