

Can'd Aids

CRUSH IT CRUSADE

FREQUENTLY ASKED QUESTIONS



WHAT KIND OF APPLICATIONS ARE APPROVED?

This is not a one size fits all program. Both event-based and ongoing programs are encouraged, but annual or one-time events are not a good fit. Candidates are assessed based on a criteria that includes a program's potential to be most impactful in terms of waste diversion, recycling education and Crush it Crusade promotion.

WHAT DOES A TYPICAL GRANT PROVIDE?

A Crush it Crusade grant will provide recycling bins, training on how to launch and manage a recycling program and seed funding. Recipients may find that they need one, but not all three resources. For instance, a community park may already have a citywide recycling program but is in need of permanent, outdoor recycling bins.

WHAT CAN THE SEED FUNDING BE USED FOR?

Can'd Aid approves grants for organizations at all stages of development, launch and improvement. Seed funding can be used for product, staff/volunteer training, and various supplies needed to get a recycling program off the ground.

WHAT IS THE AVERAGE GRANT SIZE?

Crush it Crusade grants have assisted recycling programs at varying levels of financial support. Though a typical grant generally falls within the \$5,000-\$7,000 range, grants well outside of this range on both sides are considered based on the merit of their program in the areas specified above.

WHEN IS THE GRANT APPLICATION DEADLINE OR IS IT A ROLLING GRANT?

This is a rolling grant; applicants are welcome to apply at any time.

WHAT IS EXPECTED FROM GRANT RECIPIENTS?

All Crush it Crusade grantees are viewed as partners in promoting the importance of recycling, the aluminum can and the need to eliminate single-use plastic. As such, it is asked that CIC partners display one or more [CIC Tool Kit](#) items at all events and partner facilities. Additionally, grant recipients are required to report all waste diversion efforts on a quarterly basis using the [Crush it Crusade Waste Diversion Spreadsheet](#).

