

**Buncombe County FY2019 Strategic Partnership Grants
Application Summary Sheet**

Project	Waste Reduction and Pollution Prevention in Buncombe County
Organization	Asheville GreenWorks

Amount Requested	\$50,000	Strategic Priority or Sustainability Goal	Environment
New or Renewal Request	Renewal	Area Served	Districts 1, 2 and 3

Organization Description	<ul style="list-style-type: none"> The mission of Asheville GreenWorks is to inspire, equip and mobilize individuals and communities to take care of the places we love to live. With more than 3,500 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. Asheville GreenWorks offers convenient, accessible opportunities to recycle and dispose of waste materials responsibly. The organization organizes river and roadside cleanups to collect litter and build environmental awareness among residents. Asheville GreenWorks prevents such pollution from entering our waterways through innovative interventions such as the Trash Boom Project.
Key Steps	<ul style="list-style-type: none"> Plan and host five "Hard 2 Recycle" events for the public to bring their TVs, electronics, batteries, Styrofoam, cardboard and books. Plan and hold two Tire Amnesty Days where County residents can recycle tires at no charge Engage at least 2,500 volunteers in 150 river and roadside cleanup projects across the County focusing attention on heavily polluted roads and waterways. Monitor and clean out Trash Booms year-round: every other week, and immediately following a rain event.
People Served	<ul style="list-style-type: none"> Serve the entire county and all 247,912 residents. Proposed project will engage 2,500 volunteers in 150 cleanup projects in the county, providing roughly 12,000 hours of volunteer labor at a value of \$252,480. Coordinate seven public recycling events, including Hard 2 Recycle and Tire Amnesty Days, drawing an average of 500 individuals/car loads to each event
Outcomes	<ul style="list-style-type: none"> Data include date and location of project, number of volunteers participating, length of the project in hours, the number and weight of trash and tires collected from cleanup projects. For public recycling events, we record the number of volunteers participating, length of project in hours, number of cars passing through each Hard 2 Recycle and Tire Amnesty Days event, combined weight of materials collected at H2R and the number of tires collected.

Budget			
Amount Funded Last Year	\$50,000	Increase Request	\$0
Administrative Budget	21% (from 2016 IRS Form 990)	Total Organization Budget	\$475,875 (projected FY2019)
Other Funding Sources: Grants from Private and Corporate Foundations, Individual donations, Government funding, Program Income, In-Kind			

Strengths
SMART Outcomes (specific, measurable, achievable, realistic and, time-bound)
Diverse/Balanced funding sources
Strong implementation plan

Waste Reduction and Pollution Prevention in Buncombe County

FY2019 Strategic Partnership Grants

Asheville GreenWorks

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Application Form

Question Group

Project Name*

Name of Project.

Waste Reduction and Pollution Prevention in Buncombe County

Amount Requested*

\$50,000.00

PROJECT NARRATIVE

Area Served*

Which areas of the County will be served by this project? Which Commissioner District(s) will be served?

A Buncombe County Commissioner district map is available at [THIS LINK](#).

The entire County will be served -- Districts 1, 2, and 3.

Organization Description*

Tell us about your organization. What is your mission? Highlight two or three key facts and accomplishments that best define your organization.

The mission of Asheville GreenWorks is to inspire, equip and mobilize individuals and communities to take care of the places we love to live. With more than 3,500 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. In order to reduce waste in our county, 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.

2017 accomplishments:

- River and roadside cleanups: 176
- Pounds of litter collected: 63,610
- Hard 2 Recycle: 148,435 lbs.
- Tire Amnesty Days: 6,297 tires
- Number of volunteers on cleanup projects: 2,271
- Total volunteer hours: 10,635

Strategic Priority*

Which of the following priorities best reflects the primary goal of your project?

Buncombe County Commissioners are dedicated to strengthening the quality of life for everyone by setting new fiscally, socially and environmentally responsible goals that will guide decisions and improve our community for future generations. The Board has committed to strategic priorities as a guide to shape partnerships and investments of resources to insure a healthy, safe, well-educated, thriving and sustainable community.

Details about the Strategic Priorities are available at [THIS LINK](#).

Other Sustainability Goal

Strategic Priority - Other Sustainability Goal

If you selected "Other Sustainability Goal" from the list of Strategic Priorities, please list it here.

Details about the Sustainability Goals are available at [THIS LINK](#).

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

Shared Vision*

What critical community problem or challenge are you hoping to improve through this project?

In fiscal year 2019, 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 Buncombe County residents 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.

Key Steps*

How will the project work? What are specific activities and milestones that your project entails?

- 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 Sept. and Nov. 2018, and Jan., April, June 2019. Each event will be held in a different part of the county to reach as many county residents as possible.

- Work with County and State personnel to plan and hold two Tire Amnesty Days where County residents can recycle tires without a charge, where we expect to collect at least 2,500 tires at each of the two events. (November 2018 and May 2019).

- Engage at least 2,500 volunteers in 150 river and roadside cleanup projects across the County (July 2018-June 2019), focusing attention on heavily polluted roads and waterways.

- Monitor and clean out Trash Booms year-round: every other week, and immediately following a rain event.

- Document and communicate results of waste reduction, litter prevention and recycling efforts (July 2018-June 2019).

People Served*

Who are the members of our community this project will serve? How many people will be served? Include demographics, including age, area median income, race, neighborhood and/or school.

GreenWorks' Waste Reduction and Pollution Prevention project will serve the entire county and all 247,912 residents. The results of our projects and events 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 2,500 volunteers in 150 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, including Hard 2 Recycle and Tire Amnesty Days, drawing an average of 500 individuals/car loads to each event throughout the year, for a total of 3,500 people served by recycling events.

We intend to serve the entire County population. The demographics (2012) are as follows:

Black or African American: 6.5%

Hispanic or Latino: 6.3%

White: 84.1%

Other: 3.2%

Partners*

Which other organizations are you working with to reach your goals? What other local organizations provide similar services or serve similar beneficiaries, and how do you work together?

Buncombe County supports Hard 2 Recycle and Tire Amnesty Days. City of Asheville ensures the success of projects within city limits. BIMCO, Open Box Moving Company, Curbside Recycling, Asheville Humane Society 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. Buncombe County Schools frequently volunteer with GreenWorks on clean-up and senior capstone projects.

Riverlink and MountainTrue collaborate with GreenWorks on large-scale cleanup events such as NC Big Sweep in September and Clean Streams Day in May. These two partner organizations also organize their own volunteer litter cleanups as they relate to their work on Adopt-a-Stream (Riverlink) and MountainTrue's French Broad Riverkeeper. We coordinate our work with each other in order to maximize our impact and minimize redundancy in our efforts.

Personnel*

Who is responsible for the project? Briefly describe project leaders and the role each will play in the project. How do these leaders reflect the population or community that you serve?

Dawn Chávez, Executive Director (December 2014 - present) brings over 20 years of leadership experience in environmental education and non-profit management.

Eric Bradford, Volunteer and Clean Communities Coordinator (2009-present): Eric coordinates major clean-ups throughout Buncombe County and organizes Negotiates partnerships with sponsors, businesses, and university and community partners. Responsible for volunteer recruitment and projects. Eric is a lifelong Buncombe County resident.

AmeriCorps Project Conserve: Two full-time volunteers serving with GreenWorks through the AmeriCorps Project Conserve Program, begin after Labor Day and complete their term of service at the end of July each year. These two individuals are selected from a pool of highly qualified candidates and provide outstanding leadership in coordinating GreenWorks' volunteer projects.

Success*

How will you measure results? What will success look like? How will you document the impact of your project? Include whether there is a model that serves as basis for project design.

To measure our results, data from each project are recorded in an online database. Data include date and location of project, number of volunteers participating, length of the project in hours, the number and weight of trash and tires collected from cleanup projects. For public recycling events, we record the number of volunteers participating, length of project in hours, number of cars passing through each Hard 2 Recycle and Tire Amnesty Days event, combined weight of materials collected at H2R and the number of tires collected.

Success means achieving our target goals for volunteer participation and event outcomes. We set these goals based on exceeding the previous year's achievements. While we plan on holding the same number of recycling events, we have expanded our capacity at each event, resulting in increasing amounts of materials collected each year. We have also initiated a Volunteer Leader program to give more responsibility to committed volunteers and expand our capacity.

Funding*

What is your plan for finding the balance of the project budget? What is your funding timeline and what are your other sources of support?

We plan to fund the balance of the project through a combination of individual donations, fundraising events, contract with the City of Asheville, and grants from private foundations. Our fundraising activities take place year-round. We hold two annual appeals – one at the end of the calendar year (November-December) and one in the spring (April-May) – from which we can expect to raise at least \$50,000 of which \$42,000 will support our work on this project. Three fundraising events each year in April, June and September yield about \$25,000 with \$8,000 of these funds going to support this project. Memberships bring in roughly \$20,000 each year, of which we will use \$4,000 to support this project. Finally, we are reasonably assured of receiving private foundation funding from Pigeon River Fund to support this work, as we have an ongoing relationship with the foundation. This funding plan is based on results from previous years of funding and projections to FY19.

Sustainability*

How will this project be maintained? Please describe funding sources and how you plan to sustain the project in future years.

Understanding the importance of long-term sustainability, GreenWorks' staff and board are constantly developing and implementing plans to diversify our funding. We are confident we will be able to increase our programmatic and organizational sustainability through a combination of several strategies:

1. Strengthening both board and staff's fundraising capacity through professional development
2. Building and sustaining relationships with other local foundations
3. Developing stronger ties to local businesses

4. Improving our special events in order to bring in more revenues
5. Evolving our annual mailing campaigns through innovative donor-centric communication
6. Expanding our individual donor cultivation activities, and
7. Exploring earned-income strategies

We believe that through a robust fundraising plan combined with an organizational culture of philanthropy, GreenWorks will be able to sustain, expand, and scale its program to effectively serve the community for the long-term.

ATTACHMENTS

Project Budget*

Download the budget form at [THIS LINK](#).

Complete the budget form for this project and the overall organization.

Save it to your computer, then upload it.

strategic-partnership-grants-FY2019-budget-template.xlsx

Financial Statements*

Upload a copy of the most recently completed financial statements.

All financial statements must be audited, reviewed or compiled by a certified public accountant and include a full balance sheet, income statement, and cash flow statement.

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

AGW 2016 Final Audit Report.pdf

I am submitting FY2016 audited financial statements for review. Our FY2017 financial statements are still under review by our auditors and will be finished, most likely, by the end of February 2018. If permissible, I will submit the FY2017 audited financial statements to BCSF to update our application when they are ready. The same is the case with our IRS Form 990.

IRS Form 990*

Upload a copy of the 990 nonprofit tax reporting form that you most recently completed.

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

AGW 2015 Form 990 Final for Public Inspection.pdf

Board of Directors List*

Upload a current list of your organization's Board of Directors.

If your organization does not have a board of directors, briefly state the reason.

Board of Directors 17-18 with occupations- updated.pdf

Authorized Signatory

By typing in below the name of the authorized signatory and date of submittal, you acknowledge that your governing body has authorized this application, that it is true and current to your knowledge. As a condition of any grant awarded, this organization will provide all information in the manner described in the contract to be executed between the organization and Buncombe County or its designee, including program and financial reporting.

Name & Date

Dawn Chavez, Executive Director Date: 02/07/2018