

ST. LOUIS EARTH DAY



2014 Annual Report

FY2014 Report

September 1, 2013 – August 31, 2014

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.

VISION

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



25th ANNIVERSARY

ST·LOUIS EARTH DAY



FESTIVAL

The 25th annual St. Louis Earth Day Festival was held Sunday, April 27th in Forest Park on the Muny grounds. Nearly 30,000 people joined in celebrating and experiencing a variety of hands-on activities for all ages: free yoga, demonstrations from the World Bird Sanctuary, exploring over 200 local businesses and organizations, sustainable design projects, and so much more. The Honorable Mayor Francis G. Slay of St. Louis recognized the anniversary of this community tradition by presenting a Proclamation and announcing the City's focus on promoting native plants that attract monarch butterflies.

2014 By The Numbers

30,000	Festival attendees
231	Vendor & exhibitor booths
23	Educational activity booths
28	Food & beverage vendors
4,112	Pounds of recycling and compostables collected at the Festival (91% of total waste)
87,000	Pounds of hard-to-recycle materials collected at Recycling Extravaganza (43.5 tons)
643	Participants dropped off materials at Recycling Extravaganza
250	St. Louis Earth Day volunteers
956	Documented Earth Day Challenge participants
166	People cycled to the Festival



Festival Features

- Access to the event and all programming is **free and open to the public**.
- **Three stages of entertainment** featuring local bands, regional talent, Circus Flora performances, live birds of prey from the World Bird Sanctuary and community dance troupes.
- **Diverse cuisine from local vendors** showcasing vegetarian, locally-sourced and organic options.
- **Earth Day Challenge** recognizing and rewarding visitors who bring their own water bottle or shopping bag and use low-impact transportation to and from the Festival.
- **Free bike valet** parking by Trailnet.
- **Eco-art activity** using re-purposed materials from the Teachers' Recycle Center.
- **Peace Garden** area for reflective communion through activities like meditation and ceremonial drum circle.
- **Free yoga**, henna, face painting and crafts from 10 a.m. to 11 a.m.
- **All Species Parade** for pedestrians to unite in celebrating the interdependence of all species, led by Joia World Percussion Ensemble.
- **Recycling Extravaganza** collection event for hard-to-recycle items on the St. Louis Community College-Forest Park campus.





14th Annual Earth Day Symposium

Regional Sustainability: Vision & Reality

April 1–2, 2014, Powder Valley Nature Center

On April 1st and 2nd, St. Louis Earth Day held its 14th annual Symposium—“Regional Sustainability: Vision and Reality.” The Earth Day Symposium provides a two-day training and networking program for local government staff and officials, and the professional planning community relating to current environmental challenges and opportunities. This year, the symposium focused on the environmental goals and objectives of the newly adopted Regional Plan for Sustainable Development (OneSTL).

Session topics included community resilience, innovative recycling and waste reduction, biodiversity, green infrastructure, clean water and stormwater management, and stakeholder engagement. New this year, a reception on April 1 featured 22 poster presentations from regional leaders in business, government and the non-profit sectors as well as research on sustainability issues from area universities.

Keynote Speakers

MISI-ZIIBI: Living with the Great Rivers, Climate Adaptation Strategies in the Midwest River Basins (John Hoal, LEED AP, Principal, H3 Studio & Derek Hoeferlin, RA, Assistant Professor of Architecture, Sam Fox School of Design & Visual Arts, Washington University in St. Louis)

Sustainability for Civil Infrastructure: American Society of Civil Engineers' Initiative and Commitment to Sustainability (Jeffrey R. Keaton, Ph.D., ENV SP, F.ASCE, Principal Engineering Geologist, AMEC Americas)

Two Degrees – The Built Environment and Our Changing Climate (Cole Roberts, Associate Principal of Energy & Resource Sustainability, Arup)

Envisioning Thriving Communities: Transforming Systems Toward a Sustainable Planet (Jacqui Patterson, Director, NAACP Environmental and Climate Justice Program)

By the Numbers

164 Conference participants

78 Businesses, organizations and municipalities represented.





Earth Day Action Grants

For the second year, St. Louis Earth Day offered Earth Day Action Grants 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.

Competition among proposals was tough this year! In addition to having many qualified and exciting proposals, St. Louis Earth Day experienced a dip in funding that decreased the amount of available grant funds. Many thanks to the William A. Kerr Foundation; with the Foundation’s assistance, St. Louis Earth Day provided \$6,000 in grants to support five local projects!

2014 Grant Recipients:

Bike Rest at CommuniTree Gardens Nursery (Creve Coeur Park) – Forest ReLeaf

Container Garden Educational Program – St. Anthony Food Pantry

Parking Lot Native Landscaping – Francis Howell Middle School

Sustainable Backyard Tour

Vegetable Starts Here – Gateway Greening





Recycling On the Go!

ROG was established to fill a void in local event sustainability, and continues to grow and improve as a program, eight years since first providing event greening services. In FY14, the ROG program exploded by welcoming 40 new event partners including the St. Louis Zoo, Fair St. Louis, St. Louis County Parks weekly traveling Food Truck events, Central Riverfront Groundbreaking Ceremony, Jewish and Muslim Day of Service breakfast, and the Webster University Sustainability Conference. This resulted in a growth of 43% over 2013 in the number of people reached at all events.

A new grant from the St. Louis County Department of Health funded ROG services for five Feast in the Park food truck events at four county parks (Laumeier, Tilles, Spanish Lake and Creve Coeur) in FY14. Approximately 3,800 event attendees were treated to waste sorting education, which resulted in the diversion of 1,660 pounds of material away from landfills – 79% of the total waste generated at these events!

Public recognition and appreciation of the ROG staff and volunteers is more apparent than ever, demonstrated by our continued relationships with events such as Pedal the Cause, Girls on the Run, Pride Fest, and Sauce Magazine's Food Truck Friday. Our well-trained staff are becoming recognized as a valuable commodity by area event organizers like at Schlafly's Art Outside and Pumpkin Harvest Festival. We were even asked to expertly supervise event volunteers to support their environmental objectives at events such as the Missouri Botanical Garden's Chinese Culture Days and Washington University's graduation receptions.



There was a 71% increase in the Do-It-Yourself program in FY14. A notable DIY event was the St. Ann of Normandy Fish Fry, which served 1,500 people and achieved an incredible 98% diversion rate over six events by also offering composting.

Recycling On the Go is funded by a grant from St. Louis-Jefferson Solid Waste Management District and the Missouri Department of Natural Resources.



In June, ROG was recognized by the Missouri Waste Control Coalition with the Outstanding Achievement Award for Environmental Leadership for improved waste management practices and wise use of natural resources.



ROG Program Manager, Bob Henkel, was a featured speaker for a national webinar entitled: Partnering with Communities to Achieve Zero-Waste Events. Additionally, he conducted the annual ROG workshop for area event organizers focusing on planning and implementing recycling, composting, and cooking oil collection at local events.

By the Numbers FY13

68	Area festivals & special events
43	Full-service events
25	DIY events
90	Event days
625,080	Event attendees
81,759 lbs	Total amount of materials collected and diverted from area landfills

By the Numbers FY14

87	Area festivals & special events
48	Full-service events
39	DIY events
120	Event days
893,542	Event attendees
108,597 lbs	Recyclables collected
22,504 lbs	Organic waste collected
50 lbs	Donated food
715 lbs	Spent cooking oil repurposed
131,867 lbs	Total amount of materials collected and diverted from area landfills



Green Dining Alliance

The Green Dining Alliance (GDA) is a sustainability certification program for St. Louis' restaurants. Through the GDA, we facilitate low-impact business practices in our local food service industry via face to face consulting services and goal setting. Working alongside restaurants to reduce their environmental footprint, the GDA puts a strong emphasis on waste reduction and diversion, and sourcing sustainable food, to-go ware, and cleaning supplies. We create a holistic approach to sustainability by considering all areas of operations in our seven-part educational audit.

When Recycling On the Go discovered lack of sustainability support for restaurateurs, GDA formed to fill the need. Our pilot stage began in 2012, when we partnered with industry leaders at Schlafly, The Magic House, The Missouri Botanical Garden, and PI Pizzeria to establish a program that would reflect both the local sustainability movement as well as the real challenges faced by food service professionals. In 2013, we received funding from the St. Louis Jefferson Solid Waste Management District to hire a full-time staff member. Since then, the GDA has taken off and is expanding every day.



FY14 Accomplishments

- GDA membership tripled in one year (from 13 members in September 2013 to 39 members in August 2014).
- GDA members diverted 1,615,000 pounds of recyclables and organics from the landfill over the course of FY14.
- Monthly 'BUYcott' Dine Outs called upon the public to support green restaurants, directly contributing ~\$1793 in diner dollars to ten GDA member restaurants from November 2013 to August 2014.
- High-profile, sustainable innovative restaurateurs such as Chris LaRocca (Crushed Red), Dave Bailey (Baileys' Restaurants), and Gerard Craft (Craft Restaurants Ltd) have sought certification for their establishments.
- Grassroots collaboration produced St. Louis' first "Green Dining District" in the Maplewood Special Business District, where the GDA certified more than 25% of restaurants on the strip.
- Monthly newsletters featuring newly certified members, specials from GDA kitchens, and local foodie and industry news have been published since January 2014.
- The GDA produced and executed four educational workshops geared toward improving environmental impacts of the restaurant industry.
- The GDA was featured on Fox 2 News and in numerous print and Online publications, including Feast Magazine, The Riverfront Times, West End Word and The Healthy Planet Magazine.

By the Numbers

- 39** Certified member restaurants by the end of FY14
- 538.5** Tons of recyclables diverted from landfills
- 269** Tons of compost diverted from landfills
- 10** Restaurants promoted for Dine Out events, with \$1,793 raised
- 9** Features in local media (television, print and Online publications)



"I've always been interested in sustainability and try to incorporate that into my restaurant, where possible. I majored in Environmental Studies in college and worked for a recycling company as a teenager. Any insight or guidance is always welcome to make my establishment as environmentally friendly as it can be."

- Gabe Kveton, Water Street

"This is something that is important to our company and we want to be a part of this great organization."

- Bridget Pelster, Bixby's at Missouri History Museum

ST. LOUIS EARTH DAY



Financials

Support and Revenue		% total
Contributions	\$ 277,953	40
In-kind Contributions	\$ 177,844	25
Grants	\$ 156,955	22
Program Revenue	\$ 83,127	12
Merchandise Sales & other	\$ 3,263	1
TOTAL	\$ 699,142	100

Expenses		% total
Program Services	\$ 506,513	89
Management and General	\$ 52,423	9
Fundraising	\$ 9,718	2
TOTAL	\$ 568,654	100

Increase in Net Assets	\$ 130,487
Net Assets, Beginning of Year	\$ 125,714
Net Assets, End of Year	\$ 256,201

Program Expenses, Break Down		% total
Earth Day Festival	\$ 257,194	51
Symposium	\$ 15,464	3
Recycling On the Go	\$ 146,181	29
Green Dining Alliance	\$ 87,674	17
TOTAL	\$ 506,513	100

In celebration of the 25th anniversary of the Earth Day Festival, St. Louis Earth Day started an endowment, seeded with \$50,000 from an anonymous donor and a 50% match from the Endowment Building Program of YouthBridge Community Foundation. As it grows, the fund will generate a perpetual income stream for funding operations, unexpected expenses, and longer-term initiatives. The stability provided by an endowment enforces our strategy to diversify St. Louis Earth Day's income. It is our way of ensuring that Earth Day remains Every Day...forEVER!

Staff and Leadership

Staff

Cassandra P. Hage, Executive Director

Jeanette R. Reynolds, Programs & Communications Director (through July 2014)

Jen Myerscough, Communications & Marketing Manager (July 2014 - Current)

Bob Henkel, Recycling On the Go Program Manager (September 2013 - Current)

Olivia Engel, Green Dining Alliance Program Coordinator

Jaime E. Kelley, Green Dining Alliance Audit Specialist (through June 2014)

Kathy Dolson, Program Assistant

Board of Directors

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David Wilson, *Past President (through May 2014)*
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Christy Cunningham-Saylor

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