



# ANNUAL REPORT

FISCAL YEAR 2022



# A LETTER FROM OUR EXECUTIVE DIRECTOR



Dear Friends of Austin Creative Reuse,

On April 1, 2022, we celebrated our first full year being open in our new expanded creative reuse center in Windsor Park, East Austin. When we moved into the space in March 2020, we had no idea the challenges that our community - and the world - were about to face. For the last two years, we have used our creativity - the core of what inspires us - to find ways to fulfill our mission and support a community in the grips of a global pandemic.

While Covid-19 remains a part of our collective experience, over the last year we have grown into our new home to become the largest creative reuse center in Texas and one of the largest in the country. This fiscal year we have increased our team of staff and volunteers, expanded our donation capacity to keep even more materials out of the landfill, offered innovative programming like our first reuse fashion show, opened our first dedicated workshop space, joined hands in new collaborations across the city and so much more!

In June 2021, we hit perhaps our greatest milestone yet - diverting our one millionth pound of usable creative materials from the landfill! Together with our community, we are making real environmental and climate impacts right here in our community.

And we could not have done any of it without friends like you!

From all of us at ACR . . . THANKS A MILLION!

*Jennifer  
Evans*



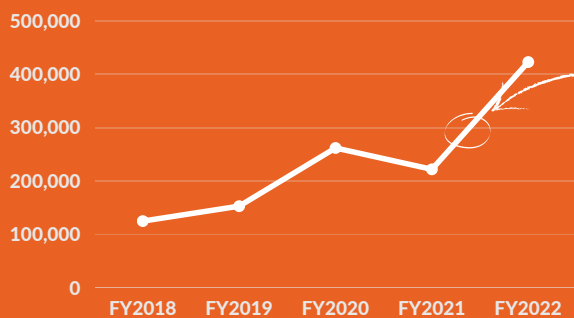
# ONE MILLION POUNDS DIVERTED

## HOW IT HAPPENED

It all started with a backyard and a dream. Before ACR even had a dedicated, physical center, we were diverting materials from the landfill through donation drives and giveaways.

### IT'S SAFE TO SAY WE'VE GROWN A BIT SINCE THEN!

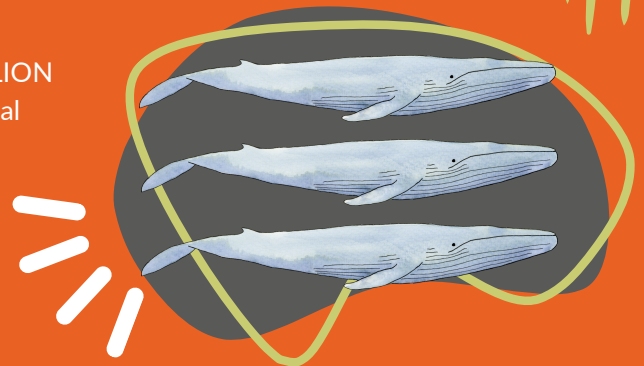
#### POUNDS OF MATERIAL DONATIONS



**JUNE 21, 2021**

We reach 1 MILLION pounds of material donations

Just how much is 1 million pounds? Roughly the weight of 3 blue whales!



### SO, WHAT HAPPENS TO ALL THAT STUFF?

#### The Lifecycle of a Donation

Once donations are dropped off at our center, they go through a quick sorting process. Volunteers then do a finer sorting and packaging of materials to get items ready to sell. Our customers purchase the items then turn them into reuse masterpieces. Any leftovers can be donated back and the cycle starts all over again!



#### WHAT'S NEXT? SPRING 2023

While it took us nearly a decade to hit the 1 million pounds mark, we predict that we'll hit our second million in less than 2 years!

Then Repeat!

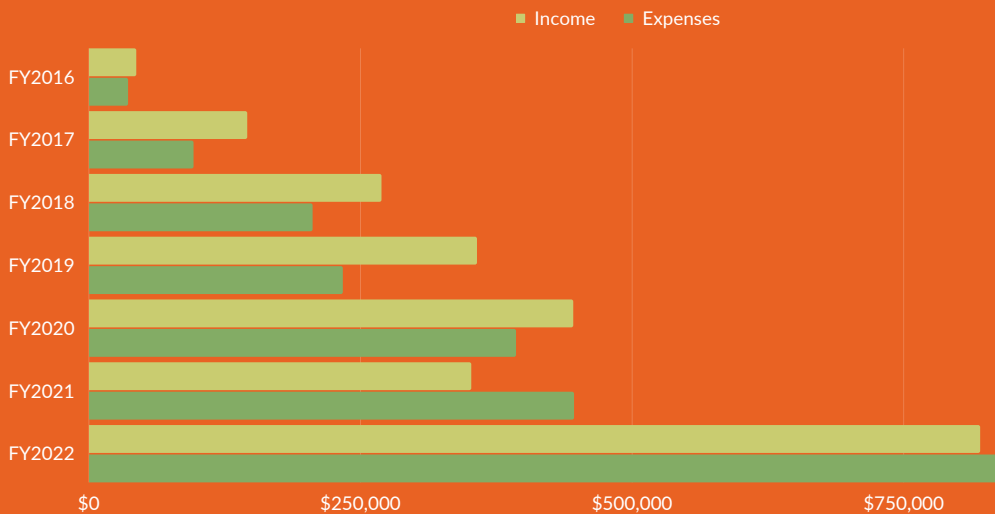
# FINANCIALS

Platinum  
Transparency  
2022

**Candid.**

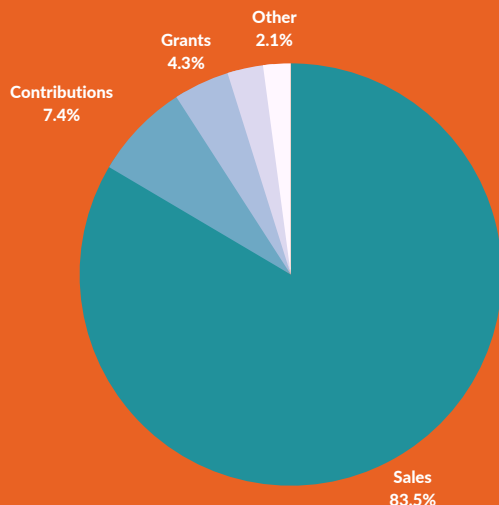
While we continued to feel the effects of the global pandemic this fiscal year, with a slow and steady reopening, we also saw a slow and steady strengthening of our financial health. As always, one hundred percent of our revenue this year was reinvested back into Austin Creative Reuse.

### INCOME AND EXPENSES BY FISCAL YEAR

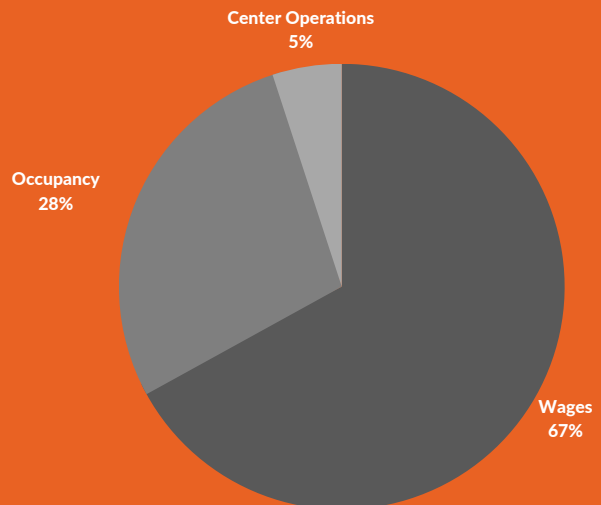


Both income and expenses increased significantly in FY2022 as we wrapped up our first fully open year in our new center. At 11,000 sq. ft., our new center is more expensive to operate than our original center, but it also offers more than seven times the space and diversion capacity and makes us the largest creative reuse center in Texas!

### Where the money comes from



### Where the money goes



ACR invests approximately \$2 per pound of material diverted to get those materials processed and back into the hand of the artists, makers, teachers and everyone in our community.

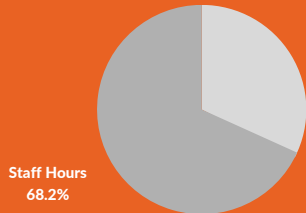
# VOLUNTEER IMPACT

## BY THE NUMBERS

Volunteers are essential to our success! Each year, they make up a significant portion of our total labor hours, working alongside our staff in almost every area of our operations.



Breakdown of total labor hours



Number of volunteer hours contributed



Number of volunteer shifts completed



Number of volunteer projects taken home



Dollar value of volunteer labor

**\$210273**

### VOLUNTEER RECRUITMENT CAMPAIGN

Our first, ever volunteer recruitment campaign took place in the fall of 2021.

We increased our core volunteer base by 12% and the number of organizations and businesses that volunteered with us by a whopping 104%!



## COMMUNITY VOLUNTEERING

In FY2022 we doubled our weekly volunteer opportunities that are open to the public, going from 3 to 6. Plus, we added a bi-weekly opportunity to create fleece liners for pets residing in local shelters.



"Volunteering at ACR has been a big factor in me being happy in the beginning of my retirement. They have given some purpose to my days that might have felt empty. I look forward to a long career of volunteering with ACR."

Sandi Smith  
Volunteer Since 2021



# PROGRAMMING

Educational programming is vital to ACR's mission. We strive to make learning about reuse as accessible as possible through our workshops, community events, and more.



39

Number of workshops and center events

\$12.36

Average cost of a workshop ticket

556

Number of attendees to workshops and center events



Value of Creative Cache materials given to educators

\$14018

## CREATIVE CACHE

A pay what you can program for educators of all types!

## REUSE ON THE RUNWAY

In November 2021, we held our first ever reuse fashion show! Thirty-eight designers created fifty-three looks to walk the runway, representing the best in fashion, costume, drag, and cosplay.



## REUSE MARKETS

Number of markets hosted

Number of local artists participating



4



220



# PARTNERSHIPS

Partnerships within the community are an integral part of our success and our impact. As we settle into our new, larger home at Wheless Lane, we're excited to launch new collaborations to more fully serve our entire community.



2021 brought an exciting new partnership with Ridwell. Subscription style services for responsible consumption and diversion are a strategic piece of the future and we're excited to be a part of it!

We launched our Adopt a School Program in Fall 2021 to help bring reuse into every classroom through donations of school supplies and ACR gift cards.



# AWARDS & RECOGNITION

We are proud to have been recognized by the following organizations this year:



Critics Choice Awards  
Best Earth Friendly  
Crafting



Finalist - FAVE Arts and  
Culture Experience



Austin Green Business  
Leaders - Platinum

# FINANCIAL SUPPORTERS

We would like to say a special thank you to the thousands of individual contributors and the following financial supporters who lifted ACR up this year:





# GET INVOLVED



SHOP



DONATE



VOLUNTEER



SUPPORT



CREATE



FOLLOW

