



Creating a Community ReUse Systems Model

SUSTAINABLE BROOME - Lunch & Learn

Diane Cohen, CEO, Finger Lakes ReUse, Inc.

February 16, 2024

Finger Lakes ReUse, Inc. - 501(c)3 nonprofit organization founded 2007



Our **mission** is to enhance **community**, **economy**, and **environment** through reuse.

Our **founding goals** are to **reduce waste**, **relieve poverty**, and **teach skills** through reuse activities.

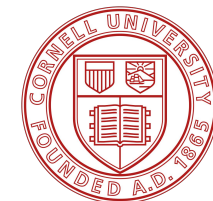
Our **vision** is of a **just**, **resilient**, and **waste-free world** that **values people** and **resources**.

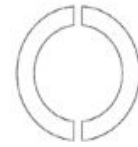


collaboration

Dr. Janine Benyus

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Circular
Construction
Lab



Circularity, Reuse, and Zero Waste Development

Finger Lakes ReUse Programs

- ★ **First Community ReUse Center** opened at Triphammer Mall (2008)
- ★ **Deconstruction & Salvage Services*** begin (2009)
- ★ **eCenter Computer Refurbishing** program (2010)
- ★ **Ithaca Fixers Collective** (repair volunteers) (2012)
- ★ **ReSET Job Training** program (2013)
- ★ **Second Ithaca ReUse Center** opened (2015)
- ★ **ReMAP (ReUse Materials Access Program)** (2017)

**Deconstruction Services largely paused (2018) due to capacity to absorb donation drop-off volumes*



Finger Lakes ReUse Awards

- US EPA - *Environmental Champion Award*
- NYSDEC - *Environmental Excellence Award*
- Tompkins County Chamber of Commerce - *Nonprofit of the Year Award*
- Alcohol & Drug Council - *Recovery Friendly Employer of the Year*
- Ithaca Journal Readers Poll - *Best Department Store (2021)*
- Town of Ithaca Environmental Conservation Award (2022)
- Ithaca Times Readers Choice - *Best Thrift Store (2018-2023)*



5 YEAR ECONOMIC IMPACTS 2018-2022

SOURCE: [Quantifying the Economic Impact of Finger Lakes ReUse in Tompkins County, New York](#), Mikec & Augustine-Marceil, February 2023

Sales Revenue
\$8.67 Million
2018-2022



County Sales Tax Paid
\$346,000
2018-2022

Finger Lakes ReUse has consistently grown its revenue and in 2022 earned an estimated \$2.5 million from sales. As sales revenues grow, so does Finger Lakes ReUse's contribution through county sales tax, in the last 5 years the organization has contributed \$346,000.

Diverted from Landfill
9.7 Million lbs
2018-2022



Recirculated Items
2.8 Million
2018-2022

Since 2018, Finger Lakes ReUse has diverted an estimated 2.8 million individual items weighing approximately 9.7 million lbs. This is equivalent to 6.7% of all municipal solid waste sent to landfill by Tompkins County over the last five years.

Finger Lakes ReUse stats

- ★ \$2.5 million in sales in 2023
- ★ 45,000 drop-off donations in 2022
- ★ 750,000 items returned to local use in 2022
- ★ \$191,000 (our prices) provided in store credit vouchers to people in crisis through referrals from 26 local human service agencies in 2023
- ★ \$196,000 collected and paid in sales tax in 2022
- ★ Started with 7 employees, now 78 employees, 10 apprentices, 32 summer youth workers
- ★ Pay livable wage, health benefits, retirement
- ★ 752 volunteers = to 4.3 full time equivalent employee in 2023



WELCOME
COMMUNITY POWERED BY REUSE





















Barbra
Streisand

SIMON AND GARFUNKEL'S GREATEST HITS

1. Bridge Over Troubled Water
2. The Sound Of Silence
3. The Boxer
4. The Only Living Boy In New York
5. A Hazy Shade Of Winter
6. Scarborough Fair / Canticle
7. I Feel Like A Simple Man
8. The 12th Floor
9. The Sound Of Silence (Acoustic)
10. The Sound Of Silence (Live)



Orpheus Dringwood







WORKFORCE

Green, living wage jobs, skill-building for quality careers, volunteer opportunities







Thank you for shopping with us!

DOUBLE YOUR IMPACT TODAY

1 LET YOUR CASHIER KNOW YOU WOULD LIKE TO ADD A DONATION TO YOUR PURCHASE!

5

X so please your own business interest!

Thank you!

REUSE

Thank You



















CAPACITY

Warehouse & retail facilities, equipment, staffing, expertise









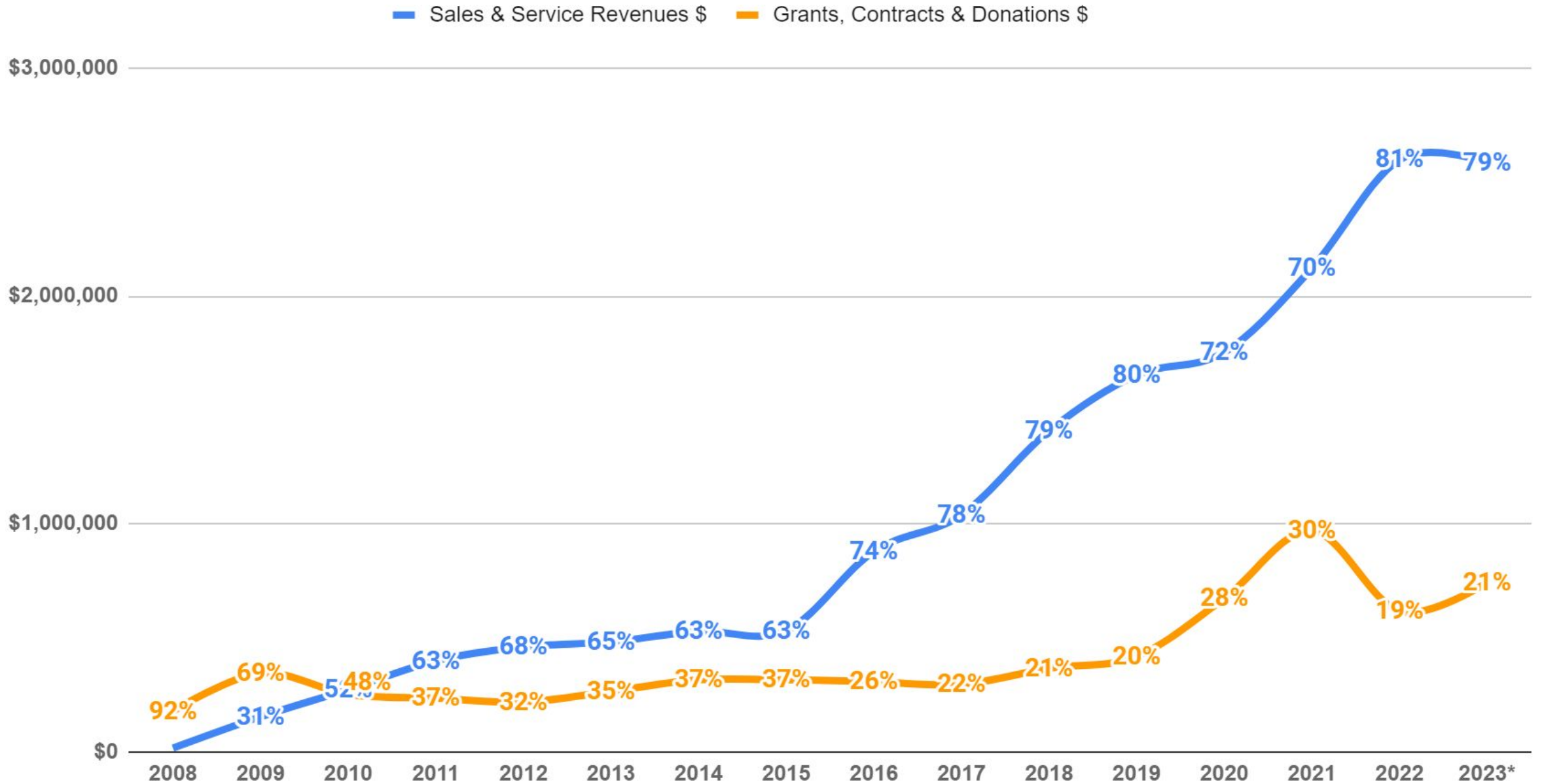




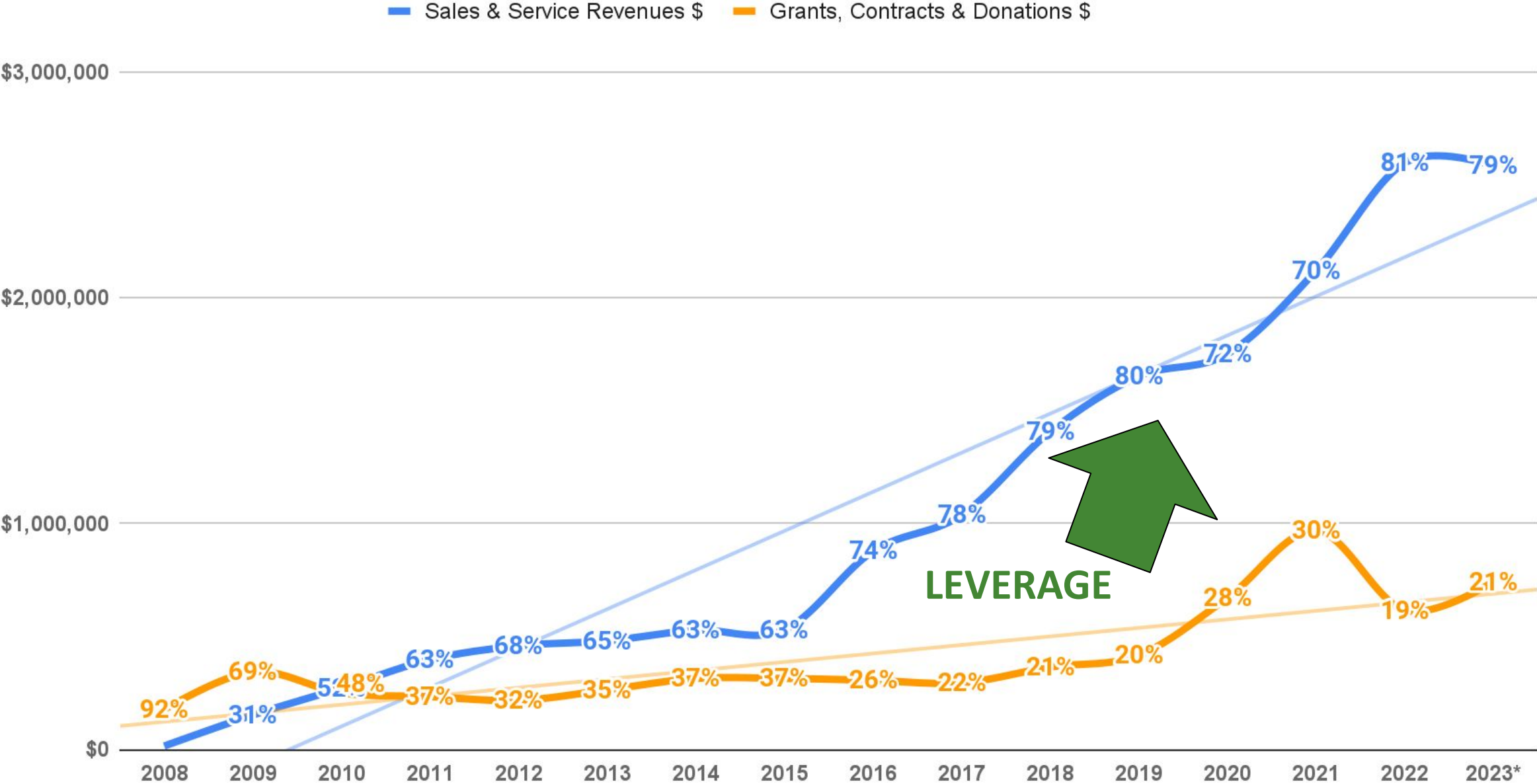


BAD
Batteries

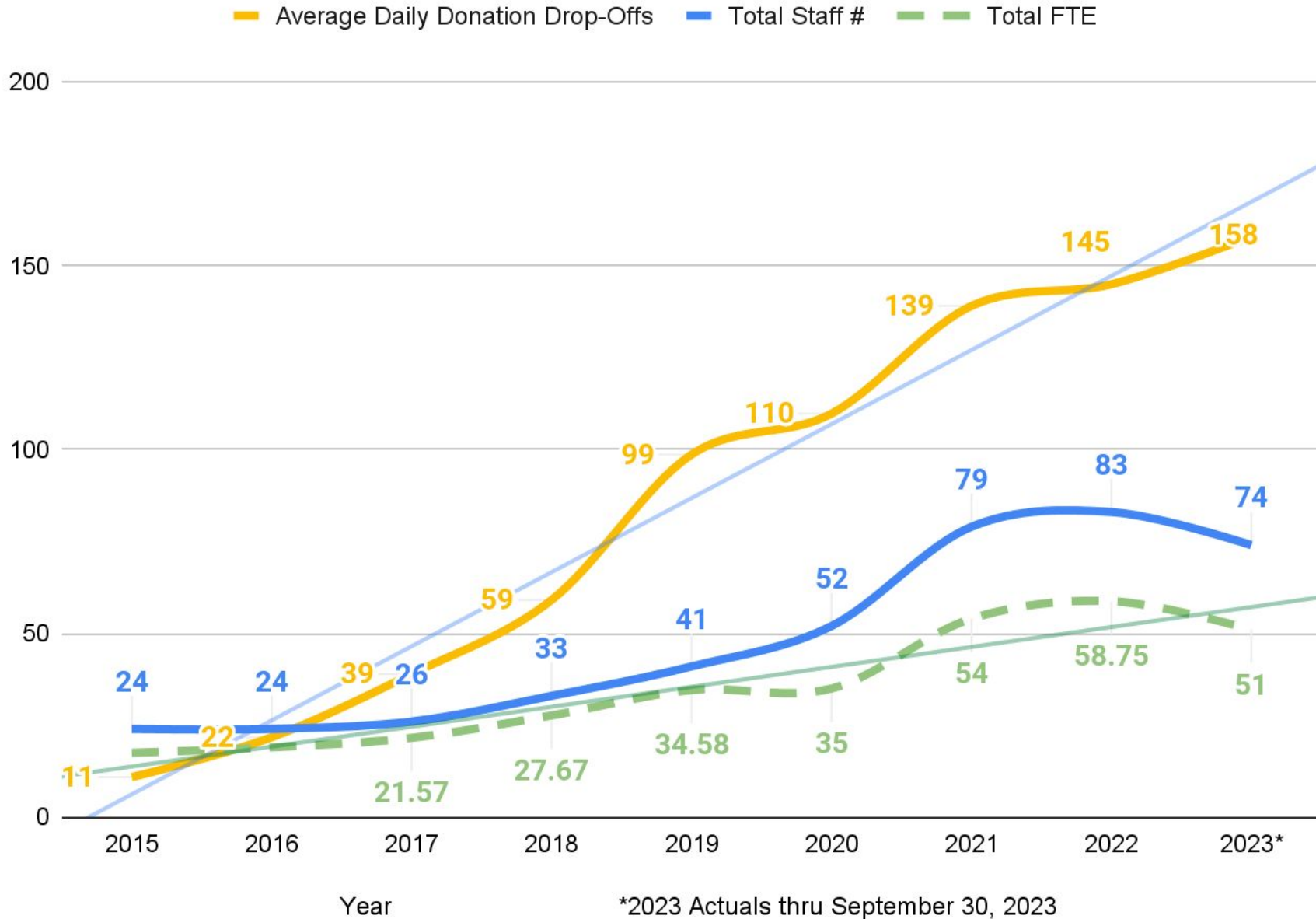
Earned vs. Contributed Revenue History



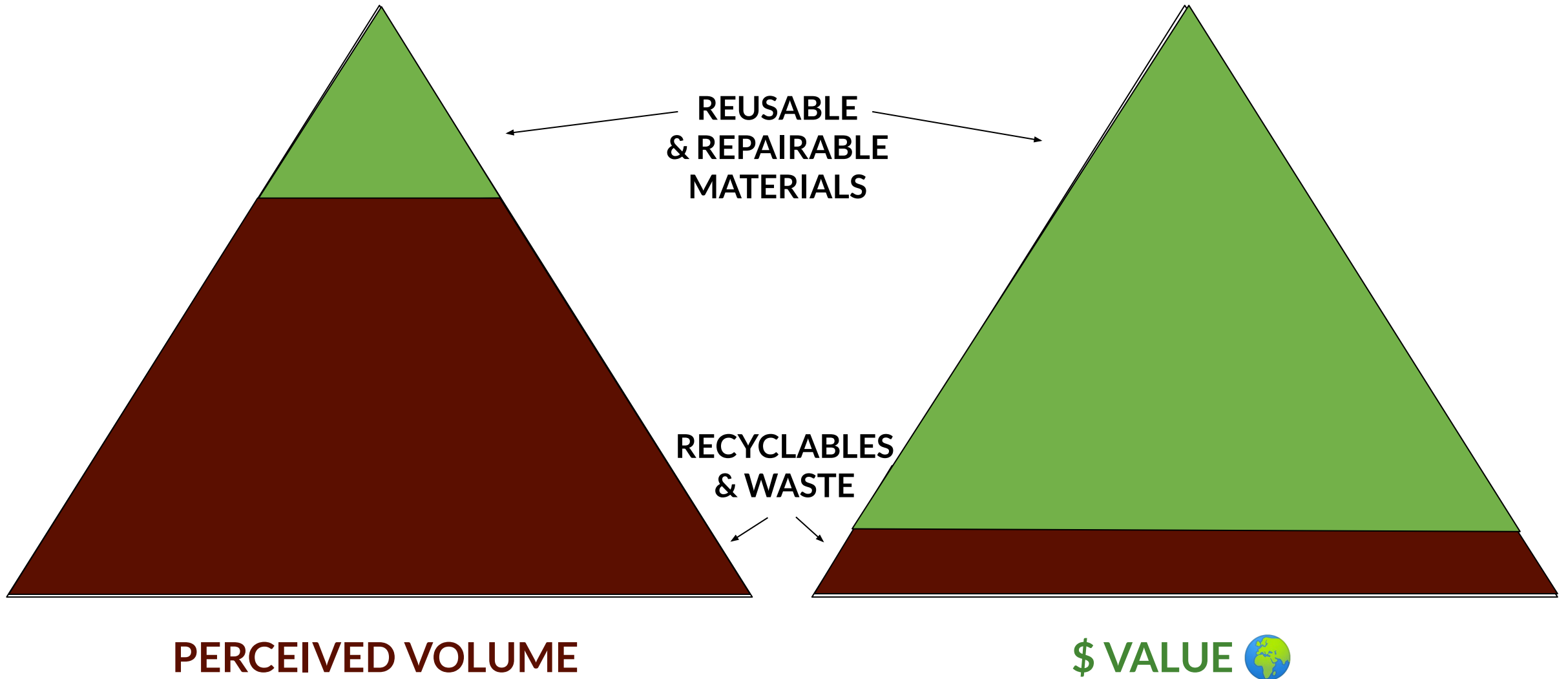
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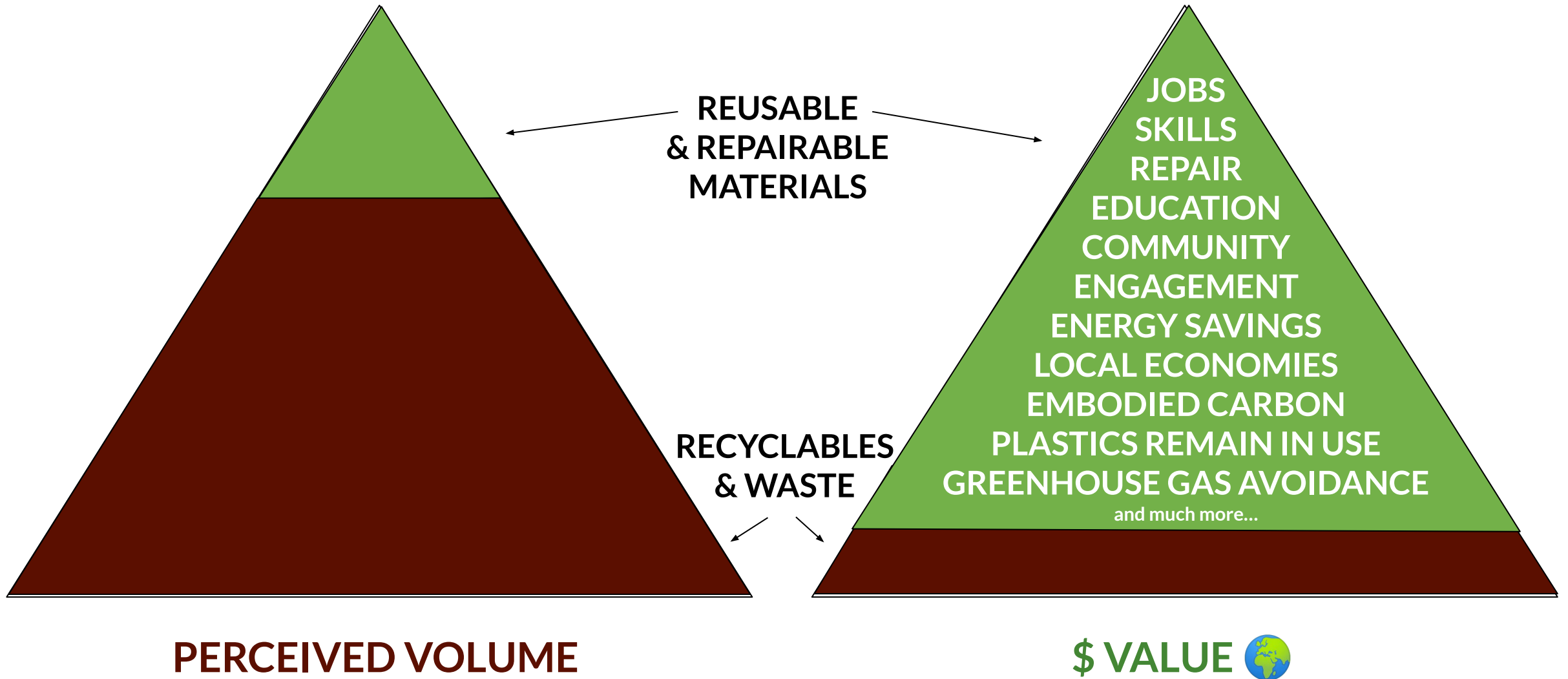
Material Donations and Staffing Growth, 2015-2023



MATERIALS MANAGEMENT CHALLENGE: VOLUME VS. VALUE



MATERIALS MANAGEMENT CHALLENGE: VOLUME VS. VALUE



Tompkins County Materials Management Contracts 2018-2023

Reuse Contracts

1.5%

Food Waste

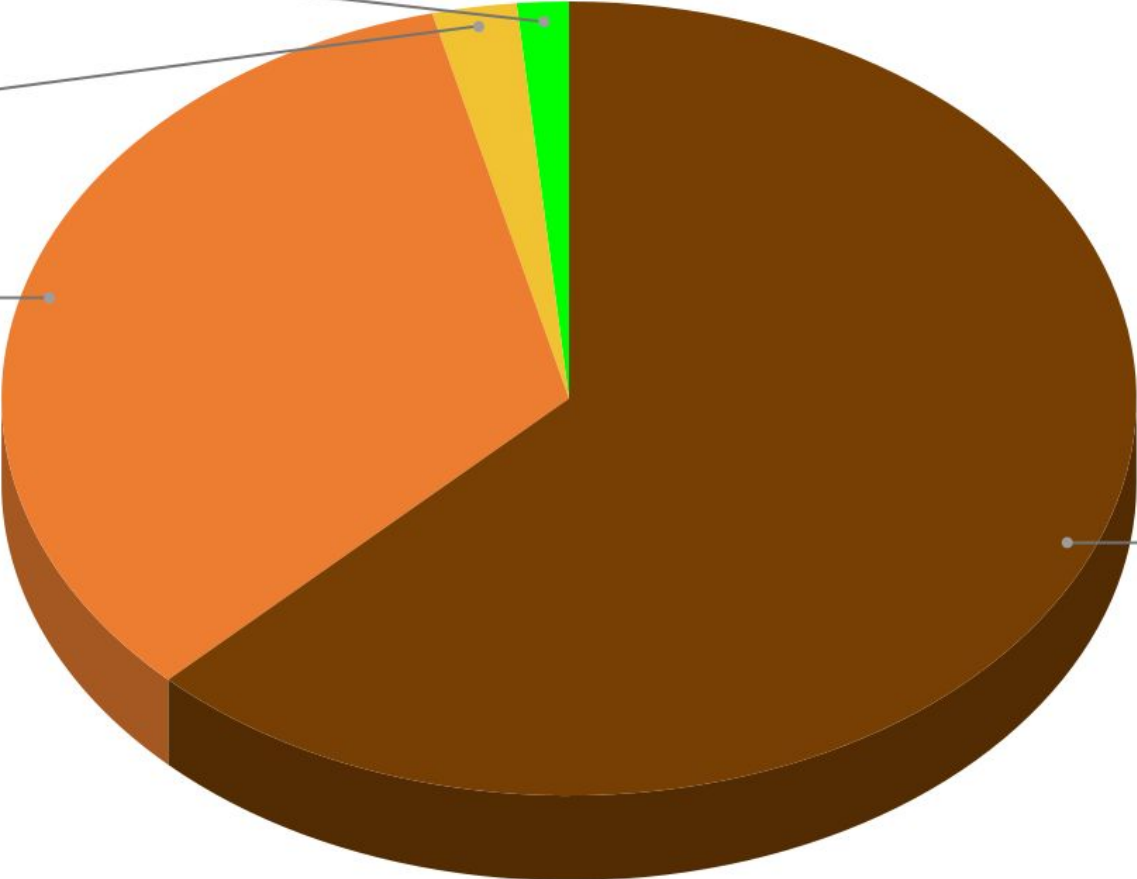
2.4%

Recycling Contracts

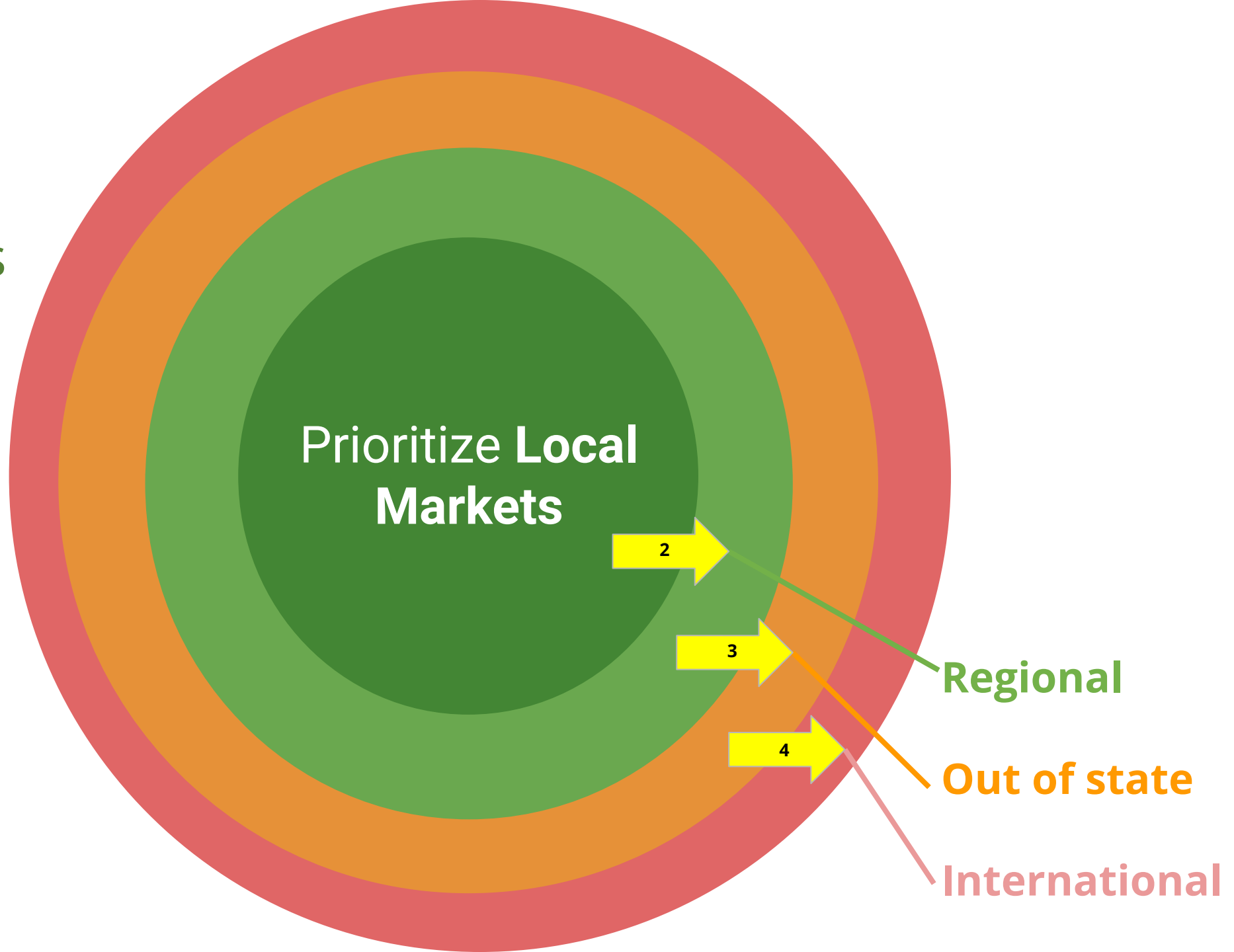
33.6%

Waste Contracts

62.5%



Environmental
Material
Movement to
Market **Priorities**



ReUse System of “HUBS” and “Exchanges”

HUBS - a system or network of large warehouses with high ceilings and loading docks to harvest and process reusable, repairable and refurbishable materials, driven by public/private partnerships, with good paying jobs and multiple workforce development activities. Focus on largest volume/highest value materials: Building Materials, Mattresses, Appliances, Textiles, Repair and Light Manufacturing, Reverse Logistics

EXCHANGES - a generic term for used material marketplaces including all used material retail outlets and donation drop offs including:
Community ReUse Centers, thrift stores, specialty shops, antique stores, auction houses, online platforms, **start up enterprises**. May be non-profit, for-profit and may include value-added activities such as repair and refurbishing services

ReUse “HUBS” and “Exchanges”

GOAL: To develop a COMPREHENSIVE* AND JUST** system to filter out ALL reusable, repairable, refurbishable, and valuable products and materials from the waste that will otherwise be burned or buried.

***COMPREHENSIVE:** Sufficient investment in material collection systems and services, including deconstruction and design for disassembly and repairability, sorting mechanisms, assessment valuations, market pathways

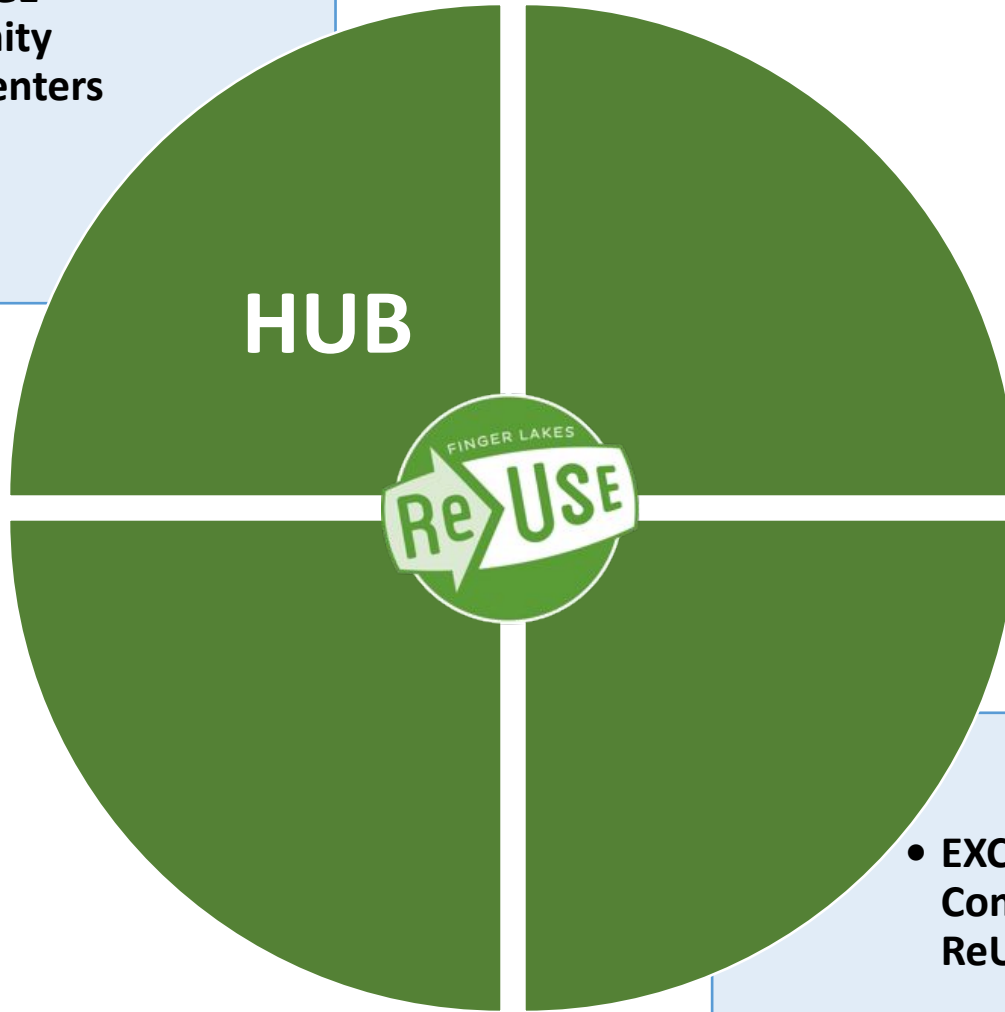
****JUST:** Inclusive, fair, best labor practices, respectful treatment will promote workforce engagement and good job experiences in diverse and inclusive settings supported by volunteers and mentors.



2008
Community
ReUse Center

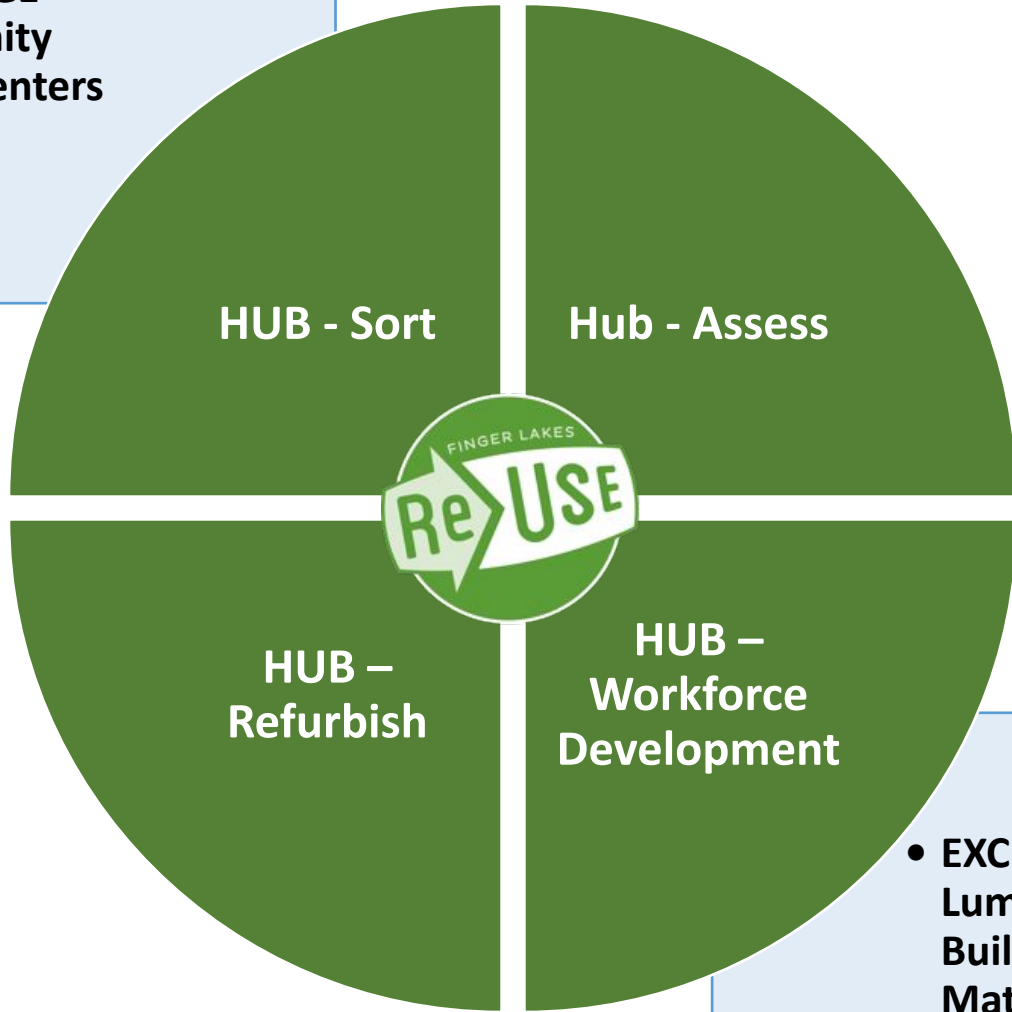


- **EXCHANGE –
Community
ReUse Centers**

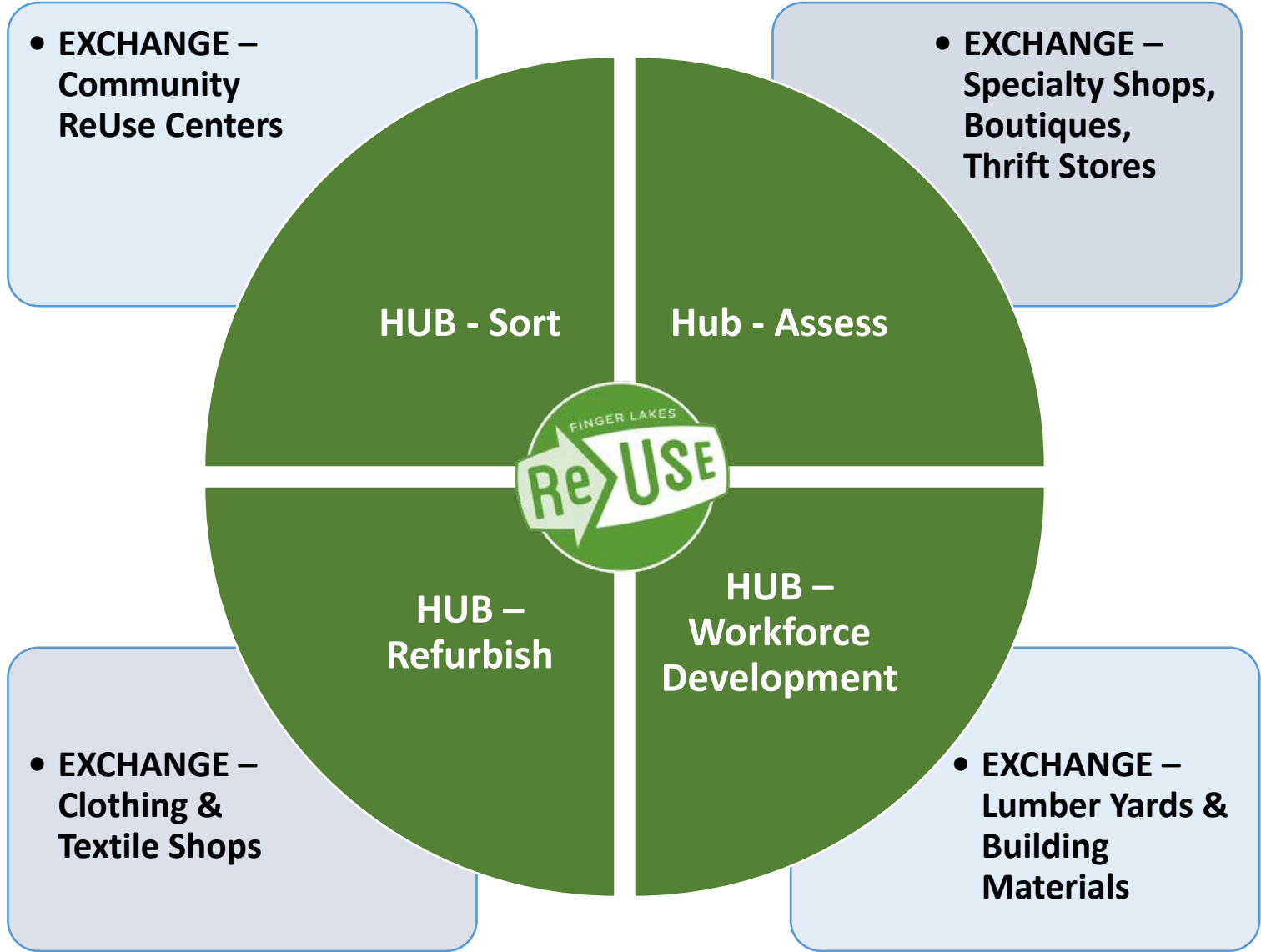


- **EXCHANGE –
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- **EXCHANGE – Community ReUse Centers**

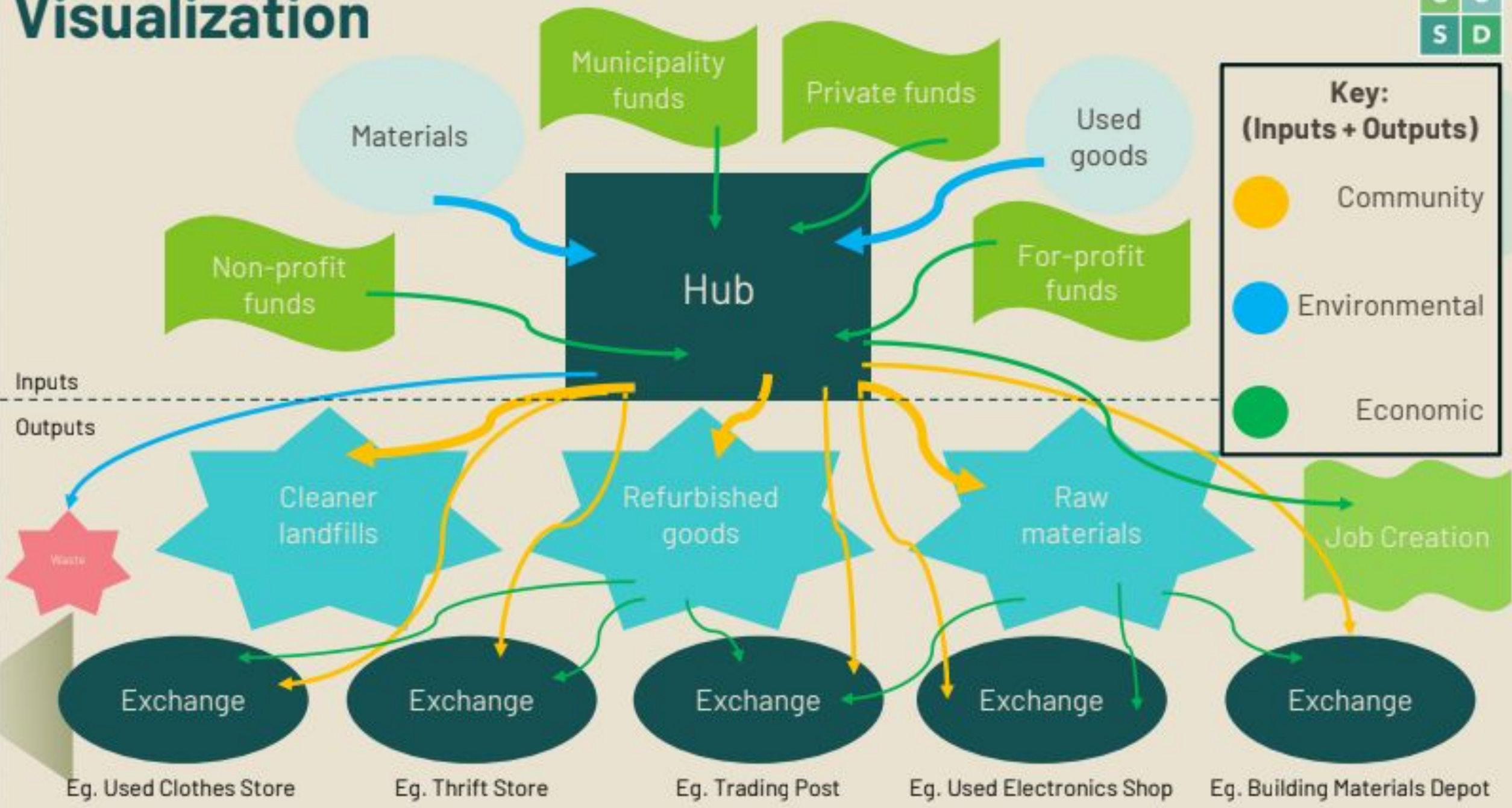


- **EXCHANGE – Lumber Yards & Building Materials**



Visualization

C	U
S	D





DONATION
DRIVE THRU

↑
DONATION
DRIVE







THANK YOU



RECYCLING AND MATERIALS MANAGEMENT OF TOMPKINS COUNTY

PARK FOUNDATION



TRIAD FOUNDATION



Department of Environmental Conservation

Community Foundation of Tompkins County



Ithaca Urban Renewal Agency

TRADE DESIGN BUILD



New York State Association for Reduction, Reuse and Recycling



City Federation of Women's Organizations WOMEN BUILDING COMMUNITY



Ithaca Area Economic Development

Alternatives FEDERAL CREDIT UNION Where Good Things Happen



Appalachian Regional Commission

Empire State Development

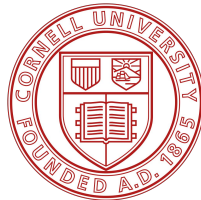


Nonprofit Finance Fund

STREAM COLLABORATIVE architecture + landscape architecture dpc

KENDAL at Ithaca

Rotary Club of Ithaca, NY



Cooperative Extension Tompkins County

CASCADE ALLIANCE Sustainable Work. Stronger Communities.

Diane Cohen - diane@fingerlakesreuse.org