RECYCLING UNWANTED CRAYONS INTO UNLIMITED POSSIBILITIES

WELCOME TO THE CRAYON INITIATIVE’S RESTAURANT PROGRAM GUIDE

On the following pages you will learn more about The Crayon Initiative, including information on setting up a collection drive and other ways to get involved, as well as links to useful materials for downloading.

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

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@thecrayoninitiative
@thecrayoninitiative
The Crayon Initiative
@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 his 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 crayon collection drive in your restaurant is a fantastic way to support your community and help the less fortunate. Here’s a step-by-step guide for you to follow:

Collection Boxes
To begin, set up a collection box inside your restaurant for patrons and/or employees to drop off their used restaurant crayons. For a nominal cost, we can ship you an official The Crayon Initiative box for you to put on display. Simply select from our various box options and email us at restaurantprogram@thecrayoninitiative.org to place your order.

As an added benefit, our new countertop boxes are dishwasher safe and can be easily opened and closed for dumping and cleaning.

Or, feel free to design a box yourself for the back of your house. Just print out and apply our crayon recycling sign to your box and watch it fill up all year long! Printable signs are available at the end of this document.

Employee Participation
Instruct your employees to place used table crayons in your designated collection box instead of discarding them after the customers’ meals. Designate several staff members as captains in charge of the program and make them responsible for optimizing customer engagement and employee participation.

To help establish buy-in from your employees, we have created an introduction video to The Crayon Initiative that you can share. Watch it here.

We also encourage you to send us exciting updates about your campaign, including pictures of you, your restaurant staff and your patrons pitching in. And share your social media postings about The Crayon Initiative so that we can repost them!
CUSTOMER ENGAGEMENT
There are many great ways to encourage your patrons to donate crayons and funds to our cause. Consider promoting The Crayon Initiative on your menus (adult and kid versions), on coloring and activity placemats, on tent cards, or in bill folios. We’re also happy to supply you with information flyers that you can hang on your windows or bulletin board.

Feel free to get creative – maybe even name a menu item or specialty drink after us!

Additionally, here are some compelling facts you can share with your customers (and employees):

• 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, The Crayon Initiative can melt down old, broken crayons and transform them into new ones.

Consider the following verbiage for your customer messaging:

[Your Restaurant Name Here]: A Proud Partner of The Crayon Initiative

More than a half-million pounds of crayons are thrown away every year, turning into a waxy sludge that clogs our landfills. The Crayon Initiative collects donated crayons from restaurants, schools and homes across the country, then melts them down and remanufactures them, reducing 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.

Become a Crayon Advocate! Start today by dropping your crayons in the collection box after your meal. And ask your family, friends and schools to join our cause! Learn more at thecrayoninitiative.org.

Show us how you share your colors. Share your artwork or a photo of your donation! @thecrayoninitiative #thecrayoninitiative #shareyourcolors

The Crayon Initiative: Recycling unwanted crayons into unlimited possibilities.
SHIPPING YOUR COLLECTIONS

We recommend a large, sturdy box for shipping – perhaps something you received potatoes, oils or condiments in. Consistently using the same box makes it easier to create a simple system for your employees to send crayons to us.

If you don’t have a negotiated corporate rate with a shipping company, use our UPS Portal, tci.to/SendCrayons to receive our non-profit discount rate.

Please send your collected crayons to:

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

Click image to download shipping instructions.
FUNDRAISING & DONATIONS

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.

Please consider launching a fundraising effort at your restaurant that can help us achieve our dreams. Raised funds will be allocated toward operating and improving our facilities, as well as purchasing additional crayon molds and other equipment that allows us to run more efficiently.

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

• Host fundraiser events that benefit our cause.

• One day each month, donate a percentage of your sales to The Crayon Initiative.

• Sell a specialty menu item or drink named after The Crayon Initiative. A portion of that item’s sales can go to our charity.
PROGRAM TOOLS

LOGO (.ai, .eps, .jpeg, .png)
Click on image to download.
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FLYER (8.5” x 11”)
Click on image to download.

The Life of a Restaurant Crayon

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COLLECTION BOXES
Click on image to order from store.

COUNTER TOP BOX (8" x 8" x 8")

CUSTOM BRANDED FLOOR DISPLAY (15" x 12" x 37.5")
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TABLE CARD (5” x 7”)
Click on image to download.

BILL FOLIOS (8.5” x 11”)
Click on image to download.

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How does it work?
Collect unwanted crayons from restaurants, schools, and homes.
Send collected crayons to The Crayon Initiative for processing.
Donate remanufactured crayons to children’s hospitals.

For more information visit us at:
@thecrayoninitiative #thecrayoninitiative #shareyourcolors

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RESTAURANT VIDEO
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