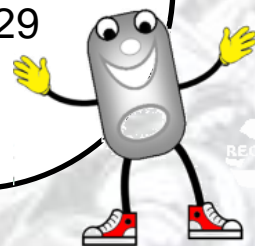




# Pull Tab Recycling Program

**Ronald McDonald House Charities of Greater Cincinnati ®**  
350 Erkenbrecher Avenue, Cincinnati, Ohio 45229  
513-636-7642 ♥ [RMHCincinnati.org](http://RMHCincinnati.org)



REC



# Your New Habit

Before you get started, we have to warn you. Once you begin collecting pull tabs, you'll never be able to toss one away again. It's the most rewarding habit you'll ever have.



Collecting pull tabs is a simple way for even the smallest child to make a big difference. Taking care of our Earth by recycling is just the tip of the iceberg. By donating your baggies, boxes and cans of tabs to Ronald McDonald House, you're helping to provide a "home away from home" for families during what could be the most trying time of their lives.

When a child is hospitalized and scared, the love and support of family is powerful in helping a child's recovery process. Cincinnati's Ronald McDonald House allows families to remain close by their children receiving medical treatment at Cincinnati Children's Hospital Medical Center.

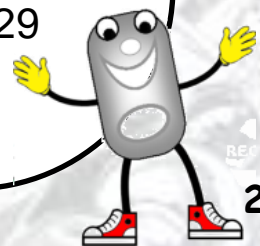
In the following pages, we've tried to include all the information you'll need to get started. You'll find background information on the origin of Ronald McDonald House, collection projects, drop-off information, recycling facts and trivia, fun activities and more. You are never limited in the ways you can promote your program, and we'd love to hear your ideas! Having fun with the project is the easiest way to success. Be creative and enjoy the experience knowing all the way that you are making a difference - one tab at a time.

From the bottom of our hearts, we thank you for your support.

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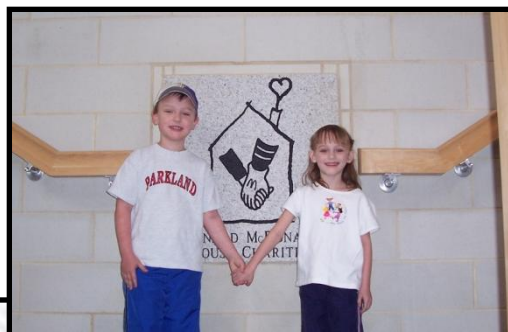
# In The Beginning

The first Ronald McDonald House opened in 1974 in Philadelphia. Dr. Audrey Evans, pediatric oncologist at Children's Hospital of Philadelphia, had long seen the weary parents of the young patients she was treating. She knew that if there were a safe, home-like setting for these parents to live while their children received medical treatment, the entire family would benefit. The parents would be better rested and less stressed; and, the children would have the comfort of knowing their parents were near by.

When his daughter, Kim, was diagnosed with a rare form of leukemia, Fred Hill, former NFL player with the Philadelphia Eagles, experienced first-hand the difficulties a family experiences when a child is critically ill. Hill approached the Philadelphia Eagles General Manager Jimmy Murray about raising funds to support the medical efforts for critically ill children. The funds raised were presented to Dr. Audrey Evans, to be used for an air filtration system in the new oncology wing at Children's Hospital of Philadelphia. But Dr. Evan asked Jimmy Murray for something more. She shared with him her vision of a "home away from home" for the parents of these critically children. When Jimmy Murray approached the McDonald's ad agency in the Philadelphia, a beautiful partnership was born. Through the sale of Shamrock Shakes, McDonald's and the Philadelphia Eagles raised funds necessary to purchase a beautiful historic mansion on Chestnut Street in downtown Philadelphia.

Today, there are 309 Ronald McDonald Houses in 31 countries around the world, including Cincinnati's Ronald McDonald House, which was founded in 1980 and opened in 1982. Cincinnati's House is one of largest Houses worldwide.

Each Ronald McDonald House is an independent not-for-profit which is governed solely by a local board of trustees. While McDonald's continues to be a strong supporter, each House's board and staff have to raise the majority of the operating expenses. For more information on Ronald McDonald House Charities, Inc. visit [RMHC.org](http://RMHC.org).

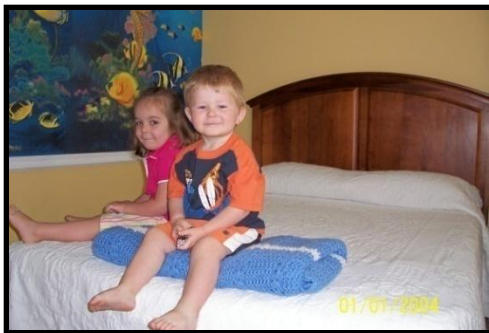




# What We Do

When a child becomes critically ill, the first concern is always for the child's well being. Seeking medical treatment is primary. Secondly, the family must have a place to live while the child is hospitalized or receiving out-patient treatments. Before Ronald McDonald House, out-of-town families had to endure the discomfort of sleeping in the child's hospital room or take on the incredible expense and isolation of staying in a hotel. To alleviate the financial burdens and stress involved in having a critically ill child, Ronald McDonald House offers families:

- A comfortable place to sleep; a private bedroom and bathroom
- Home-cooked meals
- Laundry and play rooms
- Shared living areas
- Computers with internet access
- Ongoing support from staff, volunteers and other families in similar circumstances
- Exercise and game rooms
- Outdoor play area
- Activities, such as games, crafts and theme parties







# Why Pull Tabs?

It's just so simple! Pull tabs are easy to collect and store, and are way less mess than collecting entire cans - no crushing, sticky drips or sharp edges. You can slip a few into your pocket at any time.



Volunteers load the cans onto the truck.

Cincinnati's Ronald McDonald House stores all the donated tabs in large garbage cans that can each hold up to 86 pounds of tabs. When we have enough for a truckload, about 12 full cans, we head off to the recycling center - usually about once a week.

Our commercial recycling partner, Moskowitz Brothers, weighs the tabs and cuts us a check on the spot. Aluminum prices fluctuate, so we can earn anywhere from \$.35 to \$.85 per pound.



Emptying the cans at the recycler.

100% of the money we earn is used to offset the cost between the amount families are able to donate for their stay and our actual operating costs - a difference of about \$75 a night. You can easily see that the little pull tab you used to throw away is very valuable to the guest families at our House.



A full box is nearly 500 pounds!



Off to be melted down.

## Did you know???

At a recycling price of \$.50 per pound, it takes 200 pounds of tabs to cover the cost of caring for a family one night.





# Pull "TAB"ulations



## Weights

1 pound = 1,600 tabs  
625 pounds = 1 million tabs  
1 ton = 3.2 million tabs

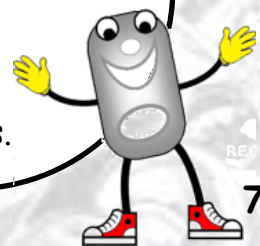
## Measurements

1 inch = 1 tab  
1 foot = 12 tabs  
1 yard = 36 tabs  
1 meter = 39 tabs  
1 kilometer = 39,370 tabs  
1 mile = 63,360 tabs  
16 miles = 1 million tabs



## Common Containers

1 Pringles can = 1/3 pound  
Gallon milk jug = 3 pounds  
1/2 gallon jug = 1.5 pounds  
2 liter bottle = 1.75 pounds  
1 copy paper box = 24 lbs  
Large oatmeal container = 2 lbs  
Sandwich sized Ziploc = .5 lbs  
Gallon sized Ziploc = 2.5  
32 gallon trash can = 80 lbs.





# Getting Started

You've already taken the first step by downloading this packet! Assign a chairperson(s) or committee to be your contact point for communication, containers, collections and drop offs. Discuss special incentives/contests for competing classrooms or departments. Solicit donations from local businesses to help with participation rewards.

If you haven't already done so, please complete and return the Pull Tab Registration form. Registration is not mandatory, but always appreciated. We'd like to include your school or club name on our website and post your progress as you go along. It helps us contact you with any updates or program reminders.

Collection Containers. The biggest challenge for some folks is the *collection container*. There is no need for anything fancy here; although, unusual does attract more enthusiasm! Use whatever you can find: cereal boxes, potato chip canisters, oatmeal or coffee cans, milk jugs, juice bottles, lunch bags or paper bags, or (if you're really ambitious) you can even string the tabs up like garland! Decorate your container yourself or download one of the wrappers from our website: [www.rmhcincinnati.org/donate-pull-tabs.aspx](http://www.rmhcincinnati.org/donate-pull-tabs.aspx).

If you need something larger for a place of business, church or club, make sure it's sturdy. Tabs are not heavy individually, but the weight does add up! Groups have been known to use anything from garbage cans to fish tanks to bath tubs, and many design and build their own unique creations. Coming soon to our website: do-it-yourself design plans for a large wooden houses and fancy collection tubes that can suction onto vending machines or windows.

Place your containers in a convenient, visible location, whether in your home or meeting space. The most fun part of collecting is actually watching your progress and seeing the containers fill up!





# Kickoff



Kickoff your program by bringing your group together to share the mission of Ronald McDonald House. Let the folks know how important the Pull Tab program is to all the families who stay at our House. In many cases, we can supply a short DVD about our House or even arrange to have a speaker attend your event.

Spread the word! Talk about your pull tab collection goals and show off your containers. Network with people, design posters and make announcements. Send out our customizable information letter. Post your progress on your Facebook and Twitter accounts. If you are interested in media attention for your efforts, consider a formal press release. (Sample documents can be downloaded from our website.)

Just for fun, pass out some of our activity worksheets or attempt one of the pull tab crafts from our website. Anything you can do to generate excitement about the project will help build your success.

What you *don't* need to do:

- Count individual pull tabs. All tab donations are weighed, and the number of tabs is estimated from the pounds.
- Provide storage space for millions of pounds of tabs. Whenever you have reached your 'full' capacity, simply complete the Pull Tab Donation Form and bring your tabs to Ronald McDonald House. Keep a copy for yourself, but we will also track your progress





Donate 1,000 pounds of tabs to become a member of our

# Thanks a MILLION Club

**Earn rewards along the way!**

250 pounds

A Certificate of Acknowledgment

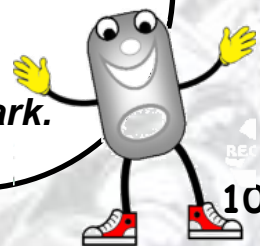
500 pounds

A visit from a Ronald McDonald House speaker  
and gifts for your class

1,000 pounds

A visit from **Ronald McDonald** and gifts for your class

*So far, we've had just 5 schools reach the million mark.  
Will your school be the next to join the club?*





# Frequently Asked Questions

***How much does Ronald McDonald House receive for recycling each pound of tabs?***

Aluminum prices fluctuate between roughly \$.35 and \$.85 per pound. Current prices in mid-2011 are hovering around \$.50 per pound.

***Is the tab worth more than the can?***

A tab's value is no different to a recycler than the rest of the can. It's all the same aluminum. Whole cans can be accepted by our recycling partners, but only tabs can be accepted at the House. For a list of our recycling partners, please visit [www.rmhcincinnati.org/pdf/Recycling-Partners.pdf](http://www.rmhcincinnati.org/pdf/Recycling-Partners.pdf).

***Does Ronald McDonald House have a large scale?***

Yes! You can weigh all your tabs while you're here.

***Does Ronald McDonald House still distribute pull tab houses?***

Yes! Small houses are available for purchase at just \$.025 each. Unfortunately, we are unable to mail them out due to postage costs, but you are welcome to stop by the House any time to pick up a few. We also have stickers that can be affixed to your own containers. We are happy to mail out up to 5 stickers to each organization free of charge. Larger amounts would need to be picked up at our House.

***Where can we drop off tabs?***

Tabs can be dropped off at Ronald McDonald House any day between 9 AM and 9 PM. Let us know you're coming, and we'll happily arrange for a tour. We're always happy to show you around the House that love built.

Tabs can also be dropped off at designated collection sites found at [www.rmhcincinnati.org/pdf/Pull%20Tab%20Supporters.pdf](http://www.rmhcincinnati.org/pdf/Pull%20Tab%20Supporters.pdf) or one of our recycling partners [www.rmhcincinnati.org/pdf/Recycling-Partners.pdf](http://www.rmhcincinnati.org/pdf/Recycling-Partners.pdf).





## Frequently Asked Questions (continued)

### ***Will Ronald McDonald House pick up my tabs?***

For amounts greater than 100 pounds, you may arrange to have a Ronald McDonald House volunteer pick up your tab donation.

### ***I'm not near a collection site. What can I do?***

Take your tabs to one of our recycling partners and a check will be mailed to us on your behalf. (If there is not a partner near you, any aluminum recycling center will do, but you will have to send your own check along with a completed Pull Tab Donor Form, found on our website, to receive proper credit. ) Recycling partners are happy to accept whole cans, too!

### ***Can we collect the tabs from soup or pet food cans or colored tabs?***

Yes! We accept tabs from all types of cans and even colored tabs.

