



# SCHOOL PROGRAM GUIDE

## WELCOME TO THE CRAYON INITIATIVE'S SCHOOL PROGRAM GUIDE

On the following pages you will find general information about The Crayon Initiative, including how to set up a collection drive at your school, suggested project activities and fundraising ideas.

Website: [thecrayoninitiative.org](http://thecrayoninitiative.org)

Email: [schoolprogram@thecrayoninitiative.org](mailto:schoolprogram@thecrayoninitiative.org)

Address: The Crayon Initiative  
155 Railroad Avenue, Suite E  
Danville, CA 94526

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@thecrayoninitiative



The Crayon Initiative



@thecrayoninitiative



@ShareYourColors



**CRAYONS BELONG IN CHILDREN'S HANDS, NOT LANDFILLS. DONATE YOUR USED AND UNWANTED CRAYONS TO KIDS IN NEED!**

## OUR STORY

The Crayon Initiative began with one man's life-changing trip to a family restaurant...

Since he was a young boy, entrepreneur Bryan Ware has passionately believed in the power to express oneself through art. One evening in 2011, Bryan, his wife and two sons were dining at a local restaurant in celebration of his 40th birthday. While the boys were coloring with crayons provided by the establishment, Bryan was struck with curiosity.

"I wonder... What happens to these crayons after we leave?" he asked.

Sadly, Bryan learned that many restaurants discard crayons after only one sitting, even if they are untouched. And because crayons are not environmentally friendly, they turn into a waxy sludge that clogs up landfills and never biodegrades.

Bryan took those crayons home with him that night, convinced that the life of a restaurant crayon doesn't have to end there. It became his personal challenge to find a creative way to recirculate an endless supply of free art materials to children everywhere. And thus The Crayon Initiative was born.

Since then, Bryan and the Ware family have proudly dedicated themselves to sorting countless crayons in their own backyard, cooking them down in their kitchen, and recycling them for future creative use.



## WHAT WE DO

More than a half-million pounds of crayons are discarded annually throughout the U.S. That equates to roughly 60 million crayons!

The Crayon Initiative collects used and unwanted crayons donated from homes, restaurants, schools and homes across the country, then melts them down and remanufactures them, reducing environmental waste.

Better yet, the recycled crayons are distributed to art programs at children's hospitals across the U.S., brightening the lives of young patients during their stay.

These programs provide young patients with a creative outlet to express themselves, while at the same time helping alleviate anxiety. They also enhance problem-solving and critical thinking skills, while promoting creativity and imagination. When the patients at our partner hospitals finally get to go home, they often take our crayons with them because they represent a happy memory during an otherwise uncertain time.



## HOW TO SET UP A COLLECTION DRIVE

Starting a collection drive in your school is a fantastic way to support your community and help the less fortunate.

To begin, set up small collection boxes in your classrooms and other student gathering places. The Crayon Initiative can send you small boxes or your class can design their own. Just print out and apply our crayon recycling sign to the boxes and watch them fill up all year long!

To give your campaign a boost, you can download and print flyers to post around the school or to supplement your newsletters and packets. We also recommend having students create their own posters to spread the word about their participation in The Crayon Initiative.

Printable signs are available at the end of this document.

Finally, when you're ready, ship your crayon bonanza over to us!

Please ship your boxes to: The Crayon Initiative  
155 Railroad Avenue, Suite E  
Danville, CA 94526

We also suggest that your school form a committee of teachers, parents and students that can plan out your campaign and delegate jobs to volunteers as needed. For instance, you can ask parents to volunteer their time visiting restaurants and other local businesses with their children, to see if they would like to donate their crayons or cover your shipping costs as a sponsor.



## ACTIVITY SUGGESTIONS

One of our primary objectives is encouraging kids to help other kids in need. We also want students to understand the positive impact they can have on the environment and the world around them.

The suggested activities in this brochure help convey these important lessons. To align with your school's curriculum, we have tried to meaningfully integrate Common Core standards into these various projects.

The ideas listed below are merely suggestions. If your school creates its own original activity, please tell us about it so we may share your brainchild with the world. Also, send us your students' art (or pictures of it), so that we can share it on our website and through social media!

### SCHOOL-WIDE INTRODUCTION (ALL GRADES)

- **Video:** We have created an introduction video to The Crayon Initiative to share with your school. [Watch it here.](#) You may also want to ask your older students to create their own video about the program that they can present to younger grades or use the following year.

- **Collection:** Make setting up the collection bins and boxes a group activity in each classroom. Decorating the boxes could be an art class project.
- **Poster & Banner Creation:** Students can create posters and even a large banner, to be hung for the duration of your collection. Each grade level can take a turn contributing to the banner art before it is displayed for all to see.



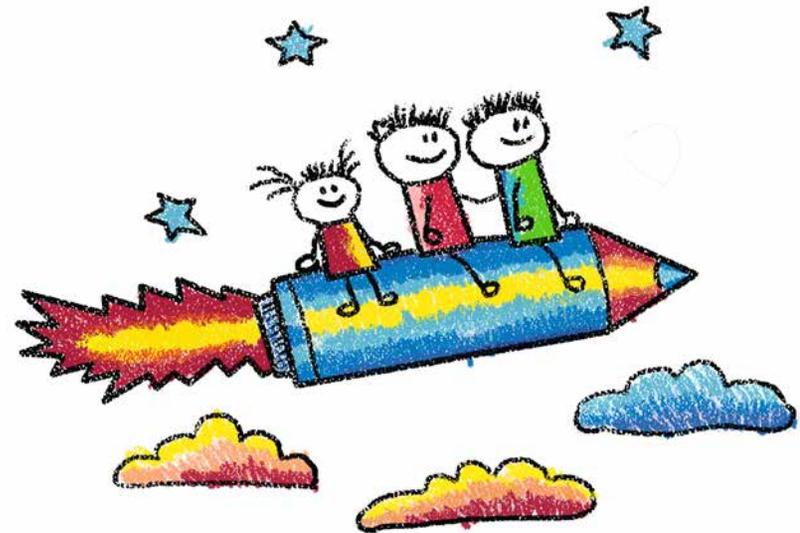
## ACTIVITIES FOR PRE-K/DAYCARE

- **Discussion Questions & Talking Points:** What are crayons made of? What are primary and secondary crayon colors? Where does garbage go? What is recycling? What do you recycle at home?
- **Design Sorting Boxes:** Encourage students to decorate their own sorting bins/boxes – one representing each color – and fill them accordingly with collected crayons. We sort colors into red, orange, yellow, green, blue, purple, pink, white, black and “everything else.” Please note that sorting is optional (but quite helpful).
- **Fun Reading Material:** We recommend two great picture books that appeal to younger students: *“The Day the Crayons Quit”* and *“The Day the Crayons Came Home.”*
- **Color Days:** Assign a different color to each day on the calendar. Have classes create crayon art based on each day’s color scheme and then place their used crayons in the appropriate box for that day.
- **Color Songs:** Incorporate color-themed songs into your curriculum. You can sing or play these songs while sorting the colors. Here are a few examples:  
[Busy Beavers: Color Songs Collection Vol. 1](#)  
[Learn Colors & Objects Song](#)
- **Math Exercises:** Use the crayons to help introduce basic math concepts such as counting, addition and subtraction.



## ACTIVITIES FOR KINDERGARTEN – 2ND GRADE

- **Discussion Questions & Talking Points:** What happens to crayons when people are finished using them? Can crayons be recycled? Why would that be important? How can your old crayons help someone else? How do crayons go to landfills and why is it good to recycle? How can used crayons be melted down into new crayons?
- **Design Sorting Boxes:** Encourage students to decorate their own sorting bins/boxes – one representing each color – and fill them accordingly with collected crayons. We sort colors into red, orange, yellow, green, blue, purple, pink, white, black and “everything else.” Please note that sorting is optional (but quite helpful).
- **Fun Reading Material:** We recommend two great picture books that appeal to younger students: “The Day the Crayons Quit” and “The Day the Crayons Came Home.”
- **The Science of Decomposition:** Include crayons in your Next Generation Science Standards lesson on decomposition. [Click here](#) for a great example of a lesson plan, courtesy of the California Academy of Sciences.
- **Informational Writing:** Students can write a how-to or informational book about crayons.
- **Persuasive Writing:** Ask your students to write a persuasive piece in support of their favorite color and why they believe their choice is the best. Take it one step further and have an in-class debate.
- **Math Exercises:** Use the crayons to help introduce basic math concepts such as counting, addition and subtraction.



## ACTIVITIES FOR 3RD – 5TH GRADE

- **Discussion Questions & Talking Points:** What happens to crayons when people are finished using them? How long does it take for crayons and other items to decompose? Can crayons be recycled and why would that be important for the planet? How can your old crayons help someone else? What is recycling and why do people do it?

Key facts: Sixty tons of crayons are manufactured daily... More than a half-million pounds of crayons are discarded annually throughout the U.S. That equates to roughly 60 million crayons... Wax crayons are made of petroleum, a chemical that is toxic to our environment... If we don't recycle crayons, they eventually end up in our landfills and never biodegrade... Fortunately, special crayon recycling centers can melt down old, broken crayons and transform them into new ones.

- **Video Project:** Create a video that can be presented to younger students about The Crayon Initiative and what your class's plans are for collecting. (Ideally, this would be done at the start of your campaign and used as an introduction to all grade levels. Or this can be used for the following year's campaign.)

- **The Science of Decomposition:** Include crayons in your Next Generation Science Standards lesson on decomposition. [Click here](#) for a great example of a lesson plan, courtesy of the California Academy of Sciences.
- **Life Cycle of a Crayon:** Students can illustrate the process of recycling a crayon or actually observe it by melting down crayons in a science lab. Perhaps connect this lesson to plant or animal life cycles. This may also be an ideal topic for a writing assignment that meets Common Core English Language Arts Standards in informative/explanatory literacy.

- **Persuasive Writing:** For your English Language Arts Standards lessons, students can practice their opinion-based writing skills by writing a letter to a local restaurant and persuading them to participate in the program.
- **Math Exercises:** Incorporate the recycled crayons into a math activity involving ratios. Additionally, this activity will allow students to see the progress their efforts have yielded over time.
- **Decorate Furniture:** Purchase white, recyclable cardboard furniture from [Flatgoods.com](https://www.flatgoods.com) (or acquire some through a donation), then have your students assemble, color and decorate the items. If you have multiple pieces, consider making this activity a contest.

Cardboard, when designed properly, can be just as strong as wood. It uses far less “tree” than actual solid wood and is so lightweight that it reduces shipping costs. The furniture is easy to assemble with a few folds and will last one-to-three years before being fully recycled again. You can use the cardboard furniture at future meetings or auction it off as a fundraising exercise.

- **Found Art/Junk Sculptures:** Have students bring to class items they would normally throw away. Provide them with modeling clay and let them create junk sculptures using these items.



## ACTIVITIES FOR MIDDLE SCHOOL & HIGH SCHOOL

- **Discussion Questions & Talking Points:** What happens to crayons when people are finished using them? How long does it take for crayons and other items to decompose? Can crayons be recycled and why would that be important for the planet? How can your old crayons help someone else? What is recycling and why do people do it?

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- **Video Project:** Create an informational video about The Crayon Initiative and your collection campaign that can be presented to lower grade levels. (Ideally, this would be done at the beginning of your campaign and serve as an introduction to the program for all students. Alternatively, the finished product can be used for the following school year's campaign.)

- **Stop Motion Animation Project:** Create a stop motion animation piece that depicts the life cycle of a crayon, from its use as an artistic tool to the recycling process to its rebirth as a new crayon.

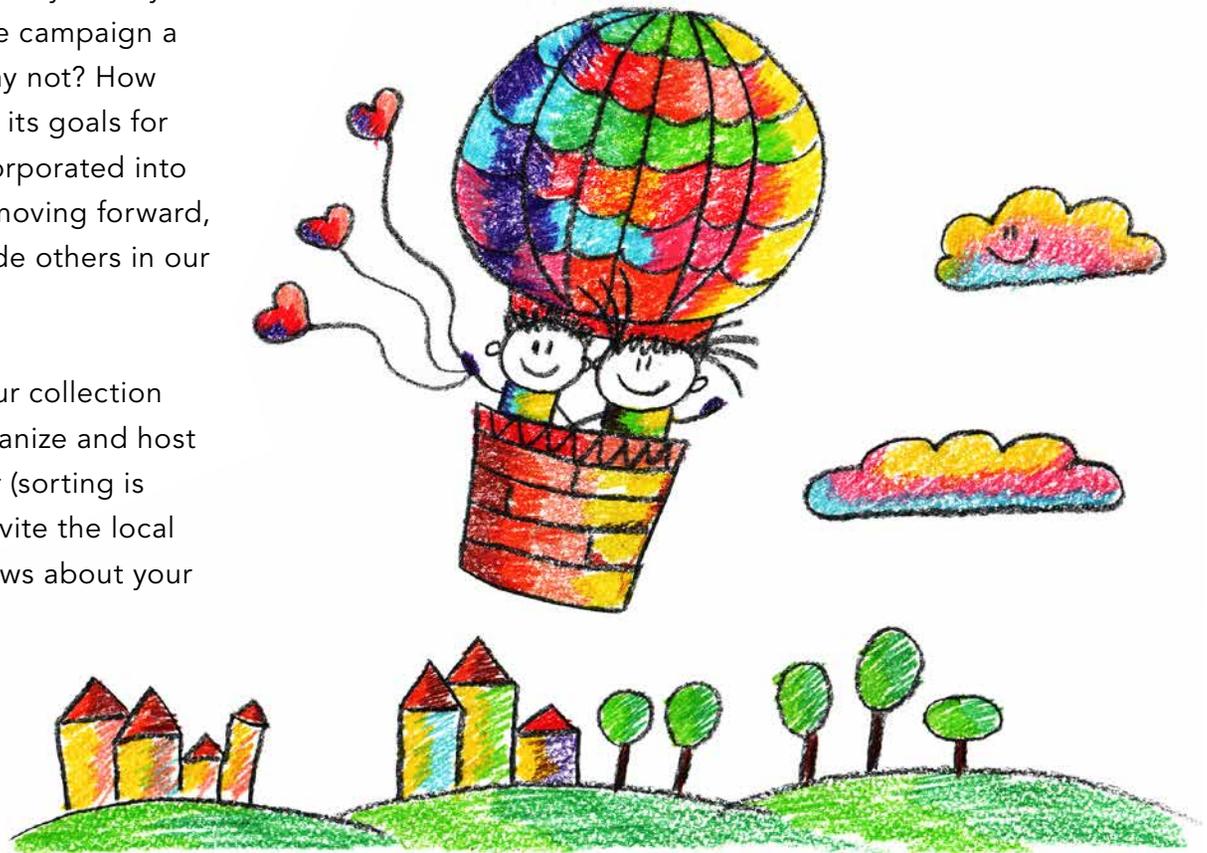
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- **Found Art/Junk Sculptures:** Have students bring to class items they would normally throw away. Provide them with modeling clay and let them create junk sculptures using these items.

## END-OF-CAMPAIGN ACTIVITIES FOR ALL GRADES

- **Collection Competition:** Have students start their own mini-drives and see who can collect the most crayons/donations.
- **Reflection Discussion:** What was the final crayon tally? Why did the school recycle crayons? Was the campaign a positive experience for students? Why or why not? How should the school modify the campaign and its goals for next year? What new activities could be incorporated into the program? Will we change our behavior moving forward, in regards to recycling? How can we persuade others in our community to responsibly recycle?
- **End-of-the-Year Sorting Party:** Once your collection campaign has ended, have the students organize and host a party to sort the donated crayons by color (sorting is optional) and prepare boxes for shipping. Invite the local media to cover this event and spread the news about your class's campaign to the community.



## FUNDRAISING

Since The Crayon Initiative's humble beginnings in 2014, the charity has grown at a phenomenal rate. But there is still a lot more that we want to accomplish.

Our goal is to reduce the volume of crayons that end up in landfills by hundreds of thousands of pounds annually, while increasing by tens of thousands the number of hospitalized children we supply with remanufactured crayons.

Please consider launching a fundraising effort at your school to help us achieve our dream. Raised funds will also be allocated toward purchasing additional crayon molds, securing a longer lease, and purchasing equipment that will allow us to operate more efficiently.

Here are a few ideas for how your school can raise money for The Crayon Initiative!

- **Colorful Cakes Breakfast:** Host a pancake & coloring breakfast (with paper lining and tons of crayons!)
- **Art Show:** Showcase art made by students, then auction it off or sell it.
- **Recycled Craft Fair:** Sell crafts created by students and/or families from your community.
- **Color-a-Thon:** Ask for donations based on how much you can color.
- **Recycled Can and Bottle Drive**
- **Peer-to-Peer Fundraising**
- **Coins for Crayons Collection Drive**
- **Colorful Fun Run**
- **Decorated Furniture:** Auction off decorated cardboard furniture from Flatgoods.
- **Local Restaurants:** Ask them to host a Fundraising Night in which a percentage of their proceeds go to The Crayon Initiative.

## PROGRAM TOOLS

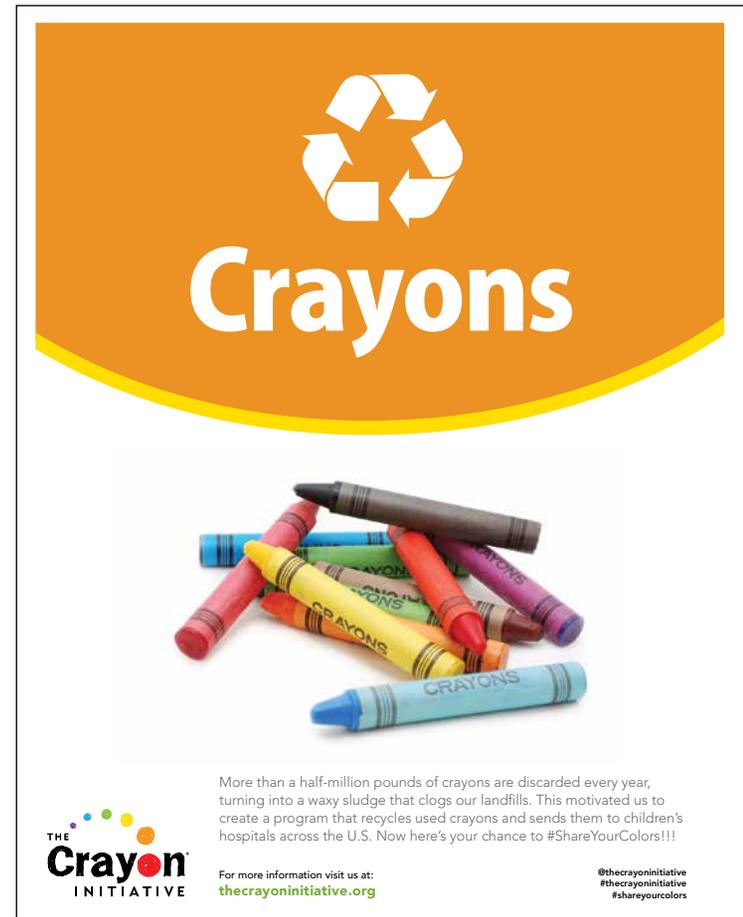
LOGO (.ai, .eps, .jpeg, .png)

*Click on image to download.*



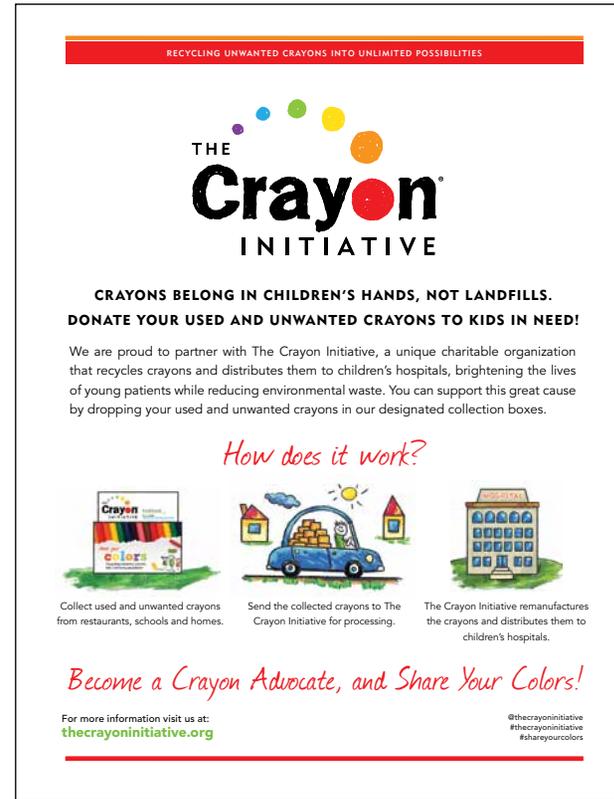
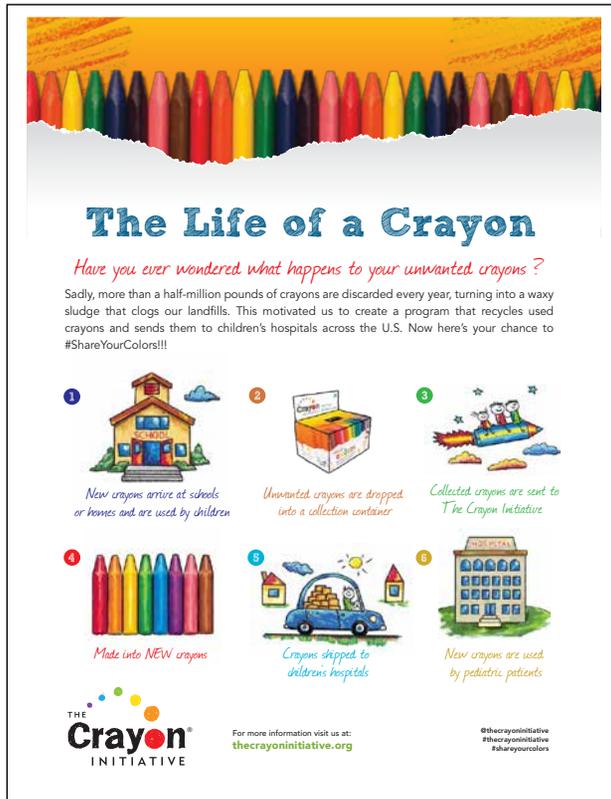
RECYCLING SIGNS (8.5" x 11")

Click on image to download.



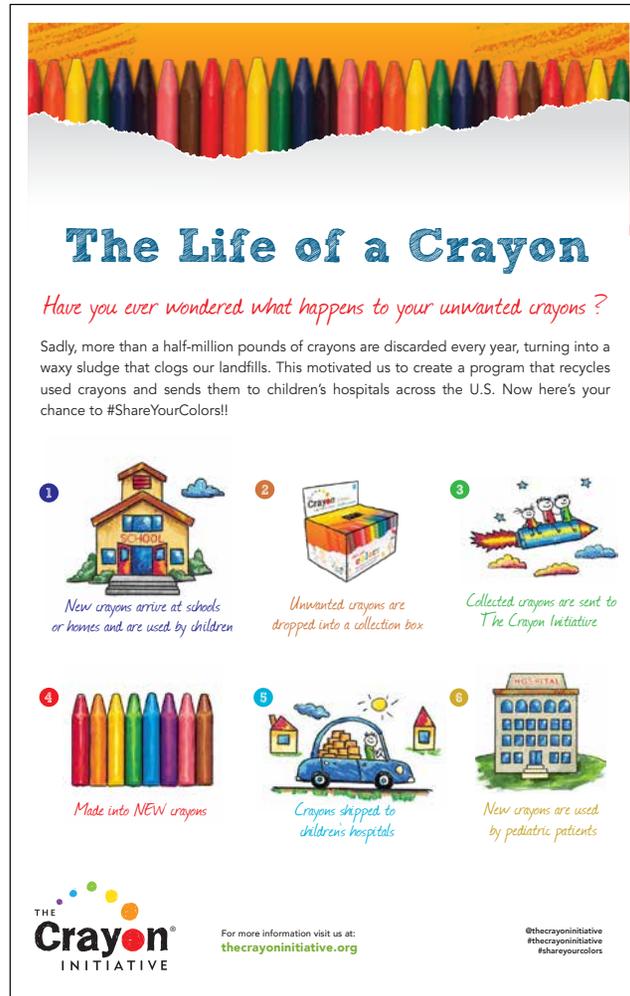
FLYERS (8.5" x 11")

Click on image to download.



POSTERS (11" x 17")

Click on image to download.



## RECYCLING UNWANTED CRAYONS INTO UNLIMITED POSSIBILITIES

### LEAVE BEHIND CARD (8.5" x 11")

Click on image to download and then print on Avery product #8869.



COLLECTION BOXES (9.5" x 5.5" x 7.0625")

*Click on image to order from store.*



## SHIPPING INSTRUCTIONS (8.5" x 11")

Click on image to download.

RECYCLING UNWANTED CRAYONS INTO UNLIMITED POSSIBILITIES\*

### How to ship collected crayons?

**STEP 1: Get a Box**  
Select an appropriately sized, sturdy box. For larger collections, we suggest the following from Home Depot: [tci.to/ShippingBox](https://www.homedepot.com/ShippingBox) (link is case sensitive)

**STEP 2: Prepare the Box for Shipment**  
Empty the collection box or container into the shipping box so the collection box/container can be reused.  
Shake down the crayons, and pile in as many as possible to save on overall shipping fees.  
Make sure the box is well taped to ensure it doesn't break open during transit.



**STEP 3: Create a Shipping Label**  
Use The Crayon Initiative's UPS shipping portal: [tci.to/SendCrayons](https://www.ups.com/tci) (link is case sensitive) to create a label. This portal provides access to our non profit discounted rate. All browser pop-up blockers must be disabled while using this shipping portal.  
Follow instructions and fill out the online form. Use a scale to determine the weight, or calculate the weight by using this formula:  
**LENGTH x WIDTH x HEIGHT x .025 = WEIGHT**  
(Dimensions are in inches and weight is in pounds.)  
After the form is complete, print the "label" on regular printer paper and tape it securely to the sealed box.  
Schedule a UPS pick up (for a fee) on the form or drop off the box at any UPS location.

**THE Crayon INITIATIVE**

155 Railroad Avenue, Suite E • Danville, CA 94526 • 865 272 9667 • [thecrayoninitiative.org](https://www.thecrayoninitiative.org) • Federal Tax ID: 80-0938971



## CONTACT INFORMATION

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