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## Recycling Advocates July 1, 2017- June 30, 2018 Annual Report

### The Mission

Formed in 1987, Recycling Advocates (RA) is a 501(c)3 nonprofit organization with the mission to “engaging 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 2017/18 (7/1/17 – 6/30/18)

- Recycling Advocates continued a Metro region wide campaign to encourage the use of reusable coffee mugs. Our BYOC (Bring Your Own Cup) campaign worked with 20 local coffee shops to help educate their coffee drinkers about the impact of the disposable cups. We also have over 200 online pledges from people to stop using disposable coffee cups.
- Supported the Oregon Beverage Recycling Cooperative (OBRC) at Double Mountain Brewery for the new return program for 20 oz. beer bottles in 2017, and the expansion into additional breweries in 2018.
- Received a Rockwell Collins Green Grant award for \$1000 (3<sup>rd</sup> year in a row)
- Supported Association of Oregon Recyclers (AOR) by supporting a grant to update the Recycling 101 online training.
- At our annual meeting in September of 2017, we highlighted the work that AOR did on the Recycling 101 online training program, with a presentation from Pete Chism-Winfield, Chair of AOR.
- RA added and lost 1 board member during this fiscal year. We will also be losing a long-time supporter and leader within RA at the end of this year, Betty Patton. She will be greatly missed, and words cannot describe her impact and inspiration on our organization over the years.
- 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 almost 900 with about a 30% open rate.

#### *BYOC Campaign*

We are continuing with our Bring Your Own Cup (BYOC) campaign for the near future. We are making progress with local coffee shops. We have increased from 9 to 20 supporting shops, and have received over 200 online pledges to bring their own cup. We educated hundreds of residents through social media, newsletters, and tabling events. We also launched our “BYOC in Motion” effort to capture photos of local residents using their own cup, along with reasons they do it, and tips for not forgetting it.

One success story came from Papaccino's Coffee, which has instilled a "for-here" culture in their shop. An audit of cup and lid usage per month showed a 50% reduction in disposable coffee cup usage. They were using 6500 cups in August 2016, and as of March 2017, that number has dropped to 3500, and showing a steady decline each month! This is also a great cost cutting measure, as they have dropped their monthly cost of disposable paper cups and plastic lids by \$200.

Our work with these coffee shops results in additional opportunities to help reduce waste. We have also been invited to advise on their recycling, composting and other sustainability issues.

#### *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 and Twitter account active. We also added an Instagram account to our outreach venues this year, which is doing well at spreading our BYOC campaign.

#### *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 Earth Day event, Energy Trust Earth Month Fair, and Rockwell Collins' Earth Day Fair over the last 3 years.

#### *Supporting Master Recyclers*

To continue a long tradition, 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 member Betty Patton made regular presentations to Master Recycler classes throughout the past few years. RA is represented on the Master Recycler Partners committee, exploring opportunities to engage and support our well-trained Master Recycler graduates.

#### Community Outreach

RA President Brion Hurley also shared information from the City of Portland on recycling and composting while presenting Recycling 101 material to local businesses during lunch-time green team sessions. He presented the opportunities to discuss disposable coffee cups and other single-use items. In addition, he provided updates on plastic recycling changes related to China's "National Sword".

### **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, Oregon Sierra Club, and Oregon Beverage Recycling Cooperative (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, 2018, RA members totaled 28. Membership contributions totaled \$1451.89

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 \$2,417 in FY 2017-18.

*FY2017-18*

*Income:*

Earth Share of Oregon: \$2416.51  
 Membership Dues: \$1451.89  
 Grant funds: \$1000.00  
 Amazon & Good Shop Payments: \$39.52  
 Reserve Withdrawal: \$4000  


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*Total: \$ 8907.92*

*Expenditures:*

Resource Director: \$6545  
 Campaign Expenses: \$967.47  
 NAO Membership: \$50  
 PO Box: \$112  
 Telecommunications: \$289.34  


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**Total: \$7963.81**  
**Difference: \$944.11**  


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*Reserves: \$22,300.88*

**The Future**

In 2017, we held a half-day retreat to discuss the future of our organization. We have a strong mission statement, but where will that mission take us in the future? What outcomes are we striving towards? The main takeaway was that our fundraising strategy needed to be updated.

On May 10th, 2018, we dedicated a meeting to brainstorming fundraising ideas, and came up with lots of great ideas, such as:

- Improvements to website for donations (verbiage and button location)
- Education events and workshops (zero waste, food packaging, etc)
- Submit more grant proposals
- Promotion of existing donation and rewards programs with other organizations (Amazon, GoodSearch)
- Partnerships with businesses (sponsorships or proceeds day like New Seasons or Oregon Public House)

The Zero Waste conference scheduled for October 2018 was one idea that came from this meeting, and we will continue to offer networking and events multiple times per year, based on the potential success of this event.

**RA Board and Staff**

A board of directors elected by RA members provides guidance for the organization. For FY 2017-18, members elected the following board members:

<p><i>President</i>          Brion Hurley          Portland, OR          321-271-5361  <a href="mailto:BrionHurley@gmail.com">BrionHurley@gmail.com</a></p> <p><i>Vice-President</i>          Rhett Lawrence          Portland, OR          503-286-0215  <a href="mailto:rhettlawrence@yahoo.com">rhettlawrence@yahoo.com</a></p> <p><i>Secretary</i>          Susan Mead          Lake Oswego, OR          503-901-5818  <a href="mailto:SeMead90@gmail.com">SeMead90@gmail.com</a></p>	<p><i>At-Large</i>          Betty Patton          Portland, OR          503-358-0496  <a href="mailto:BPatton@EnvironmentalPractices.com">BPatton@EnvironmentalPractices.com</a></p> <p><i>Treasurer</i>          Holly Hummel          Portland, OR          503-232-4450  <a href="mailto:Holly@HollyHummel.com">Holly@HollyHummel.com</a></p> <p><i>Co-Campaign Director</i>          Denise Slattery          Lake Oswego, OR  <a href="mailto:slattery.denise1@gmail.com">slattery.denise1@gmail.com</a></p>	<p><i>Co-Campaign Director</i>          Bonita Davis          Portland, OR  <a href="mailto:bonitajdavis@msn.com">bonitajdavis@msn.com</a></p> <p><b><u>Recycling Advocates Staff</u></b>  <i>Resource Director</i>          Adrienne Welsh          Newburg, OR          503-307-7448  <a href="mailto:Adrienne@RecyclingAdvocates.org">Adrienne@RecyclingAdvocates.org</a></p>
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