



## Program Guidelines

### **Who can participate?**

We want everyone to have access to cleaner indoor air, therefore schools, individual classrooms, groups, clubs and associations of any kind may apply to take part in the Cleaner Air Brighter Minds initiative. Each participating group/organization must name an adult coordinator who will oversee the day-to-day operations of the program. The coordinator will have access to the online coordinator's tool to open, manage and close their cleaner-air campaigns. In most cases, the coordinator is a teacher, principal or parent volunteer.

### **How do we apply?**

Fill out and submit the online application [form](#) at [cleanerairbrighterminds.com](http://cleanerairbrighterminds.com). Once we've verified your application you'll receive an e-mail confirmation and an agreement for a person of authority to sign. This designated person of authority (usually a principal, district supervisor etc.) will be legally responsible for any merchandise or money collected during the course of the fundraiser (please see [Terms of Payment](#) for additional details.) Once thoroughly read and signed, please fax the document to 1-877-688-2193. Once the signed agreement is received and processed, you'll receive an e-mail containing a user name and password which will allow you to access the personalized coordinator's web page.



### **How does the program work?**

The Cleaner Air Brighter Minds initiative helps schools, groups etc. achieve two main goals. The first is to **equip** classrooms, common areas etc. with safe and efficient air purifiers and the second is to **educate** participants on the importance of clean indoor air and a healthy environment.

To achieve these goals, each designated coordinator will have access to educational links (including the EPA teacher's guide), support materials and our campaign product, the revolutionary [Tub O'Carbon Odor Buster](#).

To receive a free air purifier each class (group etc.) will sell a minimum of 300 **Tub O'Carbon Odor Busters**. Family, friends, colleagues and trusted neighbors are usually a good source of support. Your online coordinator's page will contain sample letters students can use, as well as many helpful

support materials. Schools or groups may also wish to add a link to their website. These banners can also be found on coordinator's page.



Upon approval of the agreement, the coordinator will determine how they'd like to run their campaign. We offer several flexible options:

- Traditional in-person sales: Tubs will be shipped to the school and can be distributed amongst the participants at the discretion of the coordinator. Participants will sell the tubs for \$4.98 each. No shipping charge will apply for quantity orders (300 tubs and over).
- Use of our online store: Supporters (parents, friends, trusted neighbors) may visit our online store where they can credit their purchase to your campaign. Online supporters can buy as little as 6 tubs for \$29.88 USD (plus 13.99 for shipping to anywhere in the continental US).
- Order driven sales: Participants may take orders for tubs, after which the coordinator will place an order for the total number of tubs sold. No shipping charge will apply for quantity orders (300 tubs and over).

A combination of the web-store and sales options may be used.

Once your program is complete, fill-out a completion form via the link on the coordinator's web page. Then send a check or money order to AllerAir. Please write the name of the school and coordinator on the back of the check to facilitate processing. Once the funds have been processed, we'll ship your free air purifier and an additional \$100 cash donation for your school.



### **More on the Tub O' Carbon Odor Buster**

The **Tub O' Carbon Odor Buster** is packed with the same odor-fighting material that's used in AllerAir's high quality air purifiers. This revolutionary product is all natural and completely fragrance free. Each tub contains 100% activated virgin carbon, which adsorbs and trap odors permanently! The **Tub O' Carbon Odor Buster** can be used anywhere where baking soda or traditional air fresheners, wicks or sponges are used, but with several key advantages. The **Tub O'Carbon Odor Buster:**

- Is much more powerful than baking soda or traditional disposable air fresheners. In fact, activated carbon is so powerful it's used in military gas masks!



- The carbon in the **Tub O' Carbon Odor Buster** can help preserve the taste and freshness of food in your fridge by slowing down the ripening process! The carbon actually adsorbs the ethylene gases produced by fruits and vegetables as they age.

- The **Tub O' Carbon Odor Buster** does not mask odor with heavy fragrance, but eliminates smells by trapping them inside the carbon granules

- The **Tub O' Carbon Odor Buster** is all-natural and does not pollute your indoor air with chemicals or strong fragrance

#### **Other Questions:**

What if we sell more than 300 tubs?

Schools or organizations that sell more than 300 tubs may order a supplementary air purifier for each additional 300 tubs sold or apply any extra tubs sold to other campaigns.

What if we sell less than 300 tubs?

Schools or organizations that are unable to sell their 300 tubs must return any unsold tubs along with a check or money order representing the funds collected for tubs sold. All tubs sold may be applied to future campaigns.

How long do we have to sell the tubs?

The dates and length of the program will be left to the discretion of the school or group, however, all funds and unsold product **MUST be returned within six months of the date the original agreement was signed.**

How do you define a clean air campaign?

A campaign represents the process of selling 300 **Tub O' Carbon Odor Buster**. A campaign may be completed successfully or may be cancelled by respecting the terms of the agreement.



### **Student Incentives**

In addition to breathing cleaner, healthier air we've also come up with an added incentive for students who participate in the program. One **Apple iPod Shuffle 512 MB MP3 Player**, valued at approximately \$100 will be awarded to the top seller in each class. **Note that it is up the coordinator to track individual sales, conduct the draw and award the prize.** Please remember to enter the winning student's name in the campaign completion form.

### **What are terms of payment?**

A designated person of authority will be responsible for agreeing to the terms and conditions of the program. Unaffiliated organizations may be asked to provide a credit card number before any fundraising products are shipped. The person of authority will be legally responsible for any merchandise or money collected during the course of the fundraiser. In most cases the person of authority is a school principal, school board official or president of a club or organization.

Questions? E-mail us at [info@cleanerairbrighterminds.com](mailto:info@cleanerairbrighterminds.com)

