

ANNUAL REPORT

APRIL 2017 - MARCH 2018
FY2018



AUSTIN CREATIVE REUSE



IMPACT



125K POUNDS

Of materials were diverted from the landfill in FY2018

99%

Of materials donations are diverted from the landfill

147 TONS

Of materials have been diverted by ACR to date



WE ARE HELPING AUSTIN ACHIEVE ITS ZERO WASTE GOAL:
Diverting 90% of discarded material from the landfill by 2040



COMMUNITY ENGAGEMENT

Supported Our Community At More Than 30 Events

Thinkery21, Cherrywood Art Fair, Blue Genie Art Bazaar, Maker Faire, West Austin Studio Tour, Violet Crown Arts Festival, Earth Day, Kite Fest, SFC Farmer’s Market, and more...

Awarded Platinum Level Membership With AGBL

We were the first organization in the history of the Austin Green Business Leaders (AGBL) program to receive a perfect score for Community Stewardship!

Social Media

- 7435 Facebook followers (31% increase over 2017)
- 2500 Instagram followers (59% increase over 2017)
- 2653 monthly email newsletter recipients (27% increase over 2017)

ACR In The News

- “Shop Zero Waste” Video by Austin Resource Recovery
- CBS’s “We Are Austin” Features Zero Waste Gift Wrap Upcycled Journals
- KUT’s “Get Involved” Program
- Austin Reuse Directory
- Austin Kids Directory

What Are People Saying?

- ★★★★★ on Facebook, Yelp, Google
- “This place is a dream come true.” - Google Review
- “I about had heart failure when I walked in the door and saw all the yarn . . . This is a crafters dream store!” - Yelp Review
- “Best place on the planet for craft supplies. . . WE LOVE ACR!” - Facebook review

Our Center Is Growing!

- Now open on Sundays to better serve our community
- Hired our first Center Operations Manager
- 8 staff earning at least the Living Wage for Austin

Teachers Love Us!

- Expanded our schools / educator program
- Launched new monthly educator meet-ups
- 586 educators receive our educator newsletter
- Led professional development programs for 3 schools
- Installed reuse centers in 5 schools

Come Create With Us!

- Monthly Open Craft Nights
- Monthly Art of Reuse Workshops

Other Highlights:

- Growing relationships with other local non-profits and community organizations: Goodwill, Girls Scouts of Central Texas, UT Surplus, Assistance League of Austin, etc.
- Participated in the Austin Reuse and Thrift Stakeholder Working Group Steering Committee of the State of Texas Alliance for Recycling
- Created a Marketing Plan for our Organization
- Welcomed Two New Board Members

FY2018 HIGHLIGHTS



WE OUR VOLUNTEERS

\$100,000

The value of the 5,261 volunteer hours donated this year!

1,143 People

Receive our Volunteer Newsletter!

17 Groups

Schools, Businesses, & Non-Profits Volunteered!

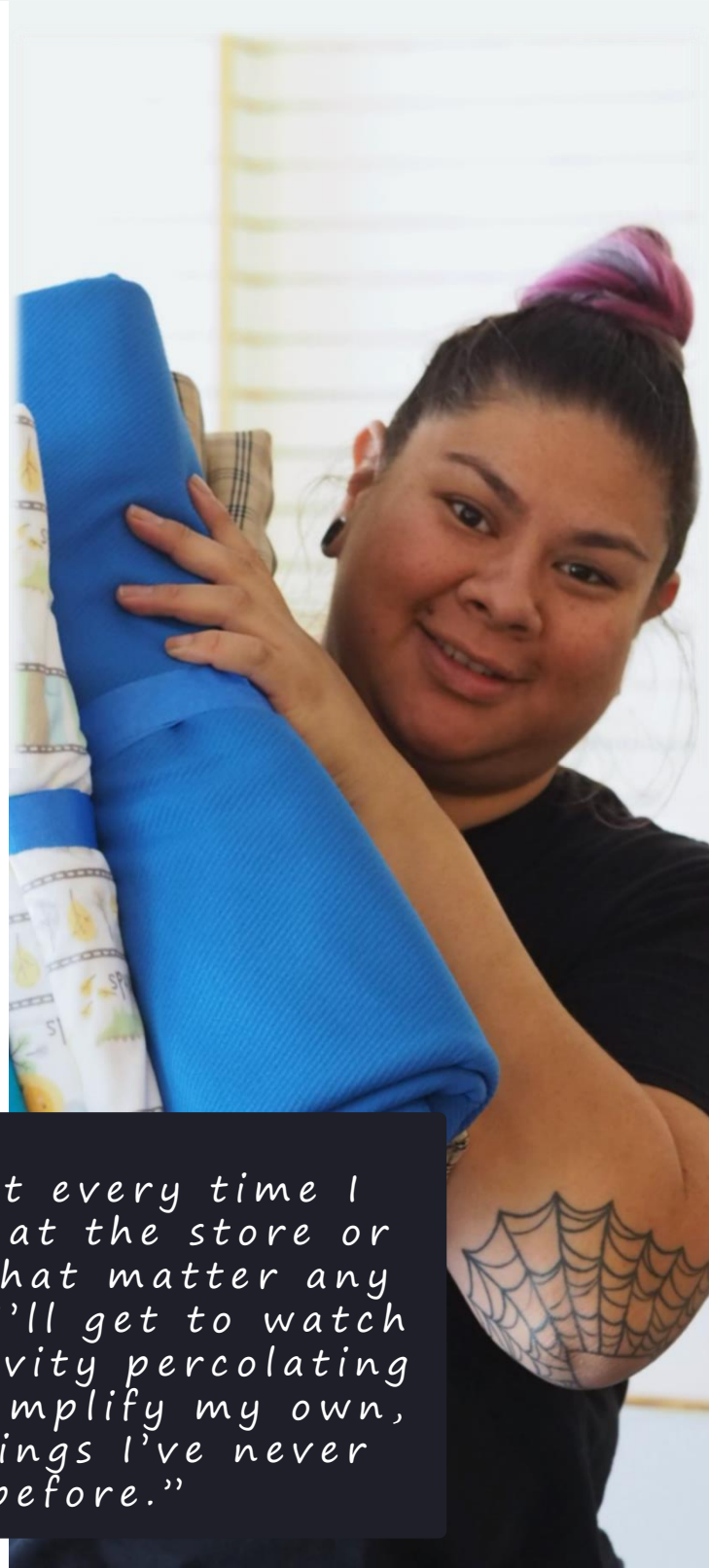
Ways to Get Involved:

- + Help at the Center
- + Pick Up Donations
- + Process Donations
- + Join A Committee
- + Lead a Workshop
- + Assist at Community Events
- + Join our Board of Directors

Featured Quote:

Shiree Schade, Long Time Volunteer

“The certainty that every time I show up for a shift at the store or a workshop or for that matter any of ACR’s activities, I’ll get to watch other people’s creativity percolating and it will in turn amplify my own, oftentimes with things I’ve never thought of before.”



FINANCIAL HEALTH

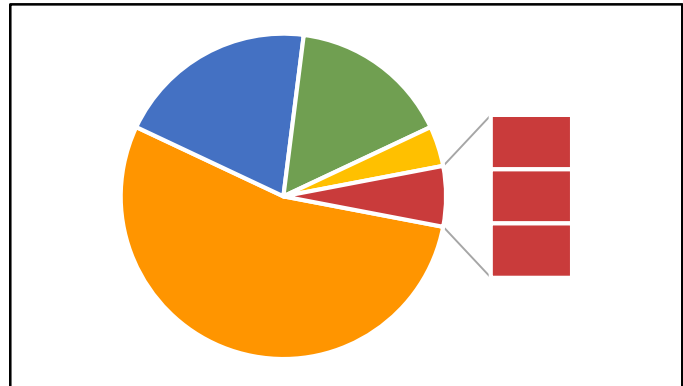


OUR REVENUE COMES FROM...

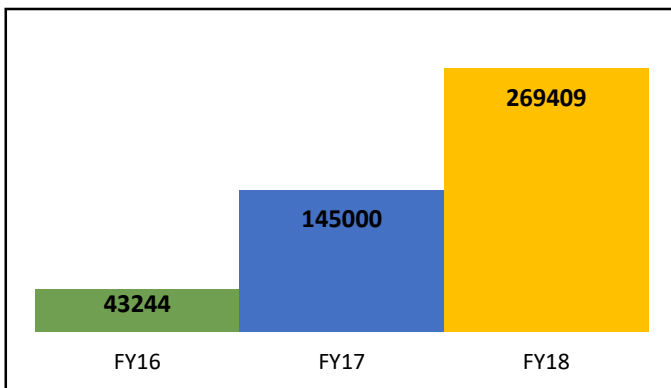
Sales (\$241,499)

Contributions (\$17,109)

Grants (\$5,390)



TOTAL REVENUE:



OUR REVENUE GOES TO...

Payroll	54%
Net Operating Revenue *	20%
Rent/Utilities/Insurance	16%
Educator Programming	4%
Volunteer Management	2%
Center Operations	2%
Advertising	2%

* Net Operating Revenue is used to fund our growth into a bigger, better reuse center.

FEATURED FUNDRAISERS:

- ✓ Amplify Austin
- ✓ Amazon Smile
- ✓ Johnson Ohana Charitable Foundation

FEATURED GRANT:

City of Austin Art Space Assistance Program supports nonprofits facing displacement or rising rental rates.

86% ↑

Increase in Total Revenue

86% ↑

Increase in Center Sales

84% ↑

Increase in Cash Contributions

LOOKING FORWARD

COMING SOON

BIGGER AND BETTER CENTER
OPENING IN 2019



THANK YOU TO ALL OUR DONORS, VOLUNTEERS AND SHOPPERS!
Contact us to join our community...

512-375-3041 | INFO@AUSTINCREATIVEREUSE.ORG