



# Overview

- Support for nonprofit reuse
- Reuse in NYC
- Challenges of “reuse advocacy”
- Goals



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MATERIALS REUSE**

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# Nonprofit Reuse Support in New York City



Benjamin Rose  
NYC Center for Materials Reuse  
NYS Federation Conference on Solid Waste  
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## Reuse in NYC

- Background
- Players & Stakeholders
- Scope of sector



## Municipal support programs

- Materials for the Arts (schools)
- NYC WasteMatch (businesses & NGO's)
- NYC Stuff Exchange (residents)
- RefashionNYC (residential buildings)
- ***ReuseNYC*** (nonprofit “reuse” organizations)



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## Why nonprofit? Why local?

- Greater local impact
- More fragile infrastructure



## Challenges of “reuse advocacy”

- Definition of “reuse”/ lack of common language
- Diversity of missions & interests
- Data (in)consistency
- Competition

## Facing challenge points

- Focus on localization material flow, direct service, and in-house operations
- Explore common narratives
- Simplifying core standards for base-line [materials, tonnage]
- Highlighting diversity of service

# REUSE!

THINK SECOND-HAND FIRST

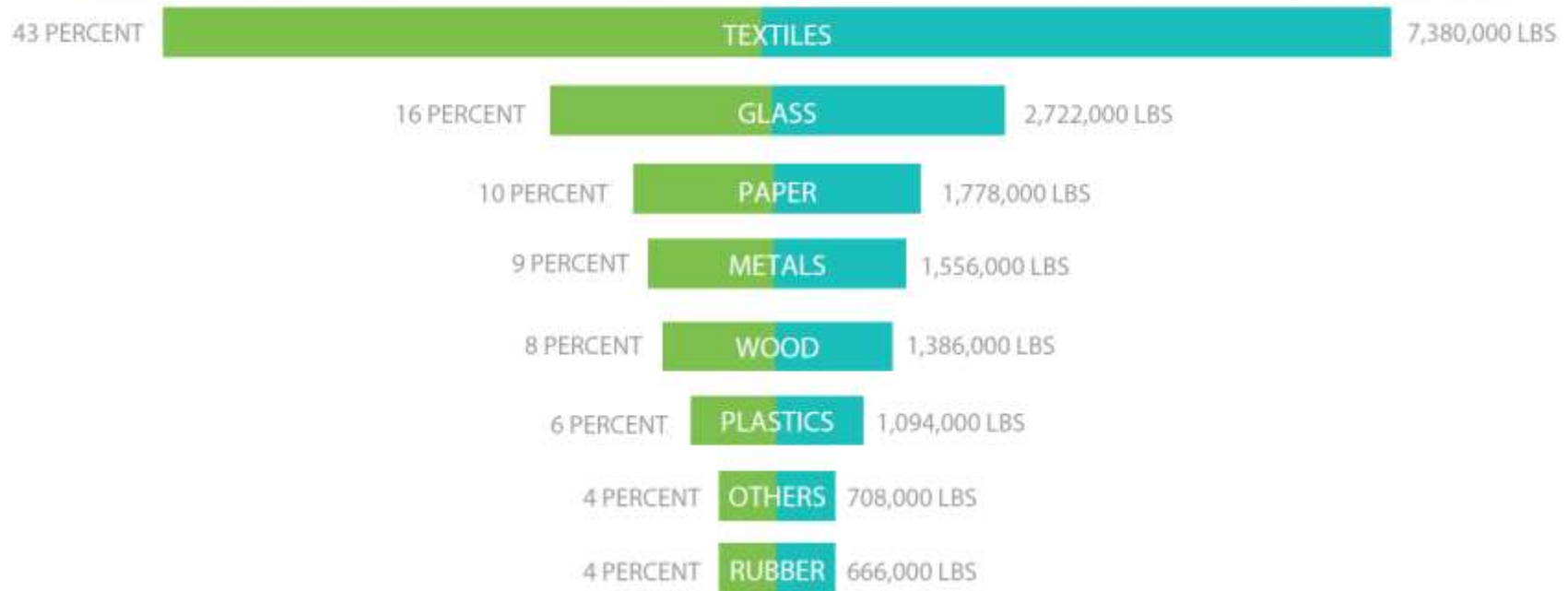
## 2014 ANNUAL REPORT





## TYPICAL MATERIAL DISTRIBUTION OF PRODUCTS

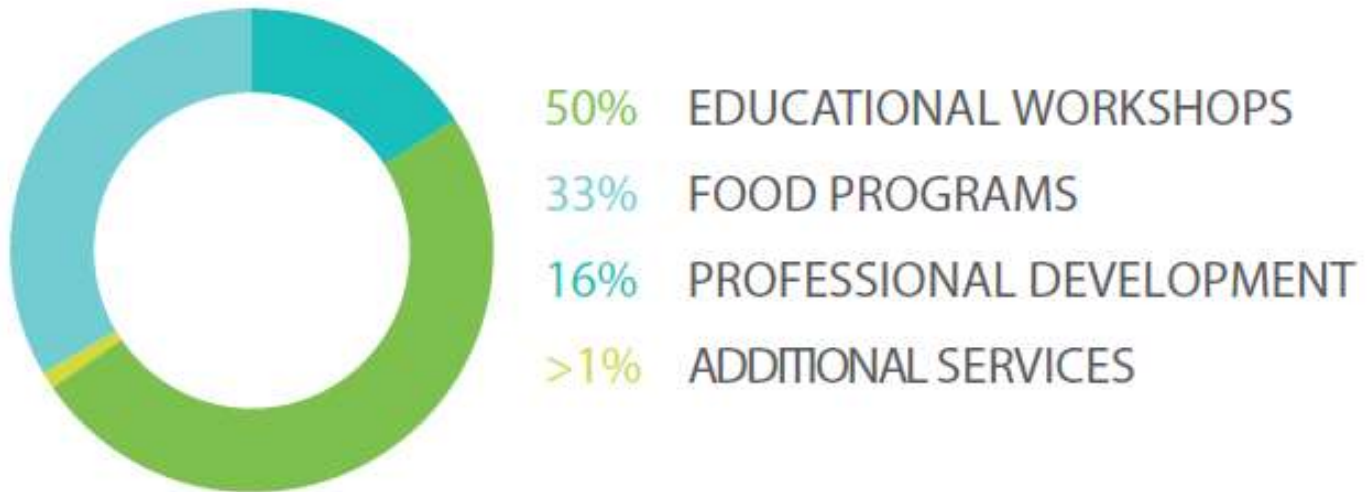
## AMOUNT DIVERTED FROM THE WASTE STREAM



### MATERIAL CLASSIFICATIONS

"Others" includes marble, granite, and ceramic.  
 Materials not classified nor listed above account for 1,582 tons of the overall total.

## DISTRIBUTION OF SOCIAL SERVICES OFFERED



**ADDITIONAL SERVICES**  
Includes Family, Housing, Sheltering,  
Health Care, and Supportive Services

## ENVIRONMENTAL IMPACTS OF REUSE

In 2014, ReuseNYC members<sup>1</sup> distributed approximately **20,454,000 pounds** of material goods. The second-hand products distributed by members contributed to a reduction in greenhouse gas emissions of **32,100 metric tons of CO<sub>2</sub> equivalents** and energy savings of **355 billion BTU<sup>2</sup>**. This emissions reduction is equivalent to<sup>3</sup>:



KEEPING 6,758 PASSENGER VEHICLES OFF THE ROAD EACH YEAR



PREVENTING 34,479,055 LBS. OF COAL FROM BEING BURNED



THE AMOUNT OF CARBON SEQUESTERED EACH YEAR BY 26,311 ACRES OF FOREST



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# NYC CENTER FOR MATERIALS REUSE



**1,000,000**  
PEOPLE SERVED THROUGH  
ONLINE RESOURCES



**\$470,000,000**  
INVESTED IN RESEARCH



**ARTHRTIS FOUNDATION THRIFT SHOP**  
[REUSENYC.INFO/ARTHRTISFOUNDATIONTHRIFT](http://REUSENYC.INFO/ARTHRTISFOUNDATIONTHRIFT)

The Arthritis Foundation is the largest and most trusted nonprofit organization dedicated to addressing the needs and challenges of the 50 million adults and 300,000 children living with arthritis. All proceeds from the Arthritis Foundation Thrift Shop support the organization's mission to drive groundbreaking research, advocate for access to affordable and effective healthcare, and provide vital information and resources.

**1,817,406**  
ITEMS DONATED



**BABY BUGGY**  
[REUSENYC.INFO/BABYBUGGY](http://REUSENYC.INFO/BABYBUGGY)

Founded in 2001 by Jessica Seinfeld, Baby Buggy provides families and children in need with gear, clothing, and critical services through a network of over 80 community-based organizations across the United States. Their donated stock of new and gently used essentials from cribs and strollers to clothing and bottles (all of which are vetted for safety) are distributed to families in need through their partner organizations.

REUSENYC 2014 ANNUAL REPORT



**30,000**  
GARMENTS DISTRIBUTED  
ANNUALLY



**BOTTOMLESS CLOSET**  
[REUSENYC.INFO/BOTTOMLESSCLOSET](http://REUSENYC.INFO/BOTTOMLESSCLOSET)

Bottomless Closet offers an innovative approach to workforce preparation for disadvantaged New York City women transitioning from unemployment and public assistance to work. Their one-on-one approach helps eradicate many barriers women face in searching for and retaining employment. Services include the selection of high-quality interview attire, resume review and preparation, interview coaching, professional development workshops, and financial management assistance.



**972**  
BRIDAL GOWNS  
REDISTRIBUTED



**THE BRIDAL GARDEN**  
[REUSENYC.INFO/THEBRIDALGARDEN](http://REUSENYC.INFO/THEBRIDALGARDEN)

The Bridal Garden ensures that high-quality bridal gowns are worn and enjoyed instead of tossed away. By redistributing unneeded gowns and selling them for up to 75% off their retail value, The Bridal Garden helps brides plan lower-impact weddings. The funds raised through the boutique go to support the Brooklyn Charter School.



**NYC**  
Recycles

# NYC CENTER FOR MATERIALS REUSE



SAVED NEW YORKERS  
**\$2,000,000**



**BUILD IT GREEN! NYC**  
REUSENYC.INFO/BUILDITGREEN!NYC

Build It Green! NYC (BIG!NYC) is a nonprofit social enterprise operating retail outlets for used building materials. Every year BIG!NYC diverts over four million pounds of lumber, cabinets, appliances, furniture, lights, plumbing fixtures, doors, and more from the landfill. The materials come from buildings being demolished or remodeled, as well as from film sets and building suppliers. BIG!NYC operates reuse centers in Astoria, Queens and in Gowanus, Brooklyn.

**\$22,300,000**  
FINANCIAL ASSISTANCE



**170,000**  
PEOPLE ASSISTED ANNUALLY  
THROUGH PROGRAMS &  
SERVICES



CancerCare provides free counseling, resources, and financial assistance to anyone affected by cancer. The CancerCare Thrift Shop on the Upper East Side raises funds by offering a wide selection of designer clothing, jewelry, and other items for the home. All proceeds from sales in the thrift shop benefit CancerCare's free professional services for people with cancer and their loved ones.

REUSENYC 2014 ANNUAL REPORT



**1,130**  
MEN RECEIVED  
PROFESSIONAL ATTIRE



**CAREER GEAR**  
a suit — a second chance

**CAREER GEAR**  
REUSENYC.INFO/CAREER GEAR

Career Gear supports men in need who are looking to enter the workforce by providing them with professional attire, individual support, and the opportunity to participate in professional development workshops and an innovative mentoring program. Career Gear receives referrals from a diverse network of partner organizations and provides clients with services that help build their confidence and prepare them to become strong contributors to their families and communities.



HELPED PLACE  
**28+ ANIMALS**



**CAUZ FOR PAWZ**  
REUSENYC.INFO/CAUZFORPAWZ

CAUZ for PAWZ is a nonprofit thrift store that promotes the health and well-being of all animals. The Kips Bay thrift store raises funds for animal welfare organizations, rescue groups, and no-kill shelters. The thrift shop also hosts pet adoptions and a community pet food pantry for animals in need. In the coming year, they will work toward providing low-cost neuter/spay clinics.



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# NYC CENTER FOR MATERIALS REUSE

140,000 LBS  
OF MATERIAL REUSED

DONATIONS FROM  
**591**  
PRODUCTIONS



**FILM BIZ RECYCLING**  
[REUSENYC.INFO/FILMBIZRECYCLING](http://REUSENYC.INFO/FILMBIZRECYCLING)

Film Biz Recycling (FBR) diverts assets from New York City's event and entertainment industry, simultaneously preventing waste and supporting the community by redirecting the majority of donated items to local nonprofit charities and arts programs. FBR operates a thriving retail store, pop shop, and creative reuse center in Gowanus, Brooklyn that is open to the public and the entertainment industry six days a week.



**1,000**  
BACK PACKS DONATED  
TO STUDENTS



**76,000**  
INDIVIDUALS SERVED



**GOODWILL INDUSTRIES OF GREATER NEW YORK AND NORTHERN NEW JERSEY**

Goodwill Industries of Greater New York and Northern New Jersey (Goodwill NY/NJ) retail stores offer employment and training to people with disabilities and other barriers to work. Goodwill NY/NJ helps their clients gain independence through the power of work at 13 retail stores in New York City and 43 retail stores throughout the region.

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**800+**  
FAMILIES SERVED  
MONTHLY

## The HopeLine

La Línea de la Esperanza

**THE HOPELINE**  
[REUSENYC.INFO/THEHOPELINE](http://REUSENYC.INFO/THEHOPELINE)

The HopeLine helps individuals and families in the South Bronx community become self-sufficient and upwardly mobile. The HopeLine takes a holistic approach towards serving the community. Immediate client needs are first met through their food pantry and clothing bank. These services are then used as recruitment tools for other programs offered, including: English-as-a-second-language classes, computer literacy training, health screenings, and referrals.



**73 WOMEN**  
PROVIDED PROFESSIONAL  
DEVELOPMENT TRAINING



**HOURLY CHILDREN**  
[REUSENYC.INFO/HOURCHILDREN](http://REUSENYC.INFO/HOURCHILDREN)

Hour Children helps incarcerated and formerly incarcerated women and their children rejoin the community. Their programs provide compassionate and comprehensive services and encourage clients to live and interact with dignity and respect. Hour Children's two thrift shops provide a variety of high-quality items at reasonable prices and generate revenue to support their many programs.



**NYC**  
Recycles

