

Recycling for Newaygo County

STRATEGIC PLAN

VISION

Convenient recycling of ALL recyclable materials is available to and utilized by ALL families in Newaygo County and beyond.

MISSION

Our Mission is to enhance the environmental health and beauty of Newaygo County and surrounding areas by providing convenient recycling services to local households and businesses, and to educate the public about the importance of recycling.

VALUES

We value our natural environment and believe our communities and their surrounding private and public lands and waters should be free of litter, trash heaps, and landfills. We value our Nation's natural resources and believe that by acting locally, we will help conserve lands, minerals, fossil fuels, soil, water, air, forests, and wildlife for future generations. We value local jobs and appreciate the paid and volunteer work provided by our area residents. We value and recognize the dedication and financial support of our members, friends, colleagues, other nonprofits, businesses, and governments, all essential to our sustained efforts.

STRATEGIC PRIORITIES

Our primary goal is to operate a nonprofit recycling organization that is viable and sustainable. We strive to follow our own 3Cs: making recycling as Convenient, Comprehensive, and Cost Effective as possible by means of the following:

- **Build Human Capacity to Fulfill Needs**
 - » Paid Staff: 1 executive director; 1 processor/driver
 - » Board of Directors: 13 Trustees
 - » Standing Committees
 - now: Executive; Governance and Board Development; Finance; Education, Advocacy and Outreach; Fund Development
 - later: Membership; Business; Public Relations/Events
 - » Skill-Based Volunteers: education; membership; events and public relations; site cleanup; bin maintenance; general labor needs; business development; public hours at The Recycling Center

- **Increase Effectiveness of Board Governance and Volunteer Base**
 - » Recruit board and committee members and volunteers with:

- specific “hard” skills: finances; auditing; business; fundraising; grant writing; public relations; nonprofit governance; education; event planning
 - “soft” skills: passion for recycling; vision; leadership; dedication; local familiarity; people skills
 - spheres of influence: governments; nonprofits; business; educational institutions
 - gender, culture, and socio-economic diversity
 - “Time/Talent/Treasure”
- **Maximize Strategic Collaboration in all our Endeavors**
 - » Local municipalities
 - » Local educators including NCRESA
 - » Local groups that care about the health and beauty of our county, i.e. Newaygo County People for Peace
 - » Newaygo County Economic Development Corporation
 - » Kent County Recycling and other area recycling companies/entities
 - » Department of Environmental Quality (DEQ)
 - » Groups that work with volunteers, i.e. LOVE, Inc; True North; churches
 - » Michigan State University Extension Office
 - » Serve on boards/committees with related pursuits/goals
- **Increase Recycling Utilization**
 - » Develop membership survey data to fine tune approach to attracting and retaining members – long term goal: increase users from 4,000 to 10,000 households by 2020
- **Increase Financial Sustainability**
 - » In 2015: Work with local attorney Robert Stariha to pursue county taxing authority to support recycling
 - » In 2015 and early 2016: Bring facts and figures to all municipal/county officials where RNC operates, and develop grass roots campaign to elicit their financial support
 - in the meantime, strive to immediately increase total governmental general funds contributions from \$20,000 to \$40,000
 - » By 2017: Increase business income from \$18,000 to \$40,000 annually
 - » By 2017: Increase annual membership including “Friends of Recycling” from 375 members totaling \$22,000 to 700 members totaling \$40,000
 - » By 2017: Increase fees and sales from \$1,000 to \$4,000 annually
 - » By 2017: Increase income from fundraising events from \$1,400 to \$10,000 annually
- **Expand Education and Advocacy within the Community**
 - » Education Center
 - » Classroom visits
 - » Contests
 - » Educational materials
 - » Feedback from members/users
 - » After school programs
 - » Summer camp visits
 - » Visibility/booth, local events
 - » Speaking engagements
 - » Media attention