



CENTER FOR  
ReSource Conservation

# 2014 IMPACT REPORT

Putting Conservation into Action

The Center for ReSource Conservation programs include:



Slow the Flow



ReSource



Garden in a Box



ReNew Our Schools

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

# A STRONGER CRC WITH TREMENDOUS IMPACT

We are calling 2014 the year of successful capacity building. The Center for ReSource Conservation focused our attention on the twin priorities of financial sustainability and environmental impact.



**Michelle Barnes**  
Interim Executive Director



**Tom Chesney**  
Board Chair

Armed with a set of strategic goals, we worked to ensure that we were investing our resources effectively and efficiently, moving forward and setting the stage for smart growth. The entire organization put our collective energies into implementing systemic improvements. Not all of these changes were easy. Many were downright hard. But, we have exited 2014 stronger than ever.

A few shifts we made included:

- Implementation of our new strategic plan with a shared vision for the future;
- Improved customer communications including the launch of a new website;
- The sale of our building in Fort Collins and reorganization at ReSource Boulder;
- Investment in technology that allows us to serve more people more efficiently.

We entered 2015 ready to embrace a new phase for the organization involving greater impact, smart growth and innovation. You can expect to see us continue to grow the impact of our core programs.

You'll see more investments that focus on improving our programs. And, you'll see us working with our partners and the community to look at innovative ways to **Put Conservation into Action.**



# BIG IMPACT

The **55,000 people who engaged** with CRC and its programs in 2014 are critical to our work. Whether you are a municipal partner, funder, customer, student, school group, volunteer or business owner, your participation drives a sustainable impact.

**172,000** <sup>SQ FT</sup> = 3 

New Xeric Gardens from **GARDEN IN A BOX** filled **172,000 sq. feet of land** and require **60% less water** over traditional turf. That's equivalent to the land area of the football field at Sports Authority Field times three!



**11.4 million gallons of water saved** via our water conservation programs including **SLOW THE FLOW**. That is enough water to fill more than **17 Olympic-sized pools**. And those savings carry on year after year.



**16,300 students engaged in energy conservation** through **RENEW OUR SCHOOLS**. That's as many people as live in Durango! For their efforts, **\$140,000 in prize money for energy retrofits** was awarded to their schools.

**3,400,000** 

**Almost 3.4 million pounds of building materials** were diverted from landfills thanks to **10,000 donors** to **RESOURCE BOULDER**. That's the equivalent of **1 million Americans producing no trash for a day**.

Learn more out our community impact at [ConservationCenter.org/Impact](http://ConservationCenter.org/Impact)



# STRATEGIC PRIORITIES

In 2014, our Board of Directors and staff partnered with Social Venture Partners of Boulder County to lay out a three-year strategic plan and to develop company values. With this framework, the organization is now pulling in the same direction and our resources are aligned with our mission. The pillars:

- **Position CRC to be funded primarily by social enterprise** (not exclusively) and to grow through social enterprise opportunities;
- **Grow CRC and existing CRC programs**, and initiate new programs and innovations, with the dual intent of maximizing community impact and ROI while ensuring their sustainability;
- **Prioritize financial strength, viability, and impact** of the organization by implementing best in class business practices as standard operating procedures;
- **Value community education** as part of program delivery and impact, but not as an end in itself;
- **Focus on strategic growth** within the Colorado Front Range and only operate regionally on an opportunistic basis;
- **Establish CRC as an organization that prioritizes collaboration**, relationships and partnerships to achieve our goals;
- **Develop and execute best practices** for Board governance to ensure an effective and engaged Board of Directors;
- **Make CRC a highly desired place to work and volunteer.**

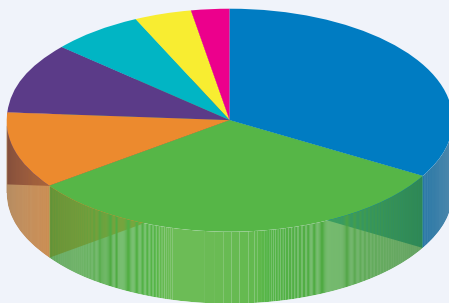
Be sure to visit our new website at

**CONSERVATIONCENTER.ORG**

# FINANCIAL HIGHLIGHTS

Our fiscal health has been improving for several years and 2014 was a solid year in all aspects. In addition to adding to our cash reserves, we reduced our liabilities and made strategic infrastructure investments to assure sustainable future growth.

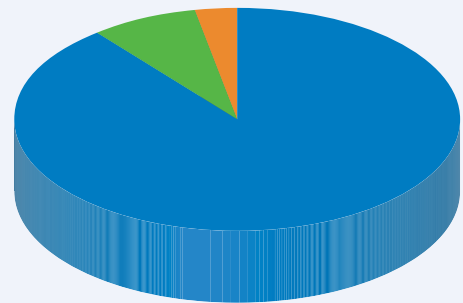
## Revenue by Source



In-Kind	\$991,120
ReSource	\$944,927
Slow the Flow	\$327,210
GIAB	\$310,761
G&A Admin	\$192,585
Other	\$127,466
ReNew Our Schools	\$78,500

Total: \$2,972,568

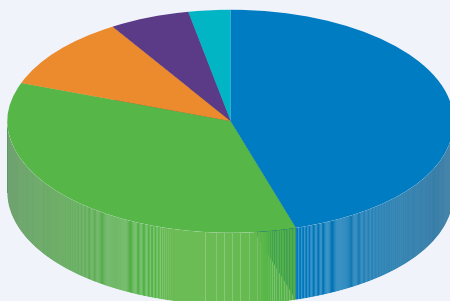
## Expenses by Function



Program Services	\$2,607,694
G&A	\$231,121
Fundraising	\$83,595

Total: \$2,922,410

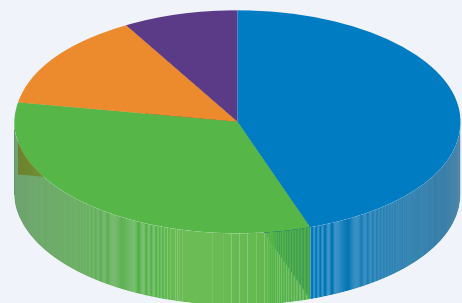
## End-of-Year Assets



Cash	\$288,617
Property & Equipment	\$223,281
Inventory	\$65,535
Receivables	\$38,121
Prepaid Expenses	\$18,029

Total: \$633,583

## End-of-Year Liabilities



Payroll Liabilities	\$38,862
Accounts Payable	\$28,786
Deferred Revenue	\$12,070
Copier Lease	\$7,174

Total: \$86,892

# THANK YOU...

to our Donors, Partners, Staff, Volunteers  
and the CRC Board of Directors

**Our fundamental mission is to put conservation into action to support thriving communities living sustainably.** Without you, we couldn't grow our programs, pilot new ideas, or have such a strong impact in conserving natural resources. We applaud all of you who are working to make our community sustainable.

## Board of Directors – 2014

Alison Peters  
Andrea Ray  
Andre Bollaert  
Andrew Moore  
Ben Apple  
Chris O'Neill

David Miller  
Gia Medeiros  
John Anderson  
Linda Olsson  
Mark Monroe  
Mark Ruzzin

Mike Ashford  
Ron Flax  
Sarah Haas  
Scott Griffin  
Tom Chesney



CENTER FOR  
ReSource Conservation

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