

Buried Treasure: Finding Fundraising Help in the Trash

(NAPSA)—One man's trash is another man's treasure. Just ask the hundreds of organizations nationwide that raise significant funds for charity by recycling aluminum cans.



It pays to recycle aluminum.

“Last year more than 50 percent of aluminum cans were recycled, leaving more than \$800 million worth of aluminum cans in the trash,” says Martha Finn Brooks of Alcan, the world's largest aluminum recycler. “When you throw away an aluminum can, you are essentially throwing away money.”

Unlike other recyclable containers, aluminum cans are used and recycled infinitely without a loss of value.

Does an aluminum recycling program really raise money? Absolutely. The Southeastern Firefighters Burn Foundation Aluminum Cans for Burn Victims raised more than \$25,000 this year. The Aluminum Association's Aluminum Cans Build Habitat for Humanity Homes program raised more than \$1,000,000 in the last five years.

As we approach America Recycles Day and Earth Day, here are a few tips for starting recycling fundraising programs:

- Set a goal for your program.
- Know where to go. Check your phone book to find recycling centers that accept cans for cash.
- Enlist your group's members and local businesses to collect cans.

Want to learn more about starting a recycling program? Log on to www.recycle.alcan.com.