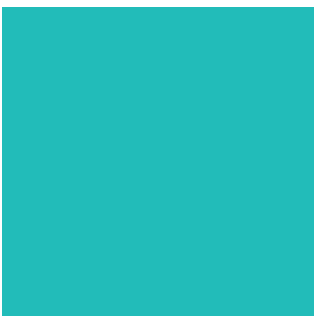
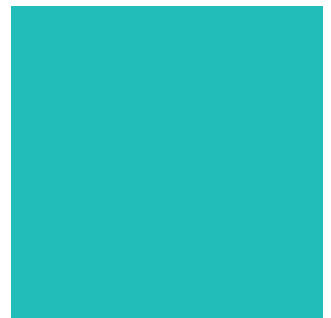


# REUSE!

THINK SECOND-HAND FIRST

## 2014 ANNUAL REPORT







<b>Letter from NYC Department of Sanitation Commissioner</b>	<b>3</b>
<b>NYC Center for Materials Reuse Overview</b>	<b>4</b>
<b>ReuseNYC by the Numbers</b>	<b>6</b>
<b>ReuseNYC Member Highlights</b>	<b>8-20</b>
Arthritis Foundation Thrift Shop	
Baby Buggy	
Bottomless Closet	
The Bridal Garden	
Build It Green!NYC	
Cancer <i>Care</i> Thrift Shop	
Career Gear	
Cauz For Pawz	
Film Biz Recycling	
Goodwill Industries of Greater New York and Northern New Jersey	
The HopeLine	
Hour Children	
Housing Works	
Lower East Side Ecology Center	
Maspeth Thrift Shop	
Materials for the Arts	
New York Cares	
NYC WasteMatch	
Project Cicero	
Recycle-A-Bicycle	
Room to Grow	
Saint Luke's Thrift Shop	
The Salvation Army - Greater New York Division	
The Society Boutique	
World Vision - Greater New York	
Xavier Mission	
<b>NYC Center for Materials Reuse Staff</b>	<b>21</b>

2014 REUS  
THINK SECOND-H  
ANNUAL CONF

May 22nd 2  
New York C



OUR MEMBERS PREVENTED OVER  
**20 MILLION**

POUNDS OF USABLE GOODS FROM  
ENTERING LANDFILLS

## INTRODUCTION

### DEAR FRIENDS OF REUSENYC,

I am delighted to have this opportunity to say a few words about ReuseNYC and the truly amazing organizations that comprise its membership. The social, environmental, and economic impact of ReuseNYC member organizations is quite impressive. ReuseNYC members divert over 20 million pounds of material from the landfill every year.

The nonprofits highlighted in this report help control the flow of second-hand and surplus goods moving through the City, ensure that usable goods get a second life, and provide New Yorkers with much needed jobs. ReuseNYC members also offer services to those in need and give goods to public schools and nonprofit organizations. The work of these nonprofits touches hundreds of thousands of lives each year.

The ReuseNYC brand is now in its third year and it is wonderful to see it gain recognition. More and more New Yorkers are equating the brand with organizations that are environmentally and socially conscious when they see it in buildings and on store fronts.

### SOCIAL, ENVIRONMENTAL, AND ECONOMIC IMPACT

The NYC Department of Sanitation is proud to help support the local nonprofit reuse community because when we shop at, donate to, and volunteer with ReuseNYC members we are a part of a process that is reducing waste, creating jobs, and providing services to our community.

Sincerely,



Kathryn Garcia  
Commissioner  
NYC Department of Sanitation

## OVERVIEW

# NYC CENTER FOR MATERIALS REUSE

Established in 2004, NYC Center for Materials Reuse (NYC CMR) is a program of NYC Department of Sanitation, in partnership with The City College of New York's Grove School of Engineering. NYC CMR's mission is to increase New York City's diversion of valuable resources from the waste stream while supporting local community development. Through a wide range of support programs and services, NYC CMR has established an operation that combines sustainable materials management, nonprofit network development, environmental public awareness, and academic research.

NYC CMR works to achieve its mission through its three main programs:

**ReuseNYC:** A membership-based association representing and serving nonprofit reuse programs throughout New York City. ReuseNYC promotes the efforts of its members, and increases public awareness and access to the innovative solid waste services they offer. For members, ReuseNYC provides a networking conduit for collaboration, advocacy, public awareness, and professional development.

**NYC WasteMatch:** A city-wide coordinating service connecting local businesses and nonprofits that have used or surplus goods to community organizations in need of donated items. Through the activities of this program alone,

NYC CMR has diverted close to three million pounds of material resources from the landfill in the last two years, contributing to a reduction in greenhouse gas emissions of 1,140 metric tons of CO<sub>2</sub> equivalent.

**NYC CMR Data Management Project:** An innovative research and technology development program, aimed at calculating the environmental, social, and economic impacts of reuse. This program, in partnership with The City College of New York's Grove School of Engineering, developed the first-of-its-kind reuse calculation system for New York City's nonprofit reuse community.

## THE REUSENYC ANNUAL REPORT

This report highlights the broad contributions of ReuseNYC members to their local communities. Each of these organizations provides free and low-cost goods, creates green jobs, and delivers human services to hundreds of thousands of New York City residents. Included in this report are the missions, narratives, and numbers behind ReuseNYC members' successes over the past year.





## REUSENYC BY THE NUMBERS

New York City is home to a vast array of nonprofit organizations which accept and redistribute unwanted, yet usable, second-hand and surplus goods. Reusable resources like computers, bicycles, building materials, industrial discards, office furniture, and textiles are donated to nonprofits and then redistributed to those in need or sold at retail outlets to help support nonprofit missions. These types of services help reduce waste, provide goods to the public for free or low-cost, and conserve energy and resources by preventing the need to produce new goods.

Nonprofit reuse organizations are leaders in the green economy and contribute greatly to the goal of sustainable urban life by merging sound business practices with environmental and social responsibility. However, organizations may have limited means to track and analyze the vital data demonstrating their contributions through product and materials reuse. This type of data can be used both internally to better understand operations, and externally to promote an organization's economic, environmental, and social impact. To address this need, NYC Center for Materials Reuse began development and implementation of the NYC CMR Data Management Project. In partnership with The City College of New York's Grove School of Engineering, staff developed a data management system which uses qualitative and quantitative information, provided by ReuseNYC members, to analytically describe the impact of the nonprofit reuse sector in New York City.

### 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

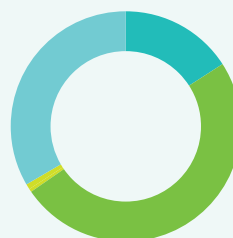


THE AMOUNT OF CARBON SEQUESTERED EACH YEAR BY 26,311 ACRES OF FOREST

### SOCIAL IMPACTS OF REUSE

ReuseNYC members<sup>1</sup> served approximately **600,000 individuals** in New York City through social programs in professional development, educational workshops, family services, housing and sheltering, health care and supportive services, and food programs.

### DISTRIBUTION OF SOCIAL SERVICES OFFERED



**50%** EDUCATIONAL WORKSHOPS  
**33%** FOOD PROGRAMS  
**16%** PROFESSIONAL DEVELOPMENT  
**1%** ADDITIONAL SERVICES

Additional Services Include: Family, Housing, Sheltering, Health Care and Supportive Services.

<sup>1</sup> Organizations currently participating in the NYC CMR Data Management Project

<sup>2</sup> Greenhouse gas emissions and energy use estimated using US EPA's Waste Reduction Model (WARM) [epa.gov/warm](http://epa.gov/warm)

<sup>3</sup> According to US EPA's Gas Equivalencies Calculator [epa.gov/cleanenergy/energy-resources/calculator.html](http://epa.gov/cleanenergy/energy-resources/calculator.html)

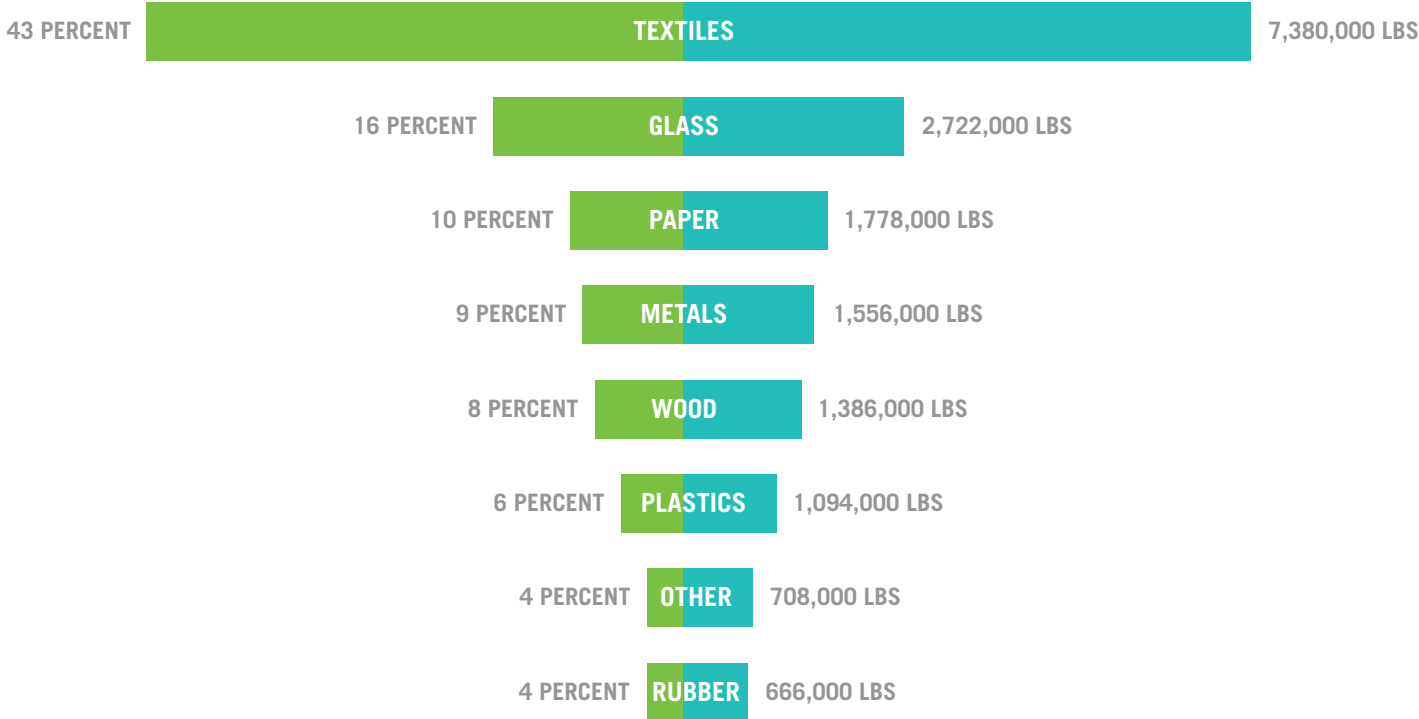




600,000  
INDIVIDUALS ASSISTED  
THROUGH MEMBER  
PROGRAMS

TYPICAL MATERIAL DISTRIBUTION OF PRODUCTS

AMOUNT DIVERTED FROM THE WASTE STREAM



Classification Other Includes: Marble, Granite, and Ceramic. Materials not classified nor listed above account for 1,582 tons of the overall total.



**1,000,000**

PEOPLE SERVED THROUGH  
ONLINE RESOURCES



**\$470,000,000**

INVESTED IN RESEARCH



**Take Control.** We Can Help.™

## ARTHRITIS FOUNDATION THRIFT SHOP

[REUSENYC.INFO/ARTHRITISFOUNDATIONTHRIFT](http://REUSENYC.INFO/ARTHRITISFOUNDATIONTHRIFT)

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



B A B Y B U G G Y

## 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.



**30,000**  
GARMENTS DISTRIBUTED  
ANNUALLY



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.

**BOTTOMLESS  
CLOSET**

connecting  
**women and  
work**

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



**972**  
BRIDAL GOWNS  
REDISTRIBUTED



*The Bridal Garden*  
NEW YORK

**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.





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



**BUILD IT GREEN! NYC**  
[REUSENYC.INFO/BUILDITGREEN!NYC](http://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®**  
**CANCERCARE THRIFT SHOP**  
[REUSENYC.INFO/CANCERCARE](http://REUSENYC.INFO/CANCERCARE)

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.



**1,130**  
MEN RECEIVED  
PROFESSIONAL ATTIRE



## CAREERGEAR

a suit — a second chance

### CAREER GEAR

[REUSENYC.INFO/CAREERGEAR](http://REUSENYC.INFO/CAREERGEAR)

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**

### CAUZ FOR PAWZ

[REUSENYC.INFO/CAUZFORPAWZ](http://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.



**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, prop 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**  
[REUSENYC.INFO/GOODWILLNYNJ](http://REUSENYC.INFO/GOODWILLNYNJ)

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.



**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



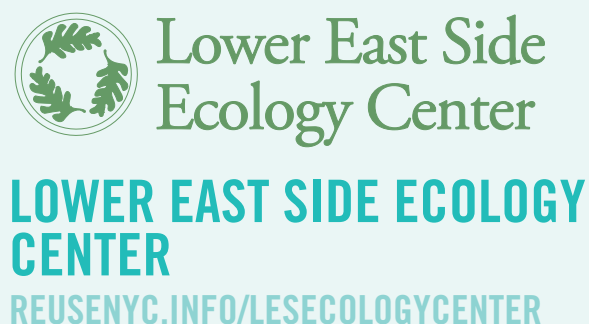
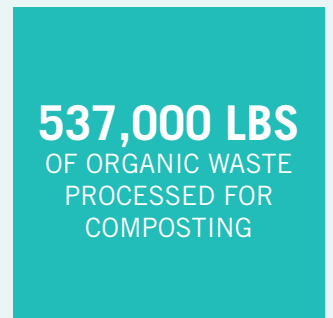
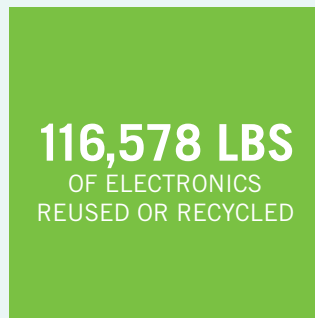
**HOURL CHILDREN**

[REUSENYC.INFO/HOURLCHILDREN](http://REUSENYC.INFO/HOURLCHILDREN)

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.



Housing Works is a healing community of people living with and affected by HIV/AIDS. Their mission is to end the dual crises of homelessness and AIDS through relentless advocacy, the provision of lifesaving services, and entrepreneurial businesses that sustain their efforts. The Housing Works Thrift Shops, Bookstore Café, and Buy the Bag Shop generate funds that directly provide their clients with housing, healthcare, job training, legal services, and more.



The Lower East Side Ecology Center offers free community-based compost collection and education, electronic waste reuse and recycling, stewardship of public open spaces, and environmental education. Their programs divert e-waste and compostable waste from landfills and offer opportunities for all New Yorkers to learn about environmental issues facing New York City while simultaneously working to solve those problems.



**70,000 LBS**  
OF MATERIAL REUSED



**MASPETH THRIFT SHOP**  
[REUSENYC.INFO/MASPETHTHRIFTSHOP](http://REUSENYC.INFO/MASPETHTHRIFTSHOP)

The Maspeth Thrift Shop raises funds for the Martin Luther School in Maspeth, Queens. The thrift shop supports academic and extracurricular programs at the school and helps provide scholarships and financial aid to students.



**1,220,000 LBS**  
OF MATERIAL COLLECTED



materials for the arts

**MATERIALS FOR THE ARTS**  
[REUSENYC.INFO/MATERIALSFORTHEARTS](http://REUSENYC.INFO/MATERIALSFORTHEARTS)

Materials for the Arts (MFTA) collects surplus materials from businesses and individuals and then redistributes them, free of charge, to New York City public schools, city agencies, and nonprofits with arts programming. MFTA is a program of NYC Department of Cultural Affairs, with additional funding from the Departments of Sanitation and Education. Friends of Materials for the Arts is their nonprofit partner supporting various MFTA projects and programs.

**62,000**  
ACTIVE VOLUNTEERS



**400,000**  
NEW YORKERS SERVED



**NEW YORK CARES**  
[REUSENYC.INFO/NEWYORKCARES](http://REUSENYC.INFO/NEWYORKCARES)

New York Cares brings together volunteers to support local projects at over 1,300 nonprofits, public schools, and other deserving organizations. By coordinating projects with organizations in need, New York Cares aims to tackle the city's most pressing challenges by mobilizing caring New Yorkers in volunteer service. Their annual coat drive collects and distributes thousands of coats at homeless shelters, community organizations, and agencies serving seniors every winter.



**1,400,000 LBS**  
OF MATERIAL REUSED



**NYC WASTEMATCH**  
[REUSENYC.INFO/NYCWASTEMATCH](http://REUSENYC.INFO/NYCWASTEMATCH)

NYC WasteMatch, funded by NYC Department of Sanitation, is an online materials exchange that provides a coordination service for businesses and nonprofits looking to donate or receive reusable material goods. By providing a sustainable approach for materials disposal, NYC WasteMatch helps local organizations allocate valuable resources while reducing their environmental impact.



**550,000**NEW YORK CITY  
STUDENTS SERVED  
SINCE 2001**2,000,000**BOOKS DISTRIBUTED  
SINCE 2001

P R O J E C T  
**CICERO**

**PROJECT CICERO**[REUSENYC.INFO/PROJECTCICERO](http://REUSENYC.INFO/PROJECTCICERO)

Project Cicero hosts an annual book drive to create and supplement classroom libraries in under-resourced New York City public schools. By diverting books from the waste stream, Project Cicero helps students and schools across the city while decreasing waste.

**800+**CHILDREN'S BIKES  
DONATED**RECYCLE-A-BICYCLE**[REUSENYC.INFO/RECYCLE-A-BICYCLE](http://REUSENYC.INFO/RECYCLE-A-BICYCLE)

Recycle-A-Bicycle (RAB) fosters youth development and environmental education through refurbishing and reusing donated bicycles. RAB hosts a variety of engaging community activities and is dedicated to the health, development, stewardship, and empowerment of New York City youth. Purchases from their storefronts support RAB youth education programs.

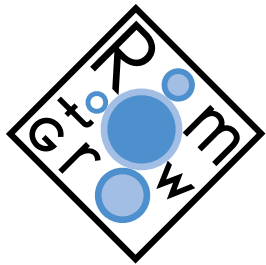
**350 FAMILIES**

WITH YOUNG  
CHILDREN SERVED  
IN NEW YORK CITY



**74,000**

DONATED ITEMS RECEIVED



**ROOM TO GROW**

[REUSENYC.INFO/ROOMTOGROW](http://REUSENYC.INFO/ROOMTOGROW)

Room to Grow enriches the lives of babies born into poverty by providing clients with baby supplies, toys, parenting support, and education. By taking in donations of new and gently used goods for families in need, Room to Grow prevents waste while supporting the community.



ROUGHLY **DOUBLED**  
OUTREACH TO THE  
HOMELESS



**SAINT LUKE'S THRIFT SHOP**

[REUSENYC.INFO/STLUKESTHRIFTSHOP](http://REUSENYC.INFO/STLUKESTHRIFTSHOP)

Saint Luke's Thrift Shop is part of The Church of Saint Luke in the Fields' ministry in the heart of Greenwich Village. All proceeds from Saint Luke's Thrift Shop go to support the programs and services offered by the church. The thrift shop works directly with FECS (Federation Employment and Guidance Service) to provide clothing, job interview attire, and other needed essentials to the neighborhood's homeless population.



100+

SOCIAL SERVICE  
PROGRAMS IN  
NEW YORK CITY


## THE SALVATION ARMY GREATER NEW YORK DIVISION

[REUSENYC.INFO/THESALVATIONARMY](http://REUSENYC.INFO/THESALVATIONARMY)

The Salvation Army Greater New York Division operates thrift stores and numerous social service centers throughout New York City. Their work supports those in shelters, schools, and daycare centers across the greater New York City area. The Salvation Army is an international faith-based charitable organization with a simple mission to help those in need without discrimination.



MSKCC RAISED  
**\$380,000,000**  
FOR CANCER SERVICES



HELPING FUND THE  
**#1 RANKED HOSPITAL**  
FOR CANCER  
TREATMENT

The  
**Society  
Boutique**

The Memorial Sloan Kettering Cancer Center  
Thrift Shop

## THE SOCIETY BOUTIQUE

[REUSENYC.INFO/THESOCIETYBOUTIQUE](http://REUSENYC.INFO/THESOCIETYBOUTIQUE)

For more than 60 years The Society Boutique has been raising funds for Memorial Sloan Kettering Cancer Center through the sale of new and gently-used designer goods. The funds they raise support crucial programs that enhance patient care, support cancer research, and provide public education on the prevention, early detection, and treatment of cancer.



**\$4,024,629**  
WORTH OF ITEMS  
DISTRIBUTED TO  
FAMILIES IN NEED



World Vision Greater New York serves all of New York City, focusing on the South Bronx and Washington Heights. Their community-based resource center distributes donated items to local partners and nonprofit organizations that assist families, victims of natural disasters, and whole communities.



**World Vision**

**WORLD VISION  
GREATER NEW YORK**

[REUSENYC.INFO/WORLDDVISION](http://REUSENYC.INFO/WORLDDVISION)



PROVIDED SHELTER  
FOR MORE THAN  
**3,500 MEN**



DISTRIBUTED  
CLOTHING TO  
**2,113**  
INDIVIDUALS

Xavier Mission has served New Yorkers in need since 1983. Begun by parishioners of the Church of St. Francis Xavier, Xavier Mission officially incorporated as an independent 501(c)(3) nonprofit organization in August of 2012. Their outreach programs supply clients with donated clothing, hot meals, free groceries, financial assistance, overnight shelter, life skills training, and mentoring.



**XAVIER  
MISSION**

Welcome. Serve. Empower.

**XAVIER MISSION**

[REUSENYC.INFO/XAVIERMISSION](http://REUSENYC.INFO/XAVIERMISSION)



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DONATING MATERIALS  
INSTEAD OF TRASHING OR  
RECYCLING THEM ENLARGES  
THE GIFTING CULTURE AND  
THE BENEFICIAL HUMAN  
INTERACTIONS THAT FOLLOW  
**RALPH NADER**  
*in reference to ReuseNYC*

