

Agenda

Updates:

- Impact: we have eliminated 525k pieces of plastic, converted 4 restaurants, 2 elementary schools and 1 middle schools. By EOM, we will add 13 more restaurants to that number.
- We ordered 2500 stainless steel cups for the 3 schools flipping (despite needing only 600 for the schools) because the company offered a nice price break & laser printing (\$2.25/piece). The remainder are available for our next recruited school(s).
- Rethink Disposal is our non-profit partner, and has led the charge on restaurant recruitment, restaurant guidance, and impact analysis.
- All three of our converted schools are in Berkeley Unified School District.
- All 20 recipients of subsidies (including 13 pending) are in CA.
- Conversations are happening in Ohio, Colorado, New Jersey and more
- Applied for 2 grants. 1 rejected. 1 in round 3 - finalists.
- John could use help with additional grant applications even if it's just identifying good opportunities (Kenny volunteered)
- Rethink Disposable - Partnership is the difference between us making real strides and not - they have 3 staff and an army of volunteers. They have been doing this for 10 years and they do a great job at data analysis. They've flipped more than 250 restaurants and conducted dozens of case studies showing the cost savings experienced. The latest case study (Jersey Joe's in Half Moon Bay) is one that PFR subsidized. Rethink Disposable are not doing exactly what we're doing - they concern themselves with single use rather than specifically plastic. Many of the restaurants they flip do not go *fully* plastic free so they won't end up on our site, but we can still crow about their successes on social media.
- Kenny question: Do restaurants have to do everything that both Rethink and PFR wants them to do? No. We approach it as "you can do whatever you would like to do but we will only pay for things that replace petroleum-based plastic items with reusables."
- We've committed 22.5k to the restaurants we are flipping with RT.
- Case studies will be added to our site.

Rally Everybody for fundraising

- Up efforts to fundraise - Grants, board members individual commitments, prorate (\$1000 this calendar year), Right now only 3 board members have raised that money. Please step up between now and the end of the year. Some people have not raised any money at all which we will talk about more in 2022.
- Celebrity version of the PSA - Travis has offered to reach out to some high level celebs who might be willing to do this. Then we could take 2-3 people to 60-70 people John has already identified as being involved in environmental causes. We are hoping that this will snowball and get some more people on board to make this and get more money raised through them.
- Charles has basically joined the board to handle all the AV needs for the organization and he's going to do the editing and creation.
- Ideally these celebs will share these vids on their social media and snowball towards some fundraising - make as much as we can off of something we pay almost nothing for
- Kenny asked for a clear idea of talking points for going to donors. John will provide ASAP.
- Melanie - Giving Tuesday is coming. Can John let us know who has given that might be connected? And everybody can contact John about where they stand. Please give John a heads up if you are doing something with a thing like Facebook Giving.

- Can John send over a graphic for Giving Tuesday? We don't really have anything aside from what is in the DropBox folder
- Script for the PSA (Travis) is not yet fully approved but John is open to suggestions and ideas for updating it. John would like to wait until we hit 1M+ pieces of plastic eliminated before approaching the celebrities.
- Melissa is wondering if we could get the Impact page going sooner rather than later so that fundraising can be more effective. John will work on that over the weekend.
- Giving Tuesday - We will get an email out
- If we want to pursue more school transitions and can come up with a target + plan, I think we could pursue a small grants through the Plastic Solutions Fund:
<https://plasticsolution.org/>
- ++++ Impact first (like the case studies!), then the ask
- BCG - Jody says we can get maybe some probono team invested from BCG to kickstart some additional thought and scaled efforts as we go into 2022. Get the request in right now
- Value Schools (Charter management) 2000 schools in hollywood down to pico union - dedicated role (Judith) to grant writing - get an intern to help with some of the grant making so that it can take some of the load off of John
- Have we explored One Percent for the Planet? <https://www.onepercentfortheplanet.org/>
- Thanks, Sara! Here's another resource: <https://www.reuselandscape.org/>
- Melissa will help with some of these resources especially onepercentfortheplanet
- Sara is working with some HBCs that might be interesting for the intern conversations