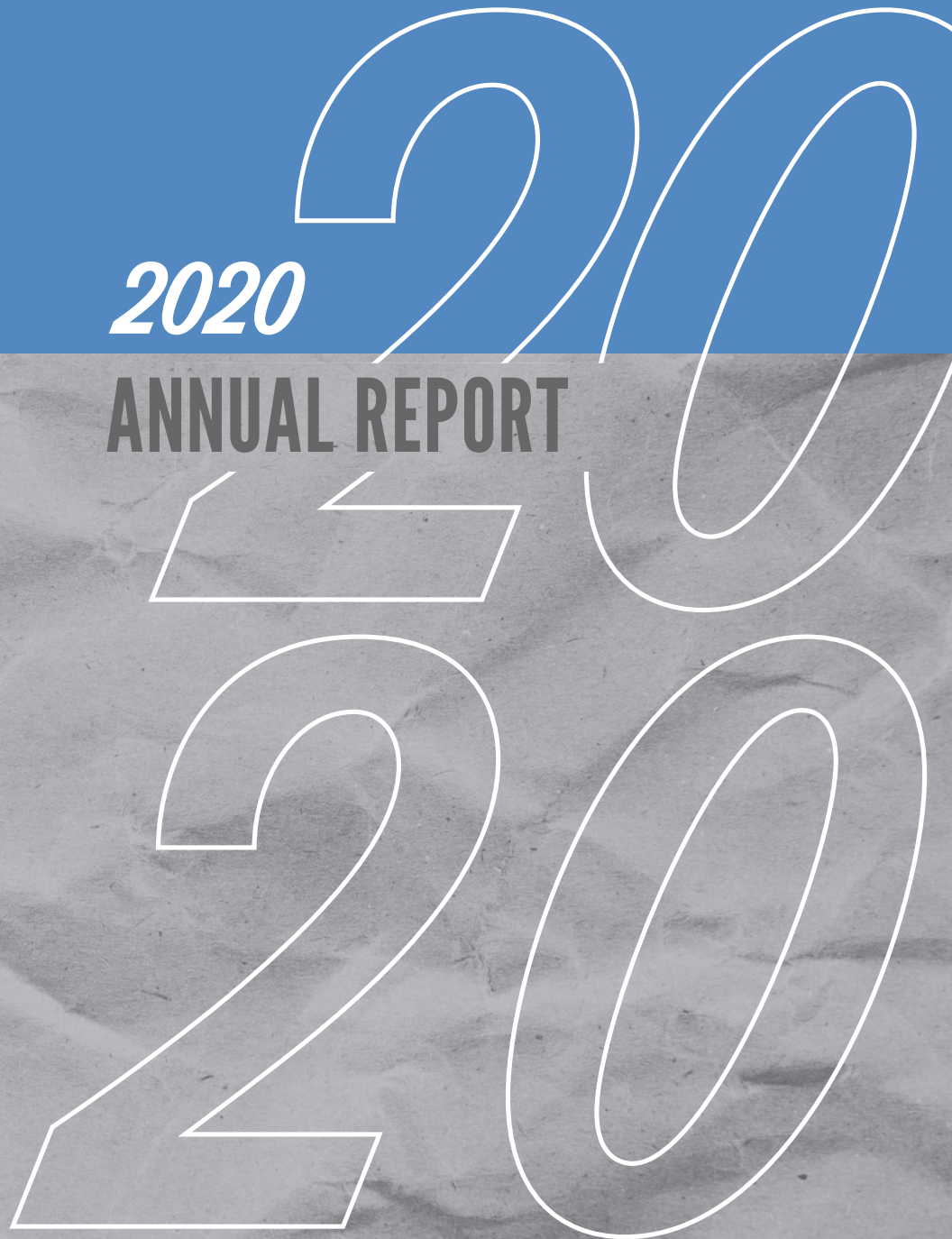




2020

ANNUAL REPORT



letter from the EXECUTIVE DIRECTOR

We Didn't See That Coming!

How do you summarize a year like 2020? It was a year we'll never forget. We went home, and we stayed home. We learned new tricks. We protected our health, and the health of our communities. We recommitted ourselves to the work of racial justice and defining our role in that work. We made significant changes. We grappled with our privileges and wrestled with our blindspots. We rediscovered our resilience. We'll never be the same. We're a better organization because of it. We were in it together and we made it through together. We are forever grateful.

As the COVID-19 pandemic descended upon the world in early March, we had no idea it would impact us as deeply and for as long as it did. We transitioned to working from home, canceled site visits and travel, and leaned hard on our Zoom account to keep us connected. That was the easy part.

We realized the need to adjust wasn't going to be temporary, so we began focusing on adapting our planned programs and events. We had already begun the process of eliminating our Lend-A-Bin program, and with nearly all public events on hold or canceled, we knew it was time to liquidate the last of our fleet. The groundwork we laid in 2019 on stakeholder outreach for the Indianapolis Circular Economy Initiative (ICEI) paid off when we needed to go virtual for our stakeholder meetings. We submitted a massive application for a massive grant, participated on the Indianapolis City-County Council's Sustainability Commission, and publicly launched ICEI all through virtual formats.

We began focusing on quality over quantity for our programs and in hindsight, we churned out an impressive number of events and education resources with a reduced staff of three. We hosted webinars, created a series of plastics recycling videos, and made the tough decision to pivot our 2020 Annual Conference to a fully-virtual format. To say we learned a few new things is the understatement of the year. From virtual networking platforms to virtual event hosting websites and all the sponsorship shape-shifting in between, we self-taught our way through with sheer determination and commitment to deliver value to our members and partners. It was a huge success—you can read more about it in the [2020 Conference Report](#).

Meanwhile, we raced to apply for federal Paycheck Protection Program (PPP) Loans and successfully jumped through those hoops to buoy our bank account and keep payroll rolling. What a blessing.

We made significant progress on the Master Recycler Program, thanks to a grant from the Efroymson Family Foundation in 2019. We got to work on the first module and continued developing content, graphics, and interactive lessons while reaching out to more potential sponsors and grantors for the program.

We successfully pulled off 2 big fundraising campaigns - one in April for Earth Month, and one at the end of the year. Both campaigns exceeded our expectations and set records for us—a true testament to the support we received from our members and donors all throughout the year

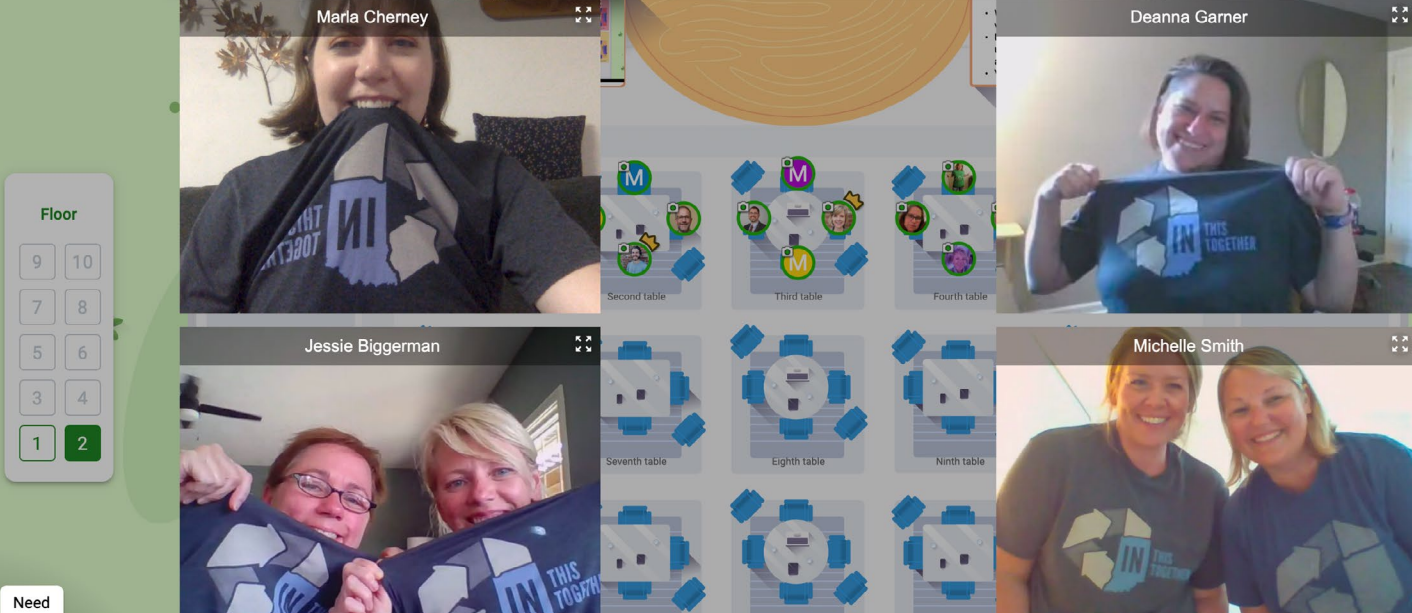
One of our best moments of the year was—after recovering from hosting the virtual Conference - when we realized our financials were strong and we could finally hire the candidate we identified to fill our Marketing and Communications Manager position in the spring, right before COVID hit. This allowed us to bring our staff count back to full capacity. Morgan Hartman joined us in August and has been a tremendous addition to our team and our organizational capabilities.

In total, 2020 was a year we never saw coming and one we'll never forget. We retooled our programs which fast tracked our continuing evolution. But most of all, **your support throughout 2020 was incredibly meaningful**. It meant everything to us and we're so proud to still be here, working together to strengthen the circular economy in Indiana. We know if we can make it through 2020 better than we started, we are resilient!

Sincerely,



Allyson Mitchell
Executive Director
Indiana Recycling Coalition



VIRTUAL CONFERENCE

Due to the emergence of the COVID-19 pandemic, we pivoted to hold our very first virtual conference. The Conference was held June 8-12 and featured a total of 16 live, pre-recorded, and virtual networking events. Our exhibit hall was also held virtually, utilizing the Remo software, which was a virtual room with tables for exhibitors and guests to mingle.

We also concluded our 30th Anniversary Campaign at the end of the Conference, and met our goal to raise \$30,000 in our 30th year of operation. As part of that celebration, we held a session focused on our 30 IRC Recycling Rock Stars. The Rock Stars include peer-nominated individuals who helped shape Indiana's recycling landscape for the better.

Overall, the 2020 Virtual Conference was a resounding success, with over 220 attendees and 40 speakers from 18 US states and Canada. The virtual format allowed us to record live sessions and make them available to participants unable to attend live. The recorded sessions were available up to a year after the Conference and generated over 560 session views. In a post-Conference survey, 98% of attendees rated the Conference as excellent and would attend another IRC Conference.



Read me!

BY THE NUMBERS

- 220+** Attendees
- 40+** Speakers & Moderators
- 16** Sessions
- 17** Student Scholarship Recipients
- 18** States Represented
- 4** Days
- 1 Goal:** *to strengthen Indiana's circular economy*

PROGRAMS



INDIANA FOOD SCRAP INITIATIVE

In 2020, the Indiana Food Scrap Initiative’s Food Waste Composting Strategy Group released a white paper comparing Indiana to adjacent states, Illinois and Ohio, against a set of four indicators selected based on data availability and communication power. The goal of the paper was to serve as a starting point for discourse and lead to informed solutions to increase composting activities across Indiana.

During the spring semester, a class of Butler University Capstone students developed a project around effective marketing and communications strategies for decreasing food waste. The students developed two separate pitches for encouraging food waste composting, one for commercial establishments and one directed towards individual residents.

MASTER RECYCLER PROGRAM

Due to the COVID-19 pandemic, the IRC experienced capacity restraints that slowed progress on the MRP. However, the IRC did make significant progress on the program. First, the IRC chose and acquired the virtual software and management system to build and deploy the program. Second, we developed an internal review process for content creation. Finally, we created a model module to illustrate the program to potential sponsors and partners. The model module will allow the IRC to demonstrate the program to potential program sponsors, fully develop a sponsorship inventory scheme, and actively fundraise to continue program development.



INDIANAPOLIS CIRCULAR ECONOMY INITIATIVE

During 2020, the Indianapolis Circular Economy Initiative (ICEI) made some significant leaps forward. In the first part of the year, we finalized the Charter document, which provided our partners with an understanding of the goals, objectives, expectations, and forthcoming opportunities to advance the initiative. Midway through the year, we submitted a proposal to the Lilly Endowment for their Enhancing Opportunity in Indianapolis grant opportunity. And in September, Executive Director Allyson Mitchell gave a presentation to the Indianapolis City County Council’s Committee on Environmental Sustainability about recycling and the circular economy. That presentation coincided with the public announcement of the Indianapolis Circular Economy Initiative.



GRANTS

WHIN

In 2019, the Indiana Recycling Coalition partnered with Purdue University Environmental and Ecological Engineering Program to produce an in-depth study of the recycling infrastructure of a 10-county region in Northwest Indiana. The work was funded by a grant from the Wabash Heartland Innovation Network Regional Cultivation Fund. The study zeroed in on residential recycling activities via remote recycling drop offs, curbside collection programs, and public and private recycling centers in the region.

Over the course of 10 months, the Indiana Recycling Coalition (IRC) engaged with dozens of stakeholders to better understand the regional recycling infrastructure in Northwest Indiana. The stakeholders engaged state and local governments, recycling haulers, recycling recovery facilities, and others around topics such as education, contamination, access, material flow, programmatic challenges, and investment opportunities. Using available and collected data, the team conducted an in-depth analysis and presented multiple key findings for each theme to inform the compilation of regional recommendations. View the [full study](#) for more information.



EFROYMSON FAMILY FUND

The Indiana Recycling Coalition closed a grant from the Efroymson Family Foundation in the amount of \$50,000 to support the startup phase of the Master Recycler Program. The grant provided critical startup support to cover expenses for the creation of a model module. The first module will allow the IRC to demonstrate the program to potential program sponsors, develop a sponsorship inventory scheme, and actively fundraise to continue program development and content creation.

EVENTS



HOW TO RECYCLE RIGHT (APRIL) WEBINAR

We held our first ever webinar “How to Recycle Right” on Earth Day, April 22, 2022 with 88 live attendees. We answered commonly asked questions about recycling and gave advice for how to recycle right.



COVID-19 IMPACTS ON RECYCLING WEBINAR

The COVID-19 pandemic prompted an extra Giving Tuesday in May of 2020. The IRC hosted a webinar on the impacts of COVID-19 and the recycling industry with 103 live attendees.



BOOSTING CARTON RECYCLING WEBINAR

The IRC hosted a webinar on carton recycling in Indiana, sponsored by the Carton Council, on Wednesday, September 16th at 3:30 EDT. Carton recycling has room to grow in Indiana, and this webinar covered the success of carton recycling in the United States and how others can bring carton recycling to their communities. The webinar had 66 live attendees from 11 states.



HOW TO RECYCLE RIGHT (NOVEMBER) WEBINAR

We celebrated America Recycles Day by bringing back an ever-popular webinar: How to Recycle Right. Executive Director Allyson Mitchell answered common recycling questions and the best practices for disposing of waste properly. We also identified the key questions every Hoosier needs to answer before they can begin their quest to recycle right. The webinar had 201 live attendees from 19 states and almost 200 video views.

OUTREACH

SITE VISITS & TOURS

We came out of the gate strong at the beginning of the year for our travels around the state. Due to the pandemic, site visits and facility tours came to a screeching halt mid-March, and our outreach shifted to virtual platforms. Below is a brief overview of our outreach efforts:

In-person

- Covanta Tour (Jan)
- Midwest Bale Ties Tour (Feb)
- Mervis Recycling Tour (Feb)
- Conscious Living Community Recycling Event (Feb)
- Boone County SWMD Tour (Feb)
- GreenCycle Tour (Feb)
- Browning Lunch and Learn (Feb)
- Renaissance Electronics Lunch and Learn (March)
- DAK Americas Tour (March)

Virtual

- Hoosier Environmental Council's Facebook Live Event (April)
- Encamp Podcast, Speaker (May)
- Taking Care In Business Podcast, Speaker (June)
- Rotary Club Presentation (July)
- IUPUI Sustainability & Resilience Summit (September)
- Commission on Environmental Sustainability Meeting (September)
- Illuminate Podcast, Speaker (October)
- Indiana State University Career Panel, Speaker (October)
- Blue North Supply Chain Meetup, Speaker (November)
- AISWMD Board Meetings (Regularly)
- IDEM RMDB Meeting (Quarterly)



DIGITAL PRESENCE

SOCIAL MEDIA



5372 Facebook Followers



1851 Twitter Followers



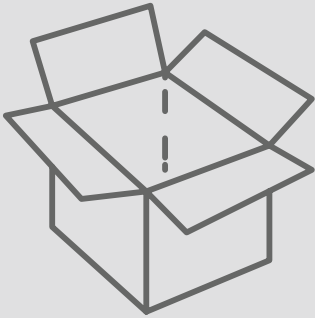
1175 Instagram Followers



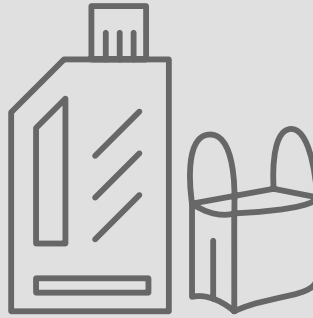
676 LinkedIn Followers

RECYCLESEARCH

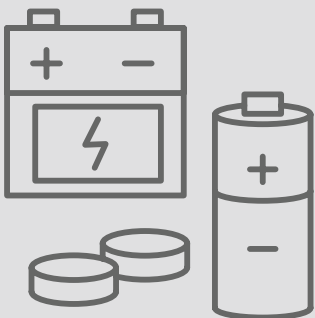
Top Searches



Cardboard



Plastic



Batteries

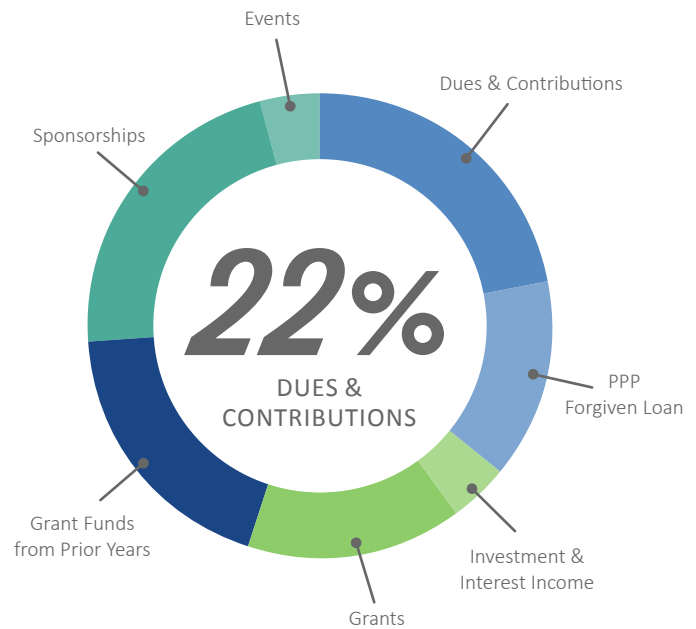


Glass

FINANCIALS

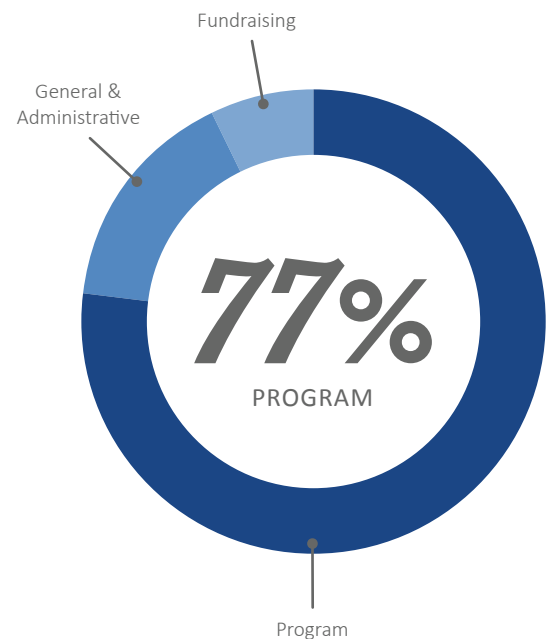
INCOME

Dues & Contributions	\$65,698.00
PPP Forgiven Loan	\$38,300.00
Events	\$12,345.00
Grants	\$43,630.00
Grant Funds from Prior Years	\$57,000.00
Sponsorships	\$63,901.00
Investment & Interest Income	\$12,782.00
Total Revenue	\$293,656.00



EXPENSES

Program	\$225,489.00
General & Administrative	\$46,796.00
Fundraising	\$20,840.00
Total Expenses	\$293,125.00



STAFF AND BOARD

STAFF

Allyson Mitchell, Executive Director
Jean Miller, Director of Administration
Marla Cherney, Programs Manager
Morgan Hartman, Marketing & Communications Manager
Emily Jackson, Contractor (IFSI & WHIN)
Nanette Johnson, Accountant



BOARD OFFICERS

Morgan Bennett, Green Broad Ripple, IRC President (PI)
Pamela Francis, Schott Design, IRC Vice President (P)
David Vonnegut-Gabovitch, Jewish Federation of Greater Indianapolis, IRC Treasurer (P)
Ryan Franz, Just Packaging, IRC Secretary (P)

PI – Public Interest
P – Private
G – Government
AL – At Large

BOARD OF DIRECTORS

Stacey Boggs, Pratt Industries (P)
Jessie Biggerman, Johnson County SWMD (G)
Nick Brothers, Indianapolis Demolition Company (P)
Rachael Hoover Lekic (AL)
David Jose (AL)
Craig Lutz, Republic Services of Indiana, (P)
Lindsay McGuire (AL)
Kelvin Okamoto (AL)
Jared Rains, Goodwill Industries (PI)
Greg Spratt (AL)
Michael Davis (AL)

INTERNS

Holland Cluff
Jamie Flatter
Dylan Patterson

SPONSORS

Berry Global	Eskenazi Health	Midwest BaleTies	Quincy Recycling	Rumpke
Brightmark	Glass Packaging Institute	Monarch Beverage	Ray's Trash	Sesco Group
Carton Council	Hoosier Beverage Association	NuGenesis	Rehrig Pacific Company	Strategic Materials
EcoPartners	Kroger	Pratt Industries	Re-TRAC Connect	WestRock

DONORS

\$50 AND UNDER

Taren Porter
Harvey Abramowitz
Melinda Blakesley
Jennifer Franz
Jim Gamage
Andrew Harris
Jeffrey Haverly
Ron Lehan
Michael Malloy
Allyson P Mitchell
Kim Schafstall
Sylva Zhang
Maureen Keller
Paul Coseo
Brian Helton
Tyler Henkle
Philip Sanders
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Mary Hayes
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Jennifer Dummett
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Kathleen Seufert Grimes
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Sacha Teague
Ellen Welch
Tim Barton
Jamie Hahn
Emily Slade
Sandy Alexander
Antonio Chapital

Jessica Davis
Scott Gardner
Shaunna Graf
Jordin Hajek
Marissa Hammond
Judy Houser
Edwin Morris
Molly Patricia
Maury Plambeck
Vicky Smith
Andy Troxel
Vicki Westbrook
Carol Killen
Barbara Maher
Jennifer Roberts
Michael Alerding
Susan Early
Margot Gibson
Kristi Masters
Lucille Miller
Palka Patel
Cassandra Stockamp
Nicholas M Brothers
Ellie Buijks
Yael Epstein
Lauren Good
Craig Jariz
Julie Rhodes
Emily Adamson
Chris Van Gessel
Kevin Troxel
Nichole Freije
Melissa Hatter
Nancy McCarthy
Holland Cluff
Deborah J Bonte
Kelley Davies
Dan Arnett
James Comerford
Russell Francis
Debora Franz
Sue H Jackson
Anne Laker
Michael Litwin
Pamela Percival
Megan Scott

\$51-100

Kevin Hardie
Hermina Van Helfteren
Tracy Chandler

David E Johnson
Angela M Jones
Kathy Arnold
John Cangany
Morgan Hartman
Rosemary Spalding
Melissa M Tarin-Malik
Anne Renihan
Elizabeth Brandt
Jennifer Franer
Jesse Kharbanda
Shelly Recker
Paul Reed
Kristin Salat
Katherine Stellhorn
Erin Urschel
Gretchen Van Gessel
Melissa Widhalm
Mary Jane Young
Linda Broadfoot
Ryan Natzke
Lauren Day
Jesse Kirkham
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Joe Bridwell
Brian P Disborough
Ruthann Osenbaugh
Malinda Powell
Kelvin T Okamoto
Rachael Z Hoover
Tanjimul Alam
Christine Carlson
Megan McLarty
Penny Ausmus
Stacey Boggs
Linda Brentlinger
Lacey Robinson
Julanne Sausser
Lynne Willis

\$101-250

Staci Cline
Jennifer Hartwell
Jenny S Androne
Jessie Biggerman
Sue Maki
Kenneth Miller
Vince Saul
Catherine Snyder
Christopher Thilges
Stephanie Thilges

Barbara Wilder
Ramon Dunkin
Jean P Miller
Alicia Reuter
Jared M Rains
Marla Cherney
Kary R Franz
Neal Bennett
Dan Boots
Lindsay McGuire
Kelly Geckler
Gary Liss
Michael Davis
Indra Frank
Jordan Sewell
Greg Spratt
Brett Welch
Dean P Smith
Nolan Taylor
Jennifer Kelley
Natalie Stucky

\$251-1000

Sam & Audrey Detrick
Julia Hogan
Morgan E Bennett
David E Jose
Laura Hennemann
Brenda C Rising-Moore

\$1001 AND UP

Elizabeth Marshall
David Vonnegut-Gabovitch
Pamela R Francis
Ann Stack