

Pop Tab



"Collect-A-Million" Club[®]

*2010 Information
& Activity Guide*



Ronald McDonald House of Indiana
435 Limestone Street
Indianapolis, IN 46202
(317) 269-2247
www.rmh-indiana.org



Dear Coordinator,

Thank you for your interest in the Pop Tab “Collect-A-Million” Club to benefit the Ronald McDonald House of Indiana. Collecting tabs is a great way for all of us to really make a difference in the lives of families and children in need! Not to mention learning about the importance of recycling.

Please read over the enclosed information carefully. You will find useful information that you can use to get your group’s collection campaign started, as well as many useful activities that you can incorporate for kids. There is also helpful information on collection containers, drop off information and tools to promote your group’s participation in this program.

I hope your group finds this project rewarding. If we can be of assistance in any way, please feel free to contact us at (317) 269-2247 or e-mail: kthien@rmh-indiana.org.

Sincerely,

Kelly Thien
Communications and Marketing Manager



“Collect-A-Million” Club Fact Sheet

What: The Ronald McDonald House of Indiana is combining its ongoing needs to generate funds with the virtues of conservation by recycling the pop tabs from aluminum cans. By collecting one million tabs, your school becomes a member of the Ronald McDonald House “Collect-A-Million” Club. Hundreds of groups across the State of Indiana have become members by supporting this worthwhile fundraising project.

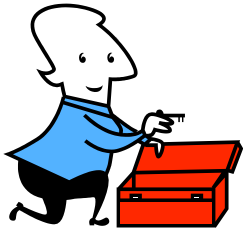
Why: The Ronald McDonald House serves families, whose children require care at an Indianapolis area hospital, by offering them a home-like atmosphere where they can get the rest and renewal they need to be most supportive of their sick or injured child. Guests stay at the House regardless of their ability to pay the \$10 per night donation. This minimal donation does not cover the actual cost of providing the room and maintaining our facilities. It actually takes \$71.00 a night to run each room and we now have 58 rooms. Therefore, philanthropic support to generate additional funds is necessary to cover operating expenses.

How: It’s so easy to collect pop tabs! The tabs on aluminum cans can easily be removed by twisting them back and forth until they break off. Because the actual tabs are so small, they can be collected in many types of convenient containers, such as plastic baggies, buckets, water bottles and more! Once large quantities of tabs have been collected, your group can bring them to the Ronald McDonald House seven days a week from 9:00 A.M. to 9:30 P.M. or any of our Recycling Partners or many of your local McDonald’s restaurants will take them for the House as well. Please contact the manager at the McDonald’s Restaurant in your area to see if they will take your pop tabs for the Ronald McDonald House. (Contact Kelly Thien at the Ronald McDonald House for help in finding a Recycling Partner in your area.)

Goal: We reached our goal of one billion tabs! Since the program began several years ago, over \$500,000 in revenue has been generated by pop tabs for the Ronald McDonald House. Our new goal is 1 Million Dollars in Pop-Tab revenue. This Special “Collect-A-Million” Club school program has been established for groups who wish to participate by setting their own goal to collect one million tabs. A “Collect-A-Million” Club plaque is presented to those groups who reach their goal of collecting one million tabs.

For additional information, please contact Kelly Thien at (317) 269-2247 or kthien@rmh-indiana.org.



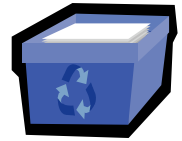


Getting Started

Once you have decided to start your collection drive, you need to get your group excited about the project. Many groups do this by having contests between the participants or offering incentives to the top collectors. Oftentimes, it is enough to just explain the purpose of the tab collection projects and how it benefits families and children in need. However you decide to promote your collection drive, it is important that each participant have a goal to reach. Charting the progress of the collection drive in a visible area is a great way for each participant to stay motivated. A bulletin board, handout or newsletter are great ways to promote the project.



Collection Container Ideas



- 1.) *At Home:* Make your own collection containers for home use as part of a child's art project. Soup cans, plastic baggies and cardboard boxes work well as tab collection containers.
- 2.) *In a business:* Make a unique collection container by decorating a large 3 or 5-gallon water bottle or cardboard box. An old fish tank is also a great container. Use your creativity.
- 3.) *For a school:* Many schools choose to use a large collection container centrally located in areas such as the school lobby, cafeteria or gym. Larger containers must be strongly reinforced in order to hold large amounts of pop tabs. Many schools have had their "industrial tech" departments make a container as a class project. Students can also make their own containers for home use as part of an art project. Other schools have used donated telephone booths and bathtubs as fun ideas to display their collected tabs. Another idea is to string the pop tabs on fishing wire and hang them down a hallway above classroom doors, marking off tabs by 100's and 1,000's to help students visualize quantities.



Registration and Support

There is no official registration required for your group to participate in the pop tab "Collect-A-Million" Club project. If you have questions, please contact Kelly Thien at (317) 269-2247 or kthien@rmh-indiana.org.

General Tips



- 1.) The Ronald McDonald House of Indiana has a video that is a great educational tool. The video is available on a loan basis.
- 2.) Each group can work with their local community to solicit free incentives to reward individuals for their participation in the pop tab program.
- 3.) McDonald's restaurants throughout Indiana are very supportive of the pop tab program and may lend assistance to your group in the areas of marketing and logistical support. Please contact the McDonald's restaurant in your area.

Frequently Asked Questions



Q What are the pop tabs used for?

A The aluminum pop tabs are recycled, just like you would recycle plastic containers or newspapers. The money generated from recycling the tabs is used in a general operating budget to ensure that the House remains open for families of sick or injured children.

Q How much do you receive from recycling pop tabs?

A The price of aluminum changes on a regular basis depending on the supply and demand. On average, the Ronald McDonald House receives .40-.60 cents per pound of aluminum tabs. In 2008, we raised about \$78,000!

Q How many schools are a part of the "Collect-A-Million" Club?

A Over 300 schools, individuals and organizations from across Indiana and surrounding states have collected over one million tabs for the House.

How do we know we have collected a million pop tabs?



There is no reason to count individual tabs unless you want to have students count them as part of a related project. The best way to keep track of the number of tabs collected is to estimate. You can do this by weighing the tabs on a scale. Use the following information to calculate the amount of tabs your group has collected:

1 Pound = 1,000 pop tabs
1,000 Pounds = 1 Million Tabs

(there are 24 lbs in a copy paper box)





Dropping Off Your Tabs

Contact Aaron Carmichael at 317-269-2247 extension 207
or by email at kthien@rmh-indiana.org if you have any question.



1. **Drop off your pop tabs at the Ronald McDonald House**, located on W. Michigan Street on the IUPUI campus near downtown Indianapolis. Tabs may be dropped off between 9:00 a.m. and 9:30 p.m. seven days a week. Sorry, the Ronald McDonald House cannot pick up the tabs from your group, school or organization.

If you are dropping off a large quantity of tabs (say, over 100,000) or if you have reached your million tab goal, please contact us!

2. **Deliver your tabs to a participating Recycling Partner**, located throughout the State of Indiana. Please see the attached list. Make sure you tell them they are for the “Ronald McDonald House in Indianapolis”. Also, make sure to tell them the name of your group and its complete mailing address, along with a contact name and telephone number.

3. **Many McDonald’s restaurants accept pop tabs** on behalf of the Ronald McDonald House of Indiana, especially in central and southern Indiana. Please contact your local restaurant to see if they will accept your tabs.

4. **Don’t live near the Ronald McDonald House in Indy? Or near a participating Recycling Partner? Or near a participating McDonald’s restaurant?** Then take your tabs to your nearest scrap metal or recycling processing business, turn in the tabs, collect the money they offer, and send that (in the form of a check made out to) Ronald McDonald House of Indiana, Attn Pop Tab Program, 435 Limestone Street, Indianapolis, IN 46202. Remember to tell us the name of your group, your complete mailing address, and a contact name and telephone number.



On behalf of the Ronald McDonald House of Indiana we thank Duke Energy and Versatile Processing for their help in recycling the pop tabs that are delivered to the Ronald McDonald House of Indiana on a daily basis.



Suggested Literature and Web Site Resources

How Much Is A Million by David Schwartz

If You Made A Million by David Schwartz

Counting on Frank by Rod Clement

How Big is a Foot by Rolf Miller

Inch by Inch by Leo Lionni



Recycle City ~ <http://www.epa.gov/recyclecity>

Aluminum Association ~ <http://www.aluminum.org/>

EPA Kid's Explorer's Club ~ <http://www.epa.gov/kids>

**Suggested Press Release Format To Be Placed on Group, School or
Organizational Letterhead**

Contact: Name
 School, Group or Organization Name
 Telephone Number

Release Date: _____

NEWS RELEASE

**Name of School, Group or Organization helps “Pick Up the Tab” for the Ronald
McDonald House of Indiana**

The staff (and students) of name of school, group or organization are helping “pick up the tab” for the Ronald McDonald House of Indiana – one pop tab at a time.

Name of school, group or organization is collecting aluminum tabs from soda cans to help generate needed funds to support Indiana’s only “home away from home” for families of seriously ill or injured children receiving treatment at Riley Hospital for Children and other Indianapolis area hospitals. The Pop Tab Recycling Campaign began about ten years ago and has generated over \$500,000 for the Ronald McDonald House. With the support of groups like Name of school, group or organization, over 1 billion tabs have been collected!

The “Collect-A-Billion” campaign has gained nationwide support from hundreds of groups and individuals wanting to support families and children in need. Name of school, group or organization is doing their part by collecting one million tabs for the Ronald McDonald House of Indiana.

The Ronald McDonald House of Indiana first opened its doors in 1982 to assist families from Indiana and nearby states who had to travel to Indianapolis for their child’s medical care. The House provides a loving, caring and affordable place for thousands of families each year. With costly medical expenses, most families are not able to afford hotel rooms over a long period of time. With the support of Name of school, group or organization, the Ronald McDonald House will continue to serve families in need by providing them with the rest and support they need to remain strong for their hospitalized child.

For more information on how you can help Name of school, group or organization reach their goal of collecting one million tabs, contact name of contact person at telephone number.

<p>OMNISOURCE - WEST ST. 2115 S WEST ST INDIANAPOLIS, IN 46225 PHONE: (317) 381-5800</p>	<p>OMNISOURCE - OLIVER AVENUE 2210 OLIVER AVE INDIANAPOLIS, IN 46221 PHONE: (317) 381-5800</p>
<p>OMNISOURCE - KEYSTONE AVENUE 850 S KEYSTONE AVE INDIANAPOLIS, IN 46203 PHONE: (317) 974-1000</p>	<p>OMNISOURCE - NORTHSIDE 1212 E 25TH ST INDIANAPOLIS, IN 46206 PHONE: (317) 937-2727</p>
<p>MATERIAL RECYCLING 2340 N BURKHARDT RD EVANSVILLE, IN 47715-2156 PHONE: (812) 476-6422</p>	<p>SIMS METAL MGMT. 156 EAST US HIGHWAY 20 CHESTERTON, IN 46304 PHONE: (219) 926-8726</p>
<p>RECYCLING CENTER, INC. 630 SOUTH M ST RICHMOND, IN 47374 PHONE: (765) 966-8295</p>	<p>OSCAR WINSKI CO., INC. 2407 N 9TH ST RD LAFAYETTE, IN 47904 PHONE: (765) 742-1102</p>
<p>SUGAR CREEK SCRAP, INC. 1201 WEST NATIONAL AVENUE WEST TERRE HAUTE, IN 47885 PHONE: (812) 533-2147</p>	<p>PIKE COUNTY SOLID WASTE 703 EAST MAIN STREET PETERSBURG, IN 47567 PHONE: (812) 354-2924</p>
<p>KROOTS RECYCLER 2915 STATE STREET COLUMBUS, IN 47201 PHONE: (812) 372-1815</p>	<p>METRO RECYCLERS 1501 EAST MAIN STREET GRIFFITH, IN 46319 PHONE: (219) 922-1830</p>
<p>WRIGHT'S SALVAGE 4466 SOUTH OLD 41 SULLIVAN, IN 47864 PHONE: (812) 268-3206</p>	<p>PHILLIPS IRON & METAL 1515 EAST 22ND STREET ANDERSON, IN 46016-4613 PHONE: (765) 644-6649</p>
<p>SAM WINER & CO., INC. 923 EDWARDSBURG AVENUE ELKHART, IN 46514 PHONE: (574) 293-9031</p>	<p>SOUTH BEND WASTE PAPER PO BOX 2347 SOUTH BEND, IN 46613 PHONE: (574) 234-7181</p>
<p>SCHNEIDER'S SCRAP METAL 506 W. ECKERT ST. OSGOOD, IN 47037 PHONE: (812) 689-4549</p>	<p>Crossroads Recycling 100 Eastview Dr. Franklin, IN 46131 Phone: (317) 736-6099</p>
<p>Goodman & Wolf 1350 S. College Ave Terre Haute, IN 47802 Phone: (812) 234-4612</p>	<p>Serve-All 4400 New Haven Ave Fort Wayne, IN 46803 Phone: (260) 420-2273</p>

**RONALD MCDONALD HOUSE
POP TAB RECYCLING PARTNERS**