



Getting Started Guide

In the United States alone, an estimated 500 million cell phones have been retired, meaning they are unused in someone's home or in the trash. Most of those phones end up in a kitchen drawer collecting dust, causing literally billions of dollars to go to waste. Cellular Recycler has developed a way to make the most of used cell phones. Now you can collect used cell phones as an easy fundraising program and at the same time help the environment by keeping phones out of our nation's landfills. Cell phone recycling is easy - all you have to do is ask!

▶ How do I get started?

Cell phone collection is probably one of the easiest fundraising programs you'll participate in. Most cell phone users don't know what to do with their used cell phones and will be happy to donate their phones to a good cause. All you have to do is ask!

- > Collect from friends and family
- > Hold a drive at work or school
- > Ask for used cell phones when getting donations
- > Ask your local cell phone retailer to gather phones from customers

▶ What do I do with collected phones?

If you and your team have collected MORE than 50 phones:

Follow the instructions on www.cellularrecycler.com/acs to properly pack the phones, print a packing slip and ship the phones for free via UPS.

If you and your team have collected FEWER than 50 phones:

Get together with other teams to combine collections and mail more than 50 phones in the same box. You will receive one check, but your report will detail how much money each individual team raised. Alternatively, we recommend waiting until you have collected more than 50 phones in order to get the best return on your collections.

▶ Does collecting used cell phones really make a difference?

Absolutely. If your average Relay For Life event has 500 participants, those 500 participants typically ask an average of 10 people for support. With the average cell phone worth between \$3 and \$4, totals would exceed \$20,000 for the average event. That doesn't include drives at work or school.

▶ What if I get other cellular parts, like chargers and batteries?

Only used cell phones equal a donation to the ACS. However, other parts can be recycled and kept out of landfills. We recommend asking for phones only so your hard work pays off for the ACS.

▶ What happens to the phones?

Collected phones that can't directly be re-used are recycled for the precious metals in the US according to EPA standards. Phones that are destined for re-use are sold around the world to be refurbished and sold back into global markets. During the refurbishment process the memory is flashed to erase all personal data. However, we always recommend that you clear out any sensitive data and remove your SIM card before you recycle your phone.

▶ Are cell phones dangerous when thrown in the garbage?

Yes. Cell phones contain harmful materials like lead and cadmium that are released as phones break down in landfills. These materials can cause cancer and a range of reproductive and developmental disorders even when the materials are released in small quantities, such as leaching into our soil and drinking water from phones buried in landfills.

▶ How is the ACS paid for phones?

Each phone collected equals a donation to the American Cancer Society from \$0.25 to \$30 depending on make and model. Checks are made out to the American Cancer Society and sent back to the address entered on the shipping page at <http://www.cellularrecycler.com/acs/printLabel.php>. You can then turn in the check just like any other donation.

▶ What do I do if my team requires additional support tools?

Go to www.cellularrecycler.com/acs to print additional support tools, like fact sheets and posters or pick up more free support tools from your event leader or captain.

Thank you for doing your part in keeping cell phones out of our nation's landfills. For more information about this program, simply contact Cellular Recycler at 1.877.CR.GIVES (1.877.274.4837) and press option 1 or e-mail relay@cellularrecycler.com.