

**THE RONALD MCDONALD HOUSE OF
LONG BRANCH & NEW BRUNSWICK**

POP TAB PROGRAM

Schools, service organizations, individuals, churches, scouting clubs, and businesses have begun collecting aluminum pull-tab rings found on beverage cans for the Long Branch and New Brunswick Ronald McDonald House. Groups of all ages enjoy saving the tabs to help our environment and to help families in need. These small, all too often overlooked gems, are proving to be a tremendous source of charitable revenue for the Ronald McDonald House. Pop tab rings have significant value in the recycling industry, representing the purest form of a desirable metal for those who recycle. The aluminum that is donated to the Ronald McDonald House is taken to a local recycling station where it is weighed and cashed in by the pound. The money netted is used to assist the House with operational expenses such as household supplies and utilities. We are also able to waive the room fee for those families in need of financial support. All the collections do add up to make a heartfelt impact in working together to provide shelter and comfort to families during the medical treatment of their children.

PICK UP THE TAB

POP TAB "COLLECT-A-MILLION CLUB" SCHOOL PROGRAM FACT SHEET

- WHAT:** The Ronald McDonald House is combining its on-going need to generate funds with the virtues of conservation by recycling through a pop tab collection program. Collect one million pop tabs and your school becomes a member of the Ronald McDonald House "Collect-A-Million Club".
- WHY:** The Ronald McDonald House serves families whose children require care at an area hospital by offering them a homelike 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 requested \$10.00 per night donation. We waive the fee over 80% of the time. However, although the House has an increasing occupancy rate per year, the requested donation does not cover the actual \$60.00 per night per room expenses of maintaining the House. Therefore, philanthropic support to generate additional funds necessary to cover the House expenses is essential.
- HOW:** It is so easy! The tabs on pop 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 buckets, boxes, coffee cans etc. Once large quantities of tabs have been collected, arrangements for getting the tabs to the appropriate recycling center can be coordinated with the Ronald McDonald House or by contacting your local recycling center.
- GOAL:** The overall pop tab goal for the Pick up the Tab campaign is to collect over a billion pop tabs for the Ronald McDonald House of Long Branch and New Brunswick. The Indiana Ronald House has collected over thirty million tabs generating over \$17,000 in revenue! This special "Collect-A-Million Club" school program has been established for schools that wish to participate by setting their own goals to collect one million tabs.

ALUMINUM TABS CAN BE DROPPED OFF OR MAILED TO:

Ronald McDonald House
131 Bath Avenue,
Long Branch, NJ 07740

Ronald McDonald House
145 Somerset Street
New Brunswick, NJ 08901

*For further information, please call
the Ronald McDonald House at:
732-222-8755 (Long Branch)
732-249-1222 (New Brunswick)*

WHO: The program is ideal for schools, scouts, businesses, civic organizations and anyone who would like to support the Ronald McDonald House. Special recognition is awarded to those groups collecting one million tabs!

This recognition includes a special Ronald Show !

Some Groups That Have Made the 1 Million Pop Tab Program:

Roosevelt School, North Arlington, NJ
Monmouth County Girl Scouts Troops #633 & 181
St. Aloysius School
Nellie Bennett Elementary School, Point Pleasant
NJ First Aid Council
Brookside School, Monroe Township, NJ
Glen Meadow Middle School, Vernon, NJ
Seaside Park Elementary School
Switlik Elementary School, Jackson, NJ
Howell Middle School
St. Mary Star of the Sea School, Bayonne, NJ
Hillside School, Bridgewater, NJ
Essex Fells Elementary School
Pond Road Middle School, Robbinsville

WHEN: Now! There is no established ending date to the “Collect-A-Million Club” school project or for the overall “Collect-A-Billion” pop tab campaign.



LONG BRANCH HOUSE

131 Bath Avenue
Long Branch, NJ 07740
www.rmh-cnj.org
info@rmh-cnj.org
732.222.8755

NEW BRUNSWICK HOUSE

145 Somerset St
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