



Community - Economy - Environment

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Our vision - a just, resilient & waste free world that values people and resources.

Our mission - To enhance community, economy & environment through reuse.



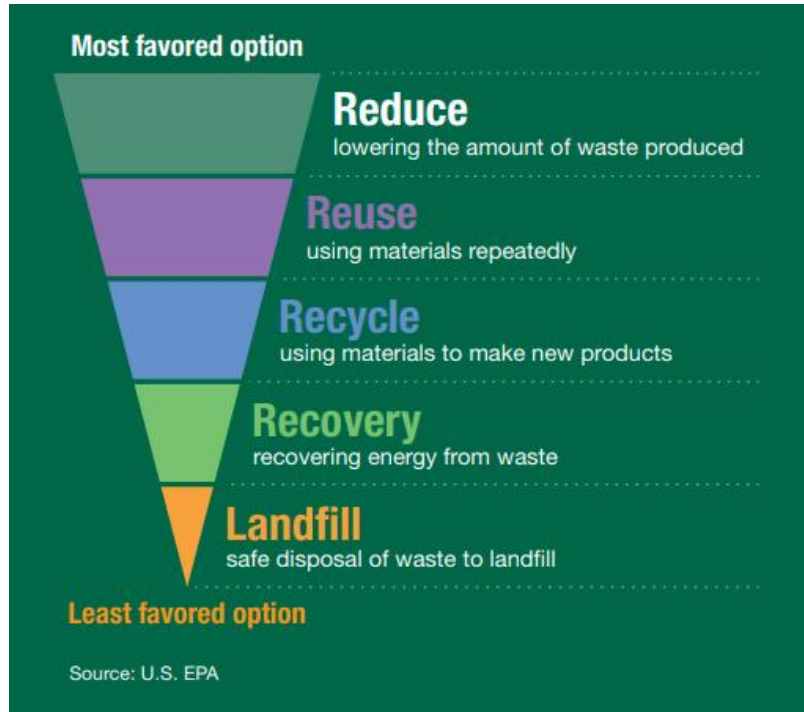
Our Goals:

- To reduce waste
- To relieve poverty
- To teach job skills through engaging work opportunities



Why Reuse?

Reuse doesn't require as much energy as recycling or traditional waste management but does require a large **labor force** - providing job development opportunities.



Community ReUse Center

- Locally-focused, independent, community-driven
- Unique nonprofit enterprise supports waste reduction and job training through material sales and services
- Replicable model for other communities based on their own needs
- Promotes local job creation and job skills training

Other reuse-based organizations like Finger Lakes ReUse:

Scrap Exchange, Durham NC:

<http://scrapexchange.org/>

St Vincent de Paul of Lane Co, Eugene OR:

<https://www.svdp.us/>

Second Use, Seattle WA:

<http://seconduse.com/>

ReBuilding Center, Portland WA:

<https://www.rebuildingcenter.org/>

ReSource, Burlington, VT:

<https://resourcevt.org/>

EcoBuilding Bargains, Springfield, MA:

<https://ecobuildingbargains.org/>

Cascade Alliance:

<http://cascadealliance.us/>



Triphammer ReUse Center

2255 N Triphammer Rd Ithaca, NY (est. 2008)

Offering reusable building materials, furniture, household goods, and computers and electronics, and now offering textiles and books.



Ithaca ReUse Center

214 Elmira Rd Ithaca, NY (est. 2015)

This location also houses our eCenter computer repair services, our ReSET job training program, and lumberyard. In 2017 this location had an average 165 visitors and 30 walk-in donations per day.



43% of greenhouse gases in the U.S. are related to materials management. (2009)

-Opportunities to Reduce Greenhouse Gas Emissions through Materials and Land Management Practices <http://www3.epa.gov/region09/climatechange/pdfs/ghg-land-materials-management.pdf>



Deconstruction

An alternative to demolition (est. 2009)

Keeps building materials in use and out of landfills, including doors, windows, cabinetry, hardware, lighting, flooring, insulation, and structural lumber. Deconstruction can salvage **70%-90%** of valuable existing building materials.



eCenter

Computer Refurbishment Program (est. 2010)

The eCenter has refurbished and sold **1,800** computers and printers since it first opened in 2010. We also offer discounted computer repair services to nonprofits!





Ithaca Fixers Collective

Volunteer repair group (est. 2012)

Meeting once a week on Saturdays at the Ithaca ReUse Center, volunteer fixers have logged over 1,000 repair projects!

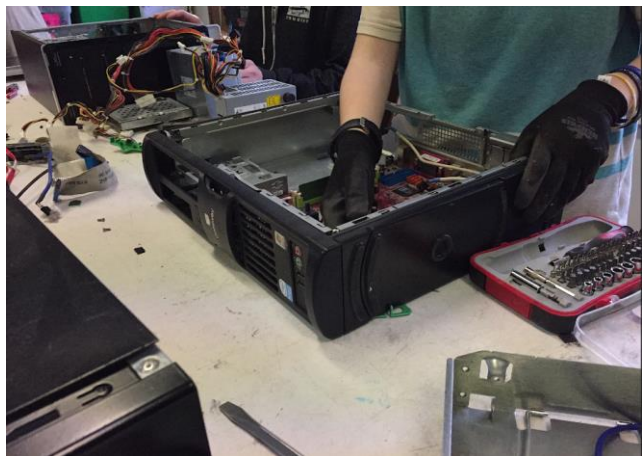


ReSET (ReUse Skills & Employment Training)

Job Training Program (est. 2013)

To date, we've provided more than 12,000 hours of job training, with 115 participants to date and 18 active partner organizations, including local employers and volunteer expert instructors.





“By extending the lives of all U.S. computers by 50%, 25 million metric tons of CO2 emissions could be kept out of the atmosphere.”

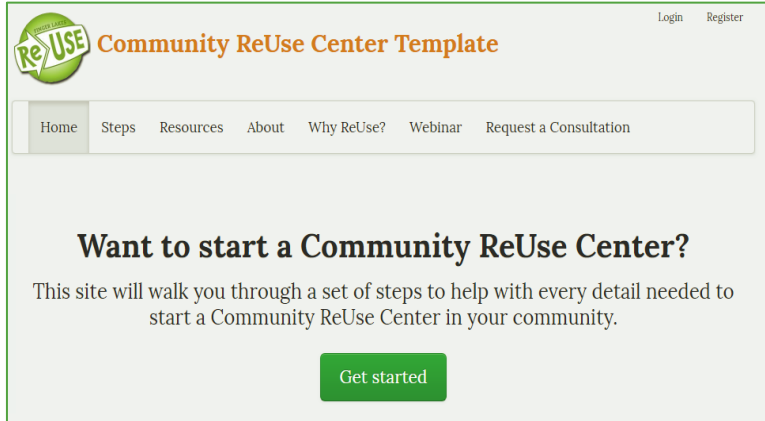
- **US Environmental Protection Agency**



Community ReUse Center Online Business Plan Template

Resources to start other ReUse Centers (est. 2014)

This FREE Template makes the case that ReUse Centers are viable and adaptable to any community's specific needs. We provide free tools, including our own planning documents.



The screenshot shows the homepage of the 'Community ReUse Center Template' website. At the top left is the ReUSE logo with the tagline 'Reuse. Recycle. Reuse.'. To the right of the logo is the title 'Community ReUse Center Template' in orange. In the top right corner, there are links for 'Login' and 'Register'. Below the title is a navigation menu with the following items: Home, Steps, Resources, About, Why ReUse?, Webinar, and Request a Consultation. The main content area features the heading 'Want to start a Community ReUse Center?' followed by the text: 'This site will walk you through a set of steps to help with every detail needed to start a Community ReUse Center in your community.' At the bottom of this section is a green button with the text 'Get started'.

ReUse Materials Access Program

Supported by the ReUse Community Fund -
Providing materials to local people in need
(pilot program est. 2017)

We have provided store credits to over 380 people, referred to us by 22 human service organizations, helping connect materials to the community members who need them most.



72

**Organizational
Collaborations**

ReUse leverages existing resources to build stronger community programs.

145

**Volunteers in 2017,
contributing 24% of total
labor in hours at ReUse.**



Collaborations

ReSET:

Places of **employment** of ReSET alumni include:

- ★ Brightworks Computer Consulting
- ★ Cornell University
- ★ Databound Solutions
- ★ Finger Lakes ReUse
- ★ Southside Community Center
- ★ Tompkins Community Action
- ★ WBA Market Research
- ★ Army National Guard
- ★ Hi-Speed & Garvens
- ★ Target of Ithaca
- ★ Vanguard Printing
- ★ Walmart

Organizational Development:

- ★ Ithaca College
- ★ Cornell University
- ★ Tompkins County Recycling & Materials Management Division
- ★ Cornell Cooperative Extension
- ★ Human Services Coalition of Tompkins County



ReUse Trail:

Collaborating organizations include:

- ★ Historic Ithaca / Significant Elements
- ★ Habitat for Humanity
- ★ Get Your Greenback Tompkins
- ★ Cornell Thrift
- ★ Local First Ithaca
- ★ Downtown Ithaca Alliance

ReSET Reentry:

Collaborating organizations for this pilot program:

- ★ Challenge Workforce Solutions
- ★ Mentors for Change
- ★ Opportunities, Alternatives & Resources of Tompkins County

Youth Training Programs:

ReUse works with local youth programs, including:

- ★ The Learning Web
- ★ GIAC Conservation Corps & Summer
- ★ Conservation Corps
- ★ Ithaca Youth Bureau Youth Employment Service Program
- ★ Southside Community Center

Community Partners

- ★ Rotary Clubs of Ithaca, Dryden & Trumansburg
- ★ Open ArtHive of Ithaca
- ★ St Vincent de Paul of Lane County
- ★ Sustainable Tompkins
- ★ Diversity Consortium of Tompkins County
- ★ Ithaca Neighborhood Housing Services
- ★ Rescue Mission of Tompkins County
- ★ Sustainable Tompkins
- ★ Tompkins County Area Development
- ★ Tompkins County Chamber of Commerce
- ★ United Way of Tompkins County
- ★ Sustainable Tompkins
- ★ Tompkins County Area Development
- ★ Tompkins County Chamber of Commerce
- ★ NYSAR3 = NYS Assn. to Reduce, Reuse and Recycle
- ★ The Advocacy Center
- ★ Alternatives Federal Credit Union
- ★ Friendship Donations Network
- ★ Bridge to Employment and Academic Marketplace
- ★ Cornell Institute of Public Affairs

... and many more!

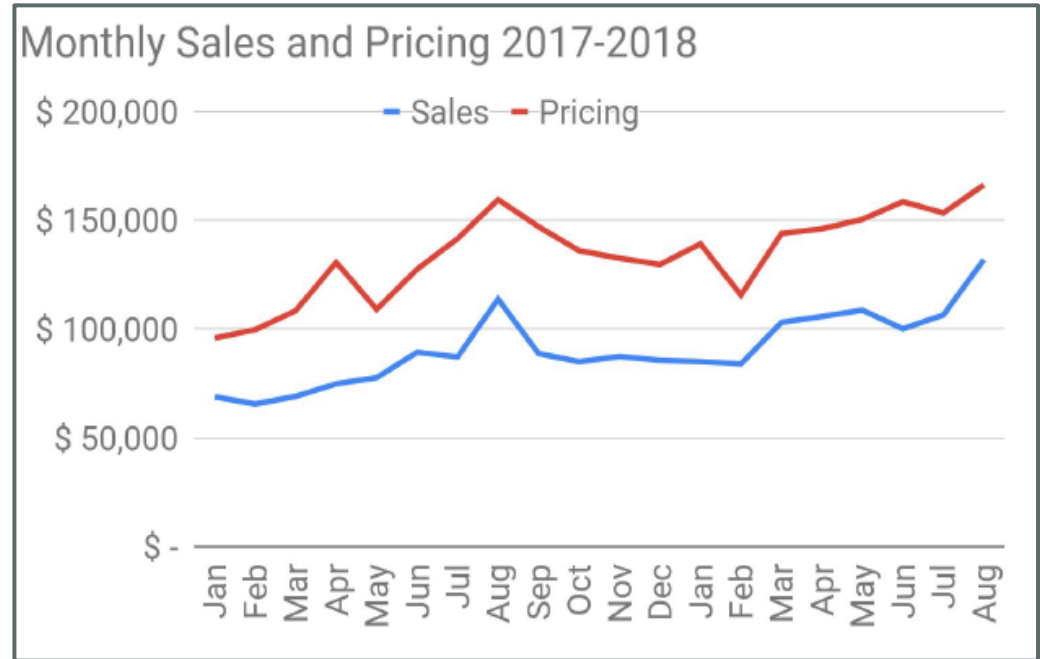
Impacts of Finger Lakes ReUse Programs

- ★ More than **4 million pounds of materials** reused - that's more than 38 pounds of stuff per person in Tompkins County!
 - ★ **115 people trained** in ReSET Program
 - ★ **37 living-wage local jobs** created
- ★ **3,100 free pickups** of materials provided to Tompkins County community members
- ★ **110,000 volunteer hours** contributed by community members and counting!
- ★ **\$23,000** in store credits provided to local people and nonprofits in need of furniture, electronics, and more



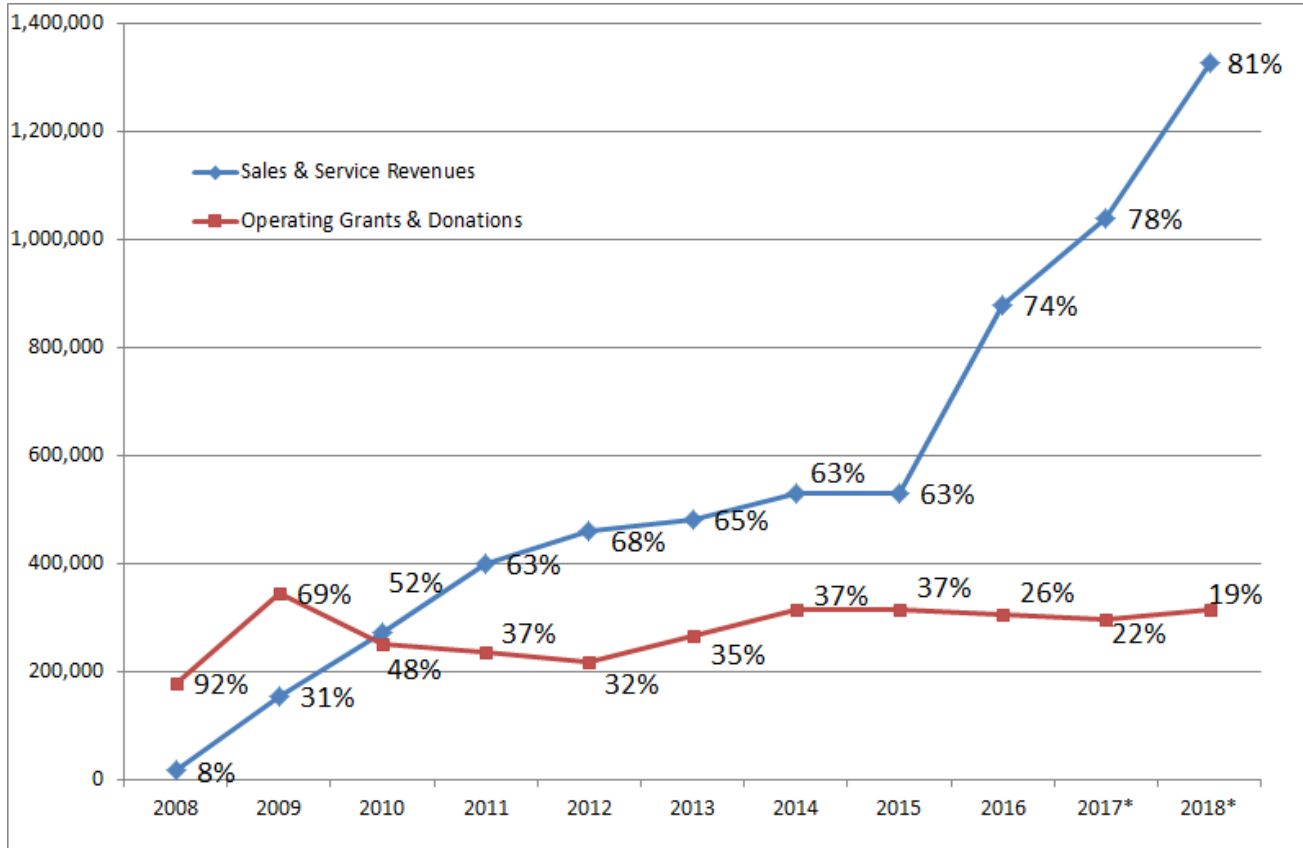
Community ReUse Center Business Model

- **Scale is working!** - With more people, space or outlets, we can increase **all** mission-based impacts
- **Provides convenience** - offer ease of engagement
- **We sell more when we price more** - different than traditional supply/demand





Earned vs. Contributed Revenue over time (\$)



*Preliminary figures



Immediate strategies for 2019:

- Leverage growth to begin to address the actual scale of the waste problem
- Serve an estimated **156,000** visitors to our ReUse Centers, accept **20,000** material donations, work with **175** volunteers and trainees, and employ nearly **40** people in living wage jobs!
- Support 89% of entire operations through sales and service revenues
- Develop educational messaging promoting reuse and creative reuse programming



In the next ten years, ReUse will:

- Maximize convenience to donate materials and access affordable goods
- Expand in order to be an effective catchment system to match the volumes of reusable materials currently being landfilled
- Develop and expand existing programming
- Create more jobs
- Provide resources to other communities interested in starting their own reuse-based business





Thank you!

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