



PO Box 6736 Portland, OR 97228 • 503-777-0909 • info@RecyclingAdvocates.org • www.RecyclingAdvocates.org

Recycling Advocates July 1, 2015- June 30, 2016 Annual Report

The Mission

Formed in 1987, Recycling Advocates (RA) is a 501(c)3 nonprofit organization with the mission to involve people in creating a sustainable future through local efforts to reduce, reuse, and recycle. Our membership is comprised of conservation-minded citizens and waste prevention professionals.

The Issues

To maintain Oregon's natural beauty and the human health of its residents, we must conserve our natural resources and minimize extraction of raw materials through resource conservation. Recycling Advocates focuses on the 3 R's of waste prevention (Reduce, Reuse, Recycle). We encourage greater product stewardship, we educate and inform citizens and professionals about waste prevention, and advocate for sound legislation and policies affecting waste prevention in Oregon.

Key Activities in FY 2015/16 (7/1/15 – 6/30/16)

- Recycling Advocates designed a Metro region wide campaign to encourage the use of reusable coffee mugs when on the go. Our BYOC, Bring Your Own Cup campaign partnered with Rooster to work with local coffee shops to recruit their assistance and to educate coffee drinkers about the impact of the disposable cups.
- Recycling Advocates was represented on DEQ's Materials Management Rulemaking committee, a result of the passage of SB 263 in the 2015 legislative session.
- RA was an invited participant in Metro's Extended Producer Responsibility for Household Hazardous Waste Stakeholder meetings, with a planned outcome of legislation in 2017.
- RA also had a seat at the table for Metro's SWAAC Subcommittee on licensing Material Recovery Facilities and Conversion Technology.
- At our annual meeting in August of 2015, we highlighted and celebrated the polystyrene ban in Oregon public schools that passed the legislature. The highlighted speakers were the Sunnyside Elementary School students that initiated the bill and testified on its behalf, as well as Representative Rob Nosse, the sponsor.
- RA added 3 board members to the group during this fiscal year and lost one. We added a strong campaign manager, treasurer, and grant writer and membership leader.
- We continued RA's involvement with the Master Recycler Program, including training community volunteers.

3R's Outreach and Education

Reduce, Reuse, Recycle make up the 3R's of waste prevention. Outreach and education remain key strategies for involving people in creating a sustainable future through preventing waste. Recycling Advocates reaches out to citizens in a variety of ways.

Newsletter

The monthly Recycling Advocates Newsletter remains our most popular publication due to its original articles as well as news gathered from other waste prevention organizations on local, regional, national and international topics. The newsletter also provides resources for education and citizen-based legislative action, and a calendar of related events. It is e-mailed to RA members and friends, and it is available to all on the RA website. The current distribution list is over 650 with about a 30% open rate.

RA Website and social media

Our website is a key communication tool for members and nonmembers alike. This year, it was a resource for current details, rallies, and testimony opportunities for legislation or policy decisions of interest to the recycling community. Board members and Resource Director have kept the Facebook page active and added a Twitter account to our outreach venues.

Tabling at Events

This year member volunteers presented RA’s educational displays and materials at a number of events around the state. Our Resource Director created an eye-catching tabletop display that advertised our campaign to reduce disposable coffee cups. Master Recyclers partnered with board members and staff to take our tabletop campaign display to PGE’s annual EarthDay event, Nike IHM’s EarthDay Environmental Fair, and Rockwell Collins’ Earth Day Fair.

Supporting Master Recyclers

Master Recycler Program graduates received the RA newsletter for free for a year following their graduation, keeping them updated on new developments in waste prevention. Board President Betty Patton made regular presentations to Master Recycler classes throughout the year. RA is represented on the Master Recycler Partners committee, exploring opportunities to engage and support our well-trained Master Recycler graduates.

Alliances with other organizations

Recycling Advocates continues to work with a number of other organizations to promote waste prevention policies and behaviors. A partial list of our collaborative partners includes: Rooster Portland, Association of Oregon Recyclers, Earth Share of Oregon, Master Recycler Program, Oregon Conservation Network, the Oregon League of Conservation Voters, Environment Oregon, and OBRC.

Citizen and Legislative Action

Central to our mission is the engagement of citizens in waste prevention policy and practices. The Oregonian newspaper and the Eugene Register Guard newspaper have begun publishing editorials that suggest that our state no longer needs the bottle bill. We have submitted rebuttal editorials and letters to the editor to better inform the citizens.

Members and Earth Share of Oregon: The Core of RA Financial Support

During the fiscal year ending June 30, 2016, RA members totaled 119. Membership contributions totaled \$1,644

The bulk of Recycling Advocates’ funding comes from Earth Share of Oregon’s workplace giving program. RA considers ESOR support to be a key source of unrestricted funds. Employees who work for companies where ESOR has organized giving programs dedicate specific amounts from their paychecks to support RA and its programs. Currently ESOR distributes funds to 40 member organizations through programs in over 100 workplaces.

Promoting Earth Share of Oregon to RA members and the public is one of our major fundraising strategies. To this end, RA promotes ESOR in our newsletter, and RA member volunteers provide support to ESOR by giving presentations at firms where ESOR has organized workplace-giving programs. Earth Share of Oregon support totaled \$2,828 in FY 2015-16.

FY 2015-2016 Income:

Earth Share of Oregon:	\$2,828
Membership Dues:	\$1,644
Grant funds:	\$2,000
Amazon & Good Shop Payments:	\$12
<hr/>	
<i>Total:</i>	<i>\$ 6,484</i>

FY 2015-2016 Expenditures:

Programming:	\$5,235
Management:	\$2,604
<hr/>	
Total:	\$7,839

FY 2015-2016 Reserves: \$25,622

RA Board and Staff

A board of directors elected by RA members provides guidance for the organization. For FY 2015-16, members elected the following slate of board members:

Board of Directors

President

Betty Patton
32 NE 44th Avenue
Portland, OR 97213
503-230-9513 (W)
503-358-0496 (cell)
BPatton@EnvironmentalPractices.com

Vice-President

Rhett Lawrence
6445 N. Commercial Avenue
Portland, OR 97217
503-286-0215 (H)
rhettlawrence@yahoo.com

Co-Secretary

Susan Mead
1287 Rocking Horse Lane
Lake Oswego, OR 97034
503-901-5818 (C)
SeMead90@gmail.com

Co-Secretary

Heather Cyrus
Secure World Expo
Lake Oswego, OR
3029 N. Hunt St. (H)
Portland, OR 97217
541-221-0086 (C)
CyrusHeather@gmail.com

Campaign Director

Brion Hurley
Rockwell Collins
Portland, OR
321-271-5361
BrionHurley@gmail.com

Treasurer

Holly Hummel
4343 NE 49th Ave.
Portland, OR 97218
503-232-4450 (H)
Holly@HollyHummel.com

At Large

Rob Guttridge
815 Washington St.
Oregon City, OR 97045-1944
360-397-6118 x 4344 (W)
503-656-3912 (H)
Rob_Guttridge@msn.com
Rob.Guttridge@clark.wa.gov

At Large

Mark Buchweitz
722 NE Prescott St., #2
Portland, OR 97211
971-570-5714 (H)
BeatVW@yahoo.com

Recycling Advocates Staff

Resource Director

Adrienne Welsh
3404 SW. Illinois St.
Portland, OR 97239
503-307-7448
Adrienne@RecyclingAdvocates.org