

# Finger Lakes ReUse

## The Community ReUse Center Model

Anne Koreman | Legislator, Tompkins County District No. 5

Diane Cohen | Executive Director

Scarlet Vinson | Ithaca ReUse Center Manager

Tova Wilensky | Program Coordinator

Alex Kearns-Apuya | Technology Manager

Sarah Mirabile | ReUse MegaCenter Department Manager

Evan Kurtz | Ithaca ReUse Center Volunteer

Gladys Brangman | Principal, BLOC (Business Leaders of Colors)

Rob Brown | Director of Financial Operations

Robin Elliott | Associate Director



Anne Koreman | Legislator, Tompkins County District No. 5



Diane Cohen | Executive Director



**A Reuse Center for Tompkins County**  
**2006 Surveys - Summary Report**  
12/8/06

Survey of Selected U.S. Reuse Programs  
Local Tipping Floor (RSCW) Observations  
Locally Active Reusers Survey

Generators Surveys:

*-Local Retailers*

*-Local Small Businesses*

*-Local Manufacturers*

*-Educational Institutions (IC, CU, TC3)*

Survey of Consumer and Generators in Collegetown

*Surveys administered by:*

Cornell Cooperative Extension of Tompkins County  
Cornell University Certificate of Business Management Students  
Historic Ithaca, Significant Elements Program  
Tompkins County Area Development  
Tompkins County Chamber of Commerce  
Tompkins County Solid Waste Management Division

- Expanded space is the most critical requirement. In order to serve the needs of a well run, well stocked, and easy to shop reuse center, a 45,000 to 65,000 square foot space is recommended.

## Community ReUse Center (CRC) DRAFT Principles:

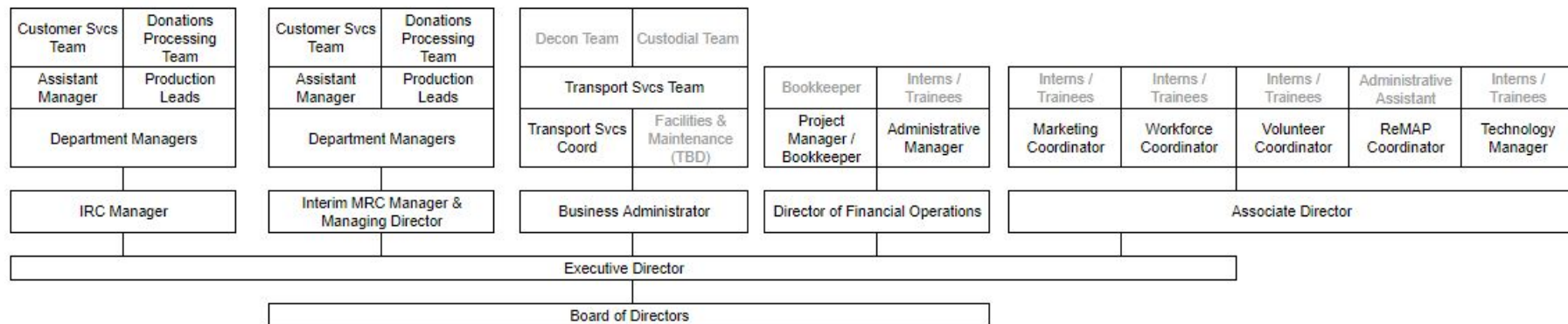
- 1) Reuse is about the people, about human health and well being. Workers must be treated fairly and paid fairly. *(In Tompkins County, we pay a living wage established by a third party.)*
- 2) CRCs must offer “Culture of Respect” training to all its workers.
- 3) CRCs must work toward a more autonomous, less hierarchical structure that exercises inclusive decision making, and opportunities for self-empowerment, professional development and advancement.
- 4) Promise to our workers: We will hold the door open, but YOU have to walk through.
- 5) Wealth that is harvested from local materials stays local, reinvested in workers and programs.

## Finger Lakes ReUse chronological program development:

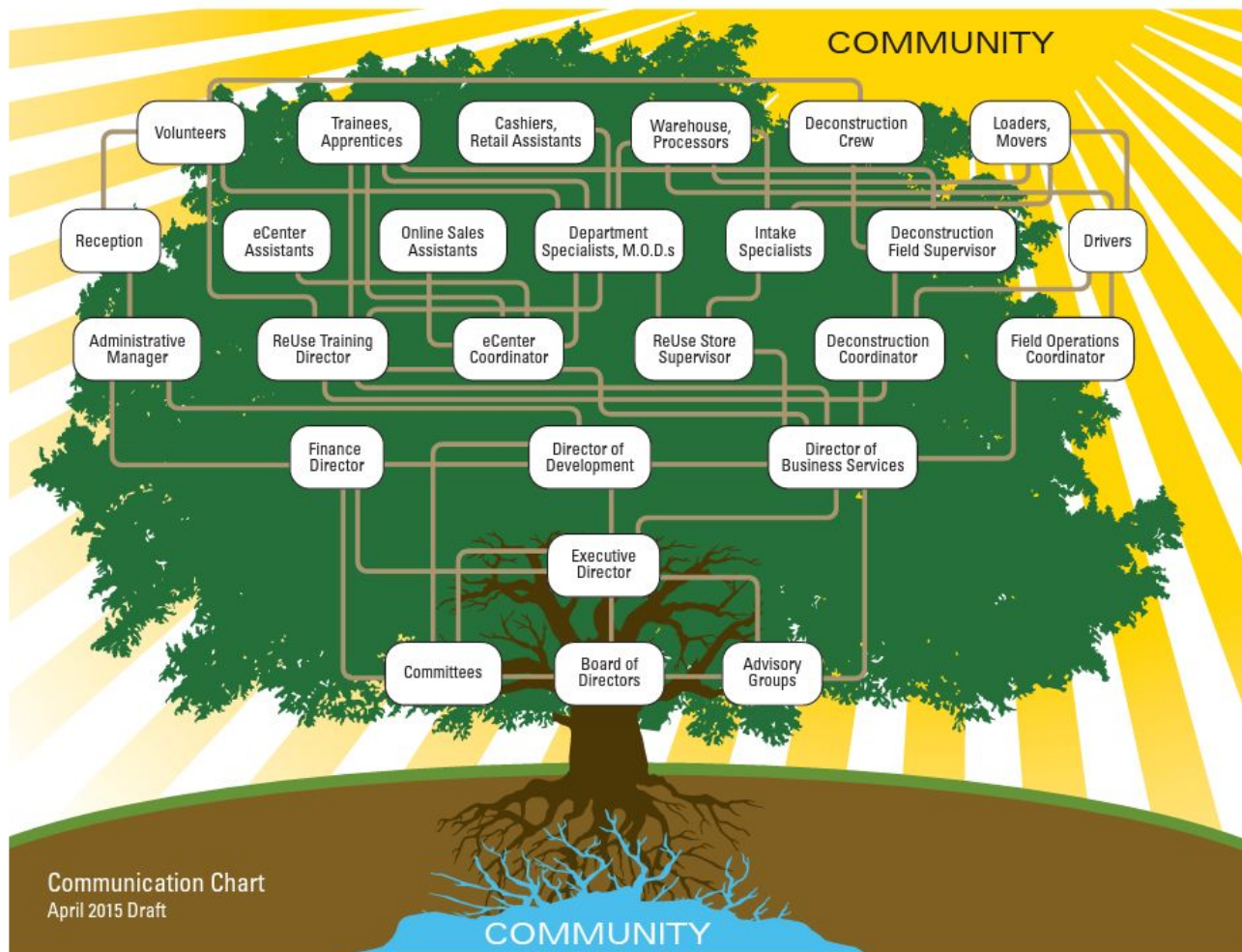
- Triphammer ReUse Center (TRC) 2008
- Deconstruction & Salvage Services 2009
- eCenter Computer Refurbishing & Repair Services 2010
- Ithaca Fixers Collective 2011
- ReUse Skills & Employment Training Program (ReSET) 2012
- Ithaca ReUse Center 2015
- ReUse Materials Access Program (ReMAP) 2017
- ReUse Community Hardware (RCH) 2020
- TRC & RCH Combined to Triphammer ReUse MegaCenter 2021

March 2022

Finger Lakes ReUse - Communications/Supervisory Support Chart

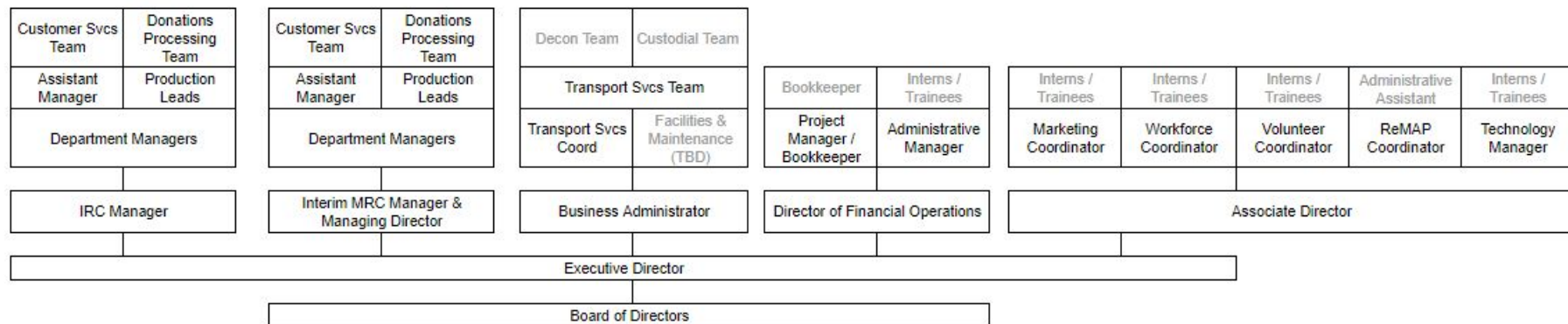




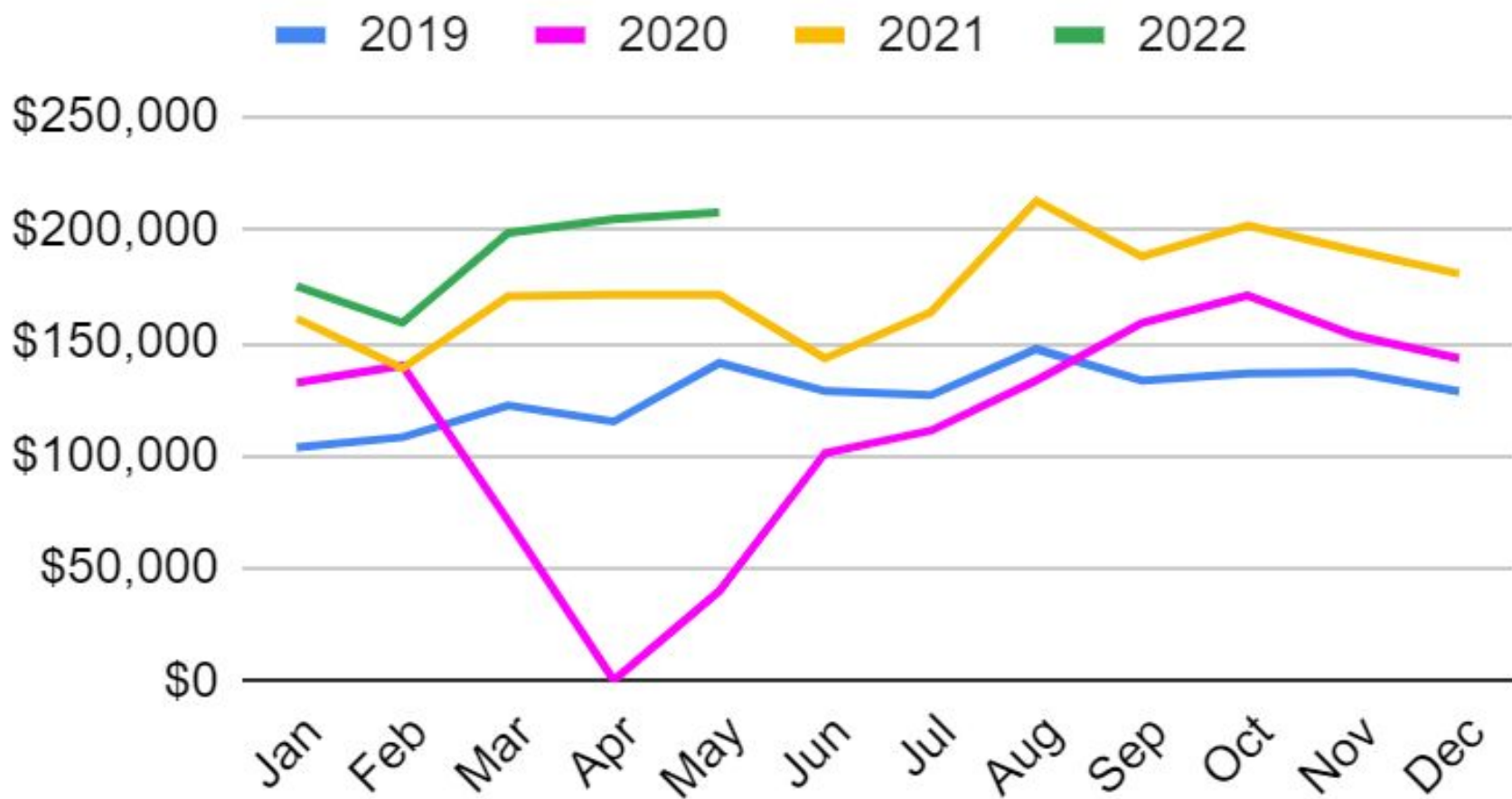


March 2022

Finger Lakes ReUse - Communications/Supervisory Support Chart

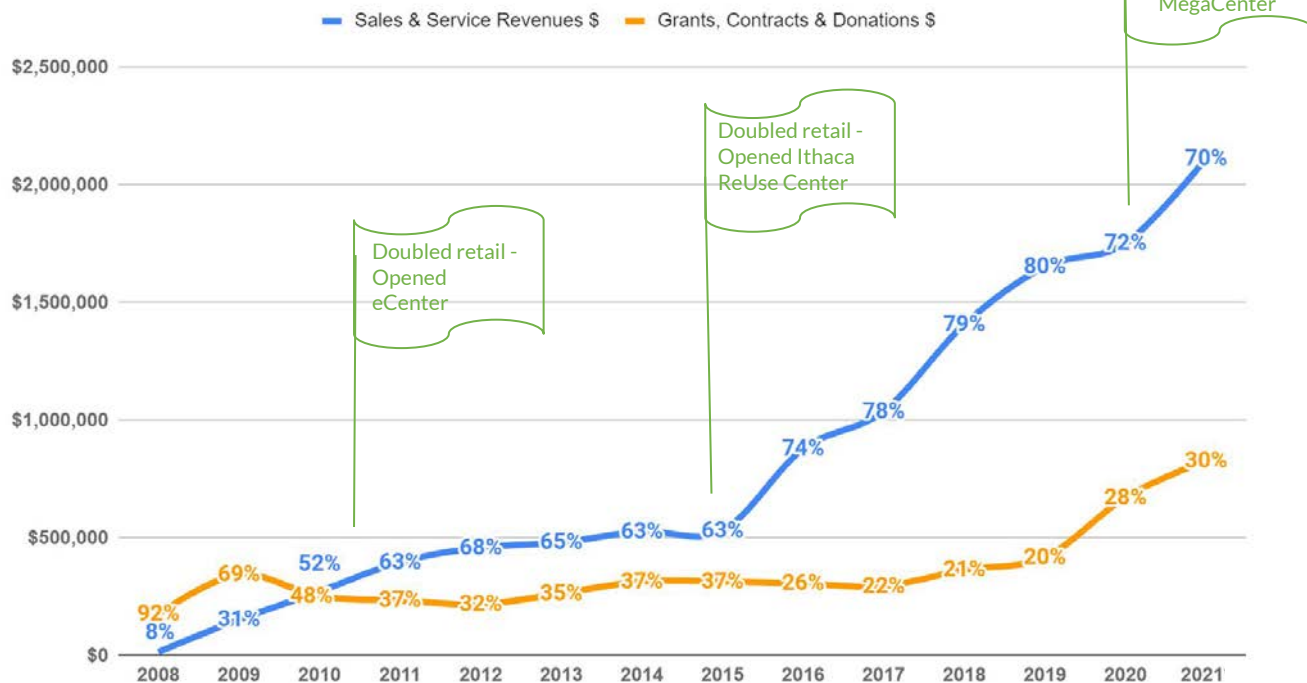


# Whole Organization Merchandise Sales



# ReUse: A Growth Industry

Earned vs. Contributed Revenue History





Scarlet Vinson | Ithaca ReUse Center Manager



# ReUse Materials Access Program (ReMAP)



Tova Wilensky, Program Coordinator  
Reuse Summit, June 16, 2022



# ReMAP Funding Sources

- New York State Environmental Protection Fund, as administered by a grant from the New York State Dept. of Environmental Conservation (DEC) Environmental Justice Community Impact Grant Program



- City Federation of Women's Organizations (CFWO) Women Building Community Grant



- Generous individual donors
- Every dollar donated is matched in-kind by Finger Lakes ReUse
  - \$50 donation = \$100 in materials





# ReMAP Fundraisers



A circular image showing a stack of approximately 15 small, rectangular, light-brown cork trivets arranged in a fan-like pattern on a dark grey surface. The background is a light tan color with a green leafy branch on the right and a green circular tag with a white string on the left.

**\$3**

**HANDMADE CORK TRIVETS**  
FOR A GOOD CAUSE!



A circular image showing ten repurposed bottle caps arranged in a circle. Each cap features a different colorful design, including various birds, flowers, and abstract patterns. The background is a dark green color with a white circular tag with a green string on the left.

**ReUSE**

**REPURPOSED  
BOTTLE CAP  
MAGNETS**

**\$2.50 EACH**



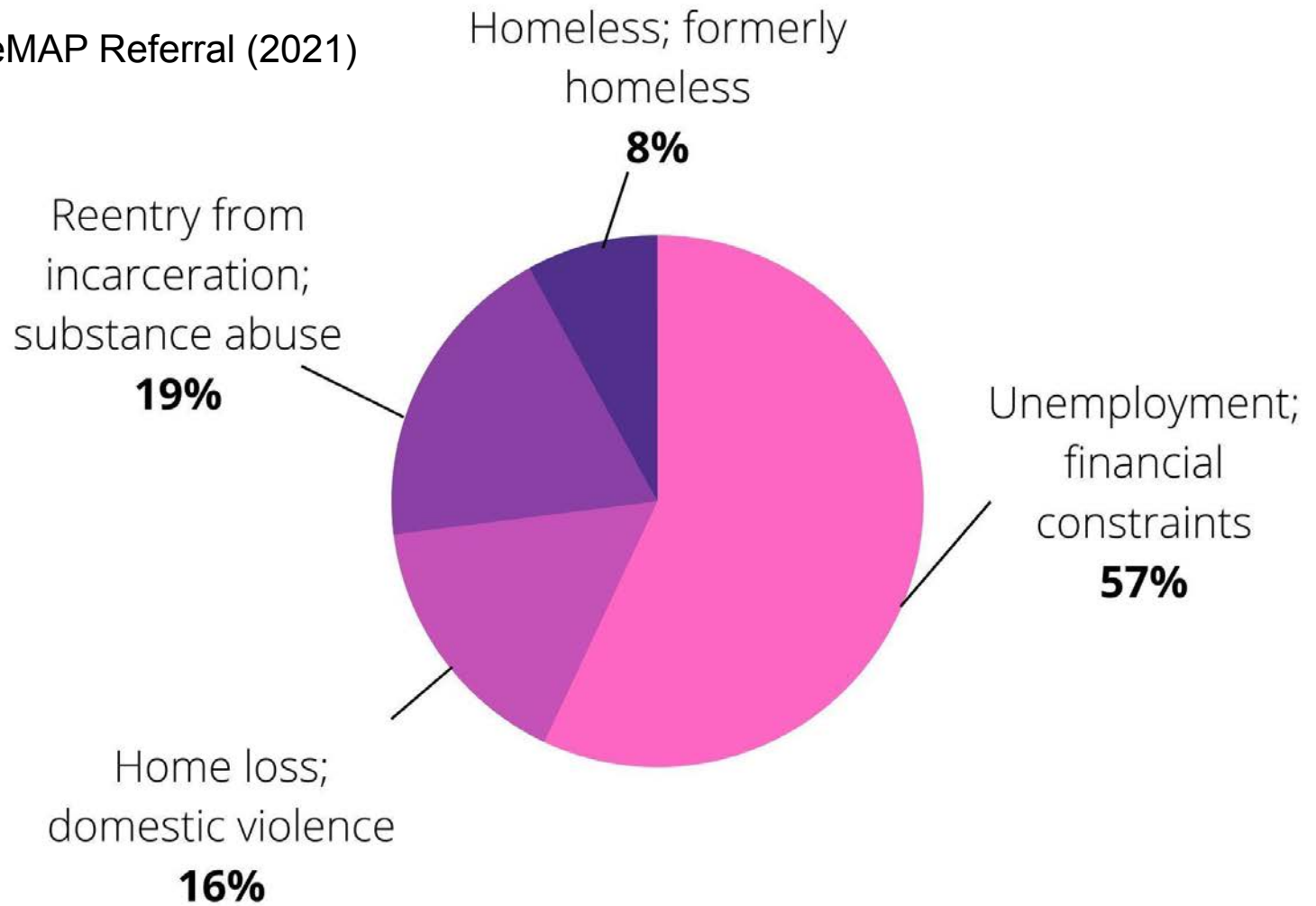
A circular image showing three handmade pin cushions. One is a small, square, multi-colored polka-dot cushion. The other two are larger, square, and made of different colored fabrics (yellow, blue, and orange) with a dark blue patterned border. The background is a light tan color with a green leafy branch on the right and a green circular tag with a white string on the left.

**\$5**

**HANDMADE PIN CUSHIONS**  
FOR A GOOD CAUSE!



## Reason for ReMAP Referral (2021)



# Notable Numbers: 2021

## Households

- **\$82,925** used in store credit
- **327 households** (estimated **600+ individuals**)
  - **\$255** average gift card
  - Average gift card amount can purchase: couch, table & chairs, television, clothing, cooking utensils, & a full set of dishes.

## Organizations

- **\$5,597** used in store credit
- **12 organizations**
  - **\$466** average gift card
  - Average gift card amount can purchase: laptop, art materials, multiple items of furniture, & many items of clothing, blankets, linens



- **80** free deliveries provided







Family & Children's  
SERVICE OF ITHACA

Re







**SPCA** of Tompkins County



Cornell Cooperative Extension

Tompkins County

Urban 4-H











Alex Kearns-Apuya | Technology Manager





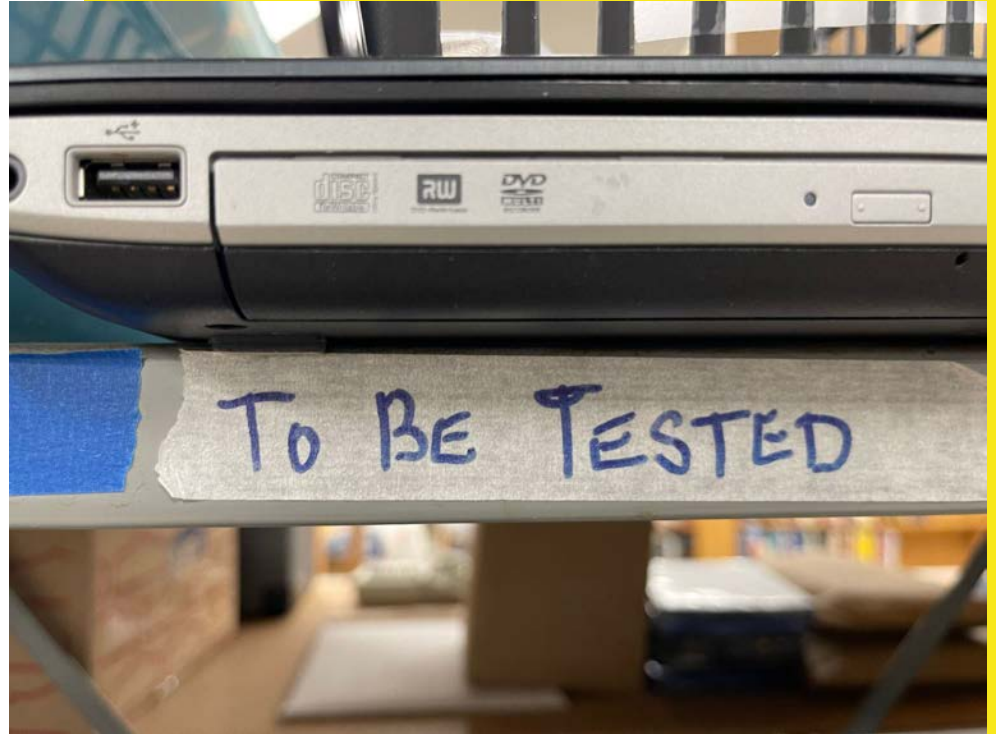
# Finger Lakes ReUse & Technology

2022 NYS ReUse Summit - Thursday, June 16th, 2022

Alex Kearns-Apuya - Technology Manager



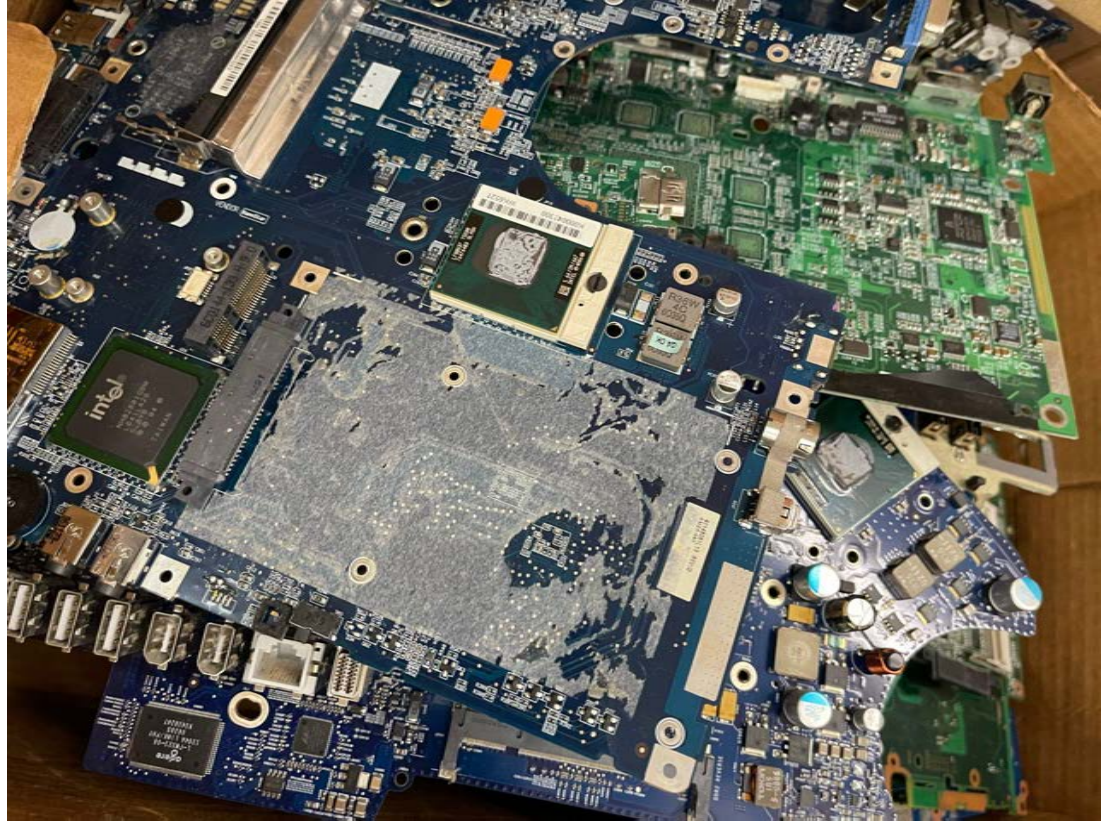
# Importance of ReUse



## eWaste Diversion

ReUse donations have enabled us to divert extensive electronic materials from landfills.

Donated materials are sorted and processed to divert eWaste to appropriate recycling facilities.



## Resource Sourcing

Electronics production requires several rare earth metals.

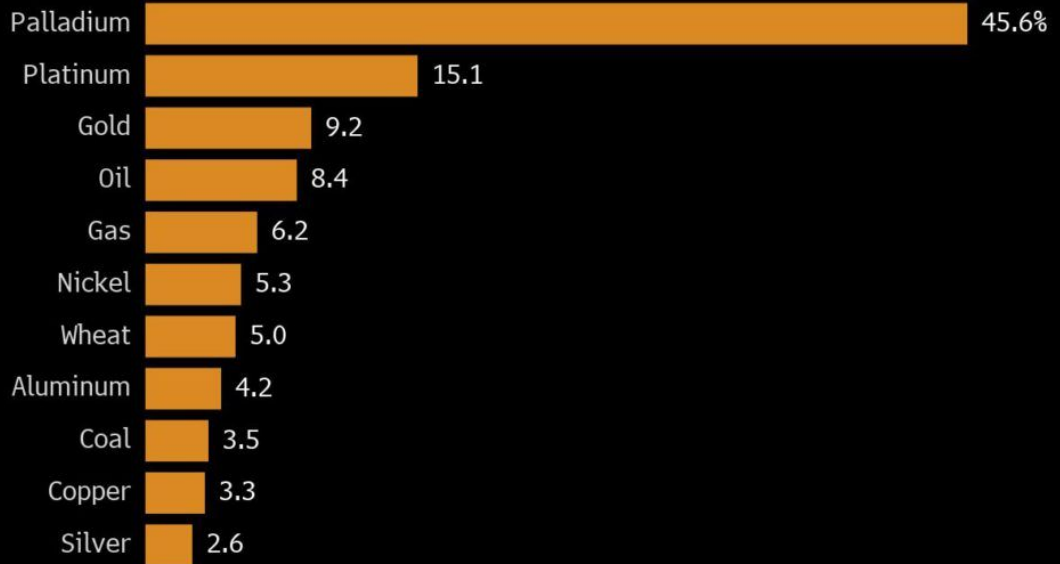
Many of these are becoming increasingly difficult to ethically source.

ReUse channels diminishes effects of planned product obsolescence.

### Heavyweight

Russia is a major supplier of key raw materials

■ Russia's exports as a share of global production



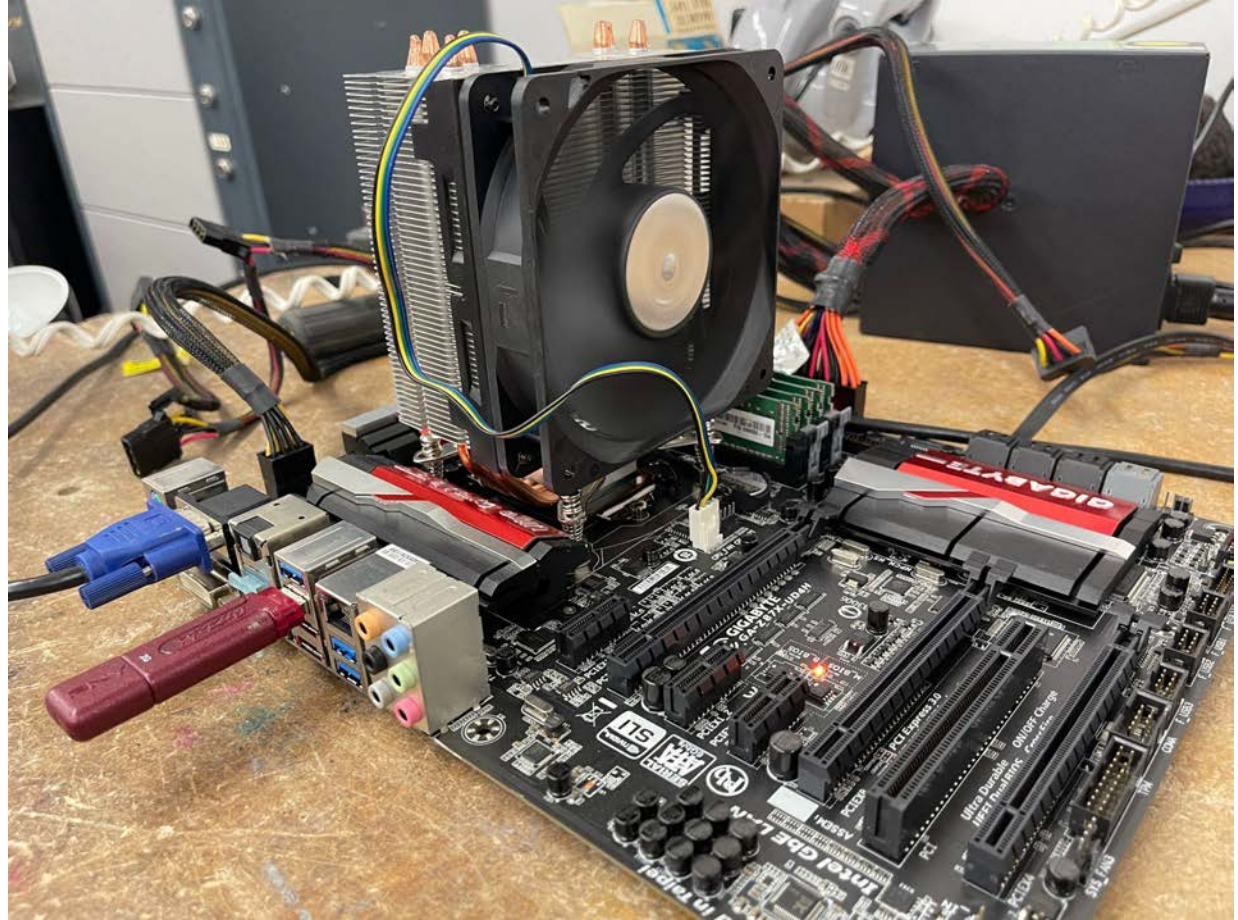
Source: JPMorgan

Bloomberg



## Operational Example

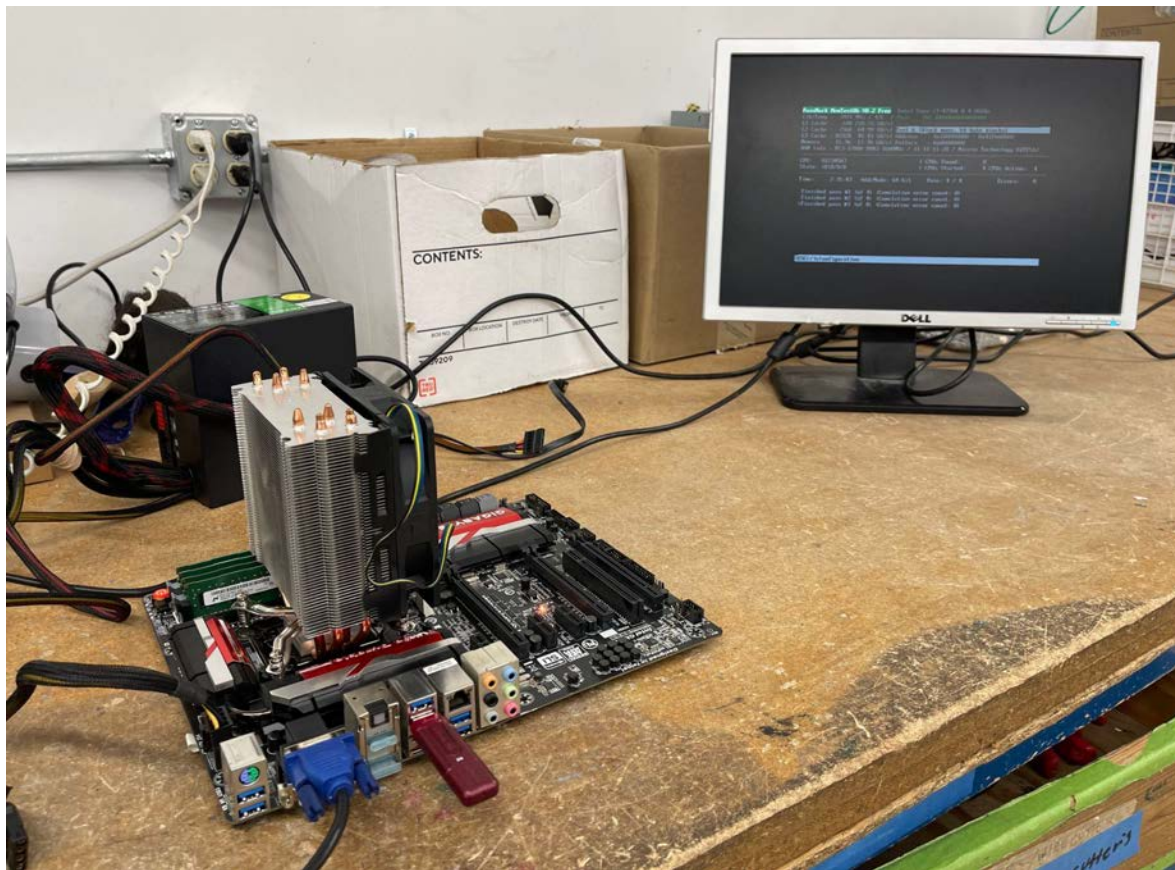
Finger Lakes ReUse utilizes 44 reused workstations for administrative and operational tasks, including 12 donation processing stations.



# Refurbishment

All serviceable equipment is tested and refurbished by our eCenter team.

COVID-19 resulted in a pause of our community training sessions, but we are hoping to resume these soon.





# Sales

## Desktops

2021 - 104 Units - \$12k

YTD 2022 - 53 Units - \$6.5k



## Laptops

2021 - 61 Units - \$15k

YTD 2022 - 46 Units - \$10.5k



## Peripherals

2021 - 973 Units - \$9.9k

YTD 2022 - 659 Units - \$8.1k

# Impacts of Technology Access



# COVID-19

Several trends were exacerbated by COVID-19 pandemic:

- Remote Work/School
- eCommerce
- Telehealth

As a result, access to technology is increasingly necessary for personal, household and business functions.



## Personal/Household

Virtual meeting services have been relied upon for almost everything:

- Online Classes
- Events/Baby Showers
- Telehealth Appointments
- Interviews

Technology is also used for:

- Homework/Digital Texts
- Product Research & Purchases
- Patient Portal Access
- Skill & Resume Development
- Bills/Personal Finances



# Google Meet



# Office

## Business/Entrepreneurs

Technology enables greater access to:

- Working capital & investors
- Broader labor pools and streamlining of hiring process

Also increasingly necessary for:

- Accounting
- Payroll
- Merchant Services
- Inventory Management
- Marketing/Social Media







# Community

Ithaca & Beyond





# Community Engagement

- Local Values
  - Enables another option besides landfill
  - Donated monetary and mission value
- Consumer Value
  - Affordable Products
    - Why buy new?
  - Market Access/Location
    - On bus routes
    - Many local stores are closing
- Volunteer Corps
  - Long-term volunteers
  - Cornell & Ithaca College



## Working at Finger Lakes ReUse

As a recent hire, I can attest that the following are apparent within the FLR organization:

- Emphasis on a culture of respect, inclusiveness and individual value.
- Demonstrable evidence of these values in hiring process, orientation and management.
- Evident in words and actions of the organization and staff as a whole, from top to bottom.



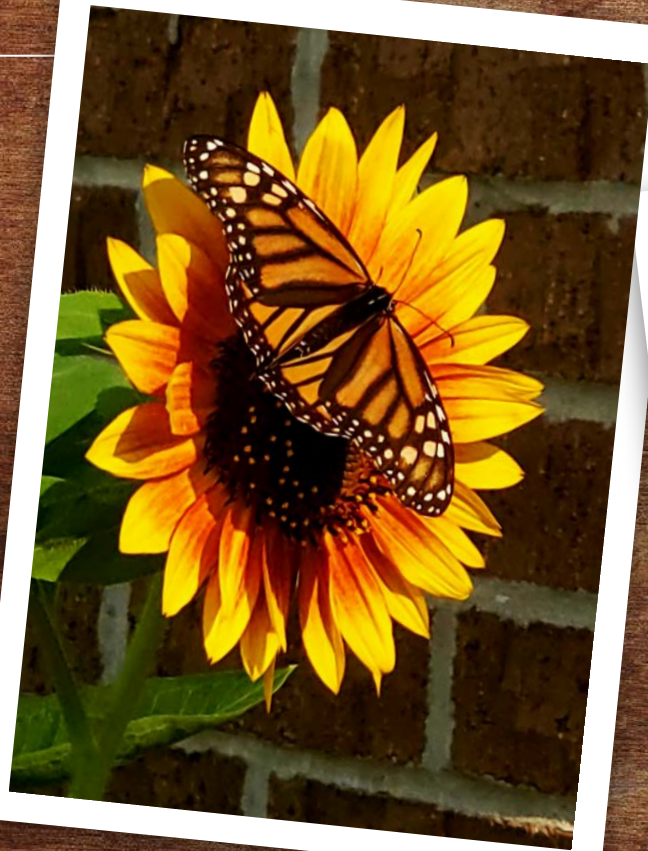
Sarah Mirabile | ReUse MegaCenter Department Manager







# ReMarket ReView



Coordinator: Sarah Mirabile

Images captured at ReUse Caboose (700 Buffalo St.)









**Good times rollin' with the  
ReUse Summer 2021 staff!**



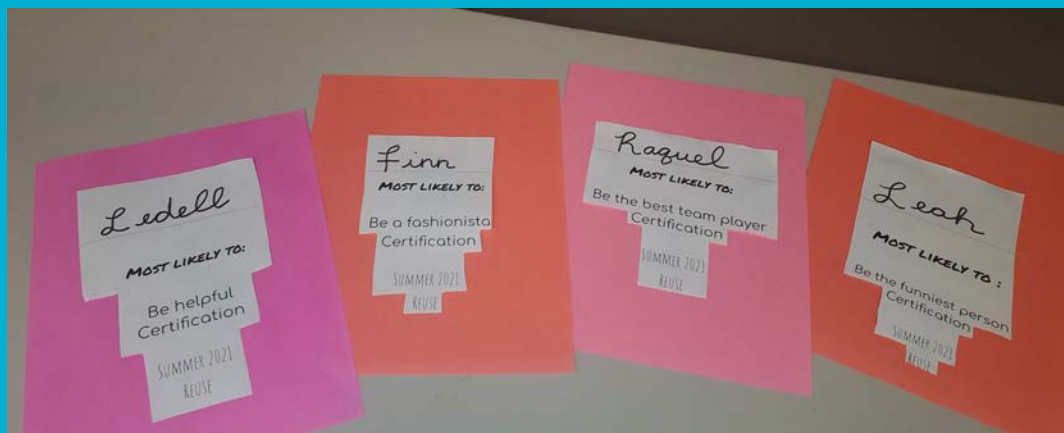


We found the freezer door!! Very satisfying moment. :)

## Things I learned:

- How to set CLEAR expectations
- Start out tougher, relax more LATER
- Distractions are EVERYWHERE
- Making decisions is HARD  
(So is keeping people MOTIVATED)
- Natural leaders and initiative seekers EMERGE
- Trash can be SUBJECTABLE
- Don't expect staff to be ROBOTS
- How the manager feels affects the WHOLE team
- There's SOMETHING here for everyone
- LOW prices MOVE our merchandise FASTER
- Much MORE!





Totals	
773	Person Hrs Worked
175	Pallets Processed
4576	Bags Processed
0.2	Pallets per hour
5.9	Bags per hour





# BEFORE



# AFTER

“When we believe in ourselves, we can move mountains!”





Transition to Tent Sale mode! Huge success!! Much  
THANKS to all those involved with set up and stocking!

**TENT SALE TOTALS:**

First Weekend:

\$ 2,158.32

Second Weekend:

\$ 1,677.84

Third Weekend:

\$ 1,664.71

**CALCULATED GRAND TOTAL:**

**\$5,501**

# SPECIAL SHOUT OUTS:

Diane: You were very supportive every step of the way!! Thanks for being available, offering insight, and making sure we had everything we needed to be successful.

Jess: You were there day one and always a text away! Thanks for calming my nerves and instilling the confidence in me that I could get this job done and do it well. Much appreciated.

Aloja- You were there for me nearly everyday as the Youth processed the clothing this summer. Each day, you came prepared to show the Youth that each of them mattered!! You also had great stories to share with us, as well as fun activities. Your presence surely meant a lot to all of us!!

Matt B. and Matt S. - Thanks for covering me for my vacation; I also appreciate all the support you gave me during tough days. You both very much made me feel like I was not alone; it was also great bouncing ideas off you both.

Lonnie - Thank you for helping organize the tent, being a solid support, and being someone that offered so much knowledge and insight on how to run a great sale!

Carolyn, Tova, Louise, Glenn, Robin & Sean - Always great to have support from admin staff!! "Thank you" to those of you who cashiered, stocked, and helped close up the tent!! You each made it a much more enjoyable experience for both me and our amazing customers.

Sethik, Griffin & Scarlet- I felt very much supported the days you each were the MOD. I learned by your example and appreciated your efforts to support us out at the Tent!

Ben, Montey & Ariel- Great having you the days you were able to cashier and stock the tent!! You each were a huge help!!

Sahana & Nico- You two were the Youth workers that stuck around to the end! It was a pleasure watching you grow and be able to see your hard work processing literally pay off!!





Evan Kurtz | Ithaca ReUse Center Volunteer



# The Business Opportunities from ReUse(d) Materials



Gladys Brangman – Business Leaders of Colors



BUSINESS  
LEADERS  
OF COLORS

# What is an Entrepreneur?

- A person who organizes and operates a business or businesses, taking on greater than normal financial and other risks in order to do so.



BUSINESS  
LEADERS  
OF COLORS

What do you see  
here?



BUSINESS  
LEADERS  
OF COLORS





And here?





And what about here?



BUSINESS  
LEADERS  
OF COLORS

# Sorted Little Affairs

**Thrift stores + an eye for high value items = a lucrative business**



Rob Brown | Director of Financial Operations



Robin Elliott | Associate Director



# Much of our work has been made possible thanks to:

