

# Can'd Aid CRUSH IT CRUSADE



## **What types of organizations are eligible to receive a Crush It Crusade grant?**

Nonprofits with a 501(c)(3) status, local education organizations, and local government organizations are eligible to receive a Crush It Crusade grant.

## **What types of grant applications is Can'd Aid seeking?**

Can'd Aid is seeking to fund community-based, volunteer-supported recycling programs at annual festivals (e.g. art, music, food, beer fests) and at ongoing event series held during a season or year (e.g. farmers' markets, sports tournaments, cultural and holiday celebrations) that have already started a recycling program, demonstrated a commitment to improving recycling and waste diversion, and have a budget and plan to expand attendee recycling education and engagement that can contribute to improving recycling collection and overall waste diversion.

## **What criteria are used to evaluate grant applicants?**

Can'd Aid reviews Crush It Crusade grant applications from organizations that have already started a recycling program – from those recently created to those well established. Grant applicants are assessed based on criteria that include the recycling program's overall potential for improved waste diversion, volunteer participation, and attendee recycling awareness, education, and engagement.

Additional consideration will be given to applicants who show how a Crush It Crusade grant will help level up their community recycling efforts. Extra points will be given to applicants who share how they would promote the Crush It Crusade movement, the positive recyclability of the aluminum can, and the need to eliminate single-use plastic.

## **What can Crush It Crusade grant funding be used for?**

A Crush It Crusade grant can be flexibly used by recipients for recycling equipment, onsite collection bins and signage, subsidized hauling expenses, volunteer outreach and training, as well as onsite recycling promotion, education, and engagement.

We see Crush It Crusade grant recipients as partners in promoting the importance of recycling, the recyclability of the aluminum can, and encouraging people to use their purchasing power to make more sustainable packaging choices.

# *CandAid* **CRUSH IT CRUSADE**

## **What is required from grant recipients?**

All grant recipients will become a Crush It Crusade cohort and will have the opportunity to exchange best practices, learn what works (and what doesn't), and share helpful event recycling resources. As such, grantees will be required to attend three (3) 90-minute Crush It Crusade cohort webinars held quarterly throughout the grant cycle. Crush It Crusade grant recipients will also be required to complete a brief asynchronous online "Keep Crushing It" training program, easily and conveniently accessible for staff and volunteers alike. Grant recipients are also required to report all recycled materials collection and hauling activities using the Crush It Crusade Waste Diversion Spreadsheet (semi-annually reporting during the grant cycle) and for one additional year thereafter. Grant recipients will also be required to display at least one Crush It Crusade marketing asset at the event, on an event social post, and on their event website.

## **What is the average grant size?**

Crush it Crusade grants have assisted recycling programs at varying levels of financial support that range from \$2,500 up to \$8,000.

## **What is the application deadline for Crush It Crusade grant submissions?**

The upcoming Crush It Crusade 25/26 grant cycle opens on August 15, 2025, and closes at midnight Eastern Standard Time (12 am EST) on September 30, 2025.

## **When will Crush It Crusade grant awards be announced, and funding released to recipients?**

Grant awards will be announced on October 3, 2025 with funding released to the awardees on or before October 17, 2025.

**THE CRUSH IT CRUSADE PROGRAM  
IS PROUDLY SUPPORTED BY BALL**



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