

Waste Reduction and Pollution Prevention for a Sustainable Future

FY 2018 Buncombe County Community Funding

Asheville GreenWorks

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Application Form

Project Name*

Name of Project

Waste Reduction and Pollution Prevention for a Sustainable Future

Amount Requested*

Amount Requested

\$50,000.00

Service Area*

Which Commissioner Districts are served by this program?

Access a map of Buncombe County Commissioner districts [here](#).

District 1

District 2

District 3

Which county sustainability goal aligns best with the goals of this project?*

Based on the Buncombe County Sustainability Plan, select a Category, Goal & Objective that align with the focus of the project and the specific results that will be achieved.

Access the Buncombe County Sustainability Plan [here](#).

Environment > Pollution and Waste Prevention > Manage waste - reduce, reuse, recycle

If applicable, select a second sustainability goal that aligns with project goals.

Result 2 is optional - Select if project aligns with more than one Sustainability Category, Goal & Objective.

Environment > Pollution and Waste Prevention > Improve water quality

If applicable, select a third sustainability goal that aligns with project goals.

Result 3 is optional - Select if project aligns with more than one Sustainability Category, Goal

& Objective.

Project Description

Project Description*

Description of Project

In fiscal year 2018, Asheville GreenWorks' Waste Reduction and Recycling program will expand upon our successful efforts to reduce waste and prevent pollution throughout our county. Three key activities will be implemented to accomplish our goals: 1) Organizing roadside litter and river cleanups; 2) Engaging community volunteers in large scale recycling events; and 3) Improving water quality through pollution prevention measures. Through hundreds of volunteer projects, thousands of county residents and visitors will enjoy access to a clean, healthy environment and play an active role in keeping Buncombe County clean and green.

How many people will this project serve?*

State the number of individuals or households in Buncombe County that will be served by this project. Also state the number of people that will experience the desired result. For example, if dropout prevention services are being delivered to 100 students, how many will successfully graduate from high school?

GreenWorks' Waste Reduction and Pollution Prevention project will serve the entire county and all 247,912 residents. The results of our cleaning and greening projects will be of benefit to not only to residents of the county, but also to the thousands of individuals who visit our county each year. Specifically, the projects carried out as part of the proposed project will engage 3,000 volunteers in 200 cleanup projects in the county, providing roughly 12,000 hours of volunteer labor at a value of \$252,480. In addition, GreenWorks will coordinate seven public recycling events, such as Hard to Recycle and Tire Amnesty Days, drawing more than 150 individuals to each event throughout the year, for a total of 1,050 people served by recycling events.

Describe the people this project will serve.*

Characterize the demographics of the project's target population in terms such as age, gender, income, race, ethnicity, geographic area, etc. Include information about method of referral/recruitment of the target population.

We intend to serve the entire County population. The demographics are as follows:

Black or African American alone, percent, 2012: 6.5%

Asian alone, percent, 2012: 1.1%

Native Hawaiian and Other Pacific Islander alone, percent, 2012: 0.1%

Two or More Races, percent, 2012: 1.9%

Hispanic or Latino, percent, 2012: 6.3%

White alone, not Hispanic or Latino, percent, 2012: 84.1%

Persons under 18 years, percent, 2012: 20.1%

Persons between 18-65 years, percent, 2012: 62.9%

Persons 65 years and over, percent, 2012: 17.0%

GreenWorks reaches out to a wide range of audiences in our community through a variety of methods, including tabling at events, door-to-door outreach, direct mail, email, press, television, radio and social media.

What key steps will you take to achieve the results of this project?*

Describe the core elements of your implementation plan, including milestones that will take place within the funding timeframe.

- Work with County personnel and business partners to plan and host five “Hard 2 Recycle” events for the public to bring their TVs, electronics, batteries, Styrofoam, cardboard and books to be held in September and November 2017, and January, April, June 2018. Each event will be held in a different part of the county to provide access to as many county residents as possible. Press releases and other communications go out two to four weeks prior to each event.

- Work with County and State personnel to plan and hold 4 Tire Amnesty Days where County residents can recycle tires without a charge. We expect to collect at least 1,000 tires each day. (Two days each in November 2017 and May 2018). Press releases and other communications go out two to four weeks prior to each event.

- Engage a minimum of 2,500 volunteers in 150 river and roadside cleanups projects across the County (July 2017-June 2018)

- Set up, monitor and clean out Trash Booms every other week throughout the year.

Describe the evidence of success that backs this project's approach.*

What evidence of success (i.e. evidence-based research, practice model, accreditation, industry standards, and/or other framework) are you using as a basis for your project design?

More than 2,700 volunteers donate their time and energy each year to picking up litter or collecting items at county recycling event. With the largest, most active group of volunteers working on environmental projects in the region, GreenWorks utilizes best practices in volunteer management to recruit, coordinate, track and appreciate these model citizens. Our consistently high volunteerism rates are evidence of our capabilities in this area.

Our county-wide recycling events – Hard 2 Recycle (H2R) and Tire Amnesty Days – continue to grow in popularity. Having run H2R events five times a year for the past five years, GreenWorks expertly manages the event. In 2016, we collected record amounts of hard to recycle materials, including batteries, electronics, Styrofoam and tires, diverting more than 20 tons of these materials from the county landfill. Similarly, at Tire Amnesty Days 2016, GreenWorks collected a total of 5,909 tires from county residents – a huge increase from previous years.

Describe your data collection, tracking, and reporting procedures.*

Explain your methods for documenting project, service and client information. Include a description of any software or other tools utilized.

We utilize a software program called Giftworks to track our volunteer information and hours served. Our Volunteer Coordinator maintains a record log of numbers of volunteers, volunteer hours, projects, project types, miles cleaned, bags of trash collected, tonnage recycled at events, and attendees at events. Using the federal volunteer in-kind value rate, we can provide a monetary representation of the benefits our volunteers have contributed to Buncombe County.

Explain your technological resources and capacity.*

Explain your current technological strengths and barriers and how this impacts your ability to track data and report outcomes. Who is responsible for adaptation and use of technology within your organization?

We have fully functional technology and all staff members keep records up to date on project metrics. The Office Manager, in consultation with the Executive Director and the Director of Operations, is responsible for adaptation and use of technology within our organization.

Organizational Profile

How does the proposed project support your mission and strategic plan?*

State your mission and the date of your most recent strategic plan, and explain how the proposed project helps advance your organizational goals.

Our new mission statement, adopted in October 2016, is: Asheville GreenWorks inspires, equips and mobilizes individuals and communities to take care of the places we love to live. With more than 200 members and thousands of volunteers, we engage the community in grassroots projects such as cleanups, anti-litter and waste reduction education and the care and preservation of Buncombe County's natural resources.

The proposed project advances our organizational goals of keeping Buncombe County "clean and green" by addressing environmental issues from multiple angles. In order to reduce waste in our county, for example, we offer convenient, accessible opportunities throughout the year for residents to recycle and dispose of waste materials responsibly. We organize river and roadside cleanups to collect litter and build environmental awareness among residents. Finally, we prevent such pollution from entering our waterways through innovative interventions such as the Trash Boom Project.

What expertise/accomplishments do you have that are relevant to the proposed project?*

List your organization's strengths as well as accomplishments from the past 3 years that position the organization to be successful with the proposed project.

When it comes to waste reduction and pollution prevention, GreenWorks is the leader in Buncombe County in these efforts. Drawing upon decades of experience while keeping abreast of the County's changing needs, GreenWorks is leading the way to a clean, green and healthy environment. From young children to

retired adults, people participating in cleanups and recycling events are actively engaged in making Buncombe County a better place to live, work and play.

Accomplishments to date include:

- ¥ River and roadside cleanups: 179
- ¥ Pounds of litter collected: 30,370 (15.19 Tons)
- ¥ Number of volunteers: 2,925
- ¥ Total volunteer hours: 10,594
- ¥ Weight of materials collected at Hard 2 Recycle events: 58.47 Tons (116,946 lbs.)
- ¥ Tires collected at Tire Amnesty Days: 5,909, filling 6 tractor trailers!

Describe partners that are critical to the success of your organization.*

List any external partners, intermediaries or advisors important to your success, and describe their role and evidence of their commitment. Describe successful collaborations with these people or groups.

Buncombe County supports our Hard 2 Recycle and Tire Amnesty Days events; City of Asheville ensures the success of projects implemented within City limits. The Housing Authority of the City of Asheville and its residents have been integral to our success in introducing recycling to public housing. Buncombe County & Asheville City Schools are strong partners who go beyond classroom instruction to get students involved in tree planting, cleanups, composting and recycling. BIMCO, Open Box Moving Company, Curbside Recycling and Habitat for Humanity partner with us multiple times a year on Hard 2 Recycle events by collecting materials and hauling it away to recycling facilities. Interns from UNCA and Warren Wilson College volunteer on GreenWorks projects. Classes from schools in Buncombe County frequently volunteer with GreenWorks on clean-up projects and senior capstone projects.

Financial Information

Nonprofit financial assurance requirements:

Financial statements, prepared using a recognizable basis of accounting (i.e., modified accrual) and IRS Form 990s must be submitted to Buncombe County annually.

- Organizations with annual revenues of \$300,000 or greater must submit financial statements audited in accordance with generally accepted auditing standards.
- Those with revenues between \$100,000 and \$300,000 must submit financial statements reviewed in accordance with SSARS 19.
- Those with revenues of less than \$100,000 must submit non-disclosure financial statements compiled in accordance with SSARS 19.

All financial statements must be reported on by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

These requirements are considered minimum requirements. Organizations may submit a higher level of assurance than is required.

IRS Form 990 - Upload Here

Click Choose File to upload a copy of the 990 form you most recently completed.

990 FY14-15.pdf

If your organization does not have a 990, briefly state the reason.

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

GreenWorks is currently having an audit of fiscal year 2015 (July 2015-June 2016) completed and will have a current IRS Form 990 and audited financial statements by February 2017.

Financial Statements - Upload here

Click Choose File to upload a copy of the most recently completed financial statements (audit, compilation or review).

Audited Financial Statement 2015 - PDF.pdf

If your organization does not have financial statements, briefly state the reason.

Include a statement of intent to comply with nonprofit financial assurance requirements as listed above.

Complete Budget Worksheet - Upload Here*

Download the budget form [Here](#).

Complete the budget form for this project/program and the overall agency. Save it to your computer, then upload it by clicking Choose File.

fy18-community-funding-budget-form.xlsx

Budget Narrative*

Describe all differences between current year and proposed year. List all pending funding sources with expected date of notification. Please detail any other information that may help clarify the budget.

We expect expenses to remain steady for this project from last year to this year. We plan to allocate more of the funding from the Buncombe County Service Foundation (if received) to our waste reduction and

pollution prevention efforts than we have previously. We are also submitting separate proposals for Education and Community Forestry.

Pending Funding Sources (Expected Amount – Dates of Notification are between March and June 2017)

Pigeon River Fund: \$25,000

Duke Energy Foundation: \$50,000

What (if any) portion of requested funds will be used to support capital expenses?*

Capital projects are defined as those used to acquire or upgrade physical assets such as property, buildings, or equipment. Please detail.

No portion of the requested funds will be used to support capital expenses.

Employee Wages

Please provide information about the wage breakdowns of your employees. Living wage for Buncombe County has been identified as \$11.00 per hour for employees with employer-provided health insurance and \$12.50 per hour for employees without.

Employees with employer-provided health insurance*

List the number of employees in your organization with employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

\$7.25 - \$10.99 per hour

\$11.00 - \$14.99 per hour

\$15.00 - \$19.99 per hour

\$20.00 - \$24.99 per hour

\$25.00 - \$29.99 per hour

\$30.00 - \$34.99 per hour

\$35.00 - \$39.99 per hour

\$40.00+ per hour

Not applicable.

Employees without employer-provided health insurance*

List the number of employees in your organization without employer-provided health insurance in each wage category. For salaried employees, use hourly wage equivalents.

\$7.25 - \$12.49 per hour

\$12.50 - \$14.99 per hour

\$15.00 - \$19.99 per hour

\$20.00 - \$24.99 per hour

\$25.00 - \$29.99 per hour

\$30.00 - \$34.99 per hour

\$35.00 - \$39.99 per hour

\$40.00+ per hour

\$7.25 - \$12.49 per hour: 20 youth interns working part-time in the summer months

\$12.50 - \$14.99 per hour: 2 adult interns working part-time (less than 20 hours/week)

\$15.00 - \$19.99 per hour: 6 full-time employees

\$20.00 - \$24.99 per hour: 1 full-time employee

GreenWorks also has two AmeriCorps volunteers through Project Conserve serving an 11-month term of service. Each AmeriCorps member receives a living allowance of \$8,870/year.