



Cincinnati Recycling & Reuse Hub

ANNUAL REPORT 2021



LETTER FROM THE MANAGING DIRECTOR



As we reach the Hub's first anniversary, I've been thinking a lot about where we started and how far we've come. The first idea for a Hub happened in 2018. I was standing in the middle of a high school parking lot, surrounded by piles of electronics and confronted by a line of cars waiting to drop off even more electronics that we didn't have the room to take, since we had already filled 5 semi trailers. I kept thinking, "There has to be a better way to do this!" The only solution I could see was to have a permanent space to collect everything, so if we ran out of space in the truck, there would be room in a warehouse until the truck could come back.

As time went on, that thought of having a permanent space mixed with the idea that there were lots of things that could be reused or recycled, but no easy way to collect or distribute them. Added to that was the realization of, "If I need a permanent space, maybe other organizations need one, too." I knew about ZeroLandfill Cincinnati, and I knew they had moved around a few times, so I reached out to Carrie Harms, who had been in charge of ZeroLandfill since 2010. When I proposed in February 2020 having a permanent space for both of our programs and for others who were like us, she said, "Yes, absolutely." That, to me, is when the Hub was actually born, since we would not be here if Carrie had not said "Yes". I'm forever grateful to her for jumping in without quite knowing what she was getting into. Because she feels so strongly about our mission, Carrie has taken on a lot of the grunt work for the Hub. I cannot thank her enough for what she's done.

After Carrie put a post on the ZeroLandfill Facebook page, we found Erin Fay, our fearless leader and Board President, who I think literally knows everyone in Pleasant Ridge and at least half of the rest of Greater Cincinnati. Erin's connections are how we found most of our other fantastic board members, who take care of our social media, put together SOPs, help during our open hours and events, oversee the finances, hold educational classes, sort and bale plastics, help with IT things, organize and direct volunteers, write thank you notes, make connections to other organizations, and a million other tasks that need to be done to run a growing non-profit. And grow we have...

To quote Stephen Sondheim, "Bit by bit" we've been "putting it together", since April 1, 2021, when we first opened the doors to our warehouse. Although we've had some rough patches, I think we've done an AMAZING job, even with the limitations (time, space, money, etc.) we have. For instance, in just our first 9 months of operation, we collected and sent for recycling or reuse over 84 TONS of items! (The Styrofoam alone filled 3 semi trailers!)

We sent materials to over a dozen non-profit organizations to help them with their missions and programs. And we raised enough money to hire our first two part-time employees – a warehouse manager and a pick-up and delivery driver – which allowed us to expand our capabilities.

Right now, I have to thank all of YOU for helping to make all of that happen! All of you who brought items for recycling or reuse (and who took the time to make sure everything was clean and dry!), all of you who volunteered your time to help with events or our day-to-day operations, all of you who helped spread the word to your families, friends, and neighbors about what we were doing at the Hub, and all of you who donated financially – we would not exist if there had not been a demonstrated need for this and without the support we've received. I cannot thank you enough for what you have done to allow the Hub to keep doing what we do!

The plans for our second year are also ambitious. We hope to hire additional staff to lead some of our collection programs, which will allow us to:

- Increase the number of permanent off-site collection spots for things like crayons, corks, eyeglasses, and other items,
- Start regularly scheduled weekly item pick-ups from businesses, schools, and other organizations,
- Have our first off-site collection event for a lower-income neighborhood in Cincinnati,
- Increase the amount of items we ship out by more than 30 tons per year, and
- Look for our permanent home – one that will be bigger, with fewer limitations, so we can work more efficiently, effectively, and expand our capabilities.

We thank you again for your support so far and we hope you will continue to support us in our mission to revolutionize how people think about "things" and to provide a place where almost anything can be recycled or reused. To paraphrase Lin-Manuel Miranda's Hamilton, "There's a million things we haven't done. Just you wait, just you wait!"

Warmest regards,



Colleen McSwiggin

Managing Director



LETTER FROM THE BOARD PRESIDENT



Although our first year of operations has been challenging (but what truly worthwhile endeavor has ever been called "easy"?), I'm incredibly proud of what we've accomplished as a board. We have been able to establish many procedures to make the Hub as efficient as possible, while still being flexible when things come up or change (as they so often do). We've taken care of many of the day-to-day tasks for the Hub ourselves and found wonderful partners and volunteers when there was something that needed to be done that was outside of our collective wheelhouses. And we've been able to raise over \$117, 000 from individual and corporate donors and almost \$55,000 in grants for 2021.

We thank all of those who helped us to get to where we are now – all of the "customers," volunteers, and donors have allowed us to prove that a Hub is needed. We hope that need will be recognized by many more individuals and organizations so that we can continue to grow and make a difference in the Greater Cincinnati area and beyond. Thank you again for your help and we look forward to seeing you again soon at the Hub!

Erin Fay

Board President



Colleen McSwiggin
Managing Director

Board of Directors:

Erin Fay
Board President

Stephanie Bradford
Board Vice President

Chris Thomas
Board Treasurer

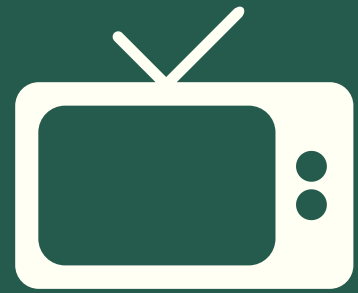
Carrie Harms
Board Secretary

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Jenny Brewer
Amy Burke
Amy Gable
Alexandria Hamilton
Lisa Henebseit
Denise Hovey
Christen Lubbers
Jack McSwiggin
Mary Ann Mecher
Diane O'Brian
Gwen Z Roth
Kat Zelak

WHY THE HUB?

Our mission is to **revolutionize** how people think about “things” and to provide a place where almost anything can be **recycled** or **reused**.

In the US, the average person produces **4.4 pounds of trash** every single day....



Including over **250 pounds of plastic**, and **46 pounds of electronics** each year.

This waste is resource and energy intensive to create, challenging to dispose of, and quick to pollute.

So join us in our mission!



No matter where you are in your sustainability journey, the Hub is here to make waste diversion a little bit easier.

2021 IN REVIEW



84.2

tons
diverted



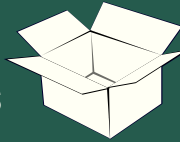
over
800

volunteer
hours



4,100

Hub
dropoffs



7

E-waste
collection
events



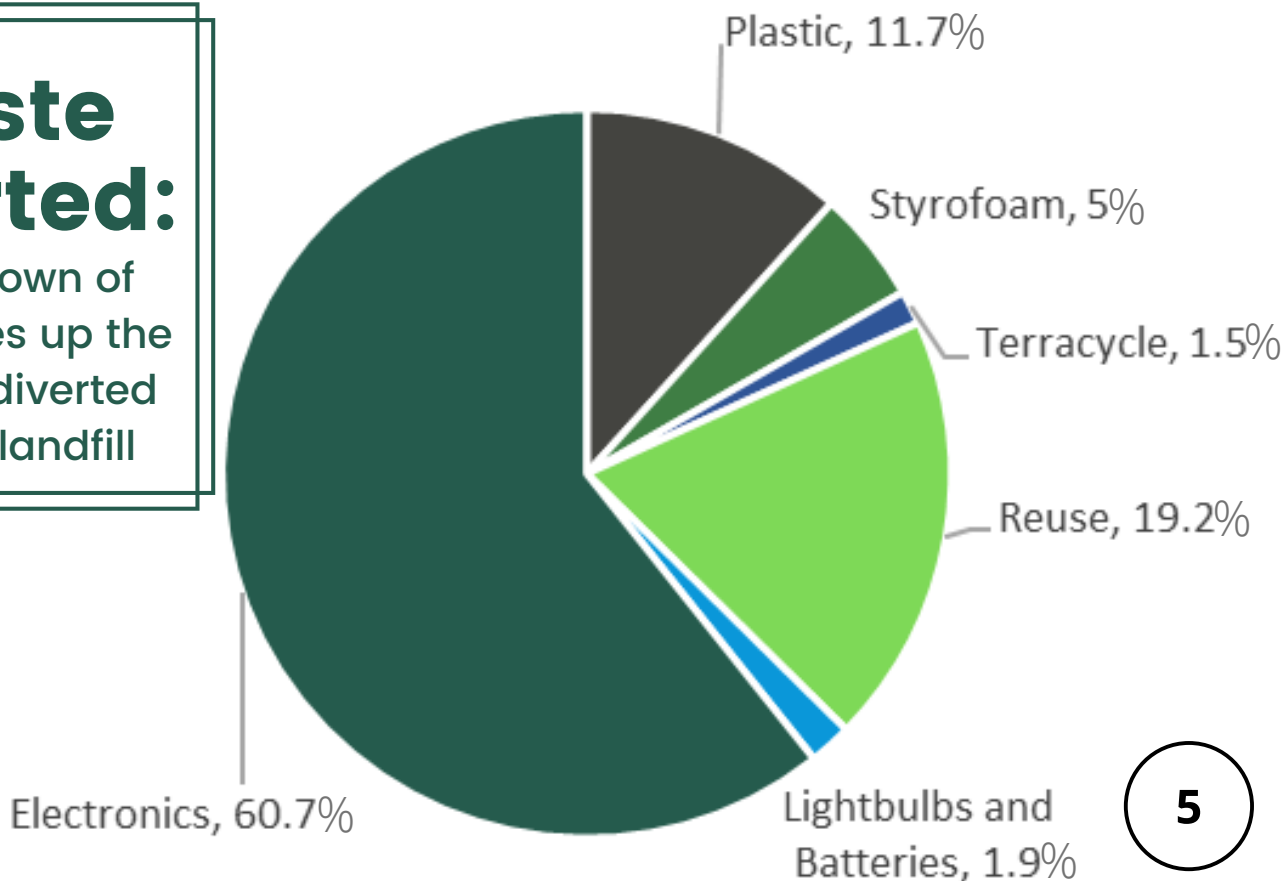
3

take-away
days



Waste Diverted:

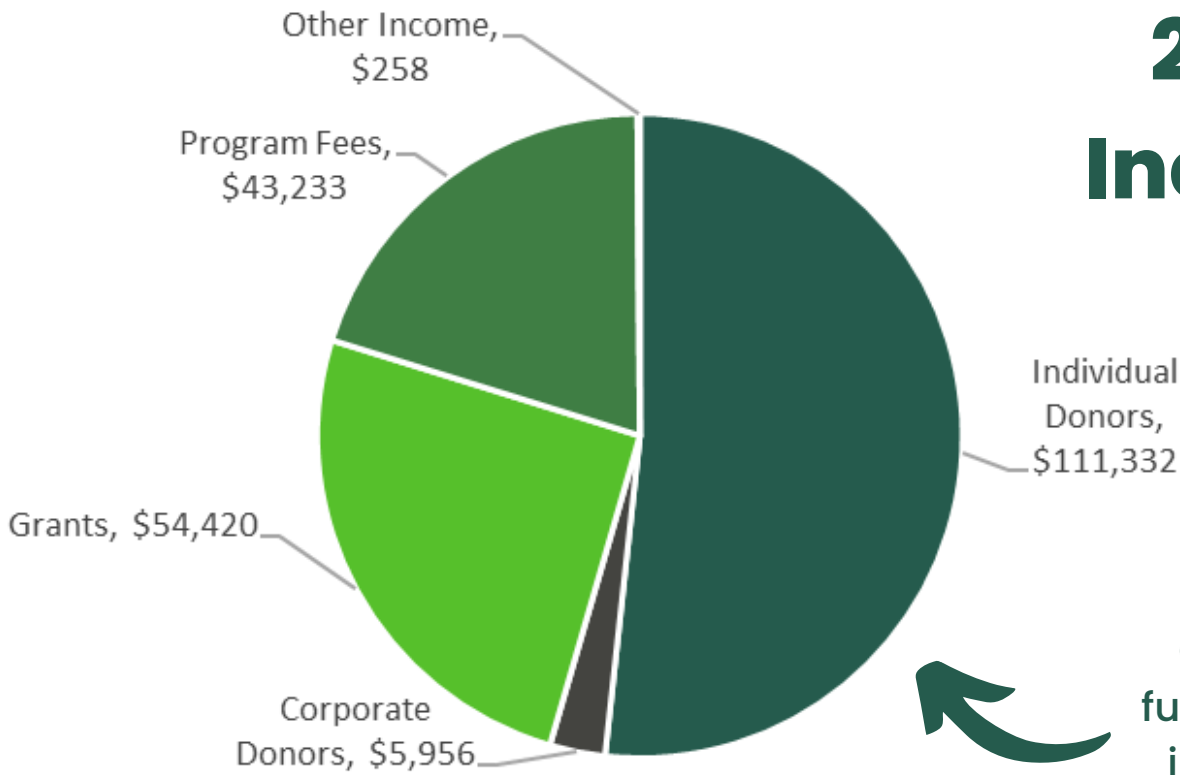
A breakdown of what makes up the 84.2 tons diverted from the landfill



2021 FINANCIALS



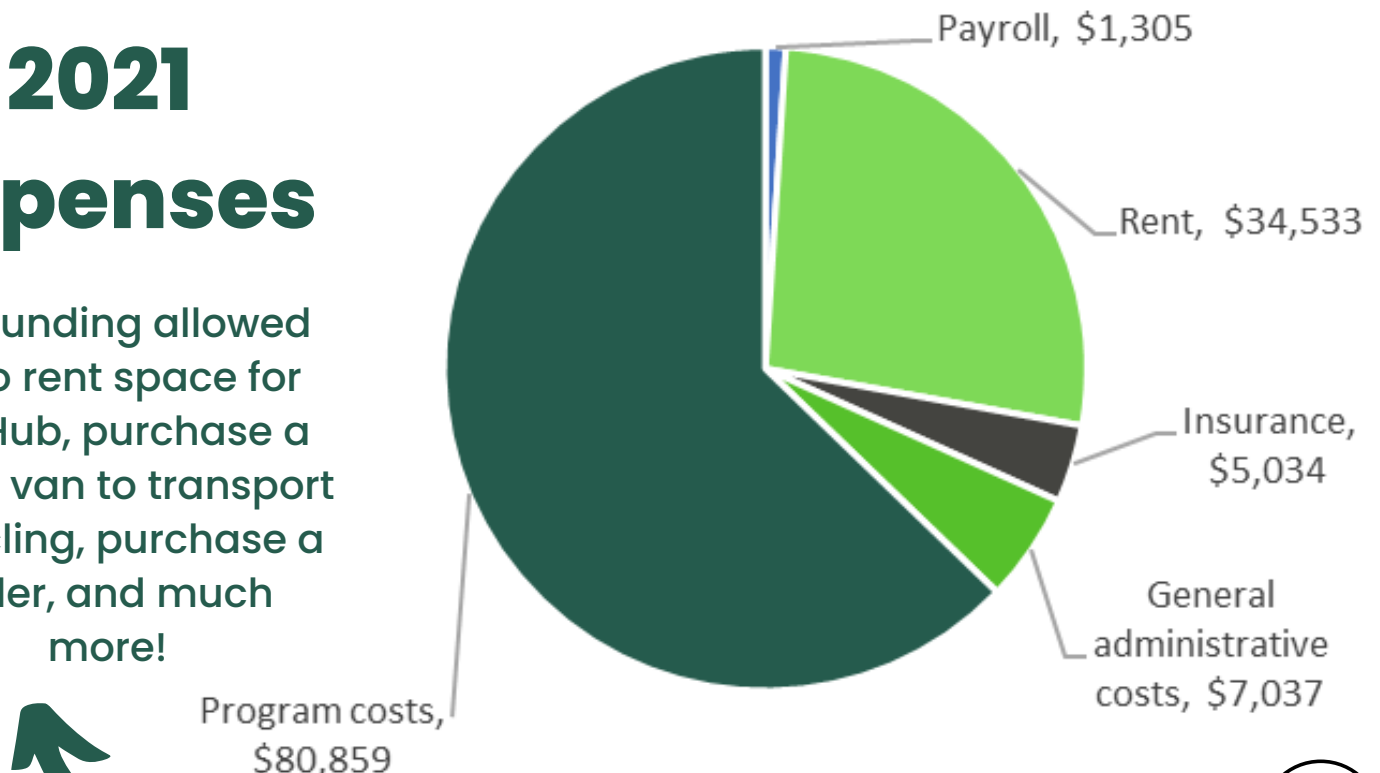
2021 Income



Over 50% of our funding came from individual doors!

2021 Expenses

Our funding allowed us to rent space for the Hub, purchase a cargo van to transport recycling, purchase a baler, and much more!



U.N. SUSTAINABLE DEVELOPMENT GOALS

How the Hub contributes to these international initiatives

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Improving recycling infrastructure and innovating new reuse opportunities.

11 SUSTAINABLE CITIES AND COMMUNITIES



Providing a local, affordable outlet for hard-to-recycle materials.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



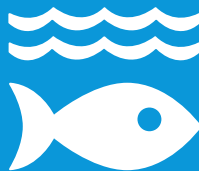
Reducing landfilled waste through education and as an outlet for recycling.

13 CLIMATE ACTION



Reducing resource consumption and pollution.

14 LIFE BELOW WATER



Reducing plastic and other pollution in our oceans and local waterways.

15 LIFE ON LAND



Reducing solid waste pollution, and the footprint of landfills.

TESTIMONIAL

"I had been searching for over a year for places that would recycle things that our city recycling service would not accept. Every week I was left with so many items that had to be thrown away as trash because no place would take them! Dog food bags; chip and snack bags; plastic salad clamshells; plastic bags from lettuce and other vegetables; bags from cereal boxes; medicine containers... the list goes on and on.

It made me sick to think that I was generating all of this landfill each week.

Then one day my brother-in-law found the website for Cincinnati Recycling & Reuse Hub. When I took my own recycling items there yesterday, I saw a well-organized facility with enthusiastic volunteers who helped visitors sort and drop off their items.

There is no time to waste when it comes to climate change. And that starts with reducing pollution. Which can be accomplished, in part, by reducing landfill waste. And that depends upon individual, neighborhood, community, city, and statewide SIGNIFICANT efforts to increase and expand recycling resources and programs.

The Cincinnati Recycling & Reuse Hub is run solely by volunteers and depends upon donations and grants. It needs—and deserves—funding and substantial resources for education and outreach. It also needs word-of-mouth, social media, and news media publicity. I strongly urge everyone in our city, including our public and state officials, to do so as well. Thank you to all of the dedicated volunteers who conceived of, built, and staff the Cincinnati Recycling & Reuse Hub."

—Leslie S. Evelo



ZEROLANDFILL TAKEAWAY DAYS

In 2021, the Hub had three take-away days; an opportunity for anyone in the community to take items for creative reuse.

Over the course of these three events, we had over 600 visitors from the community, and saved over

17,000 pounds

from the landfill! This includes items such as fabric, tile, office supplies, egg cartons, flowerpots – you name it! There's always something new at the Hub that you can save from the landfill.

Check out our website and social media for upcoming take-away dates in 2022.



SPONSORS AND PARTNERS

Grant Funders:

- Hamilton County R3Source
- Ohio EPA
- Impact 100
- Avon-Miami Charities
- St. John's Unitarian Universalist Church

Corporate Donors:

- Scrap It Up
- Johnson & Johnson
- General Electric
- Schneider Electric
- Anonymous

In-Kind Donors:

- LaRosa's
- TQL
- Graybar Electric Supply
- United Building Materials
- Brightmark
- EcoDevelopment
- Industrial Environments
- Tire Discounters

Reuse Partners:

- Matthew 25 Ministries
- Soles4Souls
- Blue Jeans Go Green
- Lions Club
- Our Daily Bread
- Indigo Hippo
- Scrap It Up
- Ohio Alleycat Resource
- Building Value
- Ronald McDonald House Charities

Some of our Volunteer Groups:

- MadTree Brewing
- Avon-Miami Charities
- Sisters of Charity
- NKU Sustainability
- University of Cincinnati
- Girl Scouts
- Sew Valley
- Seven Hills High School
- Archdiocese of Cincinnati
- McNicholas High School
- Mercy McAuley High School

Individual Donors (Over \$250):

- Adrian Sikic
- Amy Koshoffer
- Anne Warrington-Wilson
- Anonymous
- Avon-Miami Lodge No. 542, F. & A. M.
- Bob & Jeanne Coughlin
- Borcharding Heck Charitable Fund, The
- Charles & Diane Kraft
- Charles Schmalz
- Claudia Zaher
- Deanna & David Argo
- Dianne Hight
- Disha Estera
- Donna Griffen
- Earnest Creations, LLC
- Emily Hopping
- Erin Hammans-Carpenter
- Hannah Barker
- Henry Bernay
- Hergenrother Family Charitable Fund
- Janet Quilligan
- Jeffrey Harris
- Jim Lowry
- Karen & Dan Hurley
- Lawrence Holt

Individual Donors Cont.:

- Maria Ramos
- Martin Miracle Account
- Mary "Liz" Maxwell
- Mary Ann Fix Meyer
- Mary Pierce Brosner
- Meghan Stevens
- Nina Tolley
- Olivia Wilmink
- Patrick Cusick
- Philip Ficks
- Plaine Products
- Prometheus Charitable Fund
- Rev. Dr. D. Robert Clary & Patricia Clary, J.D.
- Richard H. Rosenthal & Katherine Strauss Rosenthal
- Robert Barr
- Robert Gedert
- Robert J. and Joy W. Thaler Charitable Fund
- Sara Nienaber
- St. John's Unitarian Universalist Church
- Stephen McCafferty
- Todd Patrick
- Vanessa Whiteford-Wayne
- Warren & Bernie Hensel Foundation
- Werner Family Giving Fund
- Whitlach Family Fund

Thank you for making our work possible!