

HILTON HEAD ISLAND

SOUTH CAROLINA

Wooden Nickel Program



Around 2012 Outside Hilton Head began an initiative within our retail store to encourage customers to not take a paper sack with their purchase. If the customer declines to take a bag, or perhaps brought a reusable bag, we offer a “wooden nickel” token. The customer may then drop the wooden nickel token into one of three collection boxes that are located directly in the front of our store. Each collection box represents an area (environment, social, history, children) and an assigned non-profit, for a period of 6 months. At the end of the 6 month period, OHH will present each non-profit organization with a check matching the amount of wooden nickels donated.

Over the years our initiative has been very well received. The number of paper sacks leaving our store and likely ending up in a landfill has been dramatically reduced. Our non-profits have received lots of nickels and, importantly, lots of attention.

At Outside Brands (aka OutsideHilton Head) we are a team of individuals who share a passion for the outdoors and protecting this beautiful island we call home. Our Wooden Nickel Program allows us to give back to our local community and support organizations that are so vital. We believe we can make a difference with “one green act at a time.” Please join us in our efforts to reduce our carbon footprint.