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OBRC's Holiday Give Campaign Raises Nearly \$300,000 for Oregon nonprofits

The 8th annual campaign saw record-breaking participation from nonprofits all over Oregon

Clackamas, Ore. – Thanks to the generosity of Oregonians around the state, the [Oregon Beverage Recycling Cooperative](#), which operates [the BottleDrop network](#), supported raising nearly \$300,000 for nonprofits during its [8th Annual Holiday Give](#) fundraising campaign. A record-breaking 1,152 nonprofits participated, making this the most successful Holiday Give effort to date.

“This year’s Holiday Give event was a true success by every measure,” said Jason Jordan, President of OBRC. “More nonprofits participated than ever before, over 2.2 million containers were recycled during the two weeks of the event and, with OBRC’s 20% match, more than \$295,000 was raised to help support the important work that nonprofits are doing all across Oregon.”

Through Holiday Give, which ran Nov. 15 to Dec. 2, participating nonprofits raised funds through [OBRC's Blue Bag program](#), which allows BottleDrop customers to fill Blue Bags with redeemable containers and donate the containers directly to nonprofits by dropping the bags off at any BottleDrop location. Customers could also donate to nonprofits through their BottleDrop Green Bag accounts. During Holiday Give, OBRC provided a 20% match for all donations.

Throughout the campaign, OBRC also held a social media contest encouraging nonprofits to post about their organizations and to share how they use funds raised through BottleDrop. OBRC selected [50 winners](#) during the campaign, awarding each winner a \$100 prize to help support their efforts, for a total of \$5,000 in prizes.

The [1,152 nonprofits](#) that participated in Holiday Give ran the spectrum, from animal rescues and schools to sports teams, community service organizations, camps, food banks, libraries, health clinics and more.



“Not only did we raise valuable funds for our organization, but we had lots of fun along the way,” said Chad Ludwig, founder and executive director of Bridges Oregon, a Salem nonprofit that supports Oregonians who are deaf, deafblind or hard of hearing. The organization filmed [a clever video](#) with the Grinch gathering containers in a Blue Bag for the social media contest and was one of the winners. “We are so thankful to everyone who donated during Holiday Give and to OBRC for making it happen.”

Though Holiday Give has wrapped up for 2024, BottleDrop customers can [raise funds for nonprofits with their containers throughout the year](#). Through OBRC’s [Containers for Change program](#), customers can simply leave their bag tag stickers off their Green Bags and drop them off at any BottleDrop facility. OBRC uses 100% of the funds from containers in those bags to support nonprofits, advocacy organizations and foundations. Customers can also donate to nonprofits directly from their BottleDrop Green Bag accounts or return containers through OBRC’s [Blue Bag program](#) to support nonprofits of their choice.

Holiday Give – By the Numbers

- 18 days of fundraising
- 50 social media winners
- \$15,528 in online donations from Green Bag accounts
- \$53,370 in matching funds and prizes
- 1,152 participating nonprofits
- 32,310 Blue Bags processed
- 2,263,283 containers recycled
- \$295,225 total raised for Oregon nonprofits

About BottleDrop and the Oregon Beverage Recycling Cooperative

The Oregon Beverage Recycling Cooperative is the industry steward of Oregon’s nationally recognized beverage container redemption system and the operator of the BottleDrop network. On behalf of the beverage industry, OBRC helps Oregonians conveniently redeem and recycle more than 2 billion containers every year, dramatically reducing litter in Oregon’s special places and boosting the state’s recycling outcomes. To learn more, visit [BottleDrop.com](#) or [OBRC.com](#)