

One Key Can Help

Key For Hope

Key for Hope Foundation

69 Memorial Drive

Avon, MA 02322

1-800-949-5424

“In the United States alone, millions of keys each year are lost or become obsolete and thrown away. By recycling these keys and welcoming your donations, we can eradicate hunger.”

Ralph Greenberg, Founder of Key for Hope

Our Mission

The Key for Hope Foundation's purpose is to fund and support initiatives that promote the quality of life for those less fortunate. Our foundation aims to make significant contributions that will drive sustained change and measurable improvement both at home and in non-industrial countries. The money we raise from Key Recycling and Direct Donations will be used to support food shelters, provide clothing, and allow the foundation to participate with other organizations committed to improving conditions of the impoverished around the world. We believe this is the key to tomorrow.

What We Do

- Establish classroom/school key drive administered programs involving principals, teachers, students, and parents.
- Donate financial support and needed materials to local homeless shelters and food pantries.
- Provide schools with a program guide and support to assist in implementation of key drives.
- Encourage schools, organizations, businesses, and individuals to run key drives to collect some of the 400 million keys thrown away each year.

For more detailed information regarding the “Key for Hope” program, go to the following website: www.keyforhope.org

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KEYS IN THE CLASSROOM

“Keys in the Classroom” is a key drive program in which local schools can participate with the Key For Hope Foundation. The key drive is similar to the more common “canned food drive” with the added benefit of teaching the students about recycling. The Key For Hope Foundation will assist your school in setting up and running a key drive.

The goals of the key drive are to collect unwanted or obsolete keys, recycle those keys for charity, and teach students the importance of recycling, charity, and the benefits of community teamwork.

Key Drive Planning:

Preparation

- Choose a drive coordinator.
- Delegate responsibilities for promotion, distribution of collection buckets, and if desired, organizing incentives.
- Decide dates for the drive (we recommend 2 weeks)
- Decide what incentives are to be used.
- Identify sites for collection bins (school based, team or grade level based, classroom based)

Promotion

- Prepare letter for students to take home announcing the drive and requesting key donations.
- Publicize in local media (newspapers, Local access TV, etc)
- Key for Hope will provide bins for your collection sites.
- Have students make posters to display throughout the school and in local businesses

During the Drive

- Keep the keys in the stackable bins so they can be easily moved. Please use a two-wheel mover’s dolly to move the full bins.
- Near the end of the drive, call Key for Hope to arrange a pick up date and the number of bins to be picked up.

Post Key Drive

- Key for Hope will weight and report results to site coordinator.
- Celebrate your success.
- Notify the parents of results.
- Send press release thanking all who participated and supported the drive, especially anyone who donated incentives.
- Make notes on what worked well.
- Plan next year’s drive.

Carver Elementary School kids collect keys for a cause

By Bobbi Sistrunk

Thu Mar 19, 2009, 06:00 AM EDT

<http://www.wickedlocal.com/carver/archive/x1683629201/Carver-Elementary-School-kids-collect-keys-for-a-cause>



Wickedlocal photo/Bobbi Sistrunk Mrs. Kent's third grade class collected the most keys in the elementary school for the Key For Hope project. Top, from left, Jane Kent, Arthur Buchanan, Kayla Ruffini, Sean Lavallee, Michaela Kuchinsky, Holly McEachern, Katrina Millman, Garrett Zemeitus, Cheyenne Cottom, Madison Kenn, Jared Lehtonen, Natalia Giacomozzi, Christopher Rossetti. Bottom row, from left, Tyler Halunen, Amanda Harrington, Evelyn Pearlman, Victoria Terlo, Olivia Muscato, Emily Trepanier, Jacob Deane, Jonathan Dixon and Michael Callahan.

CARVER - What would you do with more than 11,000 keys? If you were a student at Carver Elementary School, you'd donate them to an agency that melts them down and sells the metal to raise money to help feed hungry people throughout the state. The elementary school became involved with the project through the initiative of first grade teacher Janice Bennett, who had read about Key For Hope in a local newspaper.

Key for Hope founder and Randolph native Ralph Greenberg has created a recycling program that uses old keys to raise money to help fight hunger. He said after traveling the world and seeing poverty everywhere, he returned home and began visiting local shelters and food pantries.

"I was really a little floored and concerned that so many of our local people were in need," Greenberg said. "I candidly said, 'Let me start here in Massachusetts and then spread out.'"

Greenberg's background is in used medical and scientific equipment. He has also long been involved with recycling. He spent time researching and learning about nonprofits before creating the Key For Hope project.

Associate Principal Mary Beth Rodman said the project fit well with many areas of the school's curriculum. Posters were created by students, which added an art component to the project, keys were counted and weighed, which added a math component, and community involvement is already part of what the children are taught.

"It was so apropos that the fundraiser was able to trickle into other areas," Rodman said. "It's just been wonderful."

The students collected 11,426 keys of all kinds: keys with plastic tops, keys with grocery store scan tags still attached, keys with key fobs still dangling from them, and even large key rings with dozens of keys on them. Two students became quite competitive in their bid to collect the most keys. Tyler Halunen and Christopher Rossetti, two 9-year-olds from Jane Kent's third grade class, helped their classmates collect the most keys in the school. In total, Kent's class boasted 5,807 keys.

"My dad gave me 60 keys, my mom gave me 180, and my dad's friend gave me the rest," Halunen, who collected 500 keys, said. "First I brought in 300, then I brought in 200 more."

Rossetti wasn't sure exactly how many keys he collected but, he said, "it was a lot."

"My dad met a locksmith while he was at work," he said. "He asked him, and so he gave me like a ton of keys! First I brought in two buckets, then I brought in another one."

"It's just been a great way for the school community to come together for a great cause," Rodman said.

Bennett's class, which contributed 364 keys to the project, was excited when their teacher announced how many keys had been collected.

"I can't believe it," first grader Beth Stagnitta said. The class gave their teacher a round of applause.

"I can't take any of the credit for this," Bennett said. "I was inspired by President Obama. He encourages service projects. He wants to begin with children becoming involved with their community. I thought this would be a great place to start."

Bennett said she hopes to follow the keys through the entire process to allow the kids to realize just how much their efforts have contributed.

"Hopefully it will get some of them inspired to become involved with their community more," she said. "When they finally reach the upper grades, they will hopefully understand how important this is."

According to Greenberg, the keys are melted down into "honey brass" and sold to scrap vendors. It takes approximately 40 keys to get one pound of scrap metal, and the current going price is 80 cents per pound. The students have collected almost 290 pounds of keys and earned almost \$230 that will be used to fill area food pantries.

Greenberg said he was thrilled with the number of keys the students collected.

"Wow, it's fantastic," he said. "This is a blessing. The kids of the world today have not been taught about the recycling initiative that we should all be pushing. People in general are failing to recognize core values. I look at Facebook, MySpace, and I don't really see any of them looking at humanitarian efforts. I look at these kids in Carver and what they've done. It's a blessing to think they *are* understanding, and I think they are. Keys equal food. The little stories; these are the important things. This is not a war on countries, this is a war on poverty."

Greenberg said he has a great sponsor in Cirelli Foods, Inc. in Middleborough. He said Cirelli President and CEO Paul Morrissey gives them "an unbelievable deal" on the food that goes to families in need.

"He's been a blessing to us," Greenberg said. "To be able to respond like that in this time of need, it's wonderful."

"I'm just somebody with an idea to make a difference. It's just a cool way to take useless items and turn them into money to put food on peoples' tables."

He said he hopes to broaden the scope of the project by involving large public venues such as Gillette Stadium in Foxboro. He said everyone has old keys lying around. Neighborhoods could get together and ask for keys to be given out at Halloween along with the candy. Several thousand keys could then be recycled into food for the hungry while bringing communities together.

"It's really is cool stuff," he said. "If everyone brought a key to a place like that, that's 60 or 70 thousand in one swoop. Look what that would do. It's not about you or me. It's about the way we are thinking in today's economic society."

Bennett said she started the project in February as a Valentine's "open up your heart" promotion and hopes to make it an annual event at the school.

For further information, or to donate old keys, log on to www.keyforhope.org.

Avon business owner has a key to stamping out hunger

By Elizabeth Gemell
Enterprise Staff Writer

Posted Dec 03, 2008 @ 02:26 AM

Last update Dec 03, 2008 @ 02:33 AM

AVON — Ralph Greenberg is helping stamp out hunger, one key at a time.

Greenberg, founder and owner of the Technology and Management Corp., a scrap metal recycling facility in Avon, founded Key For Hope in 2006. Greenberg collects recycled keys for his nonprofit organization and donates the money to local homeless shelters and food pantries.

"It's such a simple plan," Greenberg said. "Everyone gets together and brings keys."

The money is going toward stocking the local food pantries.

"I don't want to keep a gosh darn dime of it," Greenberg said. "I want people to be fed and warm. I don't want people to be hungry and cold."

He saw poverty-stricken people of Africa, Russia, China and other countries, but after participating in the "Walk for Poverty" in Scotland, he decided to do something about it, starting in his own town.

"Charity starts at home," Greenberg said. "You can't forget where you live."

One hundred thousand keys have been collected to date through Greenberg's organization, and he has a goal for this year of 2.5 tons of keys.

He recently brought his charity to Stoughton, where on the first go around, students collected 1,000 pounds of keys — equal to 31,000 keys — and raised \$1,200 for the brass ones at about 3 cents a key.

Avon schools are also participating in Keys in The Classroom, said Superintendent Margaret Frieswyk. Proceeds are donated to the local Avon food pantry.

"Awareness about social issues is important," Frieswyk said, "especially during these tough economic times."

Holbrook and Randolph are also participating in the key drive.

Dennis Carman, president of the United Way of Greater Plymouth, who works with local food pantries and the Brockton Area Hunger Network, said there is an urgent need at food pantries as the economy sags.

"It's like the perfect storm," Carman said. "There's an increased demand and a reduced supply of food. Anybody who wants to help by getting food to hungry people, I applaud their efforts."

Charity Guild food pantry in Brockton served 128 new clients in October, many of whom were from middle-class backgrounds, manager Lynne Stent said.

Key For Hope is driven by the mission message that "this is the key to tomorrow."

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Boston Sunday Globe

Jan. 18, 2009

Globe South

Old keys unlock one answer to food shortages

By Joan Wilder
Globe Correspondent

They're everywhere - old, unused keys - and Ralph Greenberg wants to turn them into food.

Greenberg, founder of the fledgling non-profit Key for Hope, grew up in his father's scrap-metal business, always aware of the value of metal in the many items people toss out.

Several years ago, wanting to do something to alleviate hunger, he decided to start a charity that would allow people to donate money without actually spending money.

His idea was to receive donations of scrap metal that could be sold to buy food for food banks and homeless shelters.

"I saw the paper clip story and it hit me: What about starting with keys?" said Greenberg, referring to children in Whitwell, Tenn., who collected millions of paper clips to commemorate each person killed in the Holocaust.

Greenberg's Key for Hope, incorporated in 2006 in Avon, now administers key drives, much like book drives. So far the nonprofit has set up about 30 sites around the South Shore where people can take their keys.

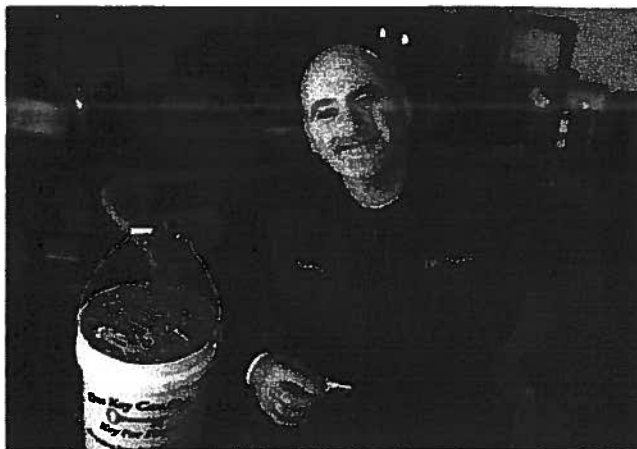
The campaign reached a high point last month when the foundation's Keys in the Classroom program collected 31,000 keys from the Avon, Holbrook, Randolph, and Stoughton school systems - enough to donate 5,000 pounds of food to food pantries in those towns.

"Ralph and his son came with a truck and a couple palettes of food, cases and cases of juice, canned goods, mixed food . . . they lugged it in," said Ron DiGuilio, a Catholic lay minister who runs the Randolph food pantry. "It was like gold to us."

Although the price of metals has plummeted in the past six months - the mixed brass that keys are made of has dropped to about 85 cents a pound from \$2.20 since August - Greenberg still knows scrap metal to be a deep reservoir of untapped value.

His foundation has also found a partner in Middleborough food distributor Cirelli Foods Inc., which matches the nonprofit dollar for dollar in goods. Additionally, Bruce Balder of Stoughton's International Metal Corp. is giving Key for Hope a good price for its thousands of pounds of keys.

"I estimate that about 400 million keys are thrown away each year," said Greenberg, who owns Technology Management Corp., a scrap-metal business in Avon. Before opening TMC, he owned a company that sold



Ralph Greenberg collects keys to sell for scrap metal Jonathan Wiggs/Globe staff

refurbished medical equipment. That business took him to Kenya, China, and Russia, where poverty he saw awakened a desire to help others.

"You only need to listen to Ralph for a few minutes to realize his passion for this program and what it can do for people," said Paul Morrissey, president and chief executive officer of Cirelli's.

With the success of the South Shore key drives, most of which have been in businesses and schools, Greenberg is itching to expand. He dreams about how much food the foundation could give away if corporations or organizations with large networks instituted key drives.

"Just imagine if Gillette Stadium asked everyone to bring one key to a Patriots game," said Greenberg.

That would be 70,000 keys, or 1,400 pounds of mixed metals. With the favorable prices offered by International Metal and matching donations from Cirelli Foods, Greenberg said he could turn that into at least \$2,500 of food.

Recently, a friend donated 29 pounds of keys rendered useless when a Boston hospital changed the locks on one floor, confirming what Greenberg already knew.

"They're everywhere. Most police and fire departments have keys to corporate buildings in a town," he said. "Where do they go when the building changes locks? What do large car dealers do with old keys? What about the Boston School system? Their recycling guys are not even talking about metal, they're talking about paper, but metal has much more value."

Greenberg sees Key for Hope expanding into receiving all sorts of valuable junk. He'd like to have school children team up to run recycling drives and employ "the otherwise unemployable" to dismantle donated items and

sell the metals in them.

But to expand like that, he needs a board of trustees. So far, he's done it all with the help of family and friends. He's paid for everything himself - the collection bins, the website, the educational materials, and time.

"I want to have every school in the country recycling keys," said Greenberg.

"It could be American kids who make this happen. It's a very simple thing, 'Mommy, Daddy, you got a key?' We could feed a lot of people."

For more information, visit www.keyforhope.org or call 1-800-949-5424.

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BROCKTON PUBLIC SCHOOLS HOLDS KEY DRIVE

The Brockton Public Schools is collecting unused metal keys that will be donated to Key For Hope, an Avon-based non-profit program designed to help schools, homeless aid organizations and food pantries in the area. Beginning in February, every school in the district will have a bucket on the main office desk where students can deposit old or unwanted metal keys. Key for Hope melts the donations down for sale for scrap metal and then donates the profits to support schools, shelters and food pantries.

"One of the most important things we can teach our students is the importance of giving back to their communities, and we see this as a wonderful opportunity to make a positive difference in Brockton and beyond," said Superintendent of Schools Basan Nembirkow. "This is such a great fundraiser because it doesn't cost anybody anything but the time it takes to root around in a junk drawer to find old keys."

The mission of Key for Hope is to stamp out poverty and help homeless people find their way back to self-sufficiency through job training and opportunities.

"We believe that kids are instrumental in making our foundation a success," said Key for Hope Founder Ralph Greenberg. "Many of the participating schools are convinced that our program has inspired many children as it relates to the importance of volunteering and helping to improve the life of someone they do not know."



In Brockton, the Key for Hope drive is being coordinated by Specialist for Parent Involvement Jane Feroli. Feroli said the effort is in keeping with the district's overarching Community Service Learning initiatives.

"The entire school system is getting involved in this project, from Central staff members and classroom teachers to parent liaisons, peer leaders and Key Club members; we are all excited and energized to be able to make such a difference for our environment and our local food pantries," Feroli said. "The keys collected will be our success to keeping the food pantry shelves filled. We all will learn and benefit

from this community initiative."

Key for Hope estimates that more than 400 million metal keys are simply thrown away each year, when they could do so much to help others. Anyone interested in making a donation of keys may contact their individual school or Jane Feroli at the School Registration and Parent Information Center, (508) 894-4328.