

Sheila Moravati

You're watching Mom's Matter right here at Ever Talk TV And in the studio with me I have Sheila Moti She's a good friend and so proud to introduce her because she is the founder and president of Crayon Collection And she's going to tell us a little bit more about what she does today So welcome to the studio Thanks for having me Sure And it's so good to be here I am just so impressed with what you're doing You have given your whole life your soul You're a busy mom to creating Crayon Collection Can you tell us a little bit about what Crayon Collection is Yes So Crayon Collection was born because I had this picky eating daughter who wasn't eating at my house at least But um somehow we'd go to restaurants and she'd eat everything And I kept going as a new mom and scared and worried and before I knew it she had a four pack of crayons each time we'd go out And um I kept saying like there's a reason why these are getting thrown away but why And I just realized that restaurants had nowhere to send them They didn't know what to do with them So I kept bringing mine home And before I knew it in a month I had about 50 crayons and knowing that there are kids out there in the world who yearn for a creative tool or a form of expression I decided to ask the restaurants to participate by generating their crayons And I'd find a school in need to pick up once a month before I knew it restaurants were saving over 3000 crayons a month And now we are in all 50 states nine countries served over 45,000 kids and saved 14 million crayons And we even have a Guinness record under our belt from last year which was National crayon Collection month During August we donated 1,009,500 crayons to 700 L A US D teachers from title and schools Oh my gosh Talk about a woman who gets it done And this all just started from some curiosity that you had and now you're really changing kids' lives Yeah You know we were just sort of like wondering why this wastefulness just so innate and normal and ingrained in our society And why is it that we're not thinking twice about this Very odd behavior Because if I were to ask someone why would you throw away a good crayon People would say I don't know I mean it wouldn't make no sense to them but not realizing that that's actually what they're doing every single day we just shine light on this situation and made everyone realize it and restaurants don't want to do it They would love to give back to their community So it's a win win for everybody We just to break through and kind of shift the norm of what society believes is trash Unbelievable So now that you've taken these I see you all over the city all the time What are you

doing with the plans And I know you're sending them to you know you're giving people access who wouldn't have access But what are you doing now What's the second part The second part is you know art education programming is now only available for well served communities And we believe that all Children have a right to use their left right brain to learn and it shouldn't just be something in you know wealthier communities So what we did is we challenged local Los Angeles based artists to create project ideas using these saved crayons and then we created them but offered them to teachers and teachers said well we don't have time to teach art We have so much curriculum we need to cover We have so many standards to hit we can't do this So we took the project ideas back to teachers who had been retired and we asked them if they had any ideas and many of the project were already involving letter recognition early reading early writing and so many of those skill sets that they have to teach anyway So now I'm very proud to say that all of our projects are standards based and they're free to all the schools that we serve In fact every restaurant that we pair with the school automatically receives the crayons and I mean the restaurant automatically gives the crayons to the school And then we send our free art education programming with it That's just unbelievable You're revolutionizing the the world I mean it is unbelievable I'm really blown away I didn't know that it had really grown into such a big project You know it's just um when the system is broken which it is our system of education is truly broken We have to think outside of the box outside the crayon box we say and that's what we've been doing is just really thinking outside the box to reinvent the wheel for new solutions And you have all these great events that you're putting on And what is that a part of what's going on with that We believe that kids that are in those restaurants that are dining out that are getting the chance to have those crayons and then toss them aside not thinking that they're actually being trashed We think there's a very valuable lesson for those kids as well You know it's really a shame to have this next generation come in and think that this is just normal that they get crayons they toss them they're disregarding kids who don't have any disregarding the environment because these do not decompose So we bring the kids in and we try to have them kind of connect with the cause so that they understand in a very very relatable way what it means to give back and recycle So we continually have these color kindness programs where kids write notes of kindness repack the crayons and little pouches We have them just sort crayons work together with us and they then generate crayons in their school so that all their friends

and their boy scouts and girl scouts troops can participate and never again throw away a crayon because once they hear about it they can't unked No of course not And how do you learn more about it How can you get involved How can get your kids involved What's the best way to reach out Crayon collection dot org is our website and all we're on social media Facebook Instagram all of that youtube under Crayon collection We're constantly trying to reach out to new restaurants New participants get involved join in It's so easy It's free like four steps to start a crayon collection in your school and you're benefiting your own community So we have a school finder You can enter your zip code and we will list you tons of schools who need those crayons So you could see exactly who you're serving Talk about paying it forward I am so proud of you I feel honored to have you in the studio and to share what you're doing with all the mamas out there watching Thank you for doing what you're doing Thank you Continue to do all the goodness you're doing and mama whoever is watching out there check out play on collection dot org Get involved get your kids involved What a great way to be kind and pay it forward and we will see you all next time right here at ever talk TV