

Goodwill Industries of Denver

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Colorado Department of Public Health and Environment
Attn: RREO Grant Program
4300 Cherry Creek Drive South
Denver, CO 80246-1530

To whom it may concern:

Goodwill Industries of Denver is pleased to submit the attached final report for the 2013-14 RREO grant. We appreciate this opportunity to partner with the Colorado Department of Public Health and Environment to provide recycling services to rural areas, increase landfill diversion and recycling rates, and provide electronic waste recycling services free of charge to the public. The ultimate goals of the Recycle Expansion Project were to increase economic and environmental benefits to the State of Colorado, and preserve the State of Colorado's natural beauty. This report includes the following: report narrative, grant budget table, grant metrics table, and 2013 audited financials, and appendices.

Organization Name: Goodwill Industries of Denver

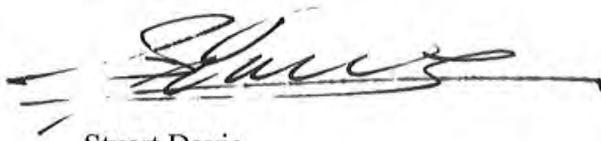
Project Title: Recycle Expansion Project

Project Coordinator/Phone Number: Matt Mclellan, 720-496-2275

Report Contact/Phone Number/Email Address: Alexandra Pauls, 303-430-6982,
apauls@goodwilldenver.org

Thank you for investing in Goodwill Denver's sustainability efforts. We hope to partner with you again in the future.

Sincerely,



Stuart Davie

II. WORK PLAN

Deliverable	Due Date	Date Completed	Comments (if deliverable was not completed, please explain why or what progress has been made)
Develop a marketing plan for the new recycling bins	7/15/2013	7/15/2013	
Purchase recycle bins	8/1/2013	7/31/2013	
Purchase and install sorting conveyor for remaining salvage from donations	9/1/2013	9/23/2013	All equipment was purchased by 8/16/2013, but Goodwill was unable to install the equipment until 9/23/2013 due to shipping delays that resulted from U.S. Customs processes.
Ten recycling bins distributed to select rural locations	9/1/2013	1/15/2014	Individual in charge of bin placement left Goodwill and was not immediately replaced due to staffing structure changes.
Purchase work stations, forklift, pneumatic equipment, recycle bins, shelves, software, and complete building improvements	9/1/2013	12/2/2013	Goodwill decided to replace all the lifts at our corporate office's warehouse. To be cost-effective we needed to replace all the lifts at the same time. Due to budget constraints, we were unable to do so until December.
Install all equipment	9/1/2013	9/11/2013	The shipment of the main conveyor was delayed. The last piece arrived on 9/11/13 was immediately picked up by Goodwill and installed at the corporate office's warehouse.
Ten recycling bins distributed to select rural locations	10/1/2013	2/14/2014	Individual in charge of bin placement left Goodwill and was not immediately replaced due to staffing structure changes.
Hire 11 new employees	10/1/2013	9/9/2013	
Training and development of new employees is complete	10/1/2013	9/20/2013	
Five recycling bins distributed to select rural locations	11/1/2013	2/14/2014	Individual in charge of bin placement left Goodwill and was not immediately replaced due to staffing structure changes.
Milestone: Recycle 533 tons of tipping truck content	12/31/2013	11/12/2013	
Complete a handbook that outlines the standard operating procedures that will be used to improve and document the process of collecting and sorting	12/31/2013	12/11/2013	

through remaining salvage from donations			
Milestone: Recycle 250 tons of e-waste	12/31/2013	12/19/2013	
Milestone: Recycle 533 tons of tipping truck content	3/31/2014	2/28/2014	
Milestone: Recycle 250 tons of e-waste	3/31/2014	1/15/2014	
Milestone: Recycle 250 tons of e-waste	6/30/2014	4/15/2014	
Milestone: Recycle 534 tons of tipping truck content (1600 tons overall)	6/30/2014	5/1/2014	

III. PROJECT SUMMARY

1. Executive Summary

In 2012 Goodwill Denver was unable to process and recycle 27 million pounds (13,500 tons) and was forced to send this waste to a landfill, costing \$95,000. To reduce this number, Goodwill Denver purchased equipment (conveyor, forklift, bins) and increased staffing to implement a three prong approach: sort trucks before disbursement to landfills for tipping; place recycling bins throughout rural and underserved areas of Goodwill Denver’s territory; and increase electronic waste recycling free of charge to the public. Goodwill Denver had a goal to divert 20% or 2,700 tons (5.4 million pounds) from Colorado’s landfills and into recycling streams. Goodwill surpassed this goal diverting 3,197 tons (6,395,586 pounds) from landfills during the grant period. As a result, Goodwill met and exceeded several of its other goals as well: diverted 1,979 tons (3,958,761 pounds) of tipping truck content exceeding the goal of 1,600 tons by 23%, recycled 1,188 tons (2,376,044 pounds) of electronic waste exceeding the goal of 750 tons by 58%, placed 25 recycling bins in rural locations and collected 30 tons (60,781 pounds) from an estimated 1,200 donors as a result. These goals were not satisfied without challenge. Unfortunately, early in the grant period, the individual responsible for bin placement left Goodwill and was not immediately replaced due to staffing structure changes. This resulted in a delay in placement of the 25 recycling bins to rural locations. Ultimately, this challenge did not affect Goodwill meeting its goals.

2. Project Description & Overview of Work Completed

Phase I (July 15-August 20, 2013): In this initial phase, equipment and materials were purchased, and installation and testing began. Processes and procedures were designed and documented, permits secured, and paperwork/documents pertinent to the business was drafted. In addition, sales and business development strategies were designed to prepare for Phase III.

Phase II (September 1, 2013 to September 30, 2013): During this phase, the last of the major pieces of equipment and materials were purchased; employees were hired to fill open positions within the department; and these employees were trained and coached on processes, procedures and best-practices. In addition, our marketing efforts were finalized, a “go-to-market” strategy was implemented and we had preliminary contracts negotiated and executed with several initial commercial customers. We also ran test loads with equipment previously accumulated and ongoing donations during Phase II.

Phase III (October 1, 2013-June, 30, 2014): On our “go live” date of October 1 we really hit the ground running. By the end of Quarter 4 we surpassed our Good Electronics quarterly goal of 250 tons (500,000

pounds), and as of June 2014, we processed 1,188 tons (2,376,044 pounds). During this phase, we also secured our partnership with Microsoft and began drafting our R2 Certification for EH&SMS (Environmental Health & Safety Management System), which allowed us to achieve our R2 Certification on June 1, 2014. During this phase, we also surpassed our goal of recycling 1,600 tons of tipping truck content, ultimately recycling 1,979 tons.

3. Summary of Findings & Results

- As of June 2014, the Tipper Project diverted 1,979 tons (3,958,761 pounds) exceeding the goal of 1,600 tons (3,200,000 million pounds) by 23%.
- Additionally, the E-waste department recycled 1,188 tons (2,376,044 pounds) of electronic waste exceeding its goal of 750 tons by 58% over the duration of the project.
- We placed 25 rural recycling bins for landfill diversion in 11 communities (Sterling, Weldona, Hillrose, Fort Morgan, Brush, Wiggins, Loveland, Erie, Frederick, Windsor & Bennett), and are being emptied regularly.
- As a result of this bin placement, Goodwill collected 30 tons (60,781 pounds) from an estimated 1,200 donors (duplicate count).
- In total, Goodwill diverted 3,197 tons (6,395,586 pounds) from landfills during the grant period.

4. Summary of Unanticipated Outcomes or Roadblocks

There were some initial setbacks experienced with the ordering and installation of the conveyor system. However, all issues were remedied and the system was up and running by 9/11/2013. Goodwill Denver's Business Development Manager was responsible for the donation collection, events and drives as well as placement of rural recycling bins. Unfortunately, early in the grant period, the individual responsible for bin placement left Goodwill and was not replaced immediately due to staffing structure changes, therefore bin placement was delayed. As of 2/15/14, all 25 bins were placed in communities that welcomed the access to recycling. We are happy to report that these challenges/roadblocks did not affect Goodwill meeting its goal of diverting 5.4 million pounds from landfills. In fact, Goodwill surpassed this goal and diverted 3,197 tons (6,395,586 pounds) from landfills.

5. Communication of Project Findings

Our Marketing Department distributed several press releases regarding our new e-waste services, and the story has run in media outlets such as The Denver Post. The communities in which we have placed bins (Sterling, Weldona, Hillrose, Fort Morgan, Brush, Wiggins, Loveland, Erie, Frederick, Windsor & Bennett), are working to spread the word to their residents and educate them about the many materials that can and should be recycled, rather than sent to the landfill. Goodwill Denver's recycling efforts have been publicly recognized at several events, at which Goodwill was awarded the Denver Metro Chamber Green Business of the Year Award, Colorado Biz Nonprofit/Government Green Company of the Year Award, and the Colorado Association for Recycling Non-Profit of the Year Award. In addition, Goodwill Denver was invited to present on its recycling efforts at the Colorado Association for Recycling Conference in June 2014.

6. Future Impact of the Project

The e-waste services we offer are unlike any currently being offered at this time in the Colorado market. We have received praise for our willingness to get involved with e-waste and solve a huge problem for our local recycling community. We are offering this service at no cost to businesses (with a few restrictions), from a business like Goodwill with a name that they can trust, and allowing them to write-off the value of the assets being recycled. Our customers are saving money, recycling responsibly and increasing their revenue by maximizing the end-of-life value of assets all at the same time. Our rural bin program was welcomed by most municipalities that we engaged. Having another option to recycle/ reuse in the communities has not only helped due to the direct pounds being placed in the bins, but has also increased awareness and the pounds being donated at our store in Fort Morgan. Our tipper program has helped to significantly increase pounds being sent to local recyclers (All Recycling, Atlas Metals, Curbside Recycling, Waste Not, etc.), hopefully encouraging those companies to add jobs as well.

7. Financial Summary

Description	Grant Funds Spent	Matching/In Kind Amount (if any)	Total Amount
Personnel Salaries	\$0.00	\$366,446.07	\$366,446.07
Fringe Benefits	\$0.00	\$97,409.72	\$97,409.72
Tuition/Fees	\$0.00	\$0.00	\$0.00
Travel Costs	\$0.00	\$0.00	\$0.00
Materials/Supplies/Equipment(under \$5000)	\$38,440.83	\$0.00	\$38,440.83
Equipment Purchases (over \$5000)	\$107,108.81	\$0.00	\$107,108.81
Contractors/Subcontractors	\$0.00	\$14,116.00	\$14,116.00
Consultants	\$0.00	\$0.00	\$0.00
Training/Education	\$0.00	\$0.00	\$0.00
Marketing/Advertising/Operating	\$0.00	\$137,758.34	\$137,758.34
Other Direct Costs	\$65,000.00	\$12,200.00	\$77,200.00
Indirect Costs	\$0.00	\$0.00	\$0.00
Total Project Cost:	\$210,549.64	\$627,930.013	\$838,479.77
Total award amount	\$220,000.00		

8. Conclusion

Goodwill appreciates the opportunity provided by the Colorado Department of Public Health and Environment's Recycling Resources Economic Opportunity fund and looks forward to future partnership opportunities.

9. Appendix

- a. Grant Metrics Table
- b. Community Leader Contact Information
- c. Goodwill E-waste Recycling Presentation

Grant Metrics

Date project fully operational:

October-13

Based on deliverables. Provide the month during which the grant project increased diversion/created jobs/increased number of customers.

Diversion Rates:

Choose one material per box. Only list materials diverted as a direct result of the grant project. **Must be listed in tons.** See tab labeled "Conversion Tables" if needed.

Material Diverted #1	
Tons Diverted	
July-13	0.0
August-13	0.0
September-13	0.0
October-13	116.3
November-13	86.8
December-13	87.7
January-14	212.7
February-14	77.1
March-14	100.8
April-14	156.7
May-14	184.5
June-14	165.6
Total	1188.0

Other div. material: Electronics (CPUs, TVs, etc.)

Material Diverted #2	
Tons Diverted	
July-13	12.3
August-13	10.1
September-13	9.8
October-13	8.8
November-13	10.2
December-13	6.7
January-14	9.4
February-14	7.8
March-14	9.3
April-14	33.6
May-14	36.2
June-14	37
Total	178.9

Other div. material: Plastics (#1-7)

Material Diverted #3	
Tons Diverted	
July-13	13.6
August-13	20.4
September-13	16.7
October-13	41
November-13	36.3
December-13	31.1
January-14	55.3
February-14	45.6
March-14	63.2
April-14	96
May-14	83.8
June-14	80.3
Total	569.7

Other div. material: Scrap metal

Material Diverted #4	
Tons Diverted	
July-13	2.5
August-13	1.8
September-13	1.6
October-13	2
November-13	1.7
December-13	1.3
January-14	2.1
February-14	1.8
March-14	3.6
April-14	6.4
May-14	10.2
June-14	7.3
Total	39.8

Other div. material: Cardboard

Material Diverted #5	
Tons Diverted	
July-13	37
August-13	17.6
September-13	14.4
October-13	11.6
November-13	13.4
December-13	6.3
January-14	11.6
February-14	6.9
March-14	12.5
April-14	10.3
May-14	3.4
June-14	0.9
Total	145.9

Other div. material: Other (pls describe below)

Material Diverted #6	
Tons Diverted	
July-13	14.7
August-13	66.3
September-13	77.8
October-13	84.2
November-13	73.1
December-13	5.2
January-14	33.0
February-14	8.4
March-14	76.4
April-14	95.0
May-14	4.7
June-14	2.6
Total	541.4

Other div. material: Other (pls describe below)

Material Diverted #7	
Tons Diverted	
July-13	13.8
August-13	52.2
September-13	53.1
October-13	67.0
November-13	59.3
December-13	7.1
January-14	31.5
February-14	16.3
March-14	61.7
April-14	70.4
May-14	54.7
June-14	47.1
Total	534.2

Other div. material: Other (pls describe below)

Material Diverted #8	
Tons Diverted	
July-13	
August-13	
September-13	
October-13	
November-13	
December-13	
January-14	
February-14	
March-14	
April-14	
May-14	
June-14	
Total	0

Other div. material: Other (pls describe below)

End use of diverted materials:

Describe where materials are going (e.g. MRF, new products, reuse)

E-waste is handled through an R2 certified process of reuse first, recycle if necessary. We repair and refurbish as much as we can and demanufacture/sort the rest into recoverable categories to be sent to other certified downstream recyclers. Some materials stay in the domestic market for reuse or recovery (Wisconsin, Pennsylvania, California, Arizona, Arkansas). Some circuit boards are sent to Japan for metals recovery. Materials such as plastic and ferrous metal are sold locally, but shipped internationally for recycling. Furniture and bikes are refurbished if possible for sale before they are stripped and recycled. Other items like stuffed animals, clothing, belts/purses, shoes, etc. are sorted and sold into reusable categories for wholesalers. Unusable cloth, etc. is sold to recyclers that turn it into insulation for vehicles, etc.

Number of Permanent Jobs Created:

Include full-time & part time paid positions.
1 FTE = 40 Hours Per Week

33

Type of Permanent Job(s) Created:

Provide titles of jobs created

Manager, Assistant Manager, Operations Assistant, Supply Chain Specialist, Forklift Driver, Technician, Enclave Supervisor, Material Handler, Lead

Average Salaries of Jobs Created:

Average of all jobs created

\$30,001 - \$40,000

Average Monthly Customers for FY 2014:

July 1, 2013 - June 30, 2014

Average Monthly Customers for FY 2014:

Estimate or refer to customer list

Avg. Monthly Amount	
July-13	
August-13	
September-13	
October-13	
November-13	
December-13	
January-14	
February-14	
March-14	
April-14	
May-14	
June-14	
Ave. / FY 14	#DIV/0!

Community Leader Contact Information

Steven Abbath
Facilities Manager
University of Northern Colorado
Steven.Abbath@unco.edu
970.351.1975

Alicia Orebo
Technology Department
Thompson School District
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970.613.5161 or 970.308.6570

Bob Kinney
VP, Information Technology
The Denver Post
kinney@denverpost.com
303-954-1941 or 720-308-8946

Goodwill Industries of Denver



Good Electronics Presentation

Reduce, Reuse, Recycle

Who are we?

Goodwill is the original recycler.



We go to great lengths to ensure that every donated item has it's opportunity to be sold or transformed before it becomes waste.

From processing donations, recycling and transforming lives, Goodwill is the ultimate socially responsible company.

The Goodwill Effect

- ▶ Goodwill utilizes a reduce, reuse, recycle philosophy in everything we do, everyday.
- ▶ Created 33 additional green jobs in the since January, 2013.



Dedication to our Community

- ▶ \$0.85 cents of every dollar received goes directly into our programs for the local community
- ▶ 823 Adult job placements in 2012
- ▶ Over 15,000 students served in Youth Career Development programs
- ▶ Over 1,300 volunteers



Dedication to our Environment

Goodwill's extensive recycling programs diverted more than 61 million pounds of potential waste from the landfill in 2013.

34 million were repurposed/ resold
27 million were recycled/ recovered



Goodwill's Answer to E-waste

Reduce

- ▶ Launched GoodElectronics in October 2013.
- ▶ 2,641,314 Lbs. Received
- ▶ 99.2% of material diverted from landfill!



GoodElectronics



+



=

Dell
Reconnect

Microsoft[®]
REGISTERED

Refurbisher

Program Details

- ▶ No cost to businesses
- ▶ Front Range and northern Colorado pickup service
- ▶ All equipment is considered a donation, making it tax deductible and increasing the return on assets



GoodElectronics



Reuse



Retail and E-Commerce

Useable electronics will be refurbished and resold in Goodwill stores and online at Goodwill's e-commerce website shopgoodwill.com



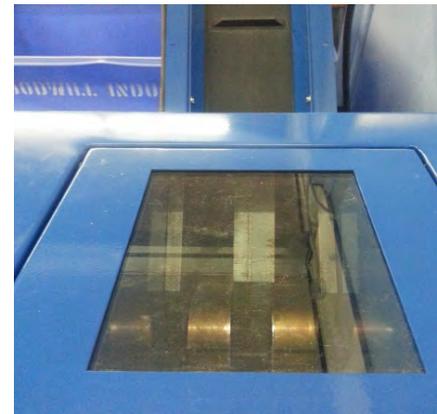
600+
Computers sold
in Retail Stores

1200+ Laptops
sold on
shopgoodwill.com

Data Management

Sensitive Data from Recycled Electronics

1. Computers and other data-containing equipment is brought into secure caged area
2. HDD is removed and relocated to another isolated caged room for data destruction
3. Wiping is certified upon completion or physically destroyed via shredder



Recycle

Demanufacturing

- ▶ Unusable or non-repairable electronics are demanufactured for recycling and recovery
 - Sort and separate all materials in Denver
 - Only ship to certified downstream facilities for raw material recovery





2014 Awards



Denver Metro Chamber of Commerce
Large Non-Profit
Green Business of the Year



CAFR – Colorado Association For Recycling
Non-Profit/Gov't Recycler of the Year

ColoradoBiz Magazine – Colorado Green Award

This Just In.....



GoodElectronics



ISO 14001:2004
BS OHSAS: 18001:2007
CERTIFIED



**Responsible™
Recycling**

The Goodwill Effect



Thank you