THE Crayon INITIATIVE

SCOUTS PROGRAM GUIDE

WELCOME TO THE CRAYON INITIATIVE'S SCOUTS PROGRAM GUIDE

On the following pages you will find general information about The Crayon Initiative, including how to set up a local collection drive, suggested project activities and fundraising ideas. Thank you for your interest in helping a great cause!

Website: thecrayoninitiative.org
Email: scoutprogram@thecrayoninitiative.org
Address: The Crayon Initiative
155 Railroad Avenue, Suite E
Danville, CA 94526

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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 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 neck of the woods is a fantastic way to support your community and help the less fortunate. It's also not a bad way to earn yourself a badge, scouts! (Hint, hint.)

First set up collection boxes or bins at your schools, troop meeting sites, places of worship, community centers, and other local gathering places. The Crayon Initiative can send you small boxes or your troop 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 neighborhood or to supplement your newsletters and packets. We also recommend having scouts 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 suggest inquiring with local businesses and organizations to see if they would also like to donate their crayons or cover your shipping costs as a sponsor.

ACTIVITY SUGGESTIONS

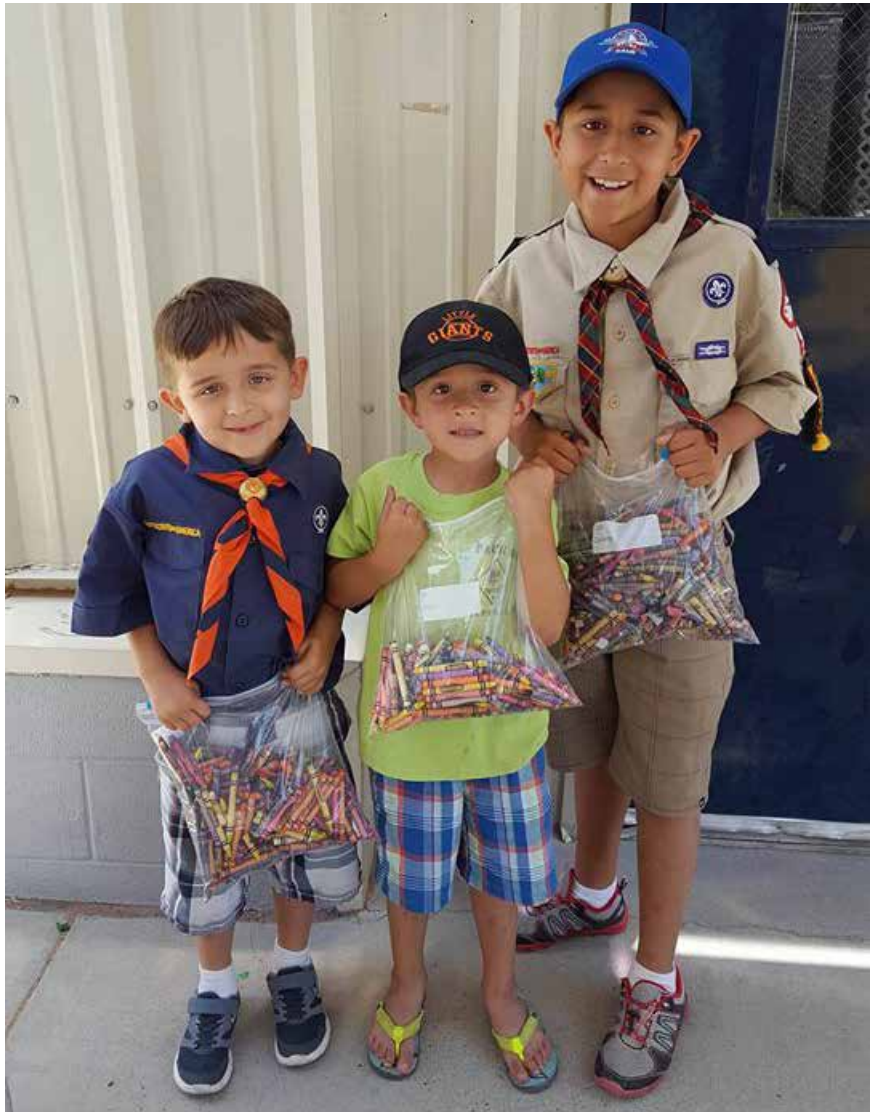
- **Discussion Questions:** What are crayons made of? What happens to crayons when people are finished using them? How long does it take for crayons and other items to decompose? What is recycling and why is it important? Can crayons be recycled? How can your old crayons help someone else? How are used crayons melted down and remanufactured into new ones? What else do you recycle at home?

- **Talking Points:** 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.

- **Design Sorting Boxes:** Encourage scouts 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).

- **Color Days:** Assign a different color to each day on the calendar. Have troops 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. There are a few examples:
  - Busy Beavers: Color Songs Collection Vol. 1
  - Learn Colors & Objects Song
- **Fun Reading Material:** We recommend two great picture books that appeal to younger scouts: "The Day the Crayons Quit" and "The Day the Crayons Came Home."
- **Math Exercises:** Use the crayons to help introduce basic Common Core concepts such as counting, addition, subtraction and ratios.
- **Visit Local Establishments:** With the help and coordination of parent volunteers, older scouts can visit local restaurants or related companies/organizations that might be willing to contribute to the troop's collections. This might also be a good way to get local sponsorship for shipping costs.
- **Collection Competition:** Have the scouts start their own mini-drives and see who can collect the most crayons/ donations.



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

- **Decorate Furniture:** Purchase white, recyclable cardboard furniture from Flatgoods.com (or acquire some through a donation), then have your scouts 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 scout meetings or auction it off as a fundraising exercise.

- **End-of-the-Year Sorting Party:** Once your collection campaign has ended, have the scouts 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 troop's campaign to the community.

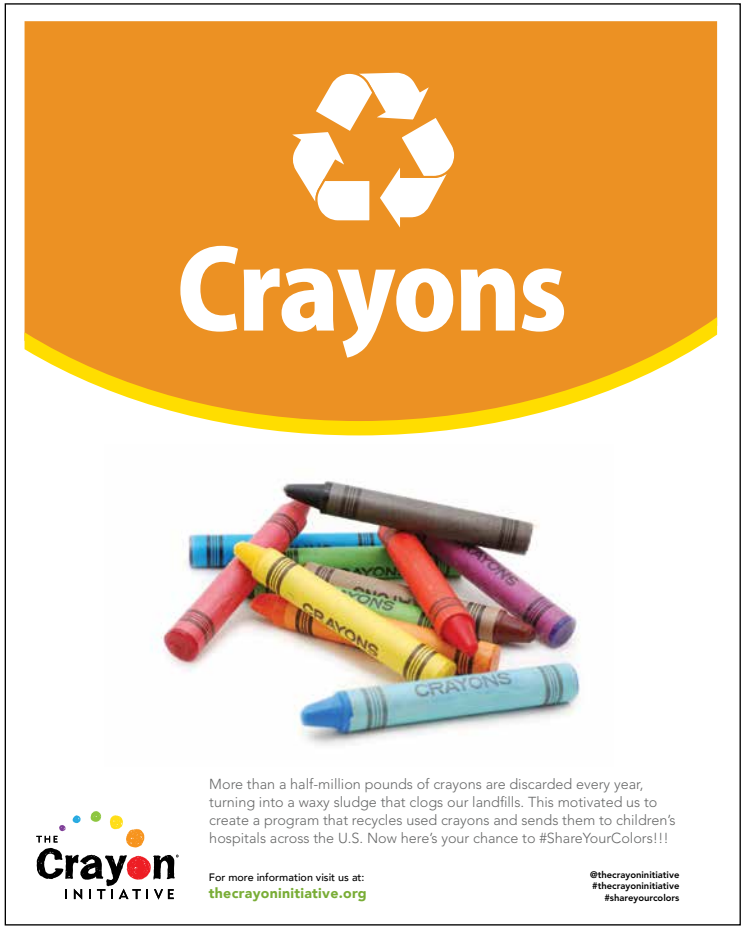
PROGRAM TOOLS

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

Click on image to download.

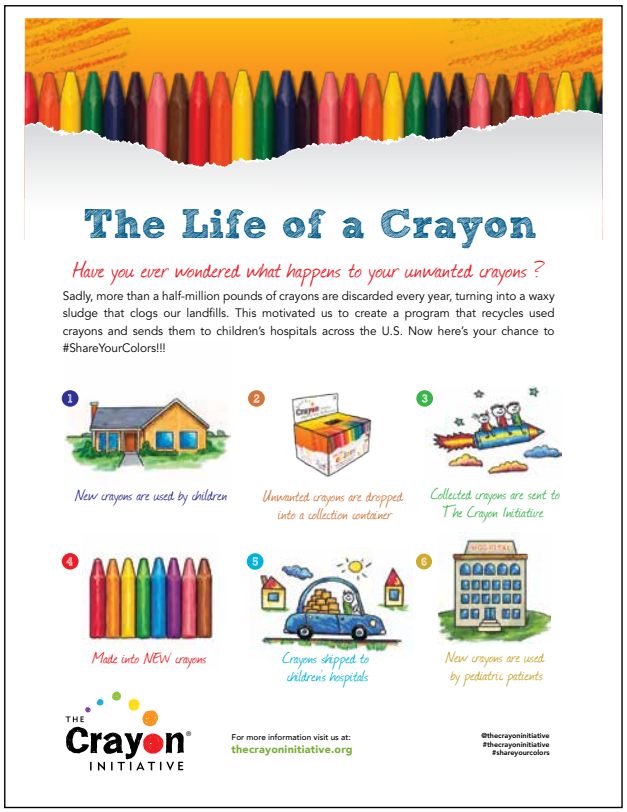
RECYCLING SIGNS (8.5" x 11")

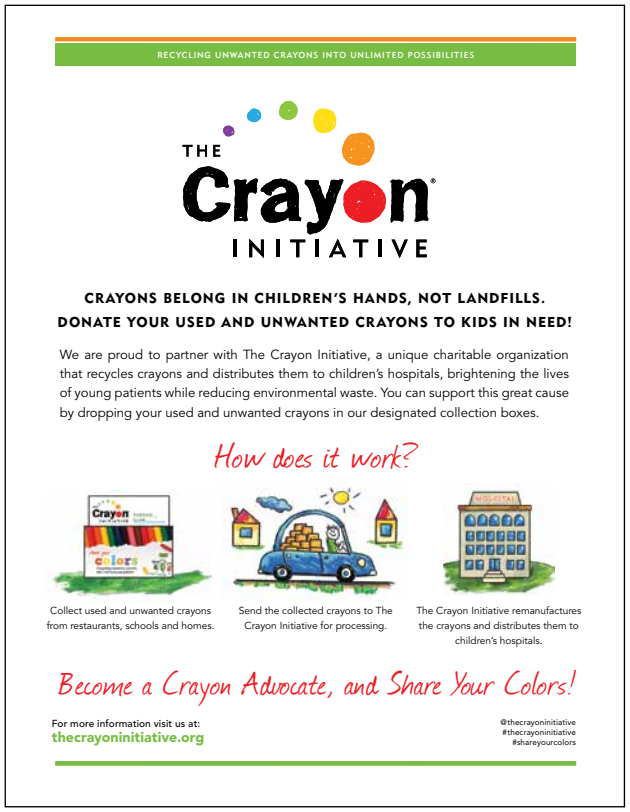
Click on image to download.



FLYERS (8.5” x 11”)

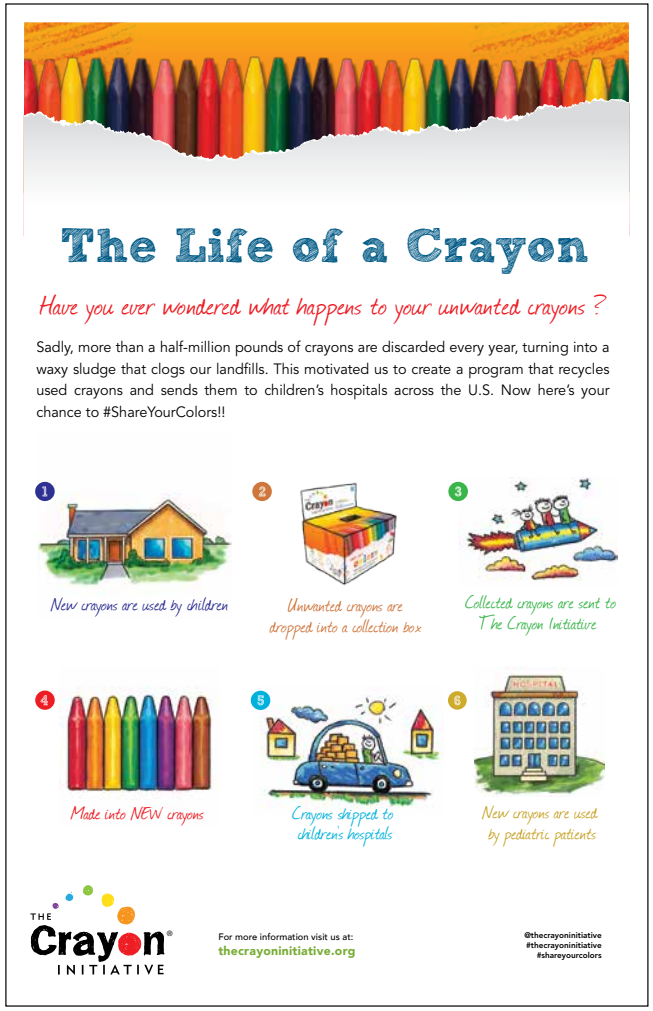
Click on image to download .





POSTERS (11" x 17")

Click on image to download.

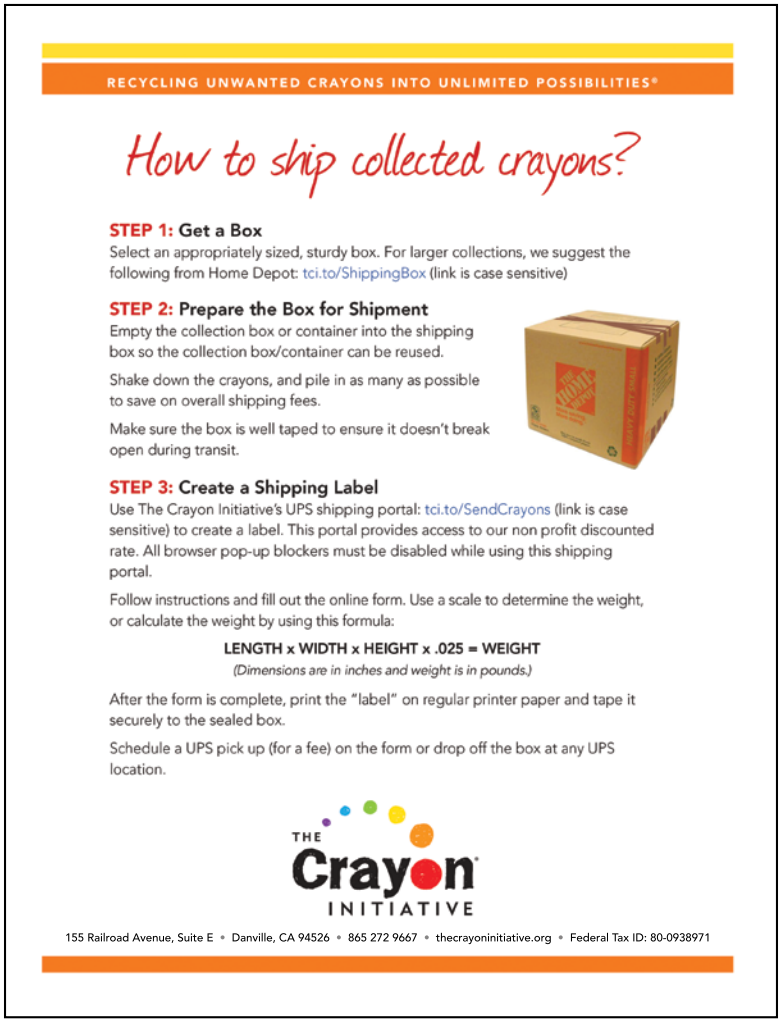


LEAVE BEHIND CARD (8.5" x 11")

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

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 (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 (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.

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

Click on image to order from store.

PARTICIPATION PATCH

Click on image to purchase from store.

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CONTACT INFORMATION

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