



# Annual Report 2012

ST. LOUIS  
"Earth Day Every Day"



St. Louis Earth Day makes every day Earth Day, cultivating environmental stewardship and engaging individuals, governments, businesses, schools and the non-profit sector in celebration, education and action to support a healthy and sustainable future.



# PROGRAMS & EVENTS

## ST. LOUIS EARTH DAY FESTIVAL



### BY THE NUMBERS

**25,000**

Event Attendance

**25**

Food & Beverage Vendors

**177**

Vendors/Exhibitor Booths

**25**

Educational Activity Facilitators

**238**

Number of Volunteers

**873**

Total Volunteer Hours

*"We love the event! It's so well organized, the booths/vendors are extremely informative, friendly and generous.... Its mission is so important to our family and the festival reminds [us] that it's important to so many others as well."*

*Festival attendee, survey respondent from St. Louis City.*

On April 22, 2012, St. Louis Earth Day (SLED) held what now ranks as the 3rd largest Earth Day celebration in the nation according to Earth Day Network, the international organization that catalogs and supports community Earth Day events around the world.

The 23rd annual St. Louis Earth Day Festival was held in Forest Park on the Muny grounds 11am until 6pm with special eco-art programming starting at 10am as preparation for the All Species Parade.

Sustainability was showcased in the production of the event -- from the selection of organic cotton and recycled content t-shirts, to incentives for those using low-impact transit, and offsetting the energy used with renewable credits for power produced by Missouri wind farms. Of the 6767 lbs of waste produced at the event, 96% was diverted from area landfills to be recycled or composted.

St. Louis Earth Day is grateful for the support and partnership of many local businesses, companies, and organizations. The event was presented by Nature's Own and sponsored, in part, by Ameren Missouri, Chipotle Mexican Grill, Missouri American Water and Schlafly Beer.



**The 2012 Festival featured new programming and old favorites like:**

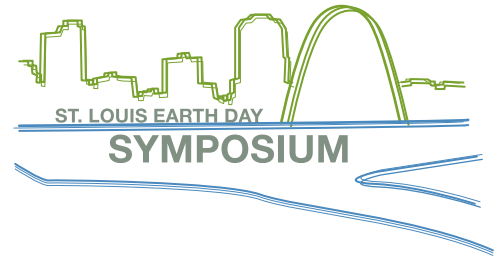
- All Species Parade where visitors celebrate the interdependence of all species and get creative with costumes and props
- Bike valet parking by Trailnet
- Diverse cuisine options from local vendors including vegetarian, locally-sourced and high fructose corn syrup-free foods and beverages
- Earth Day Challenge encourages and rewards visitors who bring their own water bottle, shopping bag and use low-impact transit
- Green Strum Project instrument creation workshops and band scramble
- Live art by ARTDimensions artists
- Open yoga classes and demonstrations provided by area instructors
- Peace Garden, a place for reflection and holistic experiences like a ceremonial drum circle and qi gong
- Recycling Extravaganza collection event for hard-to-recycle items on the St. Louis Community College Forest Park campus
- "Think Outside the Box" eco-art activity with the Teachers' Recycle Center
- Themed neighborhood layout
- Two stages of local bands and a performance stage featuring cultural dances, youth acts and Shakespeare St. Louis's Education Tour

# EARTH DAY SYMPOSIUM

On April 5th and 6th, St. Louis Earth Day held its 12th annual Symposium--“Eco-Logical: Policy, planning and tools to support sustainable transportation, land use and resource conservation”. The Earth Day Symposium welcomed 165 attendees representing over 60 municipalities, companies, universities and agencies throughout Missouri and Illinois for two days of training, workshops and networking. In 2012, we shifted from our traditional focus on water conservation and management to land use policy and planning.

Featured speakers at the conference included Ellen Dierenfeld, Manager of Global Sustainability Programs from Novus International, Marie Venner from Venner Consulting, and David Diamond, PhD, Director of the Missouri Resource Assessment Partnership. A wide range of topics were covered including multimodal transportation, green infrastructure, and the future of GIS.

At the technical workshop, expert speakers focused on the application of newly developed, regionally-specific databases, GIS technology, and tools for smart planning.



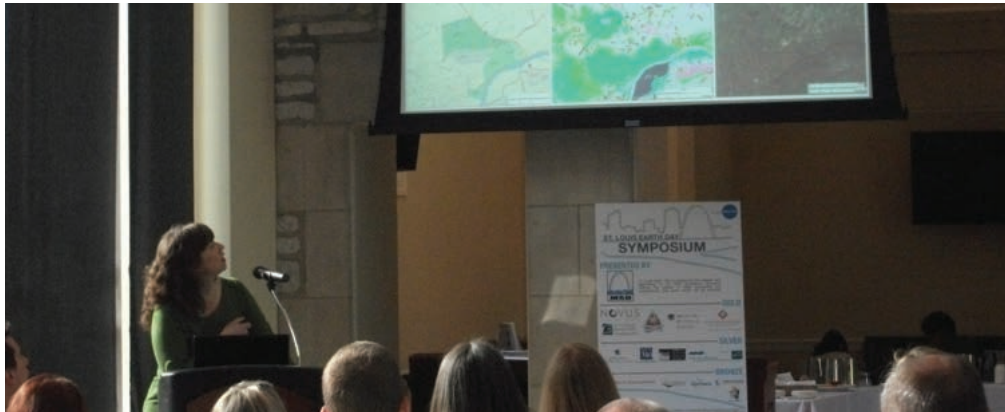
## BY THE NUMBERS

**141**

Day 1, conference participants

**51**

Day 2, technical workshop participants



*(opposite page)*

*Ryan Spearman, Kelly Wells, and Quentin Coe, a.k.a. the Green Strum Band, perform using instruments made from re-purposed objects on the Cafe Stage at the 2012 Festival.*

*(left)*

*Diane True of Missouri Resources Assessment Partnership presenting “How to use the Landcover & Natural Communities Database” at the Symposium Technical Workshop.*

# RIVER REFLECTIONS

On October 27, 2011, 30 friends of St. Louis Earth Day and The Confluence Partnership gathered at the Columbia Bottom Conservation Area for a half-day program with “on land” presentations and time on the Missouri River.

Participants in the program spent two hours in a flat boat with Missouri River Relief (MRR) staff and volunteers learning about their efforts to keep our area rivers clean while raising conservation awareness. Highlights of the boat route were the confluence of the Missouri and Mississippi Rivers, Jones Confluence Point State Park, Cora Island, and a visit to the MRR’s barge.

During lunch, speakers from the Department of Conservation, U.S. Army Corps of Engineers, and U.S. Forest and Wildlife Service shared their agency’s most recent work with the rivers. Presentations focused on efforts to protect and improve natural areas, flood protection and recreational opportunities in the confluence region.



*The afternoon flatboat group at the Confluence of the Missouri & Mississippi River with Jeff Barrow, Director of Missouri River Relief.*



# RECYCLING ON THE GO



***“Everyone was thrilled that we put such an effort into recycling at Midwest Mayhem this year. Everything seemed to go very smoothly and the staff was incredible.”***

*Chris Ward, Director of Marketing/Communications, 88.1 KDHX*

## BY THE NUMBERS

**24 tons/746 cu yds**

Recyclables collected & diverted from area landfills

**16.4 tons/139 cu yds**

Organic waste collected to be processed as compost

**1.6 tons/2.2 cu yds**

Cooking oil collected for conversion to biodiesel

**41.6 tons/886.9 cu yds**

TOTAL collection & diversion



Between September 1, 2011 and August 31, 2012, Recycling On the Go (ROG) was available on 117 event days and experienced by over 885,000 event-goers at 53 area festivals and special events! Our staff and volunteers worked to divert 41.6 tons/886.9 cubic yards of recyclables, organic waste and spent cooking oil from area landfills.

For the second time since the program's official launch in 2007, the program was recognized for its achievements by MORA – the Missouri Recycling Association. In September, ROG was named the MORA Outstanding Recycling Education Program for 2012! St. Louis Earth Day received the award at the annual MORA Conference, where staff also facilitated a workshop on event greening.

During this season, ROG welcomed many new events including the Missouri Botanical Garden's Best of Missouri Market, KDHX's Midwest Mayhem, St. Louis Magazine's A-List Party, and the St. Louis Art Museum's Outdoor Movie Series; and, continued to develop strong relationships with a diverse portfolio of events like the biannual Girls On the Run races, the International Institute of St. Louis' Festival of Nations, LouFest, Pride Fest, and the African Arts Festival.

In August 2012, we debuted our Waste Station tents (see photo below). To improve visibility, protect staff and volunteers, and better educate event-goers we designed and printed two tents to use at ROG events. The tents are branded with SLED logos and website, ROG sponsor logos, and have icons representing common event waste items in their appropriate category – landfill, compost or recyclable.

St. Louis Earth Day renewed its partnership with St. Patrick Center (SPC), begun in 2011, and hired four graduates of SPC's Veterans GO! Green program, which provides training and support to succeed in 'green' careers like the material recycling and reuse industry. SLED provides on-the-job training and employment to the veterans.



*(above)*

*ROG Volunteer Sean Ehrhardt at the 2012 LouFest music festival in Forest Park in August. Sean and his brother Matt volunteered both days, and Matt has volunteered with ROG for two years.*

*(left)*

*Mayor Francis G. Slay volunteering in a ROG Waste Station at the 2012 St. Louis Earth Day Festival.*

# EVENT GREENING WORKSHOP

On January 27, 2012, SLED held its second workshop to train area event planners and organizers on techniques for reducing their respective environmental impact throughout the planning process. It also served as an opportunity for participants to share their successes and challenges with fellow event-planners to promote a more supportive community for sustainable event-planning in St. Louis.

Over 20 of our event and industry partners joined us at the William A. Kerr Foundation, a LEED certified building. Guest speakers included Gary Gilliam of Resource Management, Ashley Bement of St. Louis Composting, and Craig Goldford of Operation Food Search. All those present at the workshop left with our Green Event Tool Kit for guidance in selecting sustainable alternatives throughout the planning process for an event of any size.



*"This workshop was phenomenal. I only wish we had more group time at the end... Thanks again for offering this workshop full of valuable information."*

*Anonymous workshop evaluation response.*

*(left)*

*Gary Gilliam of Resource Management goes in depth about the history and economics of the recycling industry today in America and St. Louis.*

## RECYCLING EXTRAVAGANZA

The Recycling Extravaganza (REX!) was held from 9am to 3pm on April 22, 2012 as part of the 2011 St. Louis Earth Day Festival. Volunteers and collectors unloaded items from 757 vehicles on the St. Louis Community College - Forest Park Campus (STLCC).

Many of the collectors accept materials year-round and used the opportunity to publicize their business' or organization's services. A small sample of the over 100 items that were collected includes bicycles, blinds and curtains, fire extinguishers, light bulbs (both incandescent & CFL), microwaves, televisions, pots and pans, and violins. A special feature was the presence of the Drug Enforcement Agency, through which the collection of expired, unwanted, or unused Pharmaceutical Controlled Substances, prescription medications, over-the-counter drugs and vitamins/supplements was possible.

A free shuttle service to the Festival was available to participants and non-participants of REX! The service was provided by the St. Louis Lambert International Airport who ran one biodiesel and one compressed natural gas (CNG) bus every 15 minutes from the STLCC campus between 10:30am and 6:30pm.

Vehicles Unloaded	
2011	331
2012	757

**The following businesses and organizations participated as collectors at the event:**

### **Ameren Missouri**

Eye on Design

### **Executive Personal Computers (EPC)**

DEA Drug Take Back Initiative

### **Habitat for Humanity Saint Louis – ReStore**

Flooring Systems, Inc.

Making Music Matters

### **Midwest Recycling Center (MRC)**

Shoeman Water Projects

### **St. Louis BWorks**

St. Louis Community College

### **St. Louis Composting**

### **St. Patrick Center**

Teachers' Recycle Center, Inc.

### **The Luminary Center for the Arts**

Trex Recycling

### **UpCycle Exchange**

USAgain



# GREEN DINING ALLIANCE

The Green Dining Alliance (GDA), SLED's newest initiative, was created to work with area restaurants to reduce their environmental impact by considering all aspects of their operations; including reducing, recycling and composting restaurant waste, and sourcing sustainable foods, to-go ware, and cleaning supplies. In addition, the program educates diners about their dining options and connects them with restaurants that share their values.

In December 2011, the GDA program officially launched, welcoming diners and restaurants to explore an online listing and resources at [www.green diningalliance.org](http://www.green diningalliance.org). Within a few months, seven flagship members were certified through our pilot process, which has been continually improved upon throughout FY2012.

In June 2012, SLED convened the first GDA steering committee meeting. The steering committee is composed of representatives from various restaurant-related industries. Over 30 members bring expertise and insight as representatives from restaurants, energy auditing businesses, non-profit food organizations, waste hauling, and cuisine magazines. After initially meeting monthly through August, the committee meets quarterly to provide feedback and input as the program develops.



## FLAGSHIP MEMBERS



Pi Central West End



Pi Chesterfield



Pi Delmar



Schlafly Tap Room



Schlafly Bottleworks



Picnic Basket  
(The Magic House)



Sassafras Café  
(Missouri Botanical Garden)



(top)  
*Eric Pierre, Manager of the Magic House's Picnic Basket Cafe, shows GDA Coordinator Jaime Kelley energy usage records.*

(bottom)  
*Former GDA Coordinator Mike Hahn assesses sourcing of local and organic spirits at The Royale.*

# FINANCIALS

## SEPTEMBER 2011–AUGUST 2012

### SUPPORT AND REVENUE

### % TOTAL

contributions	\$128,851	37
in-kind contributions	\$64,354	19
grants	\$84,063	24
program revenue	\$67,716	20
merchandise sales	\$1,257	<1
<b>TOTAL</b>	<b>\$346,241</b>	<b>100</b>

### EXPENSES

### % TOTAL

program services	\$259,731	86
management and general	\$27,411	9
fundraising	\$13,303	4
<b>TOTAL</b>	<b>\$300,445</b>	<b>100</b>

### EXPENSES BY PROGRAM

### % TOTAL

earth day festival	\$115,745	45
symposium	\$18,692	7
recycling on the go	\$106,984	41
green dining alliance	\$18,180	7
other programs	\$130	<1
<b>TOTAL</b>	<b>\$259,731</b>	<b>100</b>

**END OF YEAR NET ASSETS**

**\$113,858**

# SUPPORT & LEADERSHIP

## SPONSORS & GRANTERS

Ameren Missouri	<b>Greenway Network Inc</b>	Pedro's Planet
<b>American Planning Association</b>	Laclede Gas	<b>Pizzo Companies</b>
American Society of Civil Engineers	<b>Metropolitan St. Louis Sewer District</b>	RideFinders
<b>Blue Skies Recycling</b>	Microgrid Energy	<b>Schlafly Brewery</b>
Chipolte Mexican Grill	<b>Missouri American Water</b>	Schnucks Markets
<b>Covidien</b>	Missouri Department of Conservation	<b>St. Louis Cardinals</b>
Crawford Taylor Foundation	<b>Missouri Department of Natural Resources</b>	St. Louis Composting
<b>Employee Community Fund of Boeing St. Louis</b>	Nature's Own - Flowers Foods	<b>St. Louis Egg Beaters</b>
Farm to Family Naturally	<b>New Belgium Brewing Co Inc</b>	St. Louis Jefferson Solid Waste Management District
<b>Great Rivers Greenway</b>	Novus International	<b>Whole Foods, Inc.</b>

## IN-KIND PARTNERS & DONORS

<b>88.1 KDHX</b>	Fox 2/KPLR 11	<b>Riverfront Times</b>
Advanced Energy Solutions	<b>Home Eco</b>	Sauce Magazine
<b>Alberici</b>	Johnny on the Spot	<b>Second Sun Power System</b>
ALIVE Magazine	<b>KWMU St Louis Public Radio</b>	Spirit Seeker Magazine
<b>All About Business</b>	Labeebee's	<b>St. Louis Yoga &amp; Spa Magazine</b>
Allied Waste Services	<b>Lambert International Airport</b>	StLouisGreen.com
<b>Chauvin Coffee</b>	Missouri Botanical Garden	<b>The Advertisers Printing Company Inc</b>
City of St. Louis	<b>Pi Pizzeria</b>	The Healthy Planet Magazine
<b>CMS Solutions</b>	Pro Expo	<b>The Muny</b>
Companion Bakery	<b>R3 St Louis</b>	Vital Voice
<b>Contemporary Services Corporation</b>	Radio Disney	<b>Women's Journals</b>
East-West Gateway Council of Governments	<b>Regal Midwest</b>	
<b>Fabick Power Systems</b>	Regency Enterprise Services, LLC	

## COMMUNITY PARTNERS

American Planning Association	<b>East-West Gateway Council of Governments</b>	The Muny
<b>American Society of Civil Engineers</b>	Green Strum Project	<b>Open Space Council for the St. Louis Region</b>
ARTDimensions	<b>Greenway Network</b>	Operation Food Search
<b>Boeing Employees for Environmental Protection</b>	The Horticulture Co-op of Metro St. Louis	<b>PurePower by Ameren Missouri</b>
BUILD St. Louis	<b>Livable St. Louis Network</b>	RideFinders
<b>City of St. Louis</b>	Metropolitan St. Louis Sewer District	<b>SCI Engineering</b>
The Confluence Partnership	<b>Missouri American Water</b>	Schlafly Brewery
<b>Driskill Interpreting Services</b>	Missouri Botanical Garden	<b>St. Louis Green</b>
Earth Day Network	<b>Missouri Department of Conservation</b>	Teachers' Recycle Center
<b>EarthWays Center</b>		<b>Trailnet</b>

## PERSONAL GIFTS

Ronald J Darling  
Jordan & Connie Heiman  
Steve & Traci Lichtenberg  
*(Missouri American Water, match)*  
Dennis Maddock  
*(Boeing, match)*  
Gregory & Marilyn Phillips  
*(MasterCard International, match)*  
Chris Sommers  
David & Karla Wilson

## BOARD OF DIRECTORS

Cindy Bambini, **President**  
*Brightergy*  
David Wilson, **Past President**  
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Traci Lichtenberg, **Secretary**  
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Greg Lovett, **Treasurer**  
*Ameren Missouri*  
Tracy Boaz  
*Missouri Department of Conservation*  
Charlie Brown  
*Regency Enterprise Services, LLC*  
Laura Cohen  
*The Confluence Partnership*  
Ron Darling  
*Retired*  
Jane Davis  
*Missouri Department of Natural Resources*  
Paul Todd Merrill  
*Clayco*  
Brian Pelletier  
*Kakao Chocolate*  
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*Harris, Dowell, Fisher & Harris*  
Kevin Tibbs  
*Better Life*  
Lori Strawbridge, Ex Officio  
*Lori L Strawbridge CPA*  
Chris Sommers  
*Pi Pizzerias*

## STAFF

Cassandra P. Hage  
**Executive Director**  
Jeanette R. Reynolds  
**Programs & Communication Director**  
Michael Hahn (– April 2012)  
**Green Dining Alliance Coordinator**  
Jaime E. Kelley (July 2012 –)  
**Green Dining Alliance Coordinator**  
Bill Parmentier  
**Recycling On the Go Event Manager**