

Focus Green Fundraising Campaign

The Focus Green campaign by Bay Area Recycling for Charities (BARC) will drive tangible investment in the infrastructure and engagement required to help the Grand Traverse region become the greenest in Michigan by 2020.

Focus Green envisions a network of zero-waste communities in our region, where virtually everything is reused, repurposed, recycled, or composted and we reduce what goes into landfills. Our community is calling for more composting and recycling of more materials. To respond to this challenge, we will require direct financial support to secure more space, land, equipment, and labor.



The Focus Green 2020 Platform

The Focus Green platform has been created to bring together community members, businesses, other nonprofits and local governmental agencies from our unique and dynamic region together to make it even better by becoming a greener community. We will reach out to other entities in land development, water protection, and transportation while BARC continues to concentrate its efforts and knowledge on the solid waste stream. Our goal with the Focus Green platform is to engage and support these entities, and with funding we will support a focus group of organizations that will bring their expertise and goals to create a well-rounded and thoughtful platform.

To support this platform, BARC will grow and develop the following key components:

Increase recycling efforts across our 5 county region.

- Diverting 50% or more waste from landfills by 2020 is already the goal of Grand Traverse County, and we will work to aid other counties to achieve the same goal. Doing so will keep land available for enjoyment rather than burying our waste, and keep our air and water cleaner with less toxins breaking down in the soil.
- Funds raised will be used to grow curbside recycling, add employees, and purchase more recycling bins, trucks and trailer.

Keep mattresses out of our landfills.

- While we concentrate mostly on servicing the five counties of our Northwest Michigan region, the need for mattress recycling is huge. The number of companies taking on this labor-intensive work are so few that we already have contracts with entities outside of our region. Mattresses take up huge space in our landfills, and 21 states have already banned mattresses in landfills (a practice that leads to dumping without other means of disposal).
- This is a much-needed service and we are ready to grow it, but it is costly on many levels: warehousing mattresses, staging semi trailers, fuel costs, labor, etc. Investment will allow BARC to make these investments, allowing us to sell the materials harvested from the mattresses to be reused in other ways.

- At our current level of 20,000 mattresses per year we employ 7 workers, and we hope to grow that to 30-50,000 with investment.

Expand compost business.

- BARC currently composts food waste from Munson Medical Center and the Grand Traverse Resort along with several restaurants. Our goal is to help composting become a common and expected activity for our local restaurants, and we envision a relationship with the City of Traverse City and other communities to compost the leaves from pickups in the future.
- With funds raised, BARC will purchase farmland committed to composting and increase employment. We will also add an educational component that explains the circle of food, from earth to food to table and back to the earth.
- Affordable compost helps boost organic gardening, and the leaf pickup makes our compost rich in nutrients and ensures that leaves are returned to the earth in a productive way.

Strengthen E-waste recycling.

- In 2014 BARC and Grand Traverse Industries (GTI) purchased an E-waste company. GTI is a local non-profit who provides training and employment services to persons with disabilities and other barriers to employment. Our joint E-waste effort incorporates an electronics dismantling program for GTI employees.
- In 2015, BARC received a DEQ grant to expand the program to include all of Northern Michigan, and in 2015 we took in nearly 800,000 pounds of electronics - 50 semi loads.
- Further funding will allow BARC to collect more E-waste from beyond our region thus strengthening the partnership with GTI and creating more employment.

Begin biodiesel production.

- BARC already has equipment that can produce 400 gallons of biodiesel per day, but biodiesel production requires a separate building.
- Funding will allow BARC to establish the operation and hire staff, which will result long term in a tremendous savings to BARC as we will be able to fuel our entire fleet using our biodiesel.

Develop and conduct educational programs.

- We can only succeed in making our region the greenest if people understand the importance of and the ways in which they can participate in making this happen.
- To that end, school curriculums for K-12 grades have been developed by VISTA interns. Partnerships with school districts in our five county region will be formed to add these environmental education programs to the standard curriculum and/or offer these as extracurricular activities.
- We will also conduct workshops for service clubs and other adult organizations that inform the participants about our programs, teach them how to make their own lives more green, and educate the public about what we all can do to protect and enhance our area's environmental health into the future.
- Funds raised will be used for staff to finalize and publish curriculum for use in the region and beyond. It will also be used for supporting our workshops through production of materials and other costs.

Promote zero waste events.

- BARC has been promoting our zero waste events to a broad range of functions from private parties to large beer and wine events in the area. As a non-profit we can pull liquor licenses for events. We then person the alcohol sales with our volunteers and staff who also manage the waste stream as part of their participation. The profits from the beer or wine sales benefit the nonprofit and we also promote the zero waste concept.
- Zero waste events reduce garbage going to landfills and increase compost output. Income received from these events is used to pay employees, support day-to-day operations, and create further education programs.

Indiegogo Campaign Timeline and Rewards

Campaign Start: Giving Tuesday, December 1 2015 at 4:00 PM

Campaign End: Tuesday, February 23 2016 at 5:40 PM

If just 2020 community members who share our vision to give \$202 and we will meet our goal! But you can make a difference with any amount you feel you can give to help bring a greener Grand Traverse Area into focus by 2020.

2020 dimes = \$202 (2020 available gifts)

BARC punch card for recycling service - \$60 value. This equates to a mattress \$20 and box spring \$20 and television \$20 or 3 months of curbside recycling. Shout out on Facebook to thank you or the person, business or organization you donated on behalf of for your support.

2020 pennies = \$20.20 (500 available gifts)

Sincere Thank You along with BARC logo sticker and button to show your support!

\$50 200 available gifts

BARC tote bag, sticker and button.

2020 nickels = \$101 (100 available gifts)

2 bags of BARC compost and \$5 in Bay Bucks (our local currency) with a list of where you can spend it!

2020 quarters = \$505 (50 available gifts)

BARC tote bag with picnic ware for 4 (compostable serve-ware of course), \$5 gift card to Oryana, and bottle of local wine. Shout out on Facebook to thank you or the person, business or organization you donated on behalf of for your support.

2020 half dollars = \$1010 (10 available gifts)

Your logo decal on all of our trailers to show your support. Business or organization logo on Focus Green website as a supporter, Facebook feature photo and promotion of your company.

2020 dollars = \$2020 (10 available gifts)

Zero waste event for up to 100 people. Includes compostable serveware and 1/6 keg of local micro brew. Business or organization logo on Focus Green website as a supporter, Facebook feature photo and promotion of your company.

Who is Bay Area Recycling for Charities?

Bay Area Recycling for Charities (BARC) is a nonprofit organization serving the Grand Traverse region with a variety of services designed to keep waste out of our landfills and preserve our beautiful area into the future through service, education and philanthropy. We serve a five county region in northern Michigan: Antrim, Benzie, Grand Traverse, Kalkaska, and Leelanau.

Over the past seven years BARC has...

- Kept more than 20 million pounds of waste out of local landfills
- Donated more than \$50,000 to local charities in monetary or in kind gifts
- Created over 20 full time jobs in our community
- In 2012 Expanded sales of compostable and green cleaning products
- Provided recycling services for hundreds of local gatherings resulting in zero waste events
- Moved to a warehouse/office facility that centralizes all divisions of BARC
- Recycled 20,000 mattresses in 2014, and project that number to grow to 60,000 in 2015
- Recycled 200,000 pounds of electronic devices in 2014 with a goal of 1,250,000 in 2015
- Composted over 200 tons of food waste and created 200 cubic yards of compost each year
- Our goals for this campaign will keep our vision in motion!

Awards and Accolades

- In 2009 BARC was awarded the NMEAC Environmental Business of the Year
- In 2010 Andy Gale and BARC were awarded the Bioneers Environmental Award
- BARC's Michigan Mattress was nominated in 2014 for NMEAC Environmental Business of the Year
- In 2014 BARC was awarded Take it Back Recycler of the Year in Grand Traverse County
- Jordan Byron is nominated as Recycler of the Year for 2015

Contact

Andy Gale, 231-884-3417, andy@mybarc.org

Stay tuned to Focus Green 2020 at: <http://focusgreen2020.com/>