

# Center for ReSource Conservation 2013 Impact Review



***"CRC is committed to leading  
the Front Range in putting  
conservation into action."***

*Tom Chesney,  
Chairman of the Board*

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CENTER FOR  
**ReSource**  
CONSERVATION

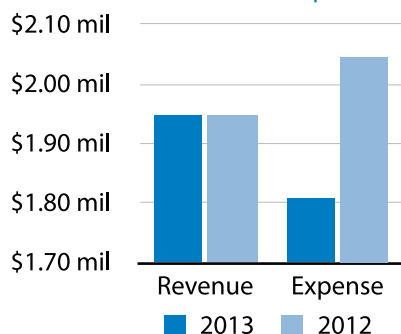
[www.ConservationCenter.org](http://www.ConservationCenter.org)



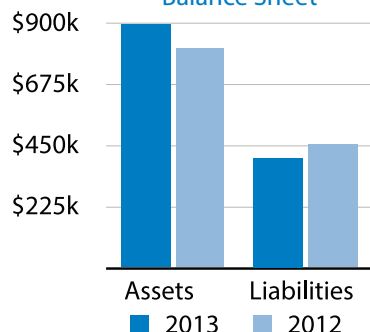
# 2013: A Year of Change

**We've been calling 2013 a turnaround year.** What really jumpstarted a long list of positive changes was pausing, listening to our stakeholders, and making some tough decisions. The resulting actions set us on an intentional path to make the organization and our programs sustainable, scalable and more impactful. The entire CRC team is excited about 2014 and the opportunity to implement our new strategic plan. Here are some highlights of our 2013 journey:

Revenue and Expenses



Balance Sheet



- Leadership changes happened at the staff and Board levels. We have recruited excellent new employees who are integrating seamlessly with the talented staff already in place. The entire team, new and old, are committed to maximizing the impact of our programs and working to put conservation into action.
- With the support of Social Venture Partners, we launched a strategic planning process, resulting in revised mission and vision statements for the organization.
- Our Board took the initiative and outlined what the next chapter of CRC will look like and recruited many new members, who brought with them not only energy but fresh ideas.
- We re-prioritized to reduce overhead and to focus on investing excess revenue back into our programs.
- We invested in our staff and offered more professional development opportunities. The team is motivated and engaged in our mission.
- We significantly improved our balance sheet to strengthen the sustainability of the organization.
- We increased impact across all programs, with strategic decisions that support growth, collaboration and scalability.

*Tom Chesney*

Chairman of the Board

*Michelle Barnes*

Interim Executive Director

## To our donors, partners, volunteers, and Board of Directors:

Many of CRC's programs earn revenue that helps cover our operating expenses and program development, but it is support from our community that truly drives our sustainability. Without you, we couldn't grow programs, pilot new ideas, or increase our impact across Colorado communities. Thank you for your generous gifts of leadership, time, talent and treasure!

*Thank You!*

### 2013-14 Center for ReSource Conservation Board of Directors:

Thomas B. Chesney

Gia Medeiros

Scott Griffin

Mark Ruzzin

John V. Anderson

Mike S. Ashford

Bob Beckemeyer

David Miller

Mark Monroe

Linda Olsson

Andrea Ray

Trent Yang

# Sustainability Programs *Snapshot*

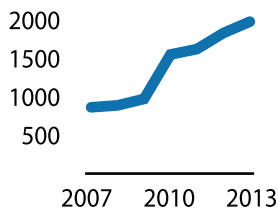
In 2013, CRC renewed our emphasis and focus on the core programs that have conserved natural resources and helped over 65,000 Front Range residents put conservation into action. Through purposeful decisions and efforts, our impact significantly increased across all program areas, and we reached more community members than ever before.

After three years, construction at 6400 Arapahoe was completed, and Eco-



Cycle moved on-site, completing Phase One of the City of Boulder's Recycle Row plan. By year's end, customer traffic had increased significantly, as did the amount of building materials diverted through ReSource. Over four million pounds

**ReSource:**  
Tons of Waste Diverted



of material stayed out of the landfill in 2013.

Our Tool Library was

augmented with popular new tools, boosting membership, revenue and impact.

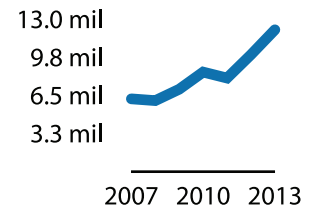
We made the difficult decision to cease operations at ReSource Fort Collins. We're tremendously proud of our seven-year history, and hope to remain active there through partnership opportunities.



For the 11th year, CRC partnered with water providers across the state to help residents conserve water through Slow the Flow irrigation and indoor audits, leading to savings of more than 12 million gallons in 2013

alone. Twenty-three municipalities and over 2500 households from Colorado Springs to Aspen took advantage of the program, a 20% increase over 2012. We're proud to be helping Colorado communities adopt long term strategies for water conservation.

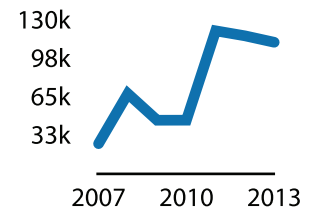
**Slow the Flow:**  
Gallons of Water Saved



Working with 11 water utilities in 2013 we

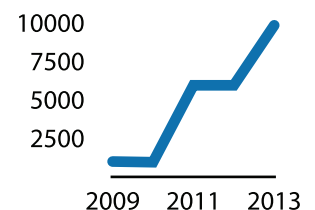
distributed 1,300 xeric gardens, selling out in every participating community. This directly led to 111,500 square feet of beautiful low-water xeriscape being planted, and a potential savings of 1.2 millions of gallons of water per year.

**GIAB: Sq. Ft. Converted to Xeriscape**



Embracing the next generation of conservationists, we invested heavily in this school based energy competition. Please see page four for the complete success story.

**Renew Our Schools:**  
Students Served



***"SVP and CRC are working in tandem to increase CRC's efficiency and effectiveness so that they may have greater impact in the communities they serve."***

*Jennie Arbogash, Executive Director,  
Social Venture Partners Boulder County*

Center for ReSource Conservation  
2639 Spruce Street  
Boulder, CO 80302

resilient garden implementable  
renewable mindful transparency education  
vibrant environmental local forward-thinking  
resource sustainability smart action awareness  
social benefit responsible impact  
stewardship CRC scalable healthy  
community reuse investment culture efficiency  
conservation positive  
collaborative best practice recycle grow  
zero waste

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## ReNew Our Schools Empowers Student Leadership



ReNew Our Schools, our youth engagement program, hosts an energy competition that empowers thousands of K-12 students to become energy stewards. 14 schools competed to lower their energy footprint and three schools were awarded prizes of more than \$20,000 each in energy retrofits at their school. Winning schools reduced their energy use by more than 10% over the month-long competition. In addition,

many schools formed environmental clubs that will continue to promote conservation.

Student-led, ReNew Our Schools harnesses kids' natural enthusiasm and provides curriculum for the classroom. This year we began pairing students with local energy professionals and mentors. Through an in-

kind partnership with eGauge, we installed devices that tracked energy usage changes in real time. School district demand is growing sharply; in 2014 we are fundraising to host three competitions.

## CRC In the Community



To celebrate the conclusion of construction at ReSource, CRC (with the help of amazing volunteers) sponsored ReSource Wars. Nine teams, featuring Boulder's finest design talent were challenged with a "Design and Build Speed Round" - in 15 hours, they had to design and create a one-of-a-kind installation in the ReSource Showroom. The rules were simple: use only up-cycled materials. The resulting nine displays were both beautiful and creative, and are now integral parts of the ReSource showroom.