

CENTER FOR ReSource CONSERVATION

2639

CONSERVATION

STARTS

CENTER FOR
ReSource
CONSERVATION
www.ConservationCenter.org

IMPACT — 2016 — REPORT



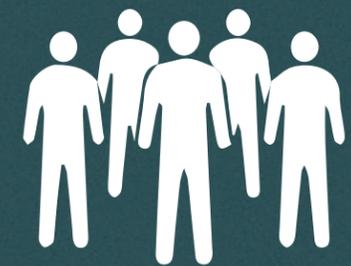
CENTER FOR
ReSource Conservation



MISSION:
PUTTING
CONSERVATION
INTO ACTION

We are the Center for ReSource Conservation.
Thirty people in Boulder determined to make conservation so simple that you don't even realize you're doing it. Our programs have helped more than 400,000 people conserve water, energy and materials -- and we're just getting started. Learn more at: ConservationCenter.org.

12,000 PEOPLE SERVED



just in 2016



A Message From Our Leadership Team

Center for ReSource Conservation proudly celebrated 40 years of conservation leadership in 2016 and our community impact has never been greater.

Our story began as a single-staff organization called the Boulder Energy Conservation Center, which was created by a group of community members looking for solutions to avert the energy crisis of the 1970s. Our programs evolved to include waste diversion and water conservation. Throughout the decades, one thing remained constant—our work was driven by passionate individuals seeking innovative solutions to meet the environmental challenges of our time.

Building on this strong foundation, we recently charted a new vision to launch us into the future. **Our Vision 2020 Goals include a bold call to conserve a billion gallons of water, make ReSource a national model for waste diversion, and triple the number of ReNew OurSchools energy competitions to inspire the next generation of conservationists.**

We also unveiled a new program, Conservation for All, to share the financial and environmental benefits of conservation with low-income families. Through a unique partnership with housing authorities, you can now donate your favorite conservation products (high-efficiency toilets, LED bulbs, reclaimed materials from ReSource, or solar panels) to local families. Our goal is to generate \$5 million in savings for 2,000 low-income families, while reducing our community's impact on the environment.

We continue to be humbled and energized by your support and by the actions you take every day to protect our planet.

With gratitude



Erin Hadary
Board Chair



Neal Lurie
President

“small acts, when multiplied by **MILLIONS** of people, can transform the



—Howard
Zinn



23.2 MILLION
Gallons of Water Saved

Garden In A Box

With more than 3,200 xeric gardens sold in 2016, our popular *Garden In A Box* program offers a simple approach to water-wise landscaping. We work with local landscaping gurus to design beautiful, low-water plant and vegetable gardens that we provide to community members as starter kits with step-by-step planting & care guides. In conjunction with our xeric gardens, we doubled the number of our free *Water-Wise Seminars* to further educate residents on sustainable landscaping practices, such as turf removal & low-water irrigation systems.

2016 Highlight: This year for the first time we offered gardens in the Fall planting season, selling out in only two days & underscoring the high popularity of this program. Through both the spring & fall planting seasons, *Garden In A Box* participants converted over 200,000 square feet of grass into water-wise landscaping!

“This is truly an amazing service. As a newcomer to CO, I can’t express how appreciative I am that you couldn’t have made it easier for me to make location-appropriate decisions about my new garden choices.” - Denver Customer



Slow the Flow

Our *Slow the Flow* services help Colorado residents & businesses increase their water efficiency & reach their community conservation goals. This program provides simple & economical recommendations that helped more than 1,700 families & organizations conserve water in 2016.

2016 Highlight: CRC partnered with the City of Louisville to pilot the Smart Control Clock Installation program, which helped residents water landscapes more efficiently, all with a simple app on their mobile device.

“This is a tremendously helpful service. I love that I’ll be helping with water conservation, while I save money and improve my lawn health. Every homeowner with a lawn should be required to have this service when they move in. It would save a huge amount of water.” - Boulder Customer



Toilet Upgrades

Through a unique cost-sharing partnership with local governments, our *Toilet Upgrade* program provides community members with high-efficiency toilets to replace water-guzzling old ones. With the replacement, families save up to 300,000 gallons of water over the lifetime of the toilet, which also means lower water bills every month.

2016 Highlight: New this year, we added a program to better serve low-income families in our community. Of the 683 toilets that we installed in partnering communities, 83 were provided to families who could not otherwise afford one.

“Couldn’t be happier with the process and the outcome. My new toilet is quieter and more modern. I’m helping use less water. My condo association has a lower water bill. I did not have to shop for it. It was no hassle having it installed. Win, win, win.” - Thornton Customer



4 MILLION POUNDS DIVERTED

just in 2016

ReSource

Located at 6400 Arapahoe Avenue in Boulder, *ReSource* facilitates the upcycling of building materials -- from lumber & cabinets to appliances & tools -- through a donation & resale program. This program has diverted more than 38 million pounds of material from landfills, helping to save money on home improvement projects while building a more sustainable community.

2016 Highlight: This year we made significant strides towards our goal of making *ReSource* a national model of waste diversion. We focused on continually improving the experience for community members by developing bilingual signs & a new directory, setting attractive prices & focusing on higher quality goods. We also worked with our team of associates to make our operating procedures more efficient so that it is even easier to conserve materials.

“A trip to ReSource combines three of my greatest passions: creating, saving, and improving. Not only did shopping at ReSource cut my budget down to a small fraction of the cost of a new build, it also gave me peace of mind to know that I was preserving things that normally would have landed in a landfill”
- Erin Elizabeth Noelle Cartmell, *ReSource* Customer

Erin's barn refurnished using materials from ReSource





CLEAN
ENERGY



UP TO
42% ENERGY SAVINGS
in 2016 school competitions

ReNew Our Schools

ReNew Our Schools is an energy saving competition that empowers students with real-time energy use data & technology to help them make smarter choices to conserve energy. The program serves as a catalyst for long-term change starting in the schools, & extending to the students' families & communities. While students learn the power of energy efficiency & renewable energy, school districts see real savings on their monthly utility bills.

2016 Highlight: Through the 2016 school year, ReNew Our Schools reached over 13,000 students with energy savings of up to 42% in the Jefferson County School District in just one month! The district found this program so useful that they initiated three additional competitions of their own in the spring of 2017 to continue the energy-saving benefits.

“I have had SO many teachers and families tell me about the great conversations their students and kids have had and continue to talk about in class and at home. Thank you!” - Angela Prater, West Woods Elementary Teacher

“*Conservation is humanity caring for the*
FUTURE.”

Nancy Newhall

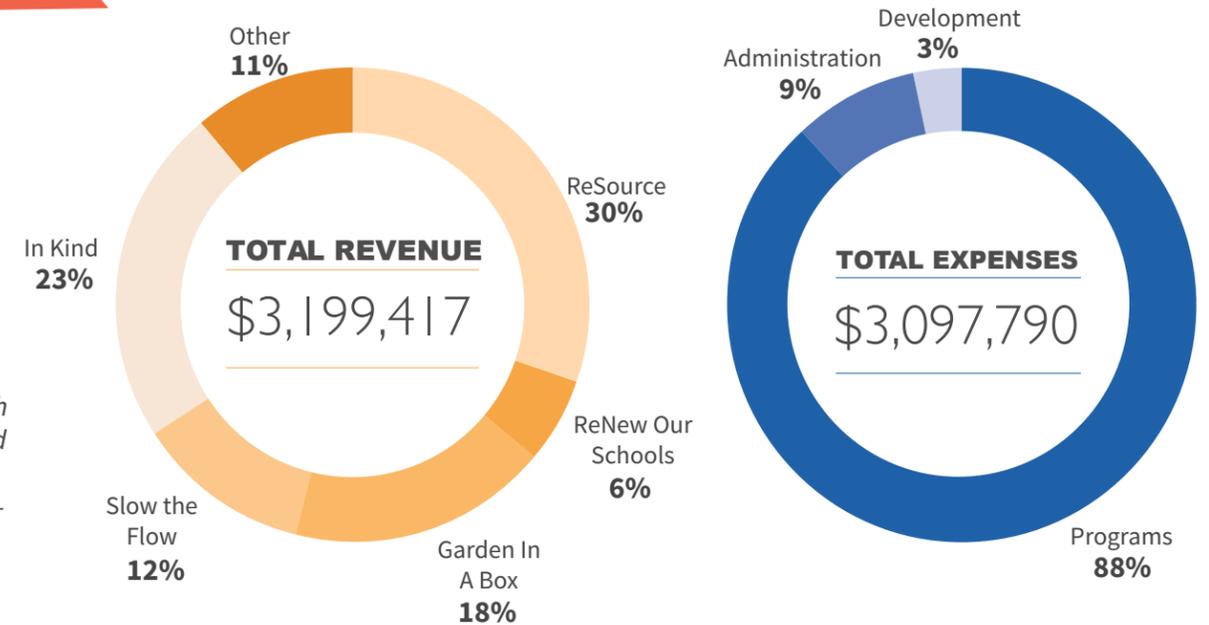
 Vision **2020** Goals

- Save one billion gallons of water.
- Triple the number of ReNew Our Schools competitions.
- Pioneer new energy program to address an unmet conservation need.
- Make ReSource a national model for waste diversion.
- Generate \$5 million in savings for low-income communities.
- Build 6 months of financial reserves.

 **2016 FINANCIAL OVERVIEW**



Center for ReSource Conservation has earned the coveted four-star rating, which means that we exceed industry standards & outperform most non-profits in our sector.



With Gratitude,

Your continued support for our programs at the Center for ReSource Conservation helps us to deliver these conservation results & engage more people in simple conservation actions. We've reached over 400,000 people & look forward to keeping the momentum going.

from our 2016 Board of Directors

- | | |
|-----------------------|----------------------|
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NSERVATION

HERE

CENTER FOR RESOURCE CONSERVATION



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conservationcenter.org

Center for ReSource Conservation is a 501(c)(3) non-profit organization.

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