



# ANNUAL REPORT

## FISCAL YEAR 2020



# EXECUTIVE SUMMARY

**If we had to choose one word to describe this past financial year, it would be **GROWTH**.**

## The Big Move.

We experienced growth beyond expectations and in ways we didn't think possible, thanks to the love and support of our community. That love fueled our move to a bigger and better 11,000 sq ft reuse center in March 2020. The new center will host our retail store and materials processing, plus an expanded workshop with room for our community to come together.

We opened to the public for only 11 days before temporarily closing due to COVID-19, but what an amazing start! Our fiscal year ended in March 2020 under the weight of a pandemic, but we look forward to welcoming the public back into the center to explore, learn and create together again soon.

## Why Reuse?

When Austin Creative Reuse became a non-profit 10 years ago - yes, it's been that long! - we knew Austin would embrace our mission of promoting conservation and reuse. This is a city that would make reuse a first choice for any activity or project. When we reuse, we reduce our landfills, save natural resources and keep harmful chemicals out of our environment. Who could ask for more?



# CHANGES

OUR NEW, LARGER CENTER ALLOWS US TO EXPAND HOW WE ACHIEVE OUR MISSION!



OLD CENTER = 1,600 SQ FT  
NEW CENTER = 11,000 SQ FT  
THAT'S 7 TIMES THE REUSE!



"We are thrilled to have AGR in Windsor Park. It's a perfect example of the kind of eclectic, local, one-of-a-kind, friendly businesses that we work hard to attract."

-Elizabeth Kubala, Windsor Park Resident



Partnering with the Junior League of Austin, ACR provided free school supplies to **640** students, diverting **2104** pounds of reusable supplies from the landfill and saving school families a total of **\$29,274!**

## CLOSED LOOP SCHOOL SUPPLY

ACR LAUNCHED A PILOT PROGRAM WITH TWO AUSTIN-AREA ELEMENTARY SCHOOLS

I cannot express enough how much I enjoyed this little store, anything you could possibly imagine to need for any type of art project or any crafting is in this store. - Yelp Review



# IMPACT

262K  
POUNDS

OF DONATED  
MATERIALS WERE  
DIVERTED FROM THE  
LANDFILL IN FY20



97%

OF MATERIALS  
DONATED TO ACR WERE  
DIVERTED FROM THE  
LANDFILL IN FY20

355  
TONS

OF MATERIALS  
DIVERTED TO DATE  
THAT'S 13 FULL SIZED,  
FULLY LOADED SCHOOL  
BUSES!





# DID YOU KNOW?

Did you know that Austin households discard an average of 26.25 pounds of trash every week? (1) This includes an estimated \$11 million in reusable items each year. (2) In fact, the City of Austin estimates that about 90 percent of all discarded materials headed to the landfills are reusable, recyclable or compostable. (3)

This is where ACR comes in! With the support of our amazing donors, shoppers and volunteers, ACR helps the Austin community decrease the amount of trash sent to landfills by diverting reusable materials and making them available for reuse in our center. We are improving access to affordable materials, educating our community about the benefits of reuse as a first choice and fostering creativity by asking users to “think outside the lines.” We’re doing our part to help Austin reach its Zero Waste Goal by 2040.



Diverted materials include items sold in the store as well as items that are recycled, sent to Austin Resource Recovery, or composted, as well as items such as clothing and books, which are sent to partner reuse organizations, such as Recycled Reads, Josco, and local thrift stores like Treasure City Thrift and Goodwill.

We look forward to diverting even more materials in our new, larger space this year!

(1) City of Austin, FY2015, available at: <https://data.austintexas.gov/stories/s/c8fw-ygic>  
(2) Austin Resource Recovery Master Plan, December 2011, available at: [http://austintexas.gov/sites/default/files/files/Trash\\_and\\_Recycling/PublicMasterPlan\\_lowres.pdf](http://austintexas.gov/sites/default/files/files/Trash_and_Recycling/PublicMasterPlan_lowres.pdf)  
(3) Waste Characterization Study, CB&I Environmental and Infrastructure, Inc., 2015, available at: <https://www.austintexas.gov/news/what%E2%80%99s-our-trash>



# COMMUNITY ENGAGEMENT

"I really enjoy going every week, these people are my tribe. I also have a blast co-hosting craft night every month."  
-Virginia Van Hoogsteden,  
ACR Volunteer

## 41 Workshops and Programs

Including Art of Reuse Workshops, Educator Happy Hours, Craft Nights, Kids Workshops and Camps, Girl Scout Badge Workshops and Reuse Challenge Contests



## 9,631 Volunteers Hours

Donated by individuals and 53 volunteer groups at a total value of more than \$260,000

Our volunteers moved our entire reuse center to its new location in two days! Unbelievable!

## 36 Community Events

Community partners and events included Easy Tiger Craft Nights, Creative Action, Thinkery21, Violet Crown Festival, IIDA Zero Landfill, West Campus Move Out, [Re]Verse Pitch, United Way Day of Caring, St. Edwards University's Big Give and Earth Day ATX

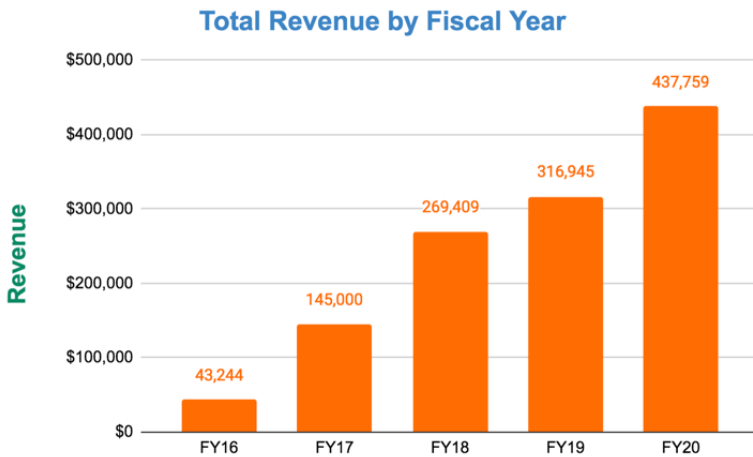




# FINANCIALS

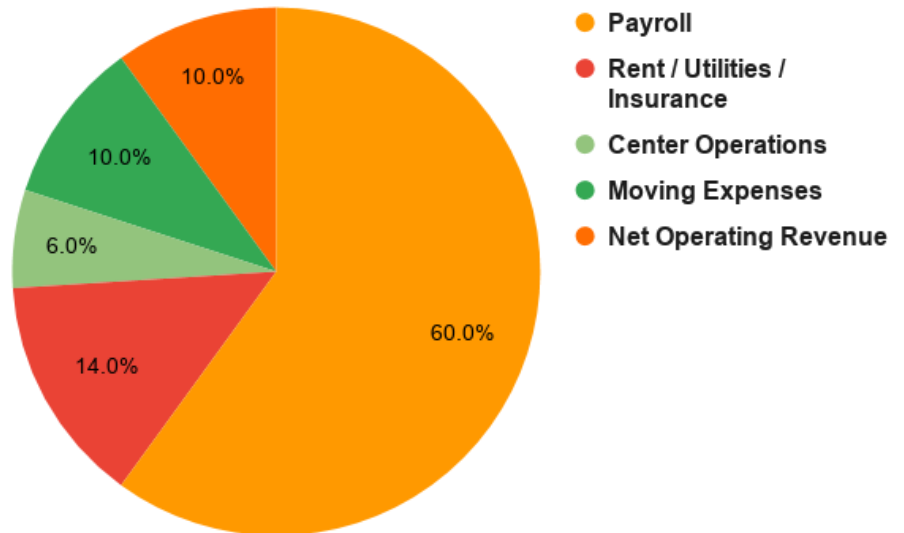
FISCAL YEAR 2020: APRIL 1, 2019 - MARCH 31, 2020

## TOTAL REVENUE



- 38% INCREASE IN CENTER SALES FROM FY19
- GRANTS MORE THAN DOUBLED
- CONTRIBUTIONS INCREASED NEARLY 400%

## WHERE OUR REVENUE GOES



### Why is payroll such a big part of our budget?

At ACR, we believe our people make it possible. Our staff have powered our growth and are essential in making our creative reuse center clean, efficient, safe and shoppable. They enable ACR to accept a wide variety of materials, sort and process them, and offer them at an affordable price to members of our community. In return, we are committed to paying them fair, livable wages.

This place is so cool. With new donations coming in all the time and a really generous definition of what counts as a "creative" item you never know what sort of interesting things you'll find here. - Google Review

# HOW TO GET INVOLVED WITH



Shop the Center | Donate Materials  
Become a Financial Supporter | Volunteer  
Get Crafty With Us | Join a Committee  
Tell Your Friends About ACR | Attend a Workshop  
Follow Us on Social Media



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