eco·cycle®

Working to Build Zero Waste Communities

Eco-Cycle is turning 40 this coming year. Our work now is more important than ever!

When Eco-Cycle was founded 40 years ago, the term "climate change" was little known. As a society, we burned fossil fuels and wasted resources largely unaware of what the full ramifications would be for future generations.

Today, we know better.

We know that global warming is already harming ecosystems, disrupting economies and food systems, and displacing entire communities. Right here in Colorado, the impacts include more frequent and intense droughts and wildfires among other things.

We have the solutions.

Now we know that more than 40% of our climate impact comes from the way we produce, transport, consume, and throw away products and food. That means the work our founders started 40 years ago—making Boulder one of the first communities in the nation to have curbside recycling—was the genesis of one of the most significant climate solutions: Zero Waste.

Zero Waste is a cost-effective way for communities to quickly reduce their climate impacts while also creating jobs and other environmental benefits.

Our Zero Waste work is key to the fight against climate change. But with the global slump in recycling markets, Eco-Cycle has less revenue to help build successful Zero Waste communities here in Boulder County and beyond.

That's where YOU come in.

We've set a goal of raising $40,000 to support the programs described below. Will you help us by making a tax-deductible donation by December 31st?

Green Star Schools Embrace Zero Waste

Eco-Cycle's nationally recognized and award-winning Green Star Schools program is celebrating its 10th anniversary this year! Four new schools were recently added, bringing the total number of Green Star Schools to 40 — almost half of all Boulder Valley public schools.

But we still have almost 30 schools on the waiting list. **Please make a gift right now to bring these schools on board.**

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City of Boulder Goes for Universal Zero Waste

Eco-Cycle is making huge progress in creating Zero Waste systems throughout Boulder County. The big news is the City of Boulder approved a new Zero Waste ordinance in June requiring everyone—every business, home, apartment, event—to have recycling *and* composting service.

Eco-Cycle was instrumental in winning approval of the ordinance, which makes Boulder the third city in the nation to require recycling and composting citywide.

Now we're working with residents, businesses, and city staff to ensure the ordinance's success. **Will you help with a donation today?**

Zero Waste Colorado: Building a New Recycling Economy

This is shocking. Colorado is one of the 20 most wasteful states in the nation, recycling only 11 percent of its waste compared to the national average of 34 percent. We can do better.

This year, we launched a new initiative, Zero Waste Colorado, to engage communities statewide, educate decision-makers, and transform Colorado's outdated waste disposal systems into 21st century Zero Waste systems.

Will you help jump start a new statewide recycling economy with a donation?

In 2016, when we celebrate our 40th birthday, we'll put our heart and soul into Zero Waste solutions that benefit the climate, protect natural resources, and support sustainable economic development. But with the downturn in recycling markets, we're struggling to fill budget gaps to sustain our critically important work. Please consider mailing a donation in the enclosed envelope today.

Together we can create a more vibrant community and reduce the harmful impacts of climate change.

For a sustainable future,

Suzanne Jones,
Executive Director

P.S. A recurring monthly donation is simple to set up, easier on the wallet than a one-time gift, and sustains Eco-Cycle's mission all year long. Become a Zero Waste Champion Donor and start giving monthly today.

P.P.S. Enclosed is our Holiday Guide, full of tips for reducing waste this holiday season. Your donation supports tools like this—helping you live an eco-lifestyle.

Donate online at www.ecocycle.org

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