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# DOING GOOD: 101

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THE PEPSI REFRESH PROJECT  
INFORMATIONAL TOOLKIT

[refresheverything.com](http://refresheverything.com) 

The refresh icon consists of two curved arrows forming a circular loop, one pointing up and the other pointing down, symbolizing a refresh or renewal action.



# pepsi refresh project

In 2010, Pepsi will give millions of dollars to fund good ideas, big and small, that make the world a better place. What's a good idea? Who gets a Refresh Grant? You decide.

## Thousands of ideas

- Anyone can submit an idea online at: [refresheverything.com](http://refresheverything.com)
- 6 categories help you figure out where yours fits in.
- When it's time to vote, use the categories to find the ideas you care about most.



HEALTH



ARTS & CULTURE



FOOD & SHELTER



THE PLANET



NEIGHBORHOODS



EDUCATION

## Millions in Grants

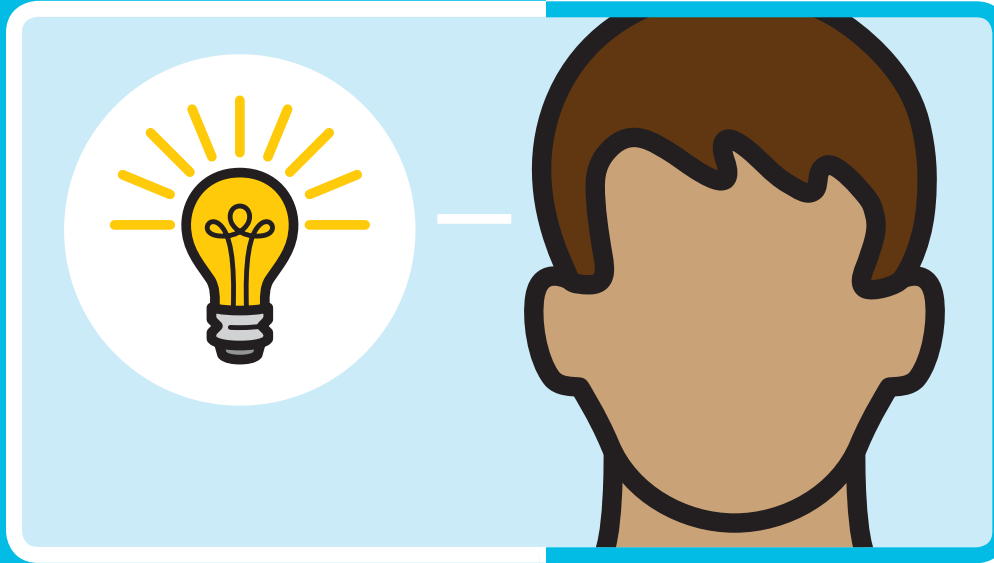
<p>—\$5k—</p> <p><b>10</b></p> <p>GRANTS</p> <p>EVERY MONTH</p>	<p>—\$25k—</p> <p><b>10</b></p> <p>GRANTS</p> <p>EVERY MONTH</p>
<p>—\$50k—</p> <p><b>10</b></p> <p>GRANTS</p> <p>EVERY MONTH</p>	<p>—\$250k—</p> <p><b>2</b></p> <p>GRANTS</p> <p>EVERY MONTH</p>

- Pepsi has up to \$1.3 million in Refresh Grants to give out every month. Every time you vote, you help decide which 32 ideas receive a Refresh Grant that month.

## Mark Your Calendar

- SUBMIT YOUR IDEAS STARTING ON **JANUARY 13, 2010**
- VOTE FOR IDEAS STARTING ON **FEBRUARY 1, 2010**
- FIRST AWARDEES ANNOUNCED ON **MARCH 1, 2010**

**New ideas & Refresh Grant recipients every month**



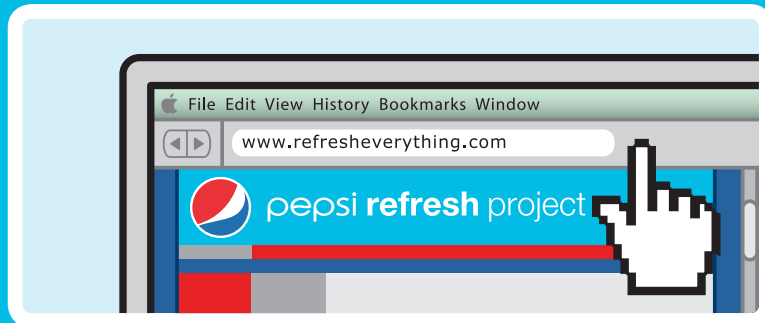
## Think of an idea

Put your big brain (or brains) to work and come up with an idea that can help the world around you, or at least some of the people who live in it. You could save something, create something, or change something. It's your call. Just come up with a clear, constructive idea that can be put into action soon.



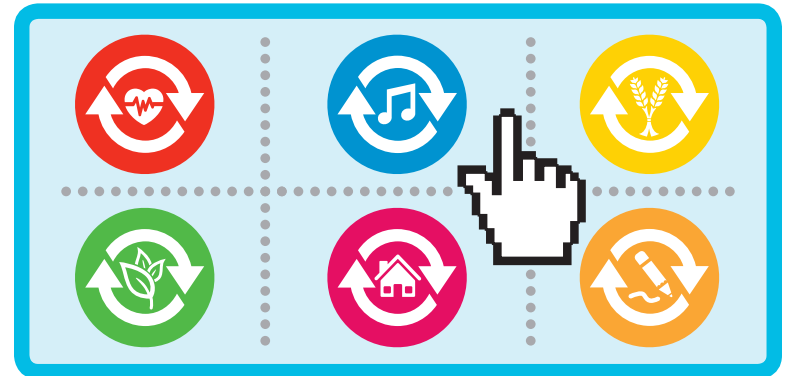
## Register at [refresheverything.com](http://refresheverything.com) starting January 13

You'll be guided through a series of questions to create your project profile. You will be able to save it and return to it later.



## Pick a category

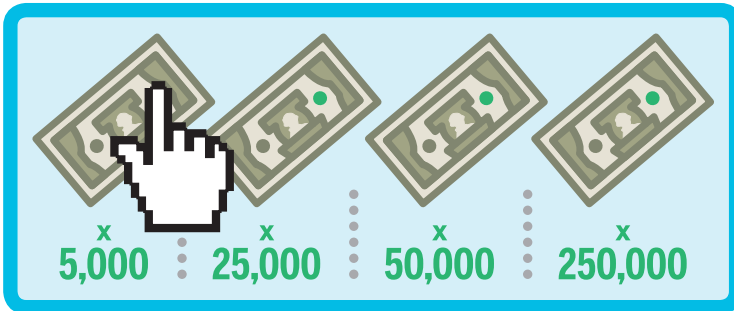
Does your idea belong under Arts & Culture, Food & Shelter, The Planet, Education, Health, or Neighborhoods? You will choose the category closest to your idea's goal.





## Decide on a Refresh Grant amount

How much will it cost to bring your idea to life? Refresh Grants will be awarded in amounts of \$5,000, \$25,000, \$50,000, or \$250,000. Be realistic and accurate.



The ..... project  
will refresh the world.



## Title your idea

This will be the first thing voters see, so make it inspiring, easy to understand, and no longer than a sentence or two. (max 120 characters)



## Tell everyone who you are

Provide some basic information about yourself or your organization. This will be your chance to tell people who you are and what you care about.



## Describe your idea

Who will it benefit? What are its goals? How will you use your Refresh Grant money? When can you start your project and how long will it take you to complete? Will you need other people to help you? What challenges will you face? And what steps must you accomplish to make your project a success? The best submissions are likely to be detailed and concise.





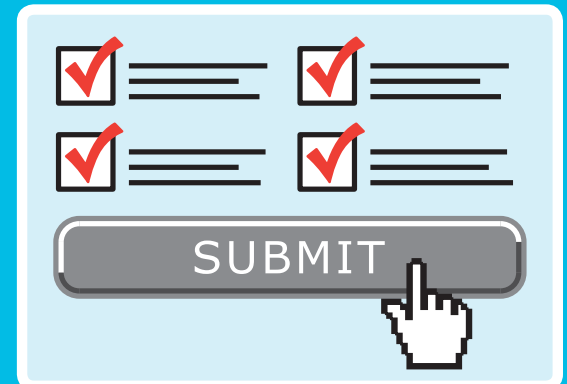
## Add some bells & whistles.

You will be able to add multimedia to your project page. Post photographs (one required) or a YouTube video. While a video isn't required, it's probably a good way to tell the world about your idea.



## Review & Submit

You will be able to review the application form for your project. Once you submit your idea, you won't be able to edit your project profile, so make sure you're happy with it. The first submissions will begin 01/13/10, at 12 am ET. After January, submissions will begin at 12 am ET on the 1st of every month, and end when the first 1,000 submissions are received or on the 15th of the month (whichever occurs first). In any given month, the first 1,000 valid projects will be eligible for a public vote.





## Get the word out

You will be able to check if your idea went through and start promoting it. Tell your friends, family, and colleagues. Post it to Facebook. Tweet about it. Put up a flyer. However you want to do it, share your idea with the world to generate votes.

### What will be expected of me?

For Refresh Grants awarded to individuals, they will be asked to provide a resume, any relevant memberships or other qualifications, and a letter of reference.

Non-profits will need to share 501c3 documentation and a letter of reference. Companies should be prepared to share articles of incorporation, legal registrations, and professional associations that demonstrate ability to achieve project aims.

All grantees must demonstrate that they have the ability to accomplish their ideas, and must agree not to discriminate or to use funds for illegal purposes.



# PROJECT SUBMISSION POINTERS:

## Key Dates & Times



**January 13, 2010** - SUBMISSIONS BEGIN

**February 1, 2010** - VOTING

**March 1, 2010** - AWARDS

## How do I receive a Refresh Grant?

- Think of a great idea that will help people.
- Give it a title that will get attention.
- Plan how you will make it happen.
- Use text, photos, and video to tell your story.
- Submit your idea on time.
- Get the word out - Refresh Grants will be awarded based on the idea which received the greatest number of votes.

## What kind of projects are sought?

- It should have a positive impact on a community.
- It should be achievable and ready to start soon.
- It should have measurable results.

## Do I qualify?

- I'm 13 years of age or older and a legal U.S. resident.
- I reside and my organization operates within the U.S.
- I can complete my project within the next 12 months.
- My idea benefits a community or group of people within the U.S. and does not involve religious advocacy, proselytizing - acts and intentions to advance a religious denomination or expand membership or encourage conversion.

## Learn more

- For Frequently Asked Questions and to find out more about the Pepsi Refresh Project, see How It Works ([refresheverything.com](http://refresheverything.com))

The application form and all of the details will be available in the official submission guidelines starting January 13, 2010 found at [refresheverything.com](http://refresheverything.com)



pepsi **refresh** project

Thousands of ideas. Millions in Grants.

refresh**everything**.com 