

KIDS

Kids In Deed Succeed

Recycle Responsibly Campaign

September, 2011

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# What Is KIDS?

KIDS (Kids In Deed Succeed) is a club for kids by kids that I started last year.



Work smart. Have fun. Be nice.

# What does KIDS do?

- Trains children to become future leaders and caring citizens of their community
- Organizes projects that get other children (Friends of Kids) involved in helping solve problems in their community

# KIDS has done the following projects:

1. Children's Tag Sale where child vendors raised \$400 and donated it to Culbert Elementary School's Playground Fund (October, 2010)



2. Cleaned the grounds of Loudoun Valley Community Center (April, 2011)



3. Beautification Project that got children to plant flowers in the neighborhood and volunteer to water the flowers this summer.  
(May - September, 2011)



# What is KIDS' project now?

## Recycle Responsibly (June – present, 2011)

- To prevent recyclables from becoming windblown litter in Purcellville Ridge by educating\* and motivating children and their families to recycle responsibly.



\* American Disposal Services, Inc. provided KIDS with a recycling seminar at the start of the project.

KIDS has put together:

- PSA (public service announcement) so people will become aware that windblown recyclables end up littering our neighborhood
- Responsible Recycler Reward (3R's) Program to teach and motivate children and families to use effective common sense strategies when putting out their recyclables for curbside pickup.

Our PSA video can be seen on YouTube:

<http://www.youtube.com/watch?v=2XSf5fo-Pnk>



The Responsible Recycler Reward Program (3R's) provides incentives for residents of Purcellville Ridge to:

- increase the amount of items they recycle
- properly secure their recyclables so that they do not end up littering the neighborhood.

KIDS has also provided several neighborhood children with training on different ways to secure recyclables, and encouraged them to teach their families about how to become responsible recyclers.

Every 2 weeks, KIDS rates (5-point scale) all recycling in Purcellville Ridge that have been put out for curbside pickup by 6:30 a.m. (Pickup is between 7-8:30 a.m.)

Addresses are entered in a raffle for prizes if they have:

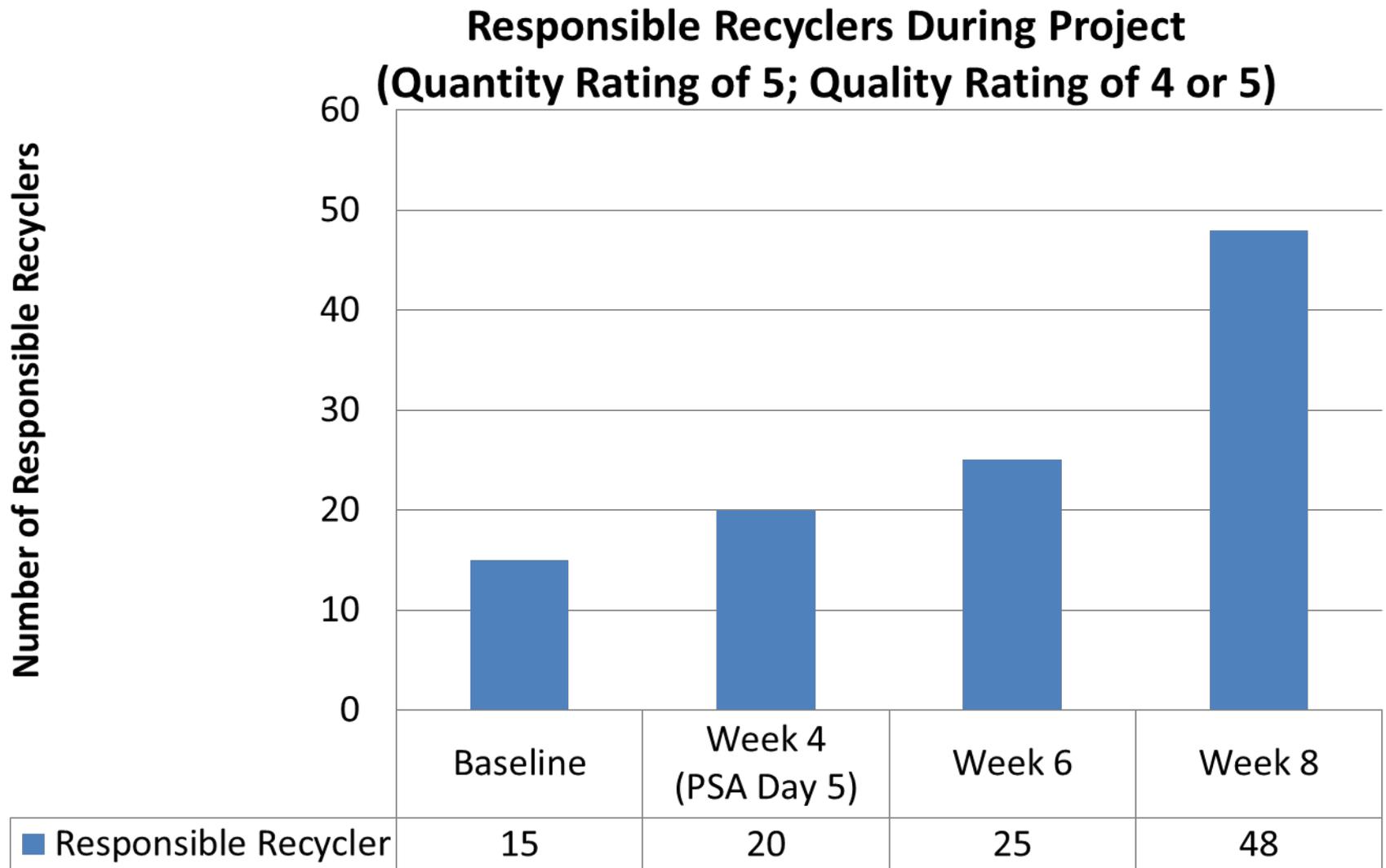
- at least 1 full recycling bin (Quantity Rating of 5), and
- packed their recyclables tight and right so items don't fall out (Quality Rating of 4 or 5)

## Responsible Recycler Reward (3R's) Prizes:

- Designed so everyone in the household can participate and earn a chance for a reward
- \$75 gift card for Magnolia's (donated by American Disposal Services, Inc.)
- Family photo session (donated by Photography Du Jour)
- 50-gallon wheeled recycling bin with swing lid (donated by Cheers Sports & Leesburg Home Depot)
- 2-hour private clubhouse rental (donated by the Purcellville Ridge Homeowners Association)
- \$50 gift card to Giant donated by Cheers Sports



Here is what we have found so far...



The next step is for KIDS to:

1. Measure recycling in Purcellville Ridge 1 more time to see if the trend continues and change is maintained.
2. Invite other communities to replicate this project so that more people become responsible recyclers.

To get other communities started on this project, KIDS will provide donated prizes to any neighborhood group that replicates this project (or makes adjustments to it to better fit a community's situation):

- \$100 gift certificate from ReLOVe It (Reusing items is a great way to keep unused items from landfills!)
- Gift Card donated by Shamrock Music Shoppe.

Contact KIDS at [KidsInDeed@gmail.com](mailto:KidsInDeed@gmail.com)  
for more information about this project, to  
replicate this project in your neighborhood,  
or to donate a prize.