



2013 ANNUAL REPORT



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FY2013 REPORT
September 1, 2012 - August 31, 2013

ST. LOUIS

EARTH DAY FESTIVAL

The St. Louis Earth Day Festival educates attendees about environmental issues and showcases the many businesses, organizations and projects that enable everyday sustainability. With close to 40,000 festival attendees, the Festival now ranks as the 2nd 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.



FESTIVAL FEATURES

Access to the event and all programming is **free and open to the public**.

Recycling Extravaganza collection event for hard-to-recycle items at St. Louis Community College – Forest Park campus.

All Species Parade celebrating the interdependence of all species.

“Great Green Re-Read Outside” book distribution and **eco-art activity** with the Teachers’ Recycle Center.

World Bird Sanctuary **nature education program** with live birds.

Earth Day Challenge encouraging and rewarding visitors who bring their own water bottle, shopping bag, and use low-impact transportation.

Bike valet by Trailnet.

Earth Day-themed **bus painting** through partnership with Arts in Transit.

Green Strum Project demonstrations and band scramble, connecting sustainability and music.

Live art created by ArtDimensions artists.

Three stages featuring local bands and regional talent, including a community stage showcasing cultural dances, youth acts, and Shakespeare St. Louis’s Education Tour.

Diverse cuisine from local vendors including vegetarian, locally-sourced and high fructose corn syrup-free foods and beverages.

Through **recycling and composting**, 93% of Festival waste was diverted from the landfill.

OUR MISSION

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.

OUR VISION

Engaged people and organizations make everyday sustainability real and permanent for St. Louis.

BY THE NUMBERS

40,000
FESTIVAL ATTENDEES

450
EARTH DAY EVE
ATTENDEES

237
VENDOR & EXHIBITOR
BOOTHS

7,780
POUNDS OF RECYCLING
& COMPOSTABLES
COLLECTED

622
RECYCLING EXTRAVAGANZA
PARTICIPANTS

200
VOLUNTEERS

1,500
EARTH DAY CHALLENGE
PARTICIPANTS

1,000
PEOPLE BIKED TO THE
FESTIVAL



“I brought my 6 year old daughter and her friend on Sunday. They talked about it all the way home and at school the next day. We really loved this event and it has now been added to our annual festivals to attend. Thank you!” Attendee, St. Louis County

RECYCLING ON THE GO

ROG was established to fill a void in special event sustainability, and continues to grow and improve as a program, seven years since first providing event greening services. ROG welcomed 13 new events in 2013 (fiscal year), including Pedal the Cause, Halloween in the Central West End, and an annual conference hosted by Washington University's Institute of Public Health; in addition to continued partnerships with Tower Grove Farmers Market, Missouri Botanical Garden and the International Institute of St. Louis.

Series events like Sauce Magazine's Food Truck Friday provided a unique opportunity for improved diversion and operations over the course of a season, instead of year to year. With each month, attendees became accustomed to the waste station model, communication with vendors strengthened, and ROG staff operations advanced in efficiency. Specific achievements include the banning of Styrofoam and the sourcing of compostable cups by Miller Lite.

In January, we held our annual workshop for area event organizers, training them on techniques and strategies for reducing an event's environmental impact, with emphasis on planning and implementing recycling, composting and cooking oil collection.



"Overall, [the Recycling On the Go service] was a great enhancement to our event weekend and was well received by riders and volunteers alike." Carrie Benson, Pedal the Cause

BY THE NUMBERS

68
AREA FESTIVALS &
SPECIAL EVENTS

90
EVENT DAYS

625,080
EVENT ATTENDEES

65,510 lbs
RECYCLABLES

15,249 lbs
ORGANIC WASTE

80 lbs
EDIBLE/ LEFTOVER
FOOD DONATED

920 lbs
SPENT COOKING OIL

81,759 lbs = 41 TONS!
TOTAL MATERIALS COLLECTED
& DIVERTED FROM AREA
LANDFILLS



THE GREEN DINING ALLIANCE

The Green Dining Alliance (GDA) is a sustainability certification program of St. Louis Earth Day for restaurants. Through the GDA, we work with restaurants to reduce their environmental impact by completing an on-site audit that evaluates all areas of operations and setting personalized goals with each restaurant. The GDA puts a strong emphasis on reducing, recycling and composting restaurant waste, operating facilities with efficiency, and sourcing sustainable food, to-go ware and cleaning supplies.

Six restaurants and one food truck joined the seven flagship members of the program, successfully achieving certification in 2013 (fiscal year). Both certified and pending members are listed on the GDA website, which underwent a redesign and now features an interactive map.

In August, the GDA's first workshop was held at the 4-star certified Schlafly Bottleworks, educating over 20 industry professionals on the impact and logistics of implementing restaurant recycling.

Over the past year, with increased grant funding from the St. Louis-Jefferson Solid Waste Management District, the program has become more efficient, adding staff and adopting standard operating procedures. The program's Steering Committee continues to offer expertise and collaboration, leading to the development of certified member incentives and discounts from local vendors.



OUR MEMBERS

- ★★
Atomic Cowboy
- ★★★★★
Jillsie's Bistro
- ★★★★★
Kakao Chocolate (Maplewood)
- ★★★★★
Lulu's Local Eatery
- ★★
Mangia Italiano
- ★★★
Pi Pizzeria (Central West End)
- ★★★★
Pi Pizzeria (Chesterfield)
- ★★★★
Pi Pizzeria (Delmar)
- ★★★★★
Picnic Basket Café
(The Magic House)
- ★★★★★
Sassafras Café
(Missouri Botanical Garden)
- ★★★★★
Schlafly Bottleworks
- ★★★★
Schlafly Taproom
- ★★★★
Urban Eats Café
- ★★★★★
The Wolf

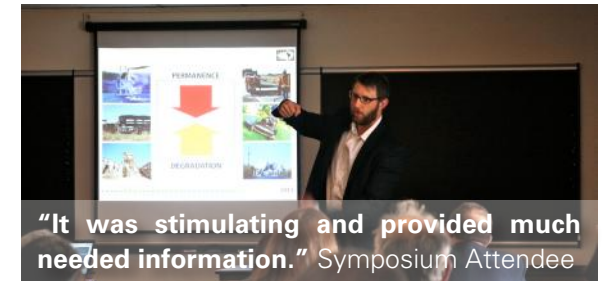
**BECAUSE YOU
ARE WHAT AND
WHERE YOU EAT**



ST. LOUIS EARTH DAY SYMPOSIUM

Climate Trends: Impacts and Adaptation

The annual Earth Day Symposium provides a two-day training and networking opportunity for local government staff, elected officials and the professional planning community to connect on local environmental challenges and opportunities. This year, national guests and expert panelists presented on key issues surrounding national and regional climate trends, sustainability planning, stormwater management, and adaptation strategies for government and businesses in a changing environment.



BY THE NUMBERS

- 115**
CONFERENCE PARTICIPANTS
- 60**
TECHNICAL WORKSHOP PARTICIPANTS
- 85**
BUSINESSES, ORGANIZATIONS, AND MUNICIPALITIES REPRESENTED



EARTH DAY ACTION GRANTS

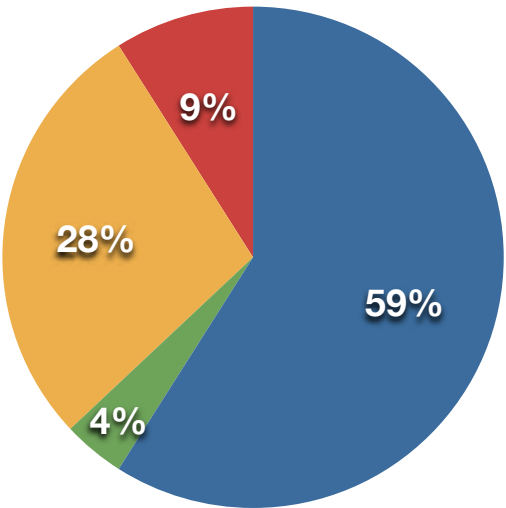
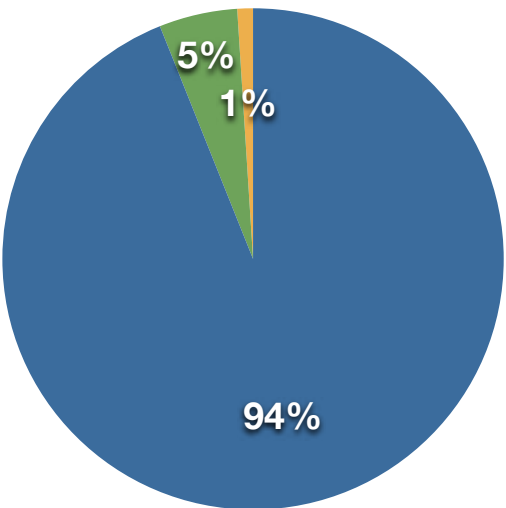
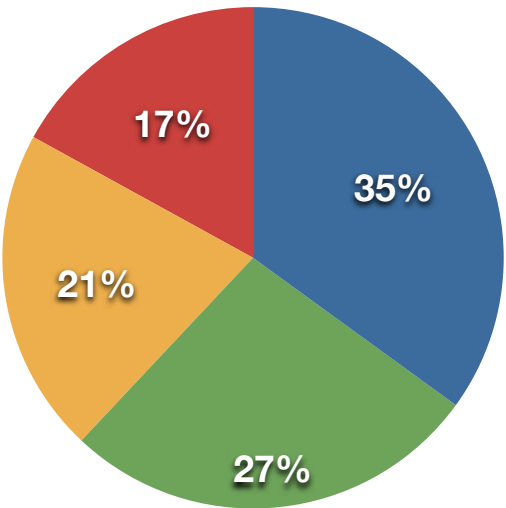
SLED launched the Earth Day Action Grants program to help support small-scale and grassroots projects. Projects provide an opportunity for small groups and non-profit organizations to facilitate "action" on an environmental issue; support the implementation of an Earth Day program or project; or, support organizations that implement Earth Day-aligned programs, projects or services throughout the year.

We awarded \$12,000 to 18 diverse projects that were recognized at the St. Louis Earth Day Festival's Opening Ceremony on April 21st. Boeing pledged \$10,000 to provide the majority of the program's funding.



FINANCIALS

FY 2013 | SEPTEMBER 1, 2012 - AUGUST 31, 2013



SUPPORT & REVENUE		% TOTAL
Contributions	\$163,158	35
In-kind Contributions	\$125,035	27
Grants	\$95,173	21
Program Revenue	\$76,565	17
Interest Revenue	\$55	<1
Merchandise Sales	\$1,362	<1
TOTAL	\$461,348	100

EXPENSES		% TOTAL
Program Services	\$419,631	94
Management & General	\$24,497	5
Fundraising	\$5,364	1
TOTAL	\$449,492	100

Net Assets, beginning of the year	\$113,858
Net Assets, end of year	\$125,714
Increase in net assets	\$11,856

PROGRAM EXPENSES, BREAK DOWN		% TOTAL
Earth Day Festival	\$247,569.75	59
Symposium	\$17,173.13	4
Recycling On the Go	\$117,918.30	28
Green Dining Alliance	\$36,969.82	9
TOTAL	\$419,631	100





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ST. LOUIS EARTH DAY STAFF

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Green Dining Alliance Coordinator

Jaime E. Kelley
Green Dining Alliance Audit Specialist

Bill Parmentier (– January 2013)
Recycling On the Go Event Manager

Paul Groenier (January 2013 –)
Recycling On the Go Event Manager

RECYCLING AMBASSADORS

Karen Abel, John Allen, Miles Cargas, Kevin Chau, Bradley Crawford, Christy Cunningham-Saylor, Sarah Haas, Molly James, Jenny Kettler, Steve Kielbasa, Jacob Labendz, Ashley Matula, Aaron Mollette, Casey Smith



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Nestle Purina

Novus International

Pedro’s Planet

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RideFinders

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St. Louis Composting

St. Louis-Jefferson Solid Waste Management District

USAgain

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