



# Penny Collection: Banking Guide for Charities

## 1. Elimination of the Penny - an Overview

The federal government has announced that it is eliminating the penny and the Royal Canadian Mint will no longer circulate pennies as of February 4, 2013. The penny will retain its value indefinitely and can continue to be used when making payments at retailers that accept them.

As Canadians think about turning in their pennies, this is a great opportunity for charities to increase donations by holding penny drive campaigns. But as a charity, where do you start?

This guide to help charities has been developed by the Canadian Bankers Association in collaboration with the Government of Canada and the Royal Canadian Mint. It will give charities some advice and guidance so that they are able to make the proper arrangements with their financial institutions about depositing the pennies collected so that their fundraising efforts run smoothly.

## 2. Working with Your Financial Institution

### 2.1. Who do I talk to at my financial institution?

Your local branch is the best place to start; bank staff can either provide the advice and information you need or direct you to someone who has that information. This guide should answer some of your questions as well. Make sure that you speak to your financial institution early in the process so that you are doing all you can to help your penny drive run smoothly.

### 2.2. How pennies should be packaged for deposit

You should talk to your financial institution before starting your penny drive in order to be aware of the options available to you for packaging coins. The key is to communicate with your bank representative in advance – they will be happy to provide assistance.

### 2.3. Frequency of deposit

When speaking with your branch staff about your proposed penny drive, you should discuss how frequently you are considering making deposits of pennies with the financial institution. Handling pennies is not easy for charities or financial institutions, so you probably don't want to make more trips than necessary. In order to ensure the success of your penny drive, branch staff may have some suggestions about what frequency may work best based on the bank's coin management schedule, vault capacity, branch traffic and other factors.



## 2.4. Capacity limits on deposits of pennies

When speaking with staff at your financial institution, if possible it would also be a good idea to provide them with an estimate of how many pennies you expect to be depositing at any one time. Pennies take up a lot of space and branches may have limited storage, so they may not be able to accommodate your deposit.

## 2.5. Expected duration of the campaign

Be prepared to let your bank know the start and end dates for your penny drive so it can plan accordingly and undertake its best efforts to accommodate your fund-raising campaign.

## 2.6. What your donors need to know

When promoting your penny drive, there are a few things that you need to consider and your donors will need to know.

- **How to package pennies** - will you be accepting loose pennies or do they need to be rolled? If they need to be rolled, you may want to have coin rolls on hand in case some donations are unrolled.
- **Where can pennies be donated** - let your donors know where they can donate their pennies. Keep in mind that you will need a safe place to store the pennies and you will also need sufficient room to store them until you deposit them with your financial institution. Pennies take up space and weigh a lot – \$25 worth of pennies weighs seven kilograms or 15.4 pounds!
- **Penny drive duration** - will your penny drive be for a set timeframe or will you accept pennies anytime? While you don't want to turn away donations, do you have the capacity to accept and redeem penny donations all the time?

## 3. Other Information Sources

Visit the following websites for additional information on the elimination of the penny and charitable penny drives.

**Canadian Bankers Association** – [www.cba.ca](http://www.cba.ca)  
**Department of Finance Canada** – [www.fin.gc.ca](http://www.fin.gc.ca)  
**Royal Canadian Mint** – [www.mint.ca](http://www.mint.ca)