Pollution Prevention and Waste Reduction in Buncombe County

FY2021 Strategic Partnership Grants

Asheville GreenWorks

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Mrs. Dawn Chavez

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Application Form

INSTRUCTIONS

As part of the FY2021 Strategic Partnership Grants program, Buncombe County requests proposals for communitybased projects working toward outcomes in alignment with Strategic Plan focus areas.

Please refer to the Grant Guidelines published on the Strategic Partnership Grants website at buncombecounty.org/grants for complete information about the grant program, including: Purpose; Funding; Eligibility; Timeline; Grant writing workshop; Review process; Awards; and more.

Applications are due by 5:00 on February 14, 2020.

BASIC INFORMATION

BASIC INFORMATION – Before completing the application, please tell us a little about the request.

Project Name*

Pollution Prevention and Waste Reduction in Buncombe County

Strategy*

Recognizing that some projects will use more than one strategy, select the strategy that most closely applies to this project:

- Environmental Stewardship High quality air, water, farmland and renewable energy for future generations
- Educated & Capable Community A county where all people thrive and demonstrate resilience throughout their lives
- Vibrant Economy A robust and sustainable economy that builds on homegrown industries/talent and provides economic mobility for all
- Resident Well-Being A county where residents are safe, healthy, and engaged in their community

Environmental Stewardship

Funding Request*

How much funding is this project requesting for FY2021? \$50,000.00

Grant Guidelines*

Have you read and understand the information presented in the FY2021 Grant Guidelines Strategic Partnership Grants?

Click here for the Grant Guidelines.

If no, please contact County staff to request assistance: Rachael Nygaard, (828) 250-6536 or rachael.nygaard@buncombecounty.org.

Yes

Nonprofit Status*

Upload proof of nonprofit status, such as IRS Determination Letter or documentation from the North Carolina Secretary of State. If this documentation is not available, briefly state the reason.

IRS Determination Letter.pdf

Board of Directors*

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 2020 with occupations.pdf

APPLICATION

APPLICATION QUESTIONS – Responses to these questions will be scored by the grant committee. Each question is worth 10% of the final score.

Organization*

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

GreenWorks was founded in 1973, by a group of concerned citizens and business owners in an effort to revitalize Asheville's downtown and beautify the area. Over the past 47 years, GreenWorks has evolved in response to the changing needs of Buncombe County. With a mission to inspire, equip and mobilize individuals and communities to take care of the places we love to live, GreenWorks coordinates volunteer projects in which over 3,400 individuals participate each year. Volunteer projects include river and roadside litter cleanups, countywide Hard 2 Recycle events four times a year, planting trees and orchard and nursery workdays.

The accomplishments that best define GreenWorks include:

- Through our Rivers & Roads program, 2,262 volunteers spent a total of 6,292 hours picking up 74,825 pounds of litter by hand from waterways and roadsides in 2019.

- Launching the French Broad River Litter Prevention Program. This program involves the innovative Trash Trout litter capturing devices on local tributaries to the French Broad River. In 2019, the Trash Trout devices captured 1,797 pounds.

- Holding five successful Hard 2 Recycle events, with 3,537 Buncombe County residents bringing their hard to recycle items such as televisions, electronics, batteries, styrofoam, hardcover books and more. In total, GreenWorks and its partners diverted 145,855 pounds of waste from the County landfill.

Need for the Project*

What is the main issue this project is established to address? What data or qualitative factors/stories are available to show that need?

In many ways, Buncombe County is succumbing to the negative aspects of being a popular destination for tourists and a desirable place to relocate. The impact of nearly 260,000 residents and an average of over 11 million tourists visiting Buncombe County each year is taking a hefty toll on our local environment. With more people comes more litter on our roads and in our waterways. This litter, if not picked up, will wash into storm drains or creeks, eventually making its way into rivers.

Another factor in waterborne litter is flooding during extreme rain events, which are becoming more frequent as a result of climate change. According to the 2018 National Climate Assessment, the Southeastern United States has seen a 16% increase in heavy rain events over the last century. Extreme rain events overwhelm our stormwater systems, causing thousands of pounds of trash, including even larger items like shopping carts and soccer goals, to pour into our local waterways.

GreenWorks has been coordinating litter cleanups in Buncombe County for more than 45 years. In recent years, we have witnessed an increase in the amount of litter on our roads and waterways. Since 2016, the amount of litter collected by volunteers has rapidly increased from 53,794 lbs in 2016, to 74,825 lbs in 2019, on an average of 187 cleanups each year.

In addition to litter prevention, Buncombe County needs to reduce waste going into our landfill to avoid closing the landfill earlier than planned and having to pay to ship our waste somewhere else. Since 2011, GreenWorks has been offering Hard 2 Recycle events to county residents five times a year. These events provide a way to recycle items, like styrofoam and electronics, that are not taken by curbside recycling services. Since 2016, the amount of materials collected at Hard 2 Recycle events has increased by almost 29,000 lbs -- a 25% increase -- with no signs of abating.

Project*

Explain the project and how it will work. Include the overall purpose and any models or evidence-based practices that will be included. What specific activities and milestones are included in the project plan?

The project is simple and effective - GreenWorks will mobilize at least 2,500 volunteers on litter cleanups on roadsides and waterways throughout Buncombe County. GreenWorks' Community Engagement Coordinator will recruit and place volunteers. She will also track volunteer hours, project locations and the weight of trash and tires collected in a master spreadsheet. An AmeriCorps Project Conserve member serving with GreenWorks will lead cleanup projects that require a staff member. GreenWorks' Director of Operations will manage maintenance of the Trash Trout litter-capturing devices and work with partners and volunteers to clean out the trash captured by the devices as necessary. *In FY2020, we can only hold four Hard 2 Recycle events due to a reduction in SPF grant funds from Buncombe County. We are proposing holding five events again in FY2021.

GreenWorks will organize five Hard 2 Recycle events throughout the County - North, East, West, South and Central (Asheville). We will work with seven partners, including Biltmore Iron and Metal, Co., Curbie, Habitat for Humanity's ReStore, Asheville Humane Society, Smoky Mountain Waste, Ink Mountain Recycling and One Click Fix, which will take the materials for recycling and reuse. The Community Engagement Coordinator will recruit, train and manage 40 volunteers for each event.

Key Milestones

- 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. 2020, and Jan., April, June 2021.

- Engage at least 2,500 volunteers in 150 river and roadside cleanup projects across the County (July 2020-June 2021), focusing attention on heavily polluted roads and waterways.

- Monitor and clean out Trash Trout litter-capturing devices every other week, and immediately following a rain event.

- Document and communicate the results of waste reduction, litter prevention and recycling efforts (July 2020-June 2021).

People Served*

How many people will be served by this project? Describe the people served, including demographics such as geography, income, race & ethnicity, age, etc.

GreenWorks' Waste Reduction and Pollution Prevention project will serve the entire county and all 260,000 of its residents. The results of our projects and events will benefit not only residents of the county, but also the millions 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 drawing an average of 700 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 according to the U.S. Census Bureau (2018) are as follows:

Asian American: 1.4% Two or More Races: 2.2% Black or African American: 6.3% Hispanic or Latino: 6.7% White: 83.5%

Results*

What results do you hope to achieve with this project? Be specific about how much impact the project will have in line with Commissioner focus areas.

GreenWorks hopes to provide environmental stewardship for our County's natural resources by preventing litter pollution and reducing waste. Through our efforts, tens of thousands of pounds of litter will be removed from Buncombe County's roadsides and waterways, leading to improved water quality and a cleaner environment.

Through our Hard 2 Recycle events, over 100,000 pounds of waste will be diverted from the landfill, helping to extend its life. An important additional benefit of the Hard 2 Recycle events is community education about waste reduction and recycling. GreenWorks receives hundreds of phone calls each year from Buncombe County residents inquiring about recycling information for both curbside recycling services and Hard 2 Recycle events. The Hard 2 Recycle and Recycling Information pages on our website receive the most hits, with more than 5,000 visits each month. The forty or more volunteers that support each Hard 2 Recycle event learn most directly about our waste streams and what can be done to reduce waste in Buncombe County.

No other organization in the County, nor the County government, is able to mobilize as many volunteers on litter cleanups and Hard 2 Recycle events (over 2,500 individuals each year). Without the hard work of these volunteers and coordination and project management skills of GreenWorks, our roadsides and rivers would be choked with trash.

Evaluation*

How will you know you have succeeded? Explain the project evaluation process, including specific measures that will be tracked.

To evaluate the success of our litter prevention program, GreenWorks records the weight of litter collected on volunteer cleanups and by litter-capturing devices on tributaries leading to the French Broad River. From the litter cleanup records we have kept over the past four years, we are able to point to a steady increase in the amount of litter collected.

At each Hard 2 Recycle event, our partners record the weight of materials collected and send GreenWorks the data following the event. Biltmore Iron and Metal Company records the weight of all the scrap metal, electronics, batteries and TVs they receive. Curbie provides GreenWorks with the weight of the hardcover books and cardboard they collect. These items make up the bulk of the weight of materials collected at H2R events. We also record the amount of styrofoam collected rather than weight, since it is such a lightweight material that takes up a large volume of space. We have been collecting a semi tractor trailer worth of styrofoam at events this past year and it is filled to capacity each time.

In addition to the weights of litter and H2R materials collected, we also record the number of cleanup events held, the number of volunteers in attendance and the number of hours worked.

Collaboration*

List any formal and/or supportive partners. Describe their roles in the project. How will they make it stronger?

Biltmore Iron and Metal Company (BIMCO) - This local scrap metal recycler volunteers its staff time and brings two large dumpsters to each Hard 2 Recycle event and hauls them away. They take responsibility for recycling televisions, electronics, batteries and metals.

Curbie, Inc. - This local Materials Recovery Facility volunteers at each Hard 2 Recycle event to collect corrugated cardboard and hardcover books.

City of Asheville Department of Public Works - Partners with GreenWorks to support cleanups by hauling away bags of litter that volunteers collect.

City of Asheville Office of Sustainability - administers contract with GreenWorks that includes funding for litter cleanups on City-owned streets and parks, as well as for Hard 2 Recycle events that take place within the City limits (two per year).

Asheville Humane Society - collects items for cats and dogs at the Hard 2 Recycle events

Habitat for Humanity ReStore - collects reusable household items at the Hard 2 Recycle events

MountainTrue's French Broad Riverkeeper and RiverLink - GreenWorks partners with these two nonprofit organizations to implement two major countywide river cleanups each year: Clean Streams Day in May and WNC Big Sweep in September. These partners help recruit volunteers and provide additional boats, gear and supplies for river cleanups.

Budget*

Download a copy of the budget form <u>HERE</u>. Complete the form, and upload it using the button below.

Explain how grant funds will be used, specifically what type of expenses will be covered by County funds. Describe other sources of revenue, including type of funding, source, restrictions and status.

FY21_SPGrant_Budget_Form.xlsx

The largest portion of the grant funds (\$25,000) will be used to support staff salaries related to the project. Staff salaries make up 58% of the the total project budget and 44% of the grant request. The budget also includes \$10,080 to cover the living allowance for an AmeriCorps volunteer to coordinate GreenWorks' volunteer cleanup activities. The remaining funds will be used for supplies and materials for cleanups such as life jackets, gloves, safety vests and kayaks (\$5,358), food for volunteers at large-scale cleanups and Hard 2 Recycle events (\$1,323), Printing and Marketing of publications, handouts and banners for Hard 2 Recycle events (\$2,494), and a portion of Rent and Utilities (\$5,745).

Other funding sources include the Pigeon River Fund of the Community Foundation of Western North Carolina. GreenWorks received a grant of \$25,000 from the Pigeon River Fund in June 2019, to support our French Broad River Pollution Prevention Program, which includes the design and building of Trash Trout litter-capturing devices for rivers and streams. GreenWorks has a contract with the City of Asheville for services performed within the City's limits. GreenWorks is reimbursed for a portion of expenses related to the two Hard 2 Recycle events and the approximately 100 roadside cleanups that take place in the City for about \$7,000 a year. We also allocate some of our funds raised through individual contributions to our Pollution Prevention and Waste Reduction efforts in Buncombe County. Finally, our partners for the Hard 2 Recycle events contribute staff time and equipment to each event at a value of approximately \$10,000 a year.

Other County Funding*

List all other Buncombe County funding that is provided to your organization. For each item, list the project being funded, amount of funding, source (grant, departmental contract, etc.) and whether funding is to be renewed for FY2021.

FY20 Buncombe County Recreation Grant: \$3,828.70

*Note: GreenWorks is the fiscal sponsor for Bent Creek Community Park, which received a grant of \$6,000 from Buncombe County Recreation in December 2019 for FY2020. The check was made out to Asheville GreenWorks and all funds were passed through to Bent Creek Community Park.

Sustainability*

How will the project continue to succeed after the funding of the grant? Explain your plan for making this an ongoing effort.

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:

- Strengthening both board's and staff's fundraising capacity through professional development
- Building and sustaining relationships with other local foundations
- Developing stronger ties to local businesses
- Improving our special events in order to bring in more revenues
- Evolving our annual mailing campaigns through innovative donor-centric communication
- Expanding our individual donor cultivation activities, and
- 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.

We have been approached by other counties and municipalities about helping them set up Hard 2 Recycle events, organizing volunteers and installing Trash Trout litter-capturing devices. We are exploring the possibility of developing a consulting arm of our organization that would charge a fee for providing this sort of advice on program development.

At the time of this application, GreenWorks is awaiting a response from the Dogwood Health Trust on the status of grant funds for capacity building in 2020. We have also completed the first step in the process of applying to the Community Foundation of Western North Carolina for a capacity building grant. Both of these grants will enhance GreenWorks' fund development plan, including identifying ways to bring in additional earned revenues from program fees and launching a major gifts program.

OPTIONAL INFORMATION

OPTIONAL INFORMATION – This information will not impact grant scoring but will be helpful to the committee.

Partial Funding

If the project were to be offered a grant for partial funding, what factors would need to be considered?

If our project were to be offered a grant for partial funding, we would need to adjust our deliverables as we did in FY20, when we received 20% less than requested (\$40,191 as opposed to our request for \$50,000). With full funding, GreenWorks was able to offer five Hard 2 Recycle events each year from 2011 to 2018. Due to the decrease in County funding through the Strategic Partnership Fund grant program, we had to reduce the number of events we can offer this year to four. The number of volunteers we plan on engaging in FY20 is 1,750 rather than 3,500 and the amount of trash collected on cleanups will be 25,000 lbs rather than 50,000 lbs. We hope to be fully funded this year and return our impact to what it was in the past or better.

Something to consider when deciding whether to offer full or partial funding is the environmental impact of not doing all we can to prevent pollution and reduce waste production in our County. At each Hard 2 Recycle event, we see an average of 600 vehicles come through with materials to drop off. Many Buncombe County residents request even more frequent events than five times a year. The demand is much higher than our capacity to run these events. The only alternative we can offer folks who want to dispose of Hard 2 Recycle items is to send them to the landfill. Also, the amount of trash that ends up in our rivers and along our roadways is staggering. Again, GreenWorks and our volunteers are being called upon to do more with less. Few other grantmaking foundations and donors contribute to litter cleanup efforts. Without funding from Buncombe County, GreenWorks will not be able to continue coordinating hundreds of cleanups and thousands of volunteers each year. The impact of this will be seen in the amount of litter along our roads and trash floating downstream on our rivers.

Resource Support

Beyond this grant request, how can Buncombe County support your organization with this project and in strengthening your work?

Buncombe County can continue to support our organization by publicizing the Hard 2 Recycle events through social media. Ideally, the services that GreenWorks provides the County would be incorporated as a line item in the County budget rather than GreenWorks reapplying for uncertain funding through the Strategic Partnership Fund each year for an ongoing County need.

Other

Is there anything else that you want the committee to know?

File Attachment Summary

Applicant File Uploads

- IRS Determination Letter.pdf
- Board of Directors 2020 with occupations.pdf
- FY21_SPGrant_Budget_Form.xlsx

 IRS Department of the Treasury Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0752857843 July 29, 2014 LTR 4168C 0 56-1672870 000000 00 00022741 BODC: TE

ASHEVILLE GREENWORKS PO BOX 22 ASHEVILLE NC 28802

011089

Employer Identification Number: 56-1672870 Person to Contact: CUSTOMER SERVICE Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your July 18, 2014, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in May 1990.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.



0752857843 July 29, 2014 LTR 4168C 0 56-1672870 000000 00

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ASHEVILLE GREENWORKS PO BOX 22 ASHEVILLE NC 28802

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Kim D. Bailey Operations Manager, AM Operations 3



Samantha Bowers (2022) Grants Manager, American Chestnut Foundation 95 Westover Dr. Asheville, NC 28801 (828) 230-0233 samantha.bowers@acf.org

Allen Brailsford, Vice-Chair Retired (2021) 5 Grandview Drive Asheville, NC 28806 (828) 505-1049 (201) 741-7588 Allenbrailsford7@gmail.com

John Curry (2022) Attorney at Law 59 Edgemont Rd Asheville, NC 28801 828-254-3924/(c)215-4512 jcurry43@yahoo.com

Amanda Fairley (2020) Sustainability Manager Waste Management 123 Pennsylvania Ave Asheville NC 28806 (910) 445-1094 afairley@wm.com

Greg Hammer, Chair NOAA (2020) 75 Pine Forest Drive Weaverville, NC 28787 (828) 768-3437 gregory.r.hammer@gmail.com Edward Macie (2020) Consulting Urban Forester 46 Sunrise Drive Asheville, NC 28806 (404)316.3546 ed@edmacie.com

Dennis Michele (2022) 27 Cane Creek Circle Fairview, NC 28730 (828) 628-4343 dmichblue@aol.com

Jannette Montenegro (2020) Historic Cotton Mill Studios 122 Riverside Drive Asheville, NC 28801 cottonmillstudios@gmail.com

Ed Parker (2020) Realtor Matt & Molly Team at KW 108 Stonecrest Drive Asheville, NC 28803 (828) 407-0618

Richard Patiño (2020) Patiño Law Firm 30 Peach Knob Drive Asheville, NC 28804

Diana Restrepo (2022) 307 Carrington Place Arden NC 28704 (828) 407 7666 dianacaro.restrepo@gmail.com John Robbins (2023) 69 Blue Heron Dr Fletcher, NC 2873 (704) 906-3808 johnrobbinsjbr@gmail.com

Bob Roepnack (2022) General Contractor 23 Elk Mountain Scenic Hwy. Asheville, NC 28804 (828) 545-5363 (c) bob@roepnack.com

Lee Ann Smith (2021) Media Specialist Glen Arden Elementary 8 Muirfield Drive Arden, NC 28704 (828) 775-5020 (c) upthishill@gmail.com

John Swann, Treasurer (2022) 31 Dogwood Knoll Asheville, NC 28805 (828) 231-4160 swannijohn@yahoo.com

Phyllis Stiles (2022) Bee City USA, Founder/CEO 34 Courtland Avenue Asheville, NC 28801 (828) 545-4282 phdstiles@gmail.com

GreenWorks Staff Members

2 Sulphur Springs Rd. Office Dawn Chávez, Executive Director Joele Emma, Director of Education Peter Menzies, Environmental Educator Megan Travi, Development Associate Nina Salerno, Bookkeeper Tracy Hyorth, Administrative Assistant 318 Riverside Drive Office Eric Bradford, Director of Operations Chelsea Rath, Community Engagement Coordinator *AmeriCorps Members* Laura Anderson, Water Quality Coordinator Gabby Fitts, Community Forestry Coordinator

Strategic Partnership Grants Proposed FY2021 Project Budget (July 1, 2020 - June 30, 2021)

Organization Name:	Asheville GreenWorks
Project Name:	Pollution Prevention and Waste Reduction in Buncombe County
Grant Amount Requested:	50,000

FY2021 Proposed Project Revenue	Amount	Committed or Pending?
Proposed Buncombe County Strategic Partnerships Grant	\$ 50,000	
Pigeon River Fund of the Community Foundation of WNC	\$ 25,000	Pending
City of Asheville	\$ 7,000	Pending
GreenWorks General Operating Funds raised from individuals and corporate donations	\$ 15,579	Committed
Sponsorships for Trash Trout litter-capturing devices	\$ 20,000	Committed and Pending
In-Kind support from partners for Hard 2 Recycle	\$ 10,000	committed
List other sources:		
List other sources:		
Total	\$ 127,579	

FY2021 Proposed Project Expenses	Proposed Grant	Other Funds	Total	Notes
Personnel	\$ 25,000	\$ 32,031	\$ 57,031	
Training		\$ 938	\$ 938	
Travel		\$ 2,687	\$ 2,687	
Supplies / Materials	\$ 5,358	\$ 20,000	\$ 25,358	
Meetings (Food, Interpreting, Child Care, etc.)	\$ 1,323		\$ 1,323	
Equipment / Furniture		\$ 4,875	\$ 4,875	
Printing / Marketing	\$ 2,494		\$ 2,494	
Licensing / Memberships / Dues / Subscriptions		\$ 169	\$ 169	
Client Support			\$-	
Contracts			\$-	
Professional Services (Legal, Accounting, etc.)		\$ 1,500	\$ 1,500	
Insurance and Bonds		\$ 1,971	\$ 1,971	
Building Maintenance (Rent, Utilities, Repairs, etc.)	\$ 5,745	\$ 1,968	\$ 7,713	
Permits and Fees		\$ 1,440	\$ 1,440	
AmeriCorps Member for Rivers & Roads	\$ 10,080		\$ 10,080	
In-Kind Services		\$ 10,000	\$ 10,000	
List other costs:			\$-	
		Total	\$ 127,579	

Overall Organization Budget	Amount		Notes
FY2019 Actual Year-End Revenue	\$	573,947	
FY2019 Actual Year-End Expenses	\$	551,104	
FY2020 Adopted Budget Amount	\$	567,380	
FY2021 Proposed Budget Amount	\$ (625,000	