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FOR IMMEDIATE RELEASE:

Full Circle Expands with Program that Encourages Consumers to Use Cash to Benefit Non-Profits

FLAGSTAFF, AZ – Full Circle Trade & Thrift has allocated nearly a quarter million dollars in grants to Flagstaff area non-profits since it opened its doors in January 2013.. Now, the Full Circle model is expanding with a new program called Cash For Local Change (CFLC), which encourages consumers to use cash when making purchases. Local businesses sign onto the CFLC model and agree to donate 1% of their cash sales to Full Circle in order to help the Circle grow and support even more non-profits in Flagstaff.

The idea for the program began with a philanthropy-minded local business. A little over two years ago Criollo Latin Kitchen came up with the idea to encourage their patrons to pay with cash, saving the Café expensive credit card fees, so the Kitchen could fund the arts community in Flagstaff. After about a year John Tannous Executive Director of the Flagstaff Arts Council asked if he could expand the program by adding additional businesses. Now Full Circle Trade and Thrift and the over 30 non-profits they will fund this year have joined forces to take Cash For Local Change to the next level.

The concept is simple: when consumers shop locally with cash instead of credit cards, the credit card fees of up to 5% of every purchase will remain in Flagstaff to support local businesses and jobs. In fact if just 10% of spending at national chains was shifted to local Flagstaff merchants it would reinvest 16 million dollars in the local economy, create 120 new jobs and add 6 million dollars in wages to the Flagstaff economy. As an incentive for customers to shop at their stores participating merchants will return 1% of their cash sales to a fund that supports local non-profits in Flagstaff.

“It is a way to fund local non-profits without anybody spending an extra penny,” explains Tannous. “It doesn’t cost the consumer anything extra, and with more cash sales, it won’t cost businesses anything. Rather, it will build their sales revenue. It is truly a win/win.”

The Arts Council expanded the program to ten retailers in 2014. Full Circle and its partners look to increase that number to several dozen before the end of 2015.

“The element we want to add to this already productive campaign is the increased promotion of the participating businesses,” said Bill Packard, co-founder of Full Circle. “With an aggressive advertising and social media campaign and the support of over 30 local non-profits, we think we can give our business partners a significant boost to their sales.”

Funds collected from the Cash For Local Change program will be disbursed through a grant application process and will include the Arts and Sciences, Recreation, Education, and Social Services groups. Participating local businesses and community members will form the committee that selects who will receive grant funding.

“It all fits in with the Full Circle concept of funding our non-profit community through new and creative avenues: Flagstaff helping Flagstaff,” Barbara Packard, Full Circle co-founder said. “And the Circle’s success and partnerships over the last two years make it right up our alley.”

For more information about the program and how businesses can become participate, please visit www.fullcircletrade.net or contact Bill Packard at 928-699-7831. Full Circle Trade and Thrift is located at 2 South Beaver, suite 100, Flagstaff AZ 86001.

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