GrowingSLU Business Plan

Project title:

Trash To Treasure Expansion Program

One sentence project description: Each year, the Center for Service and Community Engagement plans the Trash To Treasure Program, which allows students moving out of the residence halls at the end of the year to donate materials they no longer need (furniture, appliances, clothes, etc.); the expansion project will create a year-round mechanism.

1. One paragraph summary of project:

Each year, the Center for Service and Community Engagement plans the Trash To Treasure Program, which allows students moving out of the residence halls at the end of the year to donate materials they no longer need (furniture, appliances, clothes, etc.) The expansion project will create a year-round mechanism to collect donations from not only students, but employees. By partnering exclusively with an external organization to pick up donations, we will install permanent donation locations (provided by the proposed partner) around campus. Students, faculty, and staff can bring items to these locations (which are equipped with sensors to let the partner know when they are full), and then materials can be picked up. The proposed partner then pays SLU per pound of materials collected. Additionally, the partner organization will pay up to $750 per truck of used furniture and appliances that they collect. This will not only generate revenue for the University, but furthers environmental sustainability as well as helps the partner organization accomplish their mission of helping the poor.

2. Expected timeline for implementation, including stages or phases if necessary:

Fall 2016: Consult with Facilities Services, Housing and Residence Life, and proposed partner to determine structure of furniture pickups on campus, as well as location and logistics of bin placement.
January 2017: Begin monthly truck pickups
March 2017: Set up donation stations around campus
April/May 2017: Continue with annual Trash To Treasure Move-Out Campaign
June/July 2017: Assess collection bin use, as well as furniture pickup program, to determine cost/benefits
Fall 2017: Continue collection bin usage and monthly furniture pickups; launch date and time specific events on campus where the proposed partner organization will come to campus for employee donations of furniture, refrigerators, etc.

3. Positive financial impact on SLU (additional revenue), including business model:

In 2015, 13,000 pounds of materials were collected during the Trash To Treasure Move-Out campaign, and 6 truckloads of furniture were donated (since SLU also utilized Goodwill and Salvation Army, neither of which provides funds for collected goods, SLU only received payment for two trucks. This total amount was collected only from students, and only at the end of the year. The following table reflects this number as the baseline.

Also reflected is the payment scale used by the proposed partner to Saint Louis University, totaling:
- $0.08 per pound of clothing, shoes, and accessories placed in collection bins
- $750 per large truck filled with furniture, appliances, and other electronics

<table>
<thead>
<tr>
<th></th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>$5,540 (13,000 lbs. of goods; 6 trucks of</td>
<td>$10,700 (15,000 lbs. of goods; 14 trucks</td>
<td>$13,600 (20,000 lbs. of goods, 16 trucks</td>
<td>$17,000 (25,000 lbs. of goods, 20 trucks</td>
</tr>
<tr>
<td></td>
<td>furniture/appliances)</td>
<td>from monthly pickups)</td>
<td>from monthly pickups and 1 employee event)</td>
<td>from monthly pickups and 2 employee events)</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Net income</strong></td>
<td>$5,540</td>
<td>$10,700</td>
<td>$13,600</td>
<td>$17,000</td>
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***No expenses are foreseen initially, as the external partner pays for the cost and maintenance of the bins. The bins are already painted in “SLU-Blue”, so unless there is a desire to paint a SLU logo or other SLU-specific markings on the bins, no cost will be incurred.

Each year, new and innovative ways to encourage students and employees to donate could be developed. Prizes for the department that collects the highest number of goods could be awarded, SLU gear could be given out to participants, etc.

It is also proposed that the revenue generated by this project be donated to Saint Louis University to establish a scholarship fund. Utilizing the power of the “Go Farther” campaign of Financial Aid, Saint Louis will match all funds collected by the Trash To Treasure program, effectively doubling the figures listed above.
The Scholarship Fund could be utilized by students attending SLU who are low-income, or need additional financial assistance for books, housing, utilities, etc. This would allow for maximum mission congruency with the external partner organization.

4. Positive non-financial impact on SLU:

The positive non-financial impact of this program is three-fold:

1.) The University will advance sustainability efforts on campus.
2.) The University will indirectly help the low-income clients of the proposed partner organization.
3.) The University will create stronger relationships with another Catholic organization dedicated to serving others in St. Louis.

5. Alignment with Jesuit mission and strategic plan of the University:

The program not only achieves our Jesuit mission of the “Service To Humanity”, but also aligns with our strategic plan in numerous ways:

• With the support of the Go Farther campaign, will help achieve Goal 4 of Initiative One – Increase Access for Those Seeking the Transformative Power of a SLU Education.
• Aligns with Goals 1-3 of Initiative Three – Being a Leading Catalyst for Groundbreaking Change in the Region, the Nation, and the World.
• Aligns with Goal 5 of Initiative Five – We Will Apply the Jesuit Concept of Care for Creation and Stewardship of the Environment on our Campus and in the Community.

6. What’s needed, including budget (i.e. startup capital needed) and other resources (i.e. physical space, personnel, etc.):

• No budget or startup capital is needed
• A point-person or committee would need to be established, with representatives from the Center for Service and Community Engagement, Facilities Services, Housing and Residence Life, and the proposed partner. This committee would meet regularly to fine-tune and streamline the process.
• Physical space on campus would be needed for bin placement – the bins are relatively small however (6ft x 6ft x 6ft), so they could be placed at multiple locations.
7. Potential obstacles:

• Determining the location of bins could be challenging – we would need to place them in areas with high visibility and convenience for people to donate, but also balance that with aesthetics.
• Balancing the donations of SLU-owned furniture and equipment (What if other SLU departments are interested in the goods? Who would get “first-rights”?)

8. Questions that still need to be answered [OPTIONAL]:

• Will Facilities Services’ be okay with monthly pickups of furniture from the Distribution Center?
• How will employees be encouraged to bring in their donations from home?

If you have any questions, please contact David at hakansond@slu.edu or Victoria at whitakervl@slu.edu.

Due date: July 29, 2016