



PROJECT SNAPSHOT

TOXFREE RAISE OVER \$16,000 FOR THE MOVEMBER FOUNDATION
TO SUPPORT MENS HEALTH

The issue

Toxfree has a large number of male employees and it is important to raise awareness for their health, both mental and physical. Toxfree always aims to be safe, reliable and sustainable, any cause that helps our gentlemen reach these goals is a great one to be a part of.



The solution

The Movember foundation was created to raise funds and awareness for men's physical and mental health. Toxfree made the decision to get involved by encouraging the men in the business to grow a moustache for the month of November and donate to the cause. Female staff were encouraged to raise donations, despite being unable to grow moustaches, many wore fake ones during Movember events.

The outcome

The response was overwhelming, having raised over \$16,000 and ranking in the top 50 nationally for most of the event. Toxfree employees were encouraged to take photos of their moustaches and post them to the Movember Toxfree Wall for everyone to see! Thank you to everyone who participated, it was a great effort by all.

